

# Pursuit of Attention

GETTING TO THE CENTER OF ATTENTIVE  
AUDIENCES



# Why attention?

- Do **REACH** and **FREQUENCY** suffice?
- Look beyond current metrics to drive performance
- How do we know if they are paying attention?
- Explore how the context of the media experience influences levels of **RECEPTIVITY** and **ATTENTION**



# RECEPTIVITY

## DEFINITION

Willingness to receive a message from a brand before exposure to an ad.

## PASSIVE

## A STATE OF MIND

Exists prior to and during exposure

How *OPEN* is the consumer to the stimuli (ad)?



# ATTENTION

## DEFINITION

An active behavior of noticing an ad.

## ACTIVE

## AN ACTION

Exists during exposure only

Is the consumer actively giving their *ATTENTION* to the stimuli (ad)? And to what degree?



# OBJECTIVE 1

## RECEPTIVITY

Deconstruct the indicators of receptivity

Determine how/if these indicators may differ by industry vertical

Identify appropriate targeting triggers for each indicator



# OBJECTIVE 2

## ATTENTION

Conduct attention measurement to test output of receptivity

Establish to what degree attention drives brand metrics

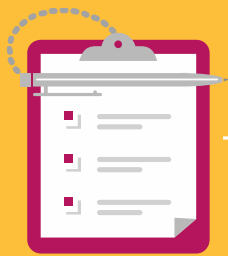
Use findings to better understand and define attentive audiences



# THE METHODOLOGY

## RECEPTIVITY

7,000 Video Viewers from  
Representative Online Panel



Captured a Diary of Video  
Viewing Experience –  
Who? What? Where?  
When? Why? +Receptivity



Determined Targeting  
Indicators That  
Influence Receptivity



Created 12 Distinct  
Scenarios Based on  
Combinations of  
4 Targeting Indicators



Collected Attention  
Metrics and Traditional  
Ad Metrics

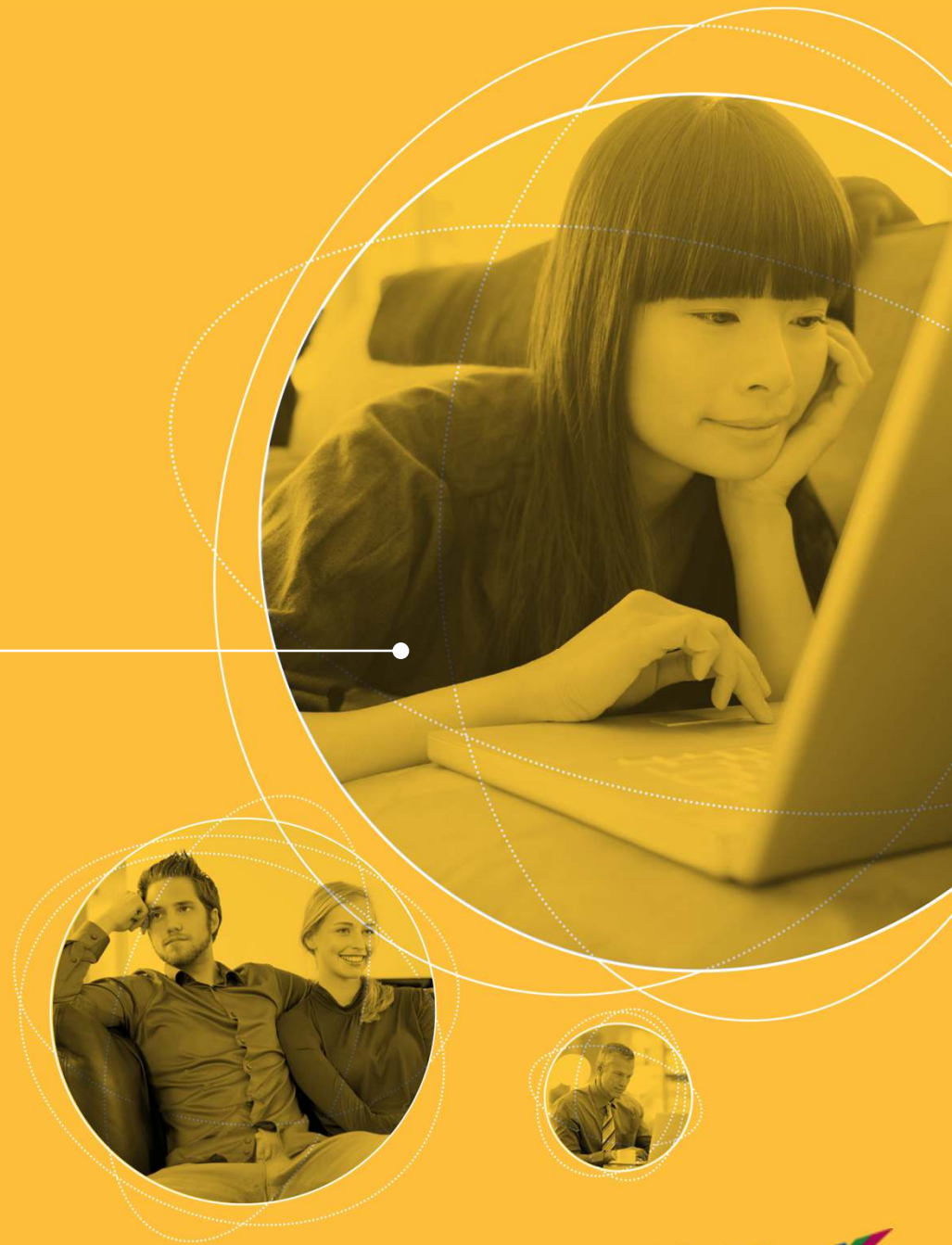
## ATTENTION

3,651 Participants  
in an Online Lab Test



# Receptivity & Attention

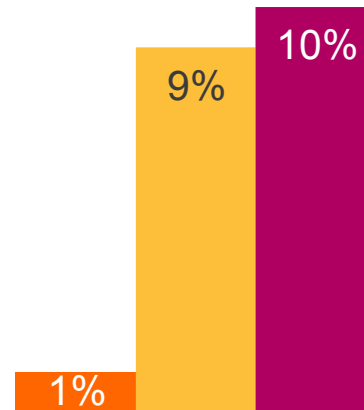
ARE THEY  
IMPORTANT?



