

**Giving
attention
a little
attention**



Attention: A hot topic

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You're advertising at a point where the consumer is actually attentive

Fast Forward: May I have your attention please?
By Andy Ford, head of marketing science, Australia & New Zealand, Meta | Sponsored

Capturing your target audience's attention is crucial for any marketer. In this third installment of Facebook and Instagram's Fast Forward series, an extended data collection from Amplified Intelligence reveals the importance of attention, alongside reach, as a driver of business results.

There are many factors that contribute to successful media planning, but if any of them were vying for top billing currently, attention would be right up there. Yes, it is only one aspect in the mix, but it's certainly something brands and marketers should be looking at closely.

In today's media environment there are a few companies that measure attention. Among them is Amplified Intelligence, headed up by its founder Dr. Karen Nelson-Field.

It's an Adelaide-based business which is now pushing into 10 countries across the world, and has direct relationships with most of the biggest media agency groups, providing attention data to inform their buying decisions.

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Dentsu's new attention trading tool aims to 'clean up the clutter' on digital sites

The media group allows clients to optimise digital advertising spend on sites that produce the most effective attention, which could punish sites that are jam-packed with ad units.

by Arvind Hickman

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MAY WE HAVE YOUR ATTENTION, PLEASE?

By James Rouse, Published on February 26, 2016.

Attention is "the act or state of condition of readiness involving focusing of consciousness and definitions."

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Nine releases study showing BVOD ads attracts the most viewer attention

by Mediaweek
Posted on April 6, 2022

The study was by Amplified Intelligence and commissioned by Nine

Longer adverts on linear television and BVOD provide a longer window of active attention from viewers compared to equivalent length ads on social platforms, a new study into attention to advertising ever undertaken in Australia has found. Released April 6, the scientific study by attention measurement company Amplified Intelligence and commissioned by Nine, used eye-tracking technology in 200 households to capture the real attention they were – or weren't – paying to their screens, across Nine's linear channels, 9Now on Connected Televisions (CTV) and 9Now on mobile.

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OMNICOM LOOKS TO MEASURE ADS BASED ON CONSUMER ATTENTION

SC Johnson is first brand to test how much attention viewers pay to ads and how likely they are to make a purchase

By Jack Neff, Published on August 16, 2021.

Advertisers have long paid for media based on whether their ads are actually seen by consumers. Now Omnicom Media Group, working with

The Media Leader
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Kickstart your media planning and sales in a click

12 Apr 2022 | Geoff De Burca

How to resolve the attention paradox

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Where can you target the highest concentration of directors in the UK?

21 Apr 2022 | Katie Hartley

What we've learned after five years looking at attention in media

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Mediateel has partnered with UKTV

27 May 2021 | Omar Oakes

Dentsu: Forget 'viewability' and focus on attention in online media buying

The Media Leader
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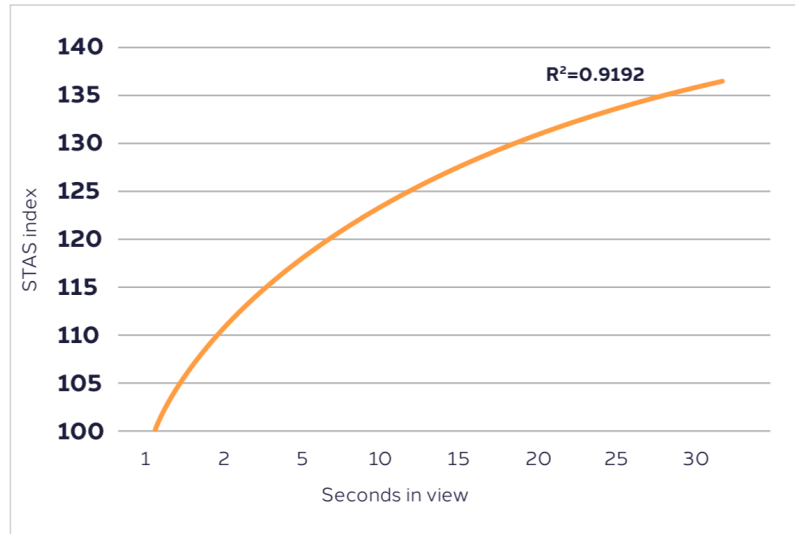
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What was the most watched programme of E4 during January for 16-34 adults?

12 Jan 2022 | Karen Nelson-Field

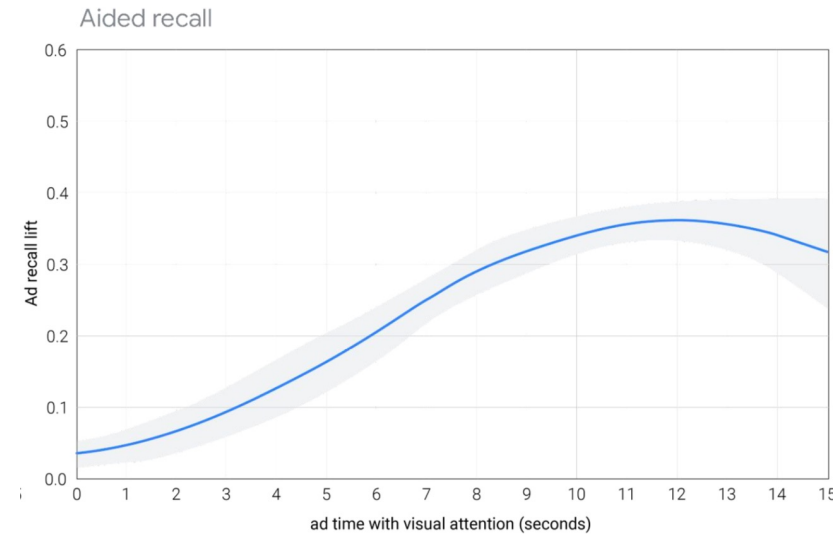
2022 will be the Year of Attention, but let's go deeper

Attention metrics have been shown to be effective



Dentsu: STAS results increase with how long a (digital media) ad is viewed for.

