The Audience Is Not Enough

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1. Why attention pays
2. Share fresh research
3. Show new attention tool
We’ve found a shopper!
Job half-done
Connect people to products/brands so clients thrive
A MEDIA COMPANY THAT ALWAYS PUTS YOUR ADS IN THE SAME PLACE

PATTISON • HORSWELL • DURDEN

MEDIA IDEAS THAT STICK OUT
Fascinated by attention to all channels
It pays to pay for attention

Source: Admap 2018
Limited research into attention to adverts in channels
MAGNETIC
A new framework for attention
WHAT’S GOING ON IN HERE?!
SLOW

FAST
THINKING IN WORDS

FEELING VISUALLY
Attention Please,
a new insight study
Methodology

2000 x online respondents

8 x media channels
Cinema & print have the strongest attention to **CHANNEL** in terms of solus focus.

When using [media] I am not usually doing anything else at the time.
On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to the adverts in [channel]?
Interesting conversion between attention to channel & ads

On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to [channel]?

On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to the adverts in [channel]?
Relevance of ads driving positive perception in print

On a scale of 1-5, how much do you agree with the following statement about the different media channels. “The adverts are relevant to me”

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Percentage Rating 4 or 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>43%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>34%</td>
</tr>
<tr>
<td>Cinema</td>
<td>31%</td>
</tr>
<tr>
<td>Social</td>
<td>27%</td>
</tr>
<tr>
<td>TV</td>
<td>24%</td>
</tr>
<tr>
<td>Digital Display</td>
<td>24%</td>
</tr>
<tr>
<td>Commercial Radio</td>
<td>23%</td>
</tr>
<tr>
<td>OOH</td>
<td>14%</td>
</tr>
</tbody>
</table>
On a scale of 1-5, how much do you agree with the following statement about the different media channels. "The adverts are part of the experience"
Less than 1 in 5 agree magazines would be better without advertising
Our industry is undervaluing channels with high attention to advertising
“Fancy a fourway?!”
Four processing modes

- **STUDYING**
  - THINKING
  - FEELING VISUALLY
  - SLOW
  - FAST

- **SOAKING UP**
  - THINKING
  - FEELING VISUALLY
  - SLOW
  - FAST

- **SKIMMING**
  - THINKING
  - FEELING VISUALLY
  - FAST

- **SCANNING**
  - THINKING
  - FEELING VISUALLY
  - FAST
Four advertising roles

- EDUCATE
- INSPIRE
- ACTIVATE
- ENTERTAIN

SLOW

THINKING WORDS

FEELING VISUALLY

FAST
Smart Energy create comms to match attention type

Thinking Words

SLOW

FAST

Feeling Visually

It’s time to get Gaz & Leccy under control.

Every British home will be able to get a smart meter from their energy supplier by 2020. Visit smartenergyGB.org
Warning! one-dimensional thinking alert
Capitalise on methods of distribution

THINKING WORDS

SLOW

FAST

FEELING VISUALLY
INSPRITION | YOUR STRONGEST WINTER EVER!

INTERVIEW | ‘The bicycle is beautiful, but it’s ridiculous’

RIDDEN & RATED | DIFFERENT CLASS

RATED! GIANT DEFY: THE BATTLE FOR BIKE OF THE YEAR 2019 STARTS NOW...

16 TITLED AUTUMN JERSEYS REVEALED

THE TRUTH ABOUT YOU!

CHOOSE THE PERFECT LIGHT

SIX CLASSIC ROAD BIKES SHOW WHY CAMPAGNOLO STILLS CUTS IT!

IMMEDIATE MEDIA®
Media brands can be consumed in all four ways:

- **THINKING WORDS**
  - SLOW
  - FAST

- **FEELING VISUALLY**
  - SLOW
  - FAST
Look out for high attention to advertising
Plan the right attention for your brief
It pays to pay for attention
Watch this space. . .

Link between attention & biz outcomes

Creative impact on attention
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