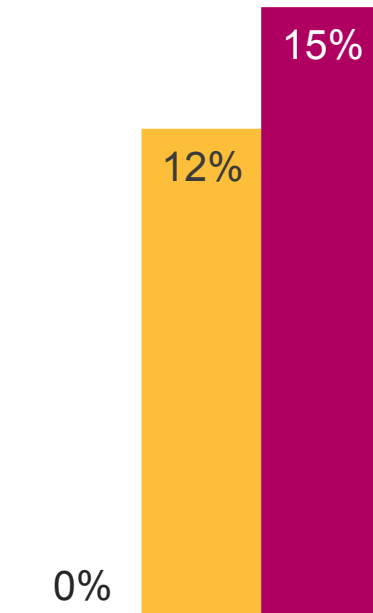
# Higher receptivity and attention = higher brand metrics



## RECEPTIVITY



## ATTENTION



## OVERALL BRAND FAVORABILITY

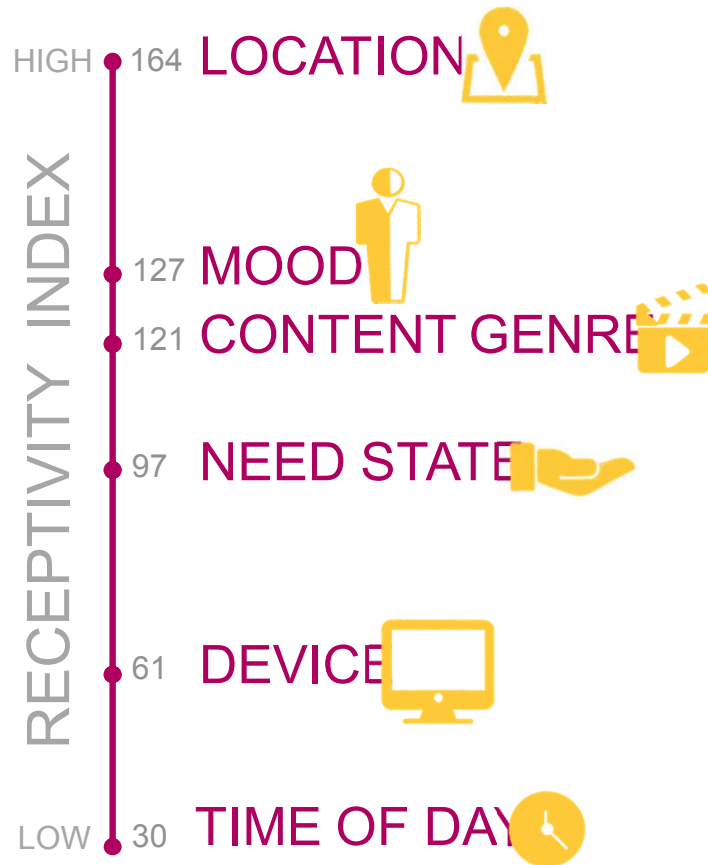
■ LOW ■ MODERATE ■ HIGH

[illegible][illegible][illegible]



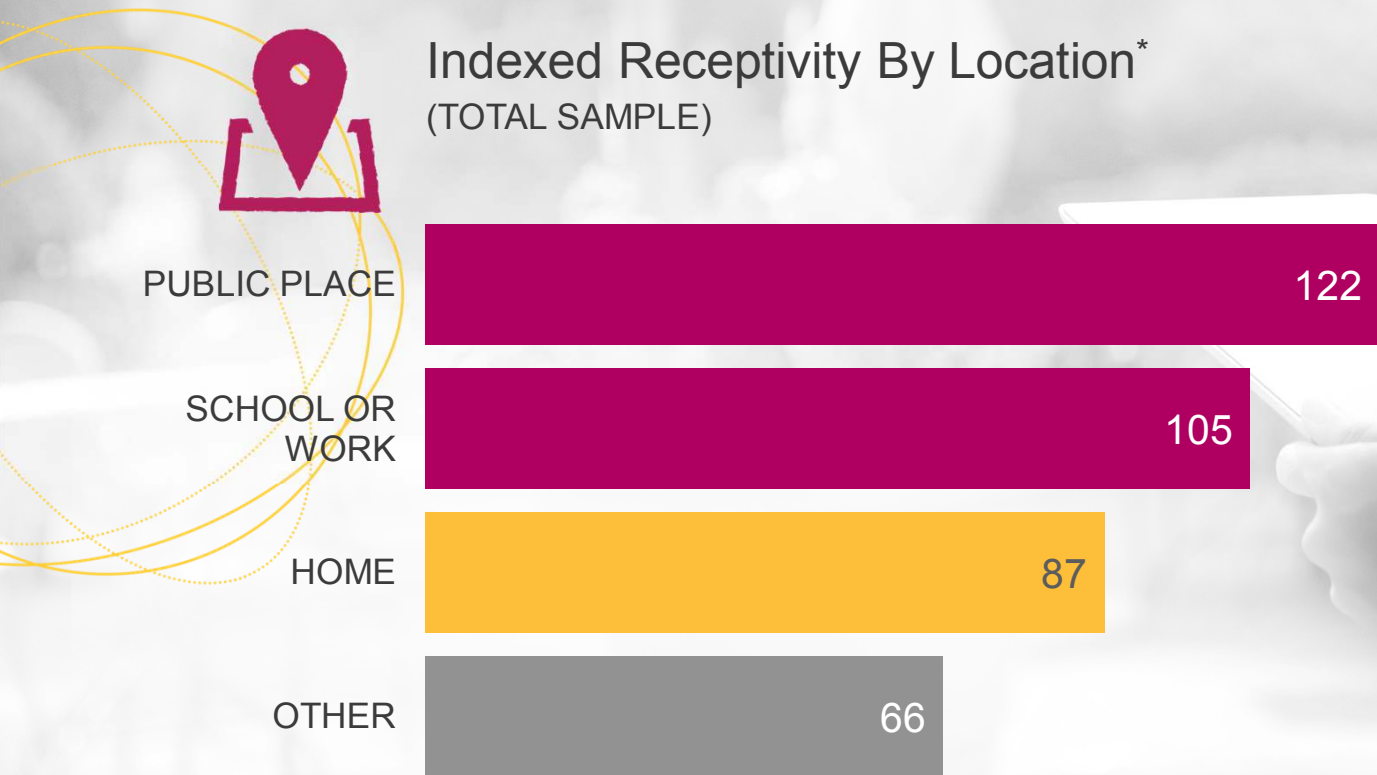
# Each indicator impacts receptivity to a different degree