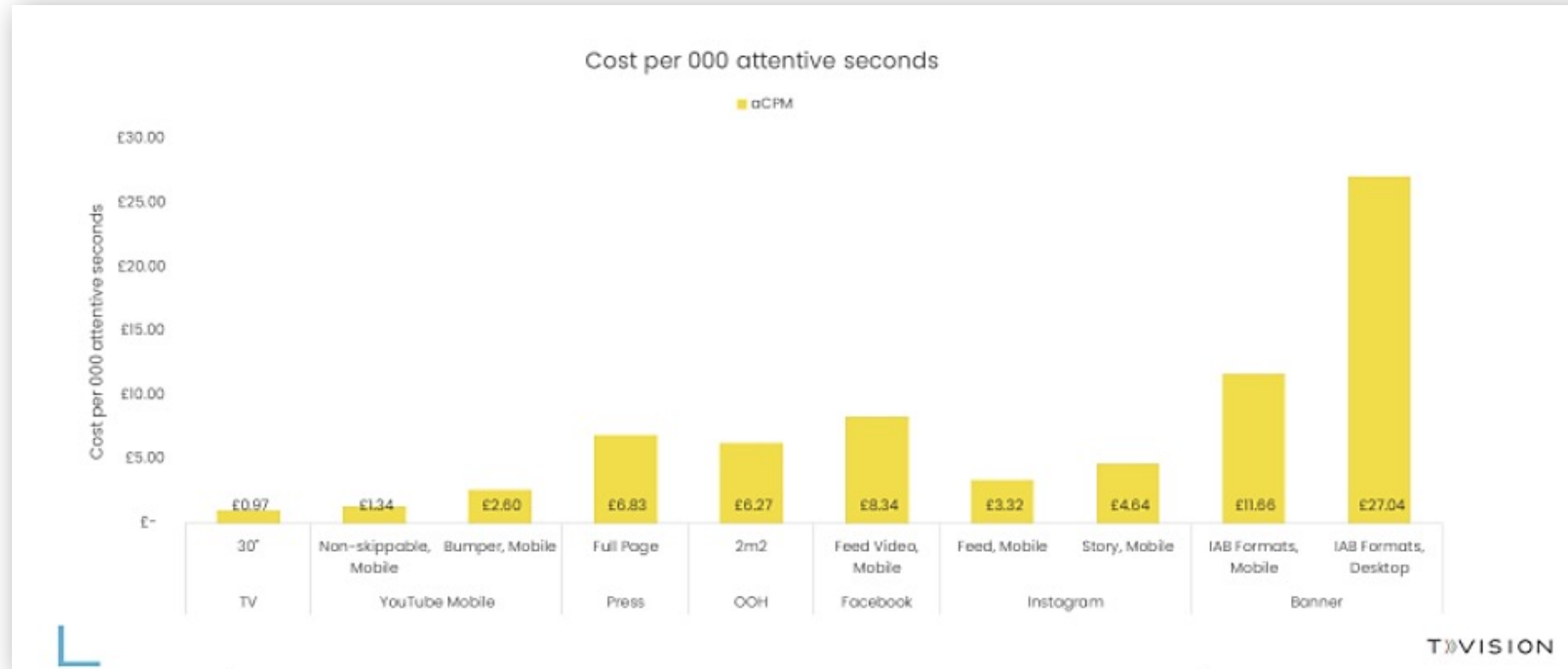
This has been built into a predictive attention model Dentsu use for trading.



Google: there is a positive relationship between visual attention and recall (both unaided and aided)

This relationship was strongest when both visual and auditory attention occurred

TV is an 'attention bargain'



Source: TV: Tvision / Lumen UK TV Panel. YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus. OOH: AM4DOOH project. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel). CPM sources: Ebiquity / Fou Analytics (taken from *The Challenge of Attention*, 2020)


Some questions raised...

- Do the visual attention approaches born out of digital advertising fully transfer to other media?
- Eye and head tracking methods commonly just report passive measures (gaze / dwell time) that do not guarantee actual attention. Does this matter ?
- Does the focus on eyes-on attention miss some communications impact?
(e.g. Robert Heath's Low Attention Processing)



The Flight Attendant, Sky

Understanding what we do (and don't) know about attention



Gorilla in the room

Giving attention a little attention
Dr A Goode

Giving attention a little attention June 2022

Foreword

Is attention the missing link in media measurement? Is it the vital piece of the advertising effectiveness jigsaw that will complete the picture?

A recent surge in global interest in advertising attention measurement suggests it could be, and this interest has forced an industry-wide rethink of legacy media metrics.

The focus on attention was instigated by the inability of online measurements – like impressions, video starts or viewability scores – to act as effective indicators of online ad exposure and how ads are landing with consumers. More recently the debate has widened to encompass other channels – including TV.

In 2021, Thinkbox undertook a global consultation with key attention practitioners to probe the theoretical underpinnings of attention's application within the advertising process, and to better understand the research methodologies currently being used to measure attention.

This consultation led us to the conclusion that, before commissioning bespoke research into the application of attention to TV planning/implementation, it was important to gain a deeper understanding of current thinking by commissioning an independent review.

In particular, we were keen to understand how attention is understood in the academic cognitive science world and how this compares with its commercial application within media.

So that's what this in-depth paper – 'Giving attention a little attention' – is about. Undertaken by award-winning cognitive scientist Dr Ali Goode, it outlines current approaches to attention within the advertising and media industry and compares them with academic insights and theories.

The result is hopefully a valuable addition to the advertising attention debate, raising the potential for some course correction, and identifying some important areas that are yet to be incorporated into current thinking or fully understood.

Our ambition is to help advertisers and agencies use attention measures effectively, and to offer insights into what advertisers should focus on to enhance the impact of their advertising.

Anthony Jones
Head of Research, Thinkbox

02



Including consultations with...