Average Importance of Indicators



Location ranked highest in influencing receptivity

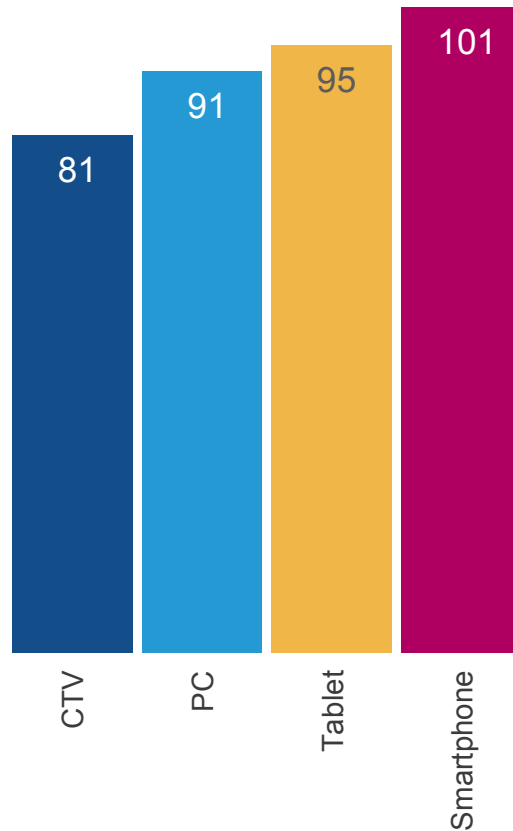
# Being away from home is highly impactful



"Public place" includes restaurant or bar, store, gym, by the pool, commuting, on vacation. "Other" includes anywhere not listed. Public Place n=525; School or work n=801; Home n=11,630; Other n=575. \*Indexed so average importance is 100

# Receptivity on the go!

Indexed Receptivity By Device\*  
(TOTAL SAMPLE)



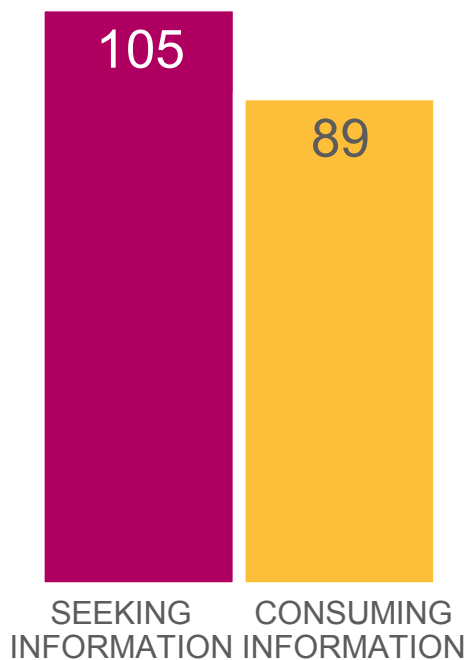
Consumers  
most receptive on  
mobile devices,  
particularly  
*smartphone*



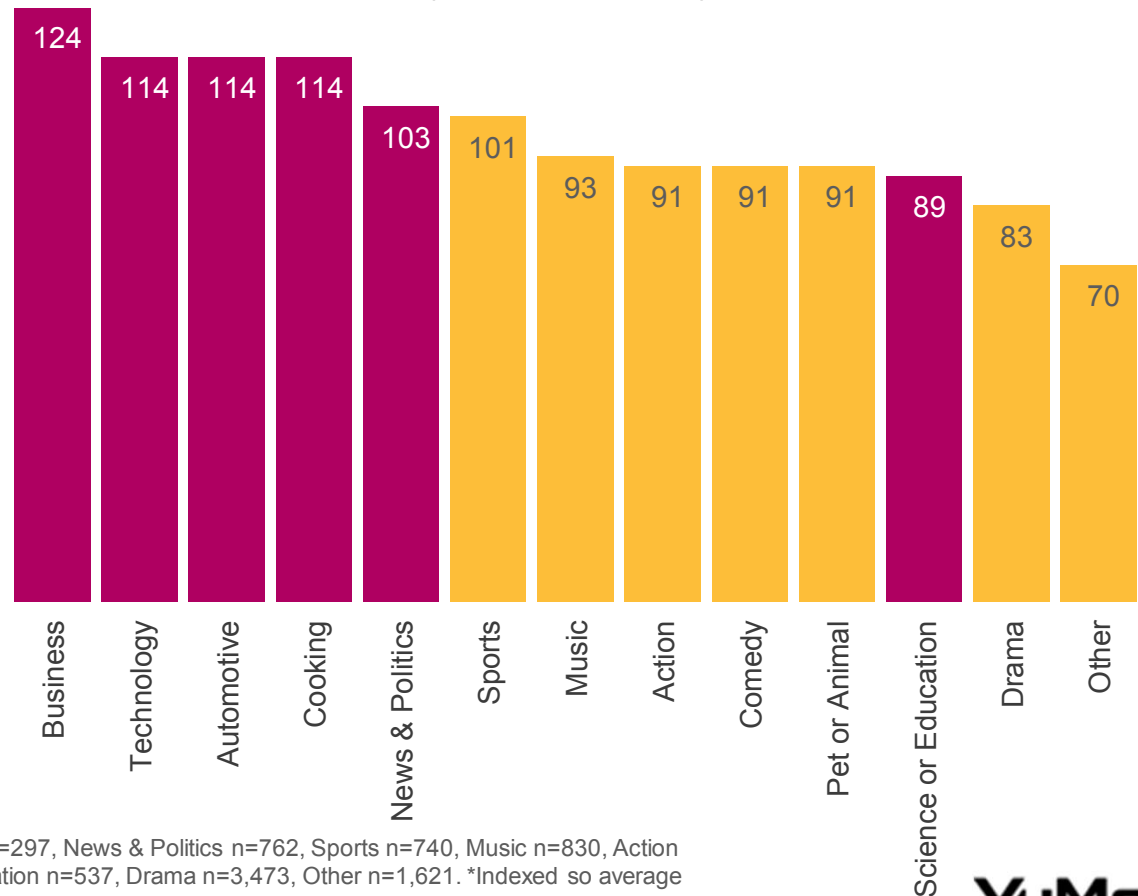
# Viewers are most receptive when seeking practical content