Prof Anil Seth

Cognitive Neuroscientist
Director of Sackler Centre
for Consciousness Science
(Sussex University)

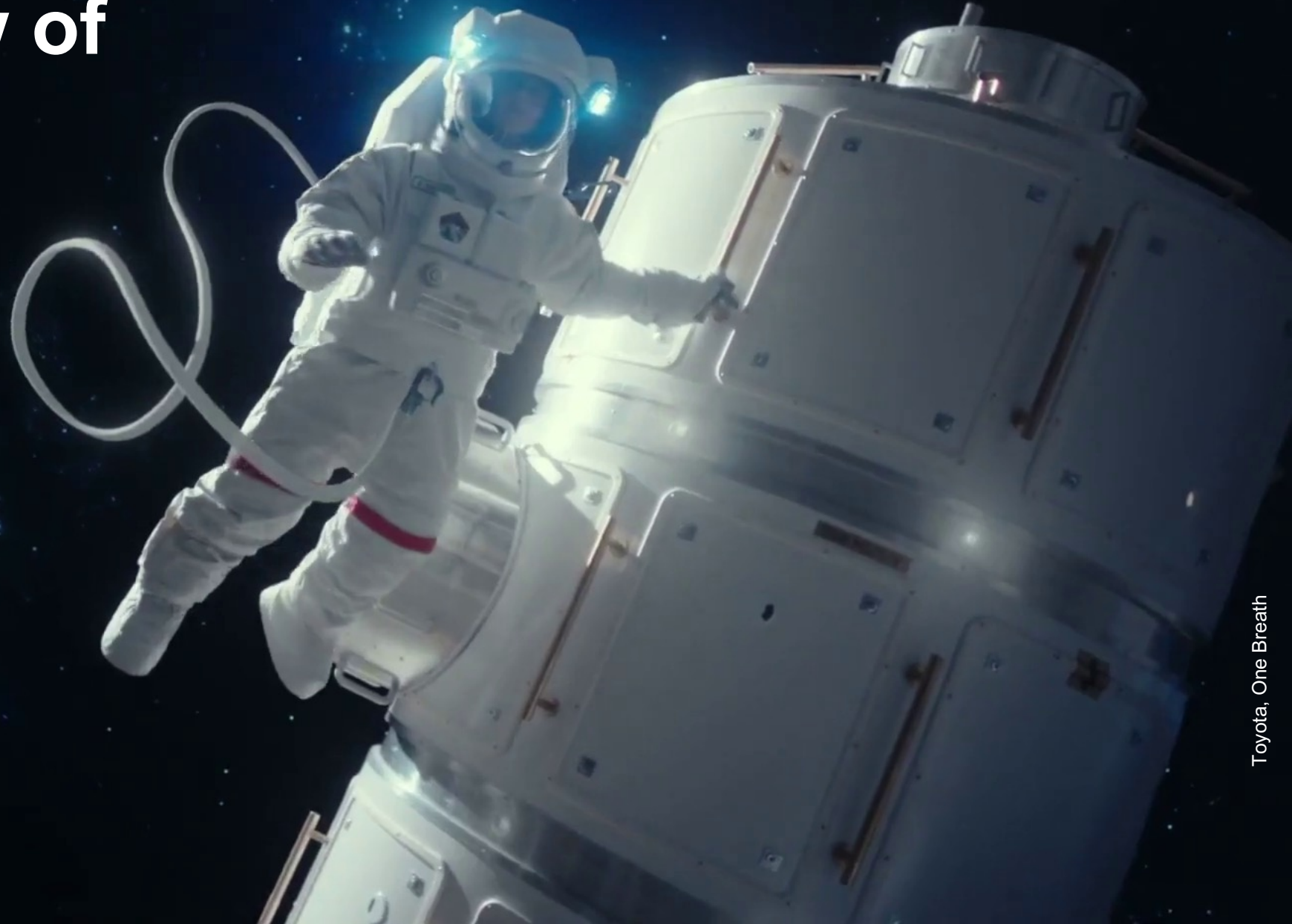


Prof Maria Chait

Auditory Cognitive Neuroscientist
The Ear Institute
(University College London)



Academic view of attention

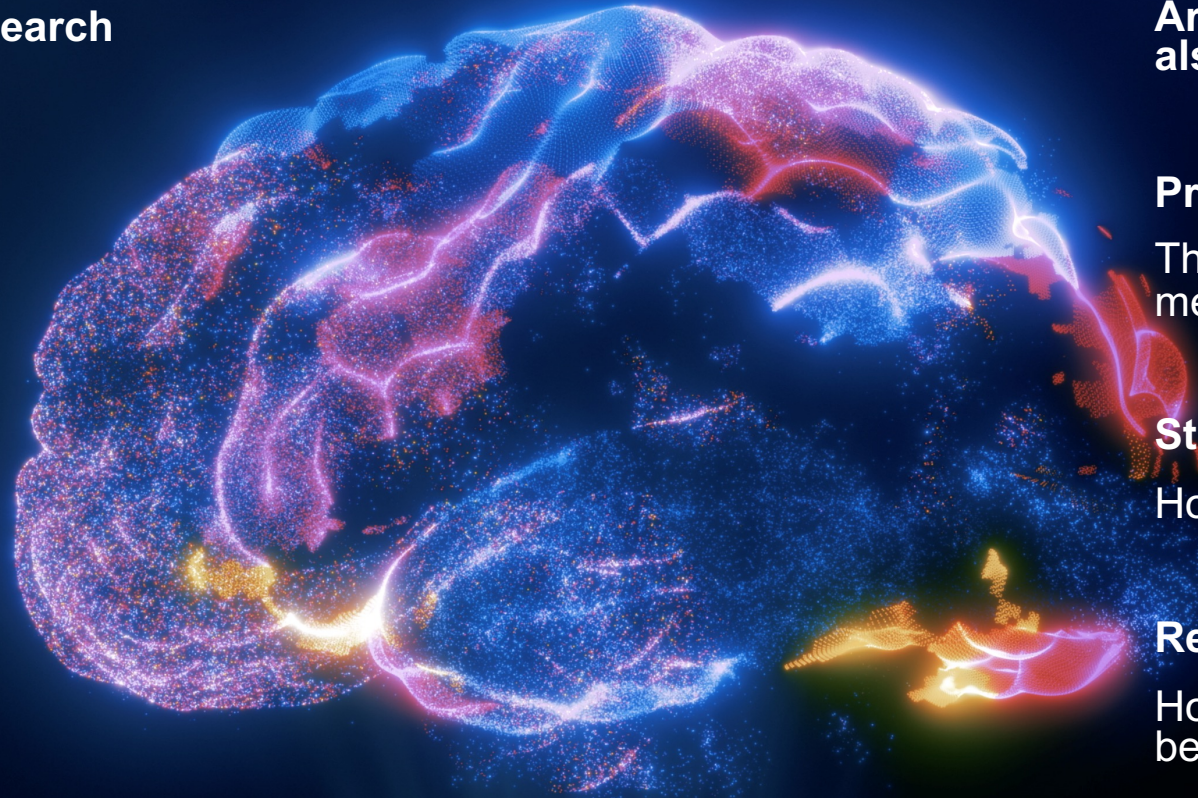


Commercial vs academic focus

Where most commercial research has focussed so far...