Overall Receptivity\*



Indexed Receptivity By Content Genre\*  
(TOTAL SAMPLE)



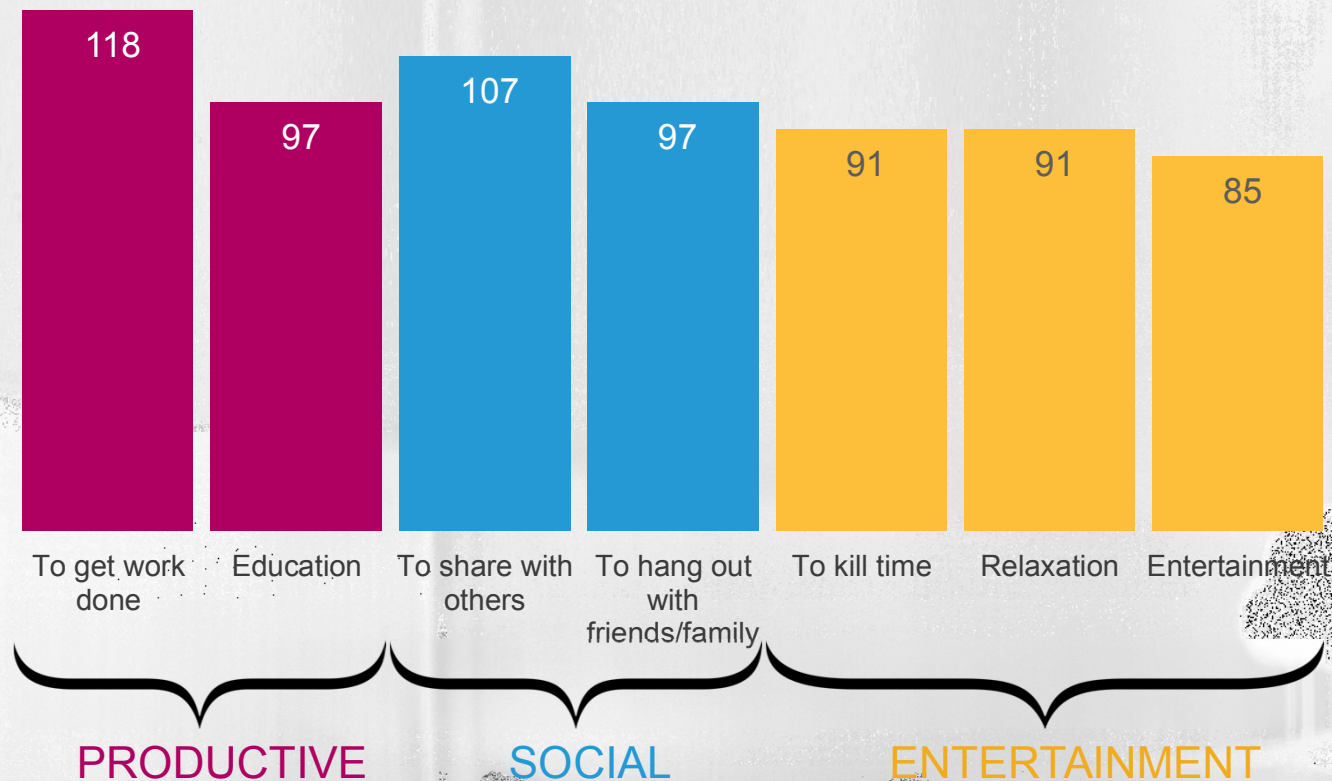
Business n=185, Technology n=292, Automotive n=140, Cooking n=297, News & Politics n=762, Sports n=740, Music n=830, Action n=1,369, Comedy n=3,052, Pet or Animal n=316, Science or Education n=537, Drama n=3,473, Other n=1,621. \*Indexed so average importance is 100



# Lean-back is no longer the de-facto state for ad receptivity



Receptivity By Need State



Question: What best describes why you were watching <name of show/video> from <time video was watched>?