Sensory Input

Our senses' ability to take in information



Areas that academic research also look to understand...

Processing / Encoding

Thinking and how it transfers to memory

Storage

How it is retained in memory

Retrieval

How it is comes back to influence behaviour



THE ATTENTION TEST



Areas in the academic study of attention to consider

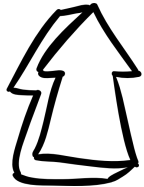
1. How does our attention move around the environment?
2. How do we select what to pay attention to?
3. How do we divide our attention up amongst our senses?



The Ipspress Files, ITV

1. How does our attention move around the environment?

Top Down



Bottom Up

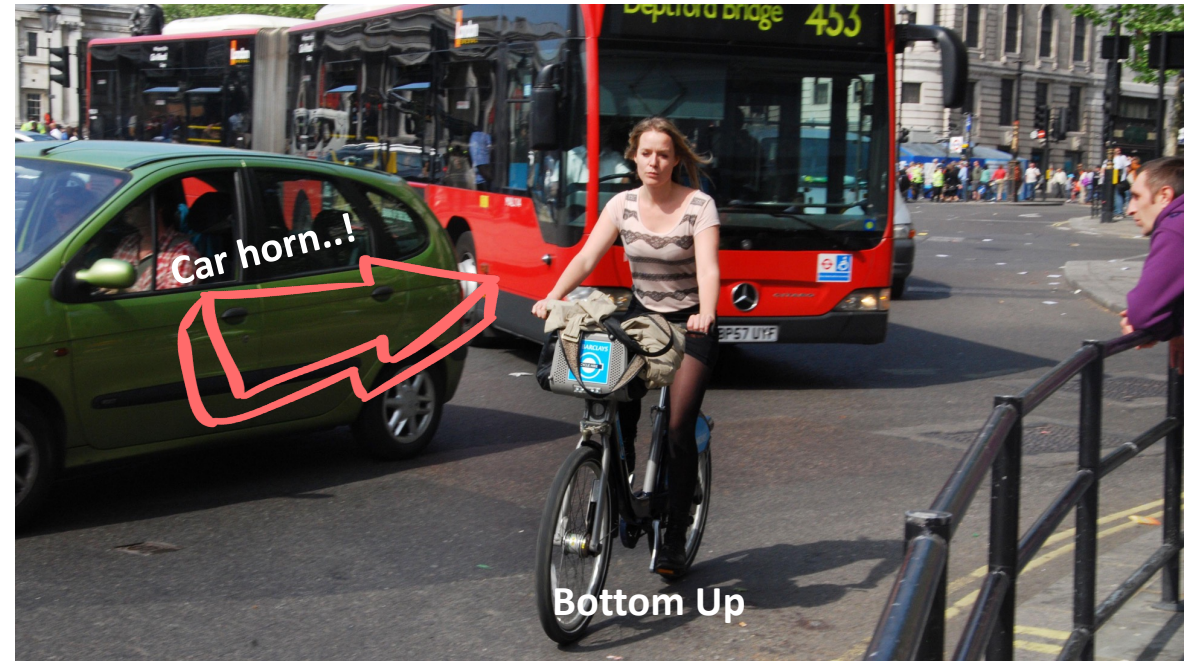
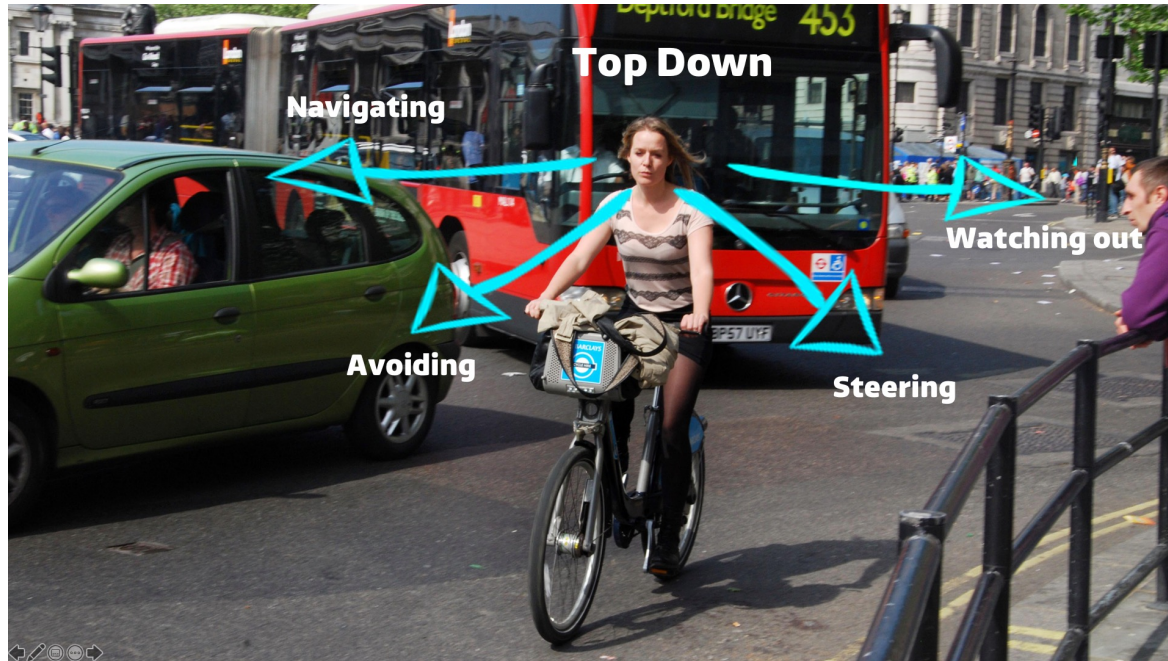
Top Down

Where we push our attention around to achieve a task

Bottom Up

Where something in our environment pulls our attention towards it

Top Down vs Bottom Up



Perceptual Load Theory

Attention is a finite resource across all senses.

The amount of 'Perceptual Load' you are asking the brain to do, has an effect on how much else can be processed

1. You can do two things at once but one has to take up a low Perceptual Load
2. But if you try and do two tasks that take up more than your Perceptual Load allows, you exhaust your available attention and fail to do one or both

Listen to music



Drive a car



Use your mobile

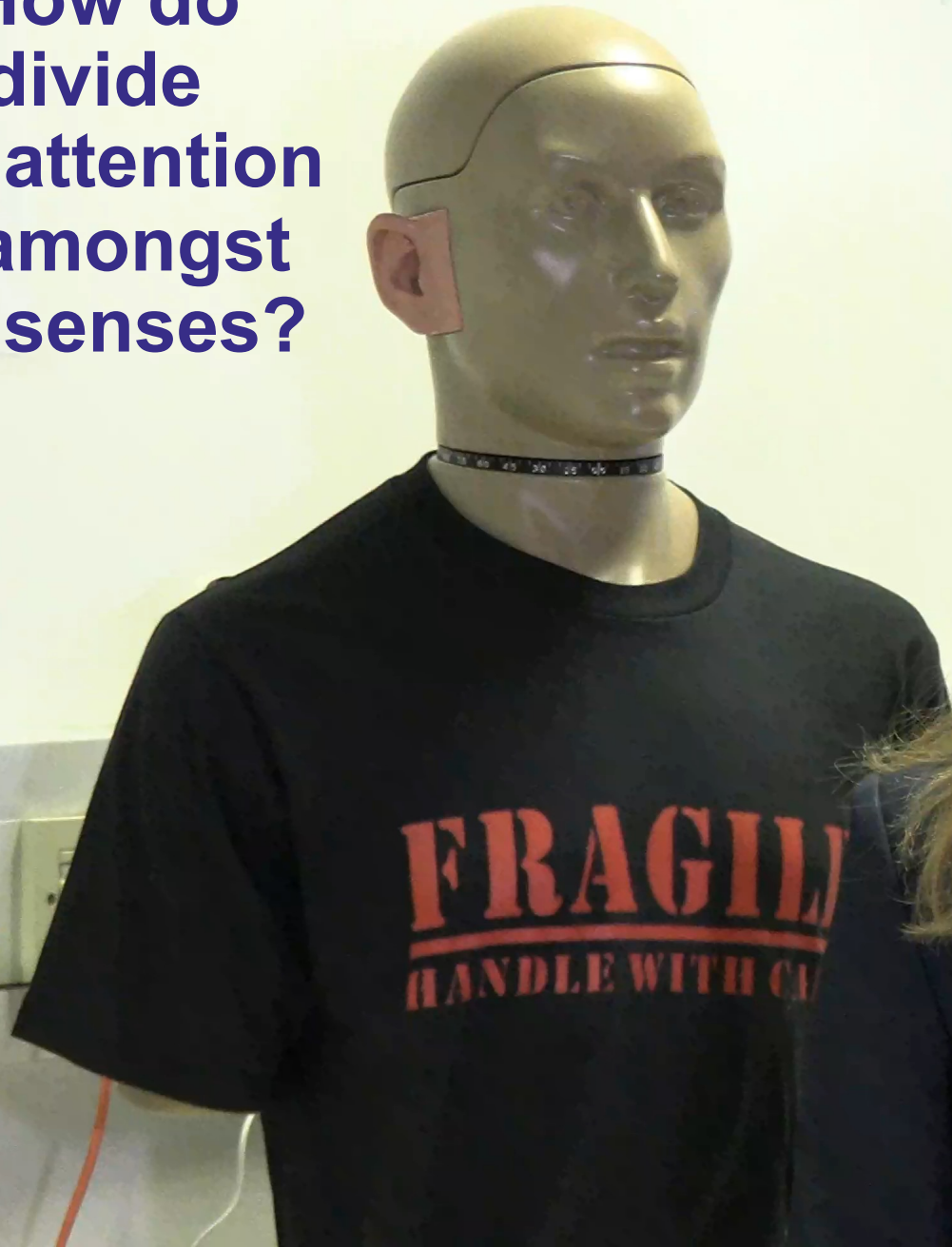


Drive a car

Attention deficit



3. How do we divide our attention amongst our senses?



So what does attention look like in the home?