To get work done n=335; To share n=467; Education n=669; To hang out with friends/family n=776; To kill time n=1,427; Relaxation n=4,057; Entertainment n=5,425

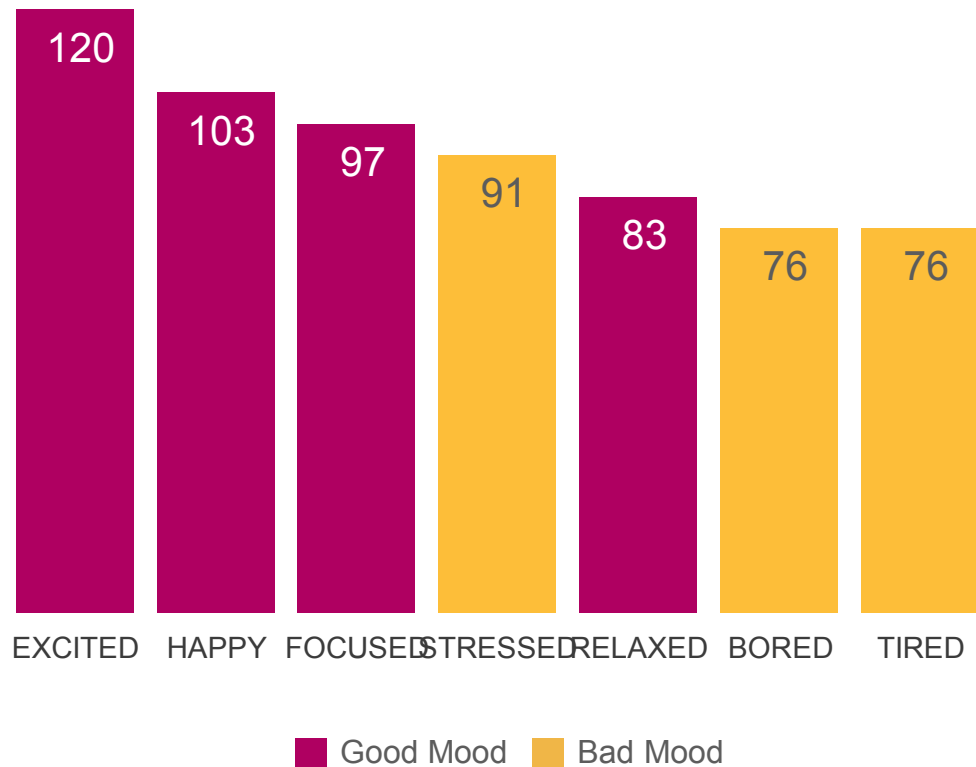




# Good mood translates into willingness to see ads

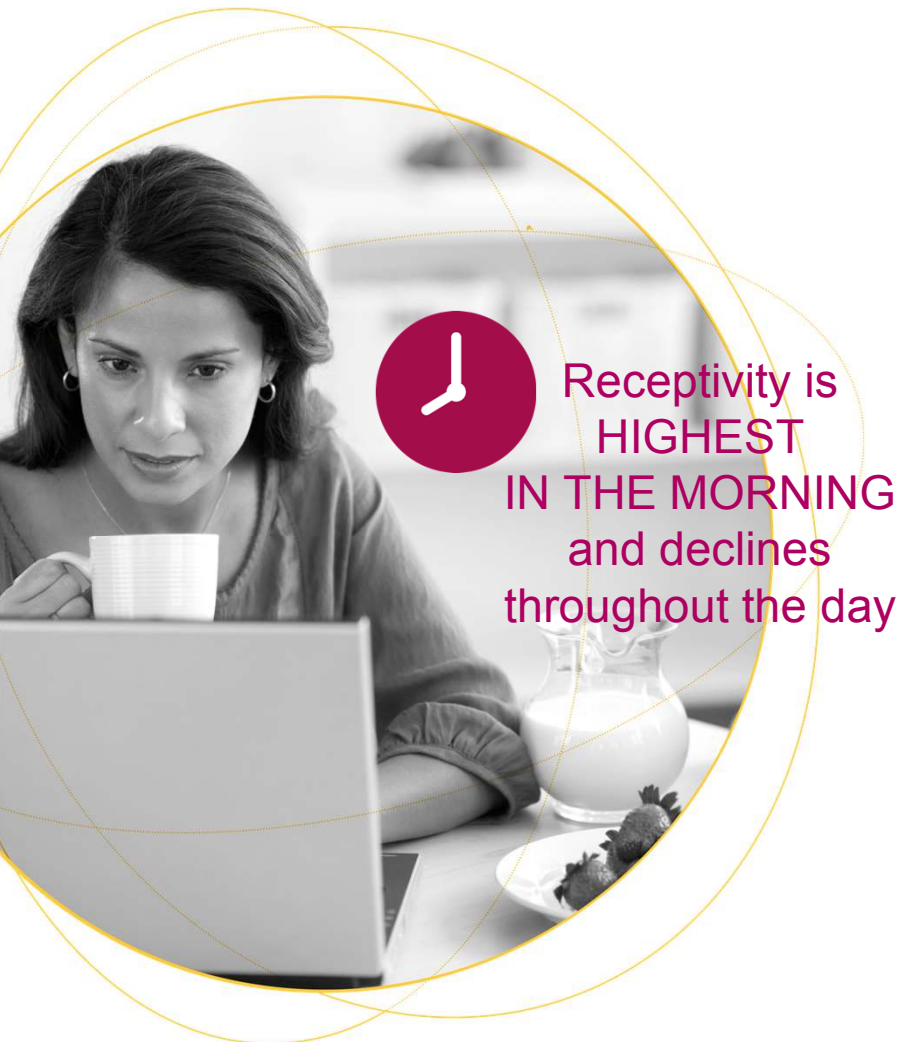


Indexed Receptivity By Mood\*  
(TOTAL SAMPLE)