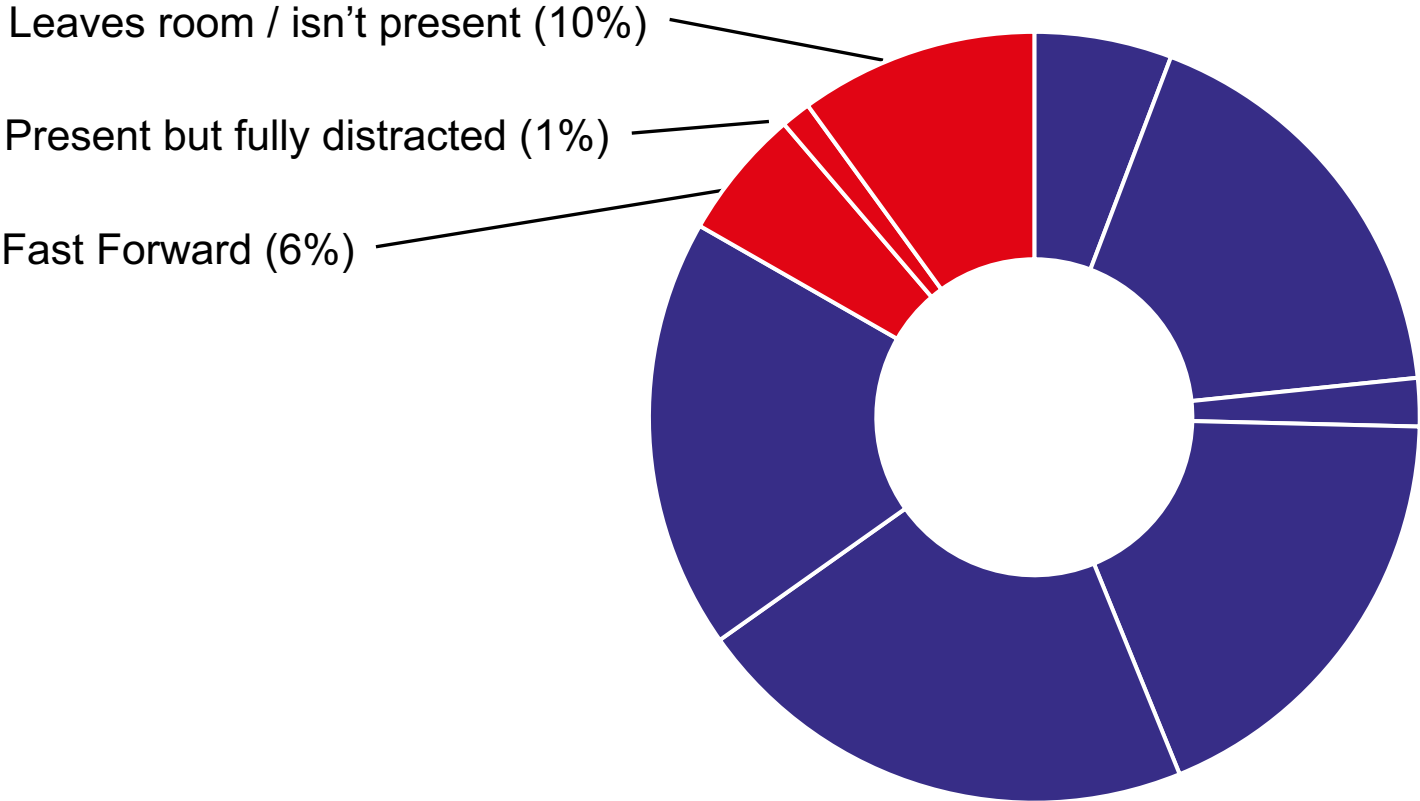




ITV: Virtual Reality (VR) filming of families

- 64 households
- 136 participants
- Oct 2019 - March 2020
- 17,000 ad exposures

Some level of attention 83% of the time (ads at normal speed)



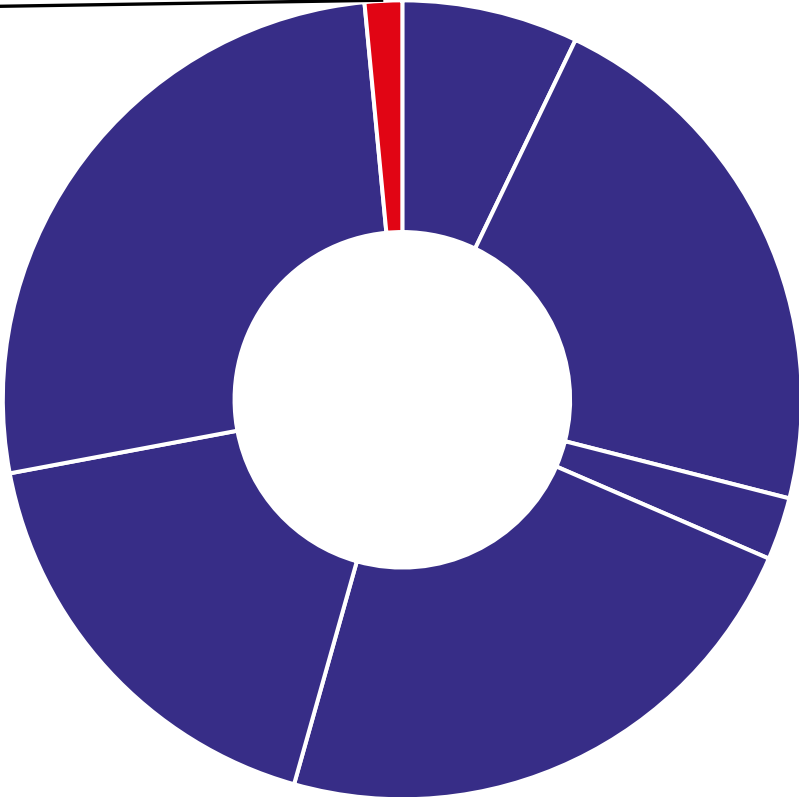
Including fast-forwarding there is a level of attention 89% of the time

Source: ITV, Virtual Reality 360° filming of families, 2020

Total viewing behaviour - spot ads, sponsorship & programme promos; Live and recorded / catch-up TV; 17,017 exposures