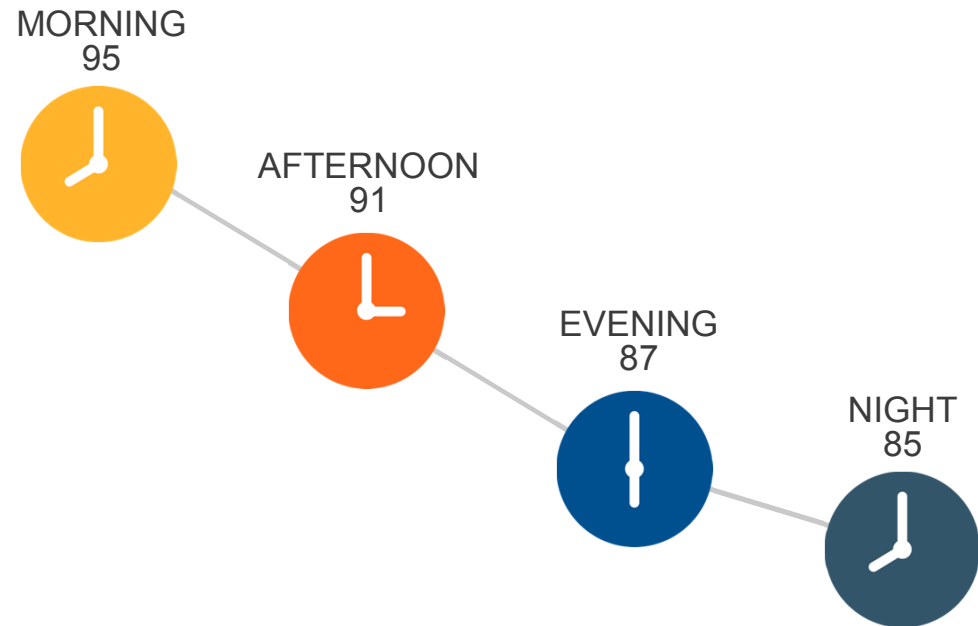


Excited n=1,188; Happy n=2,304; Focused n=1,255; Stressed n=386; Relaxed n=5,603; Bored n=908; Tired n=1,564; I don't remember n=275; None of the above n=131. \*Indexed so average importance is 100

# Starting off the day with a receptive mind

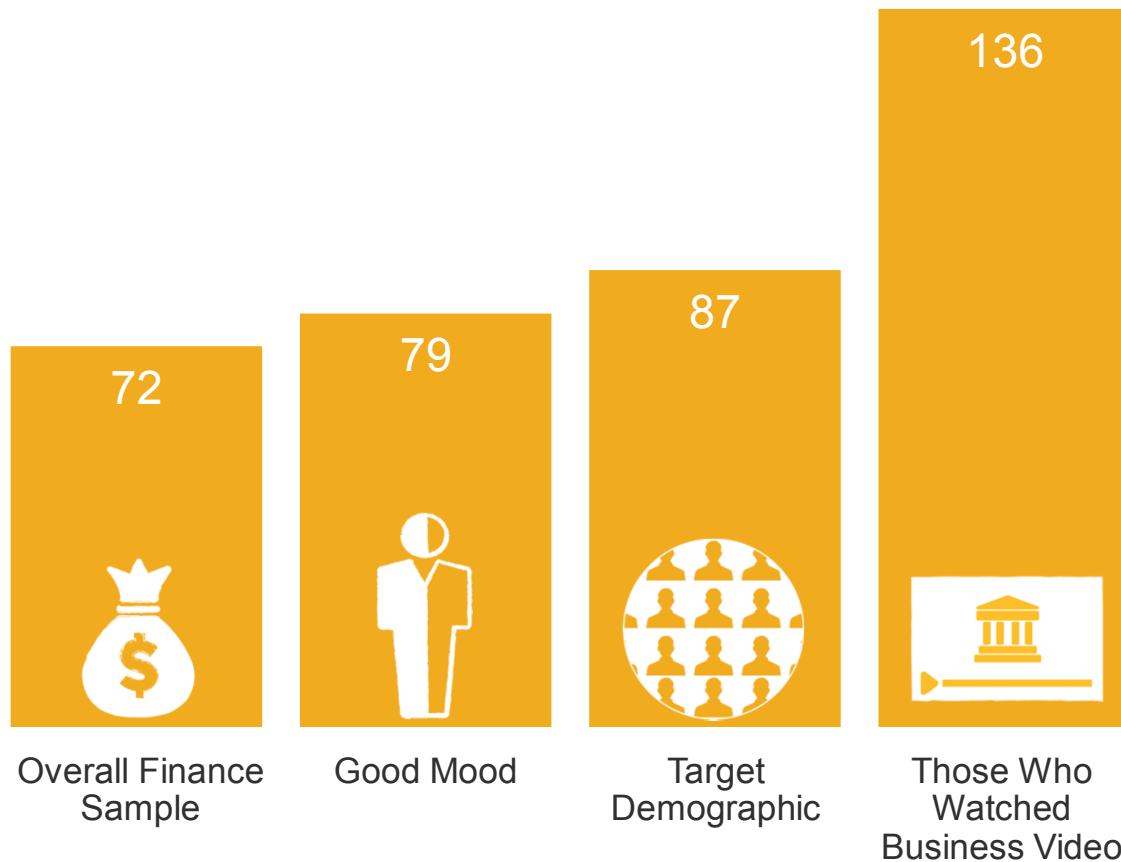


Receptivity By Time of Day  
(TOTAL SAMPLE)



Morning n=2,649; Afternoon n=3,092; Evening n=4,018; Night n=3,855

# The more indicators, the better!



More is better.  
Synergetic effect  
of relevant  
content and  
targeting

# ATTENTION

Getting to the Center of It All



# How to measure ATTENTION?

## ATTENTION TEST

Aggregate score calculated based on answers to attention questions

- Unaided Recall
- Aided Recall
- Message Recall
- Easy Attention
- Hard Attention