Re-profiled to remove non-chargeable viewing criteria

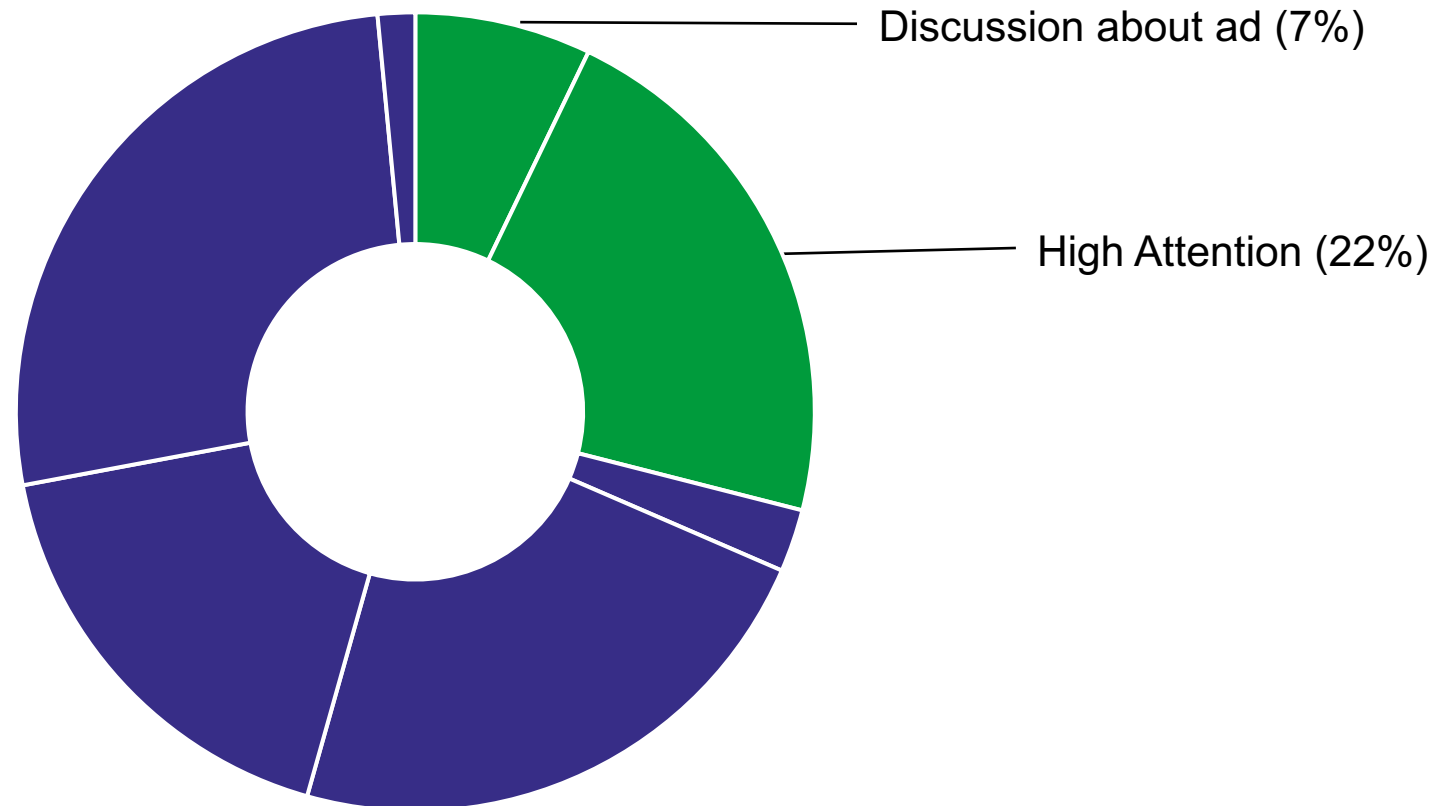
Present but fully distracted (1%)



Source: ITV, Virtual Reality 360° filming of families, 2020

Total viewing behaviour - spot ads, sponsorship & programme promos; Live and recorded / catch-up TV; 17,017 exposures

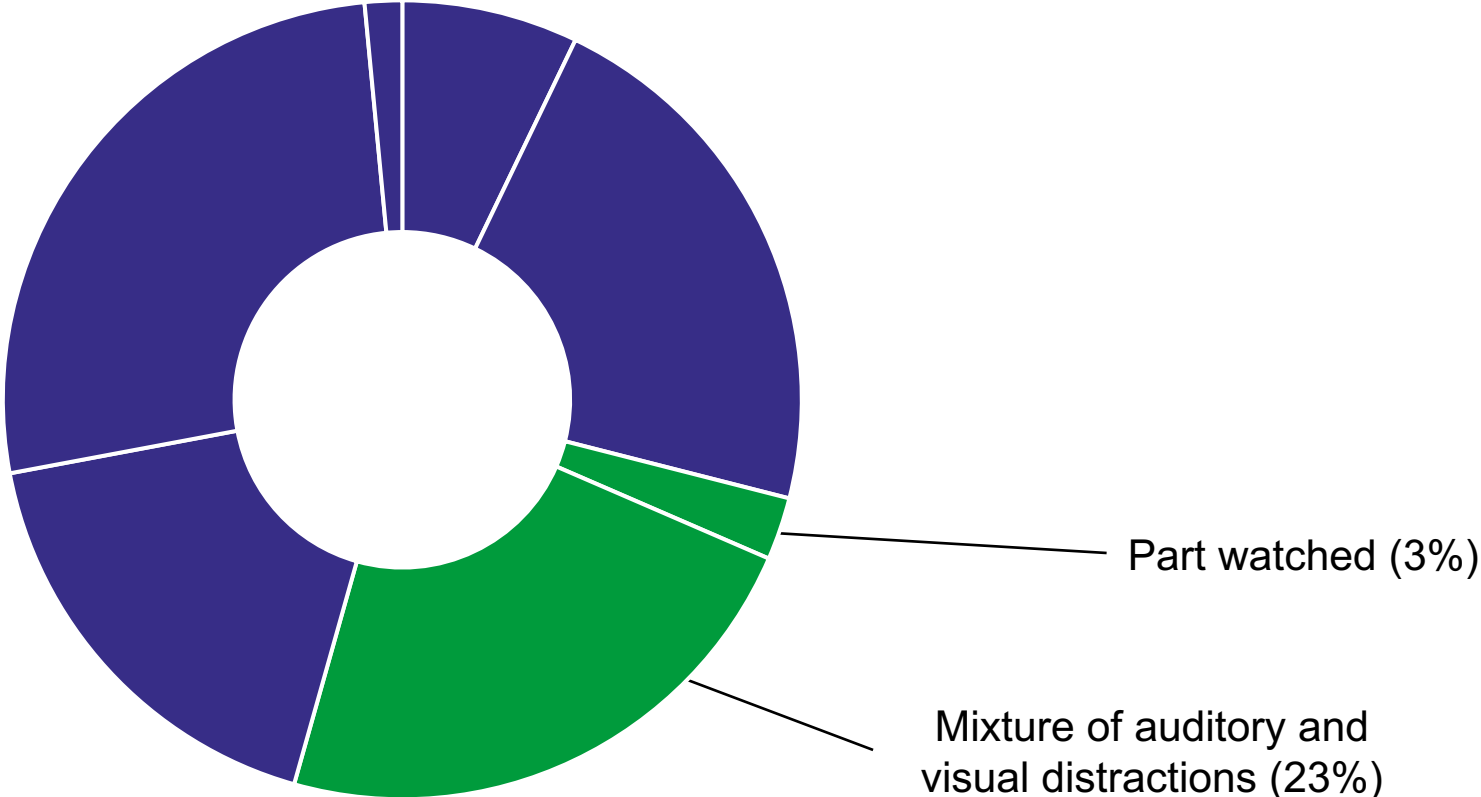
High attention or discussion about ad 29% of the time