Question

LOW ATTENTION

MODERATE ATTENTION

HIGH ATTENTION





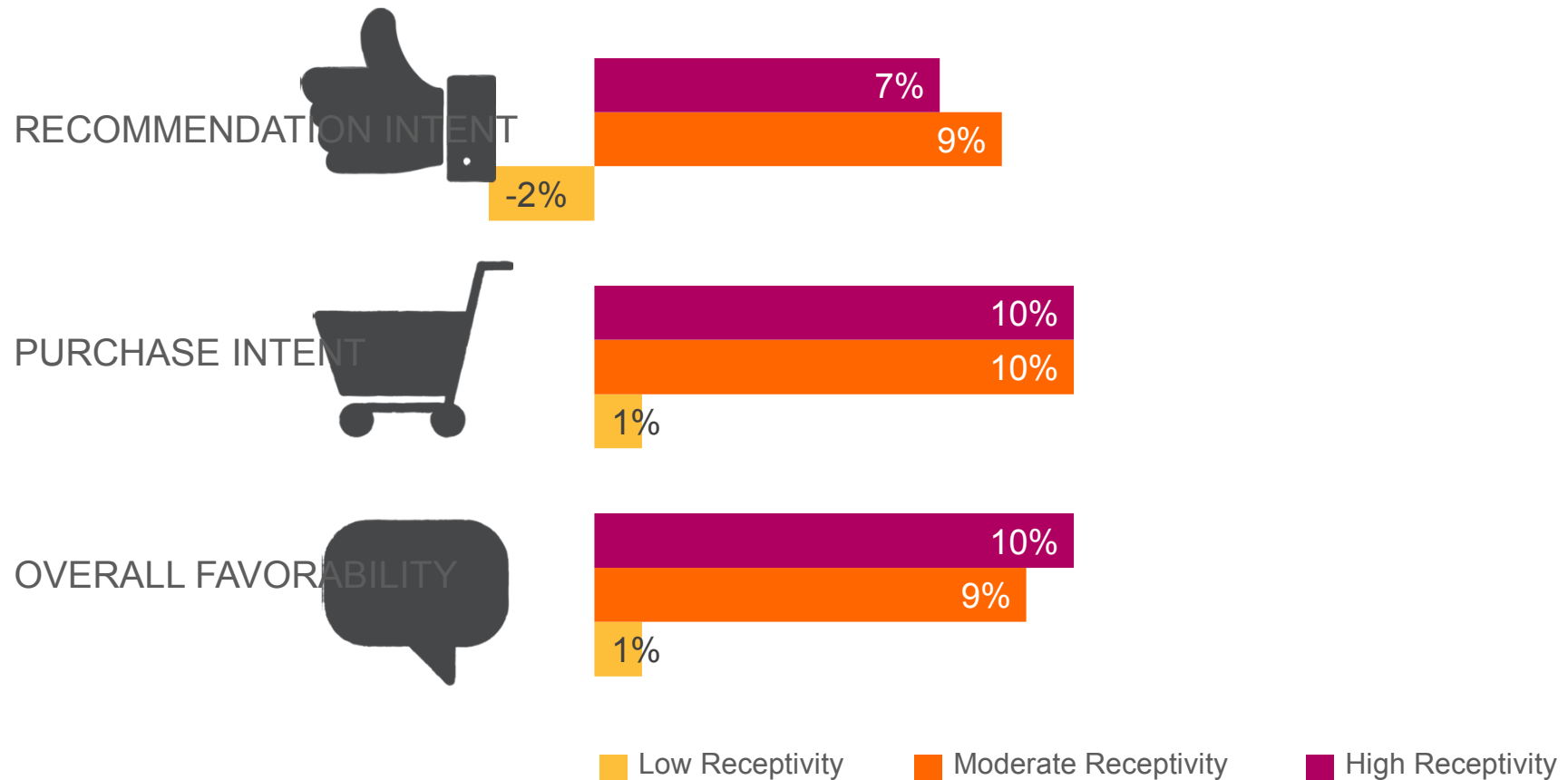
# ATTENTION

How does it affect Brand Metrics?