Source: ITV, Virtual Reality 360° filming of families, 2020

Total viewing behaviour - spot ads, sponsorship & programme promos; Live and recorded / catch-up TV; 17,017 exposures

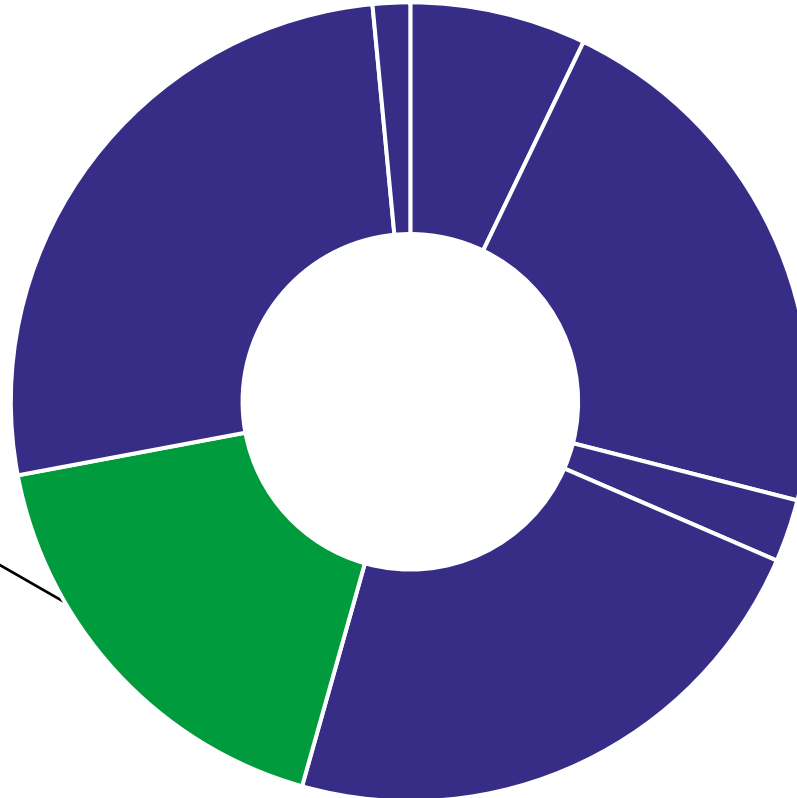
Low attention for 26% of exposures



Source: ITV, Virtual Reality 360° filming of families, 2020
Total viewing behaviour - spot ads, sponsorship & programme promos; Live and recorded / catch-up TV; 17,017 exposures

Auditory distractions during 18% of events

Auditory Distraction
Listening to others (18%)



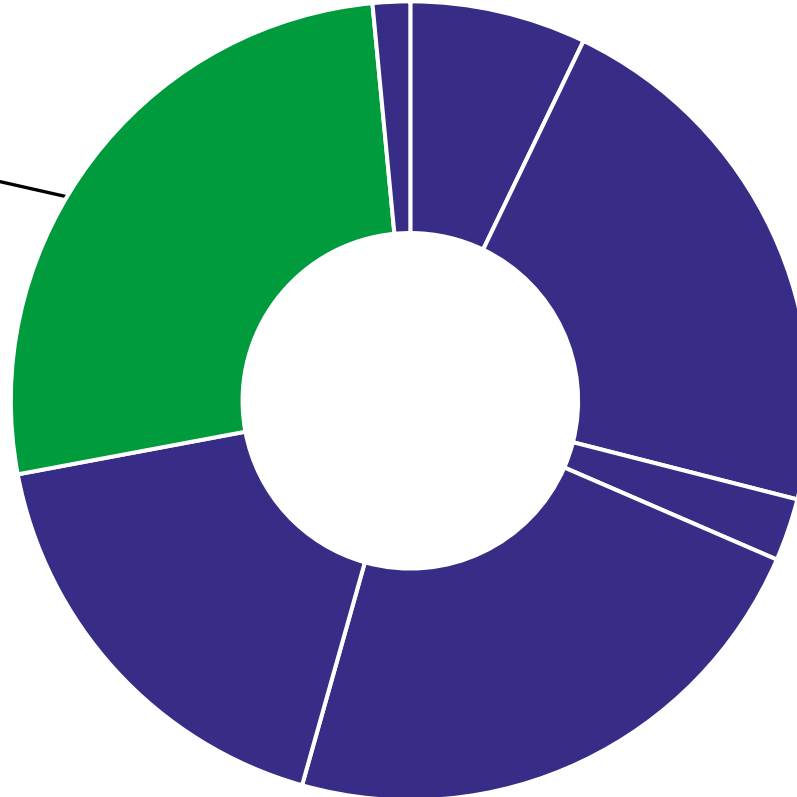
Source: ITV, Virtual Reality 360° filming of families, 2020

Total viewing behaviour - spot ads, sponsorship & programme promos; Live and recorded / catch-up TV; 17,017 exposures



26% of the time there are visual distractions

Visually Distracted
(Phones, people, pets,
chores) (26%)



Source: ITV, Virtual Reality 360° filming of families, 2020

Total viewing behaviour - spot ads, sponsorship & programme promos; Live and recorded / catch-up TV; 17,017 exposures



Amy & Gitz
ABBOTSDALE
ROAD

**It's not about getting all the attention
and using it, it's about using all the
attention you are getting**



In summary

“ Attention is...
complicated ”

Prof Anil Seth



**Giving
attention
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thinkbox