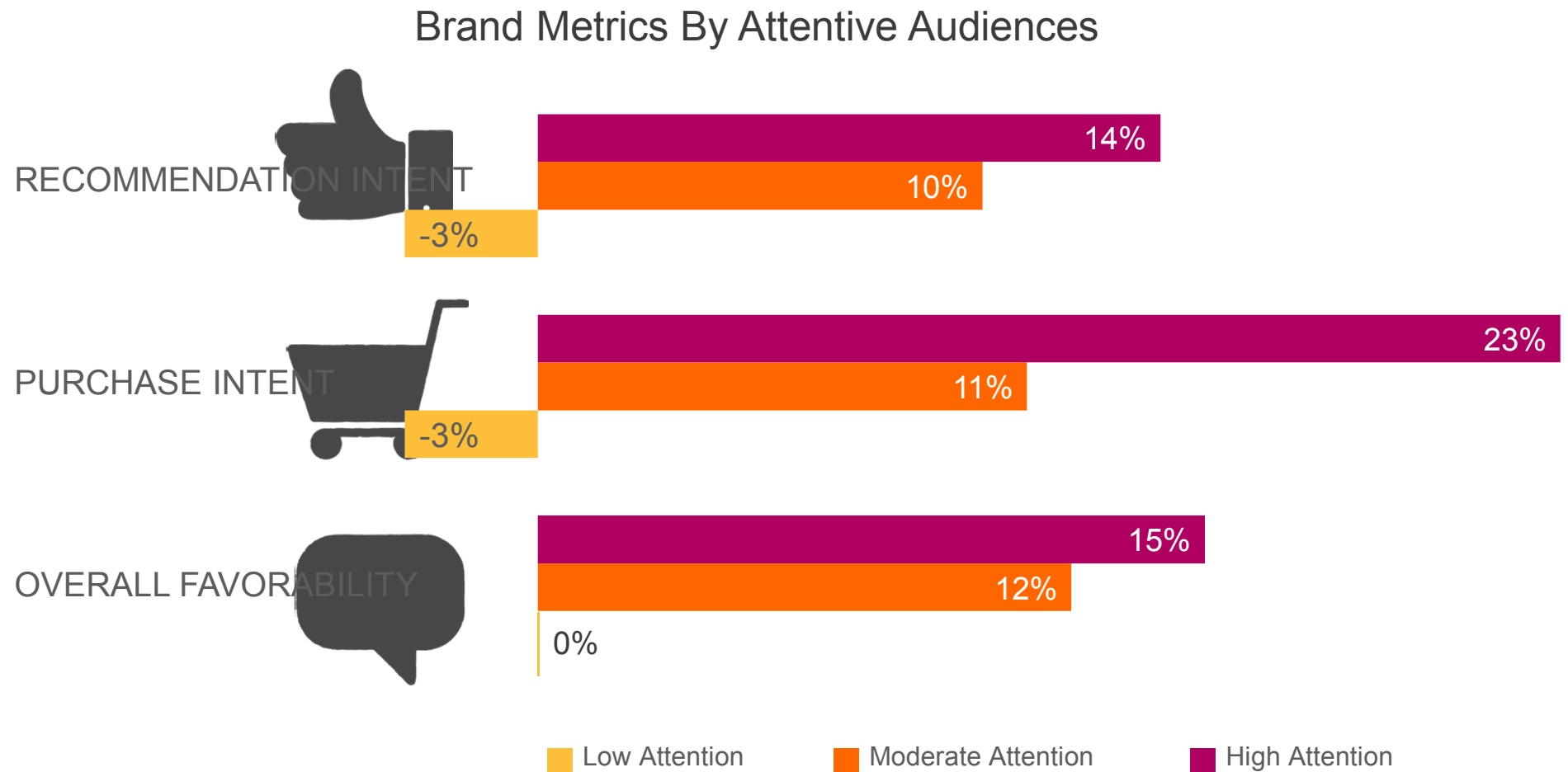


# Benefits of higher receptivity reflected in brand metrics

Brand Metrics By Receptive Audiences



# Higher attention = higher brand metrics



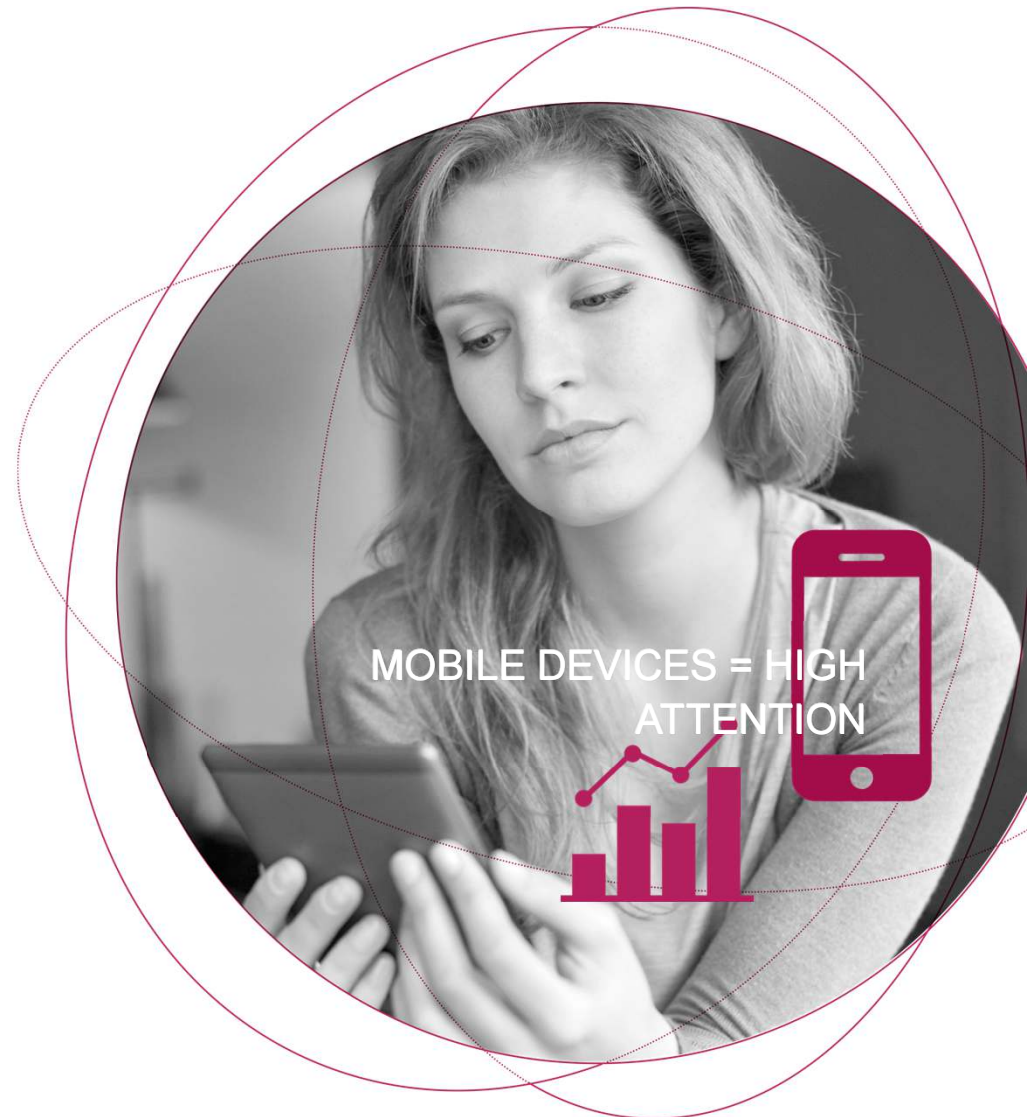
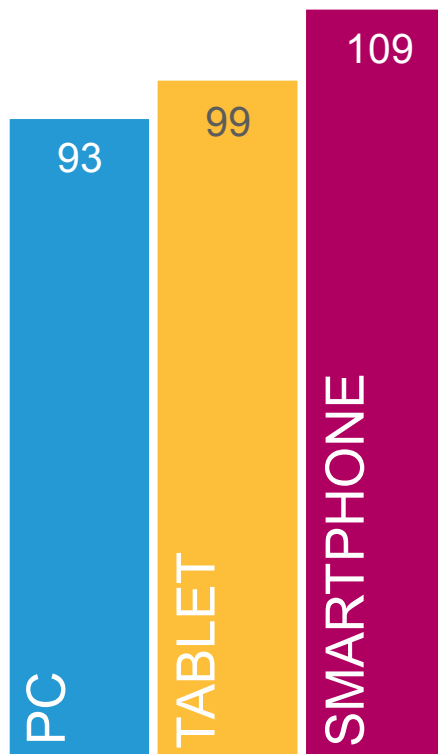
# Device is a more important indicator for attention

Average Importance of Indicators



# Mobile devices offer key to high attention

Influence of Device on Attention\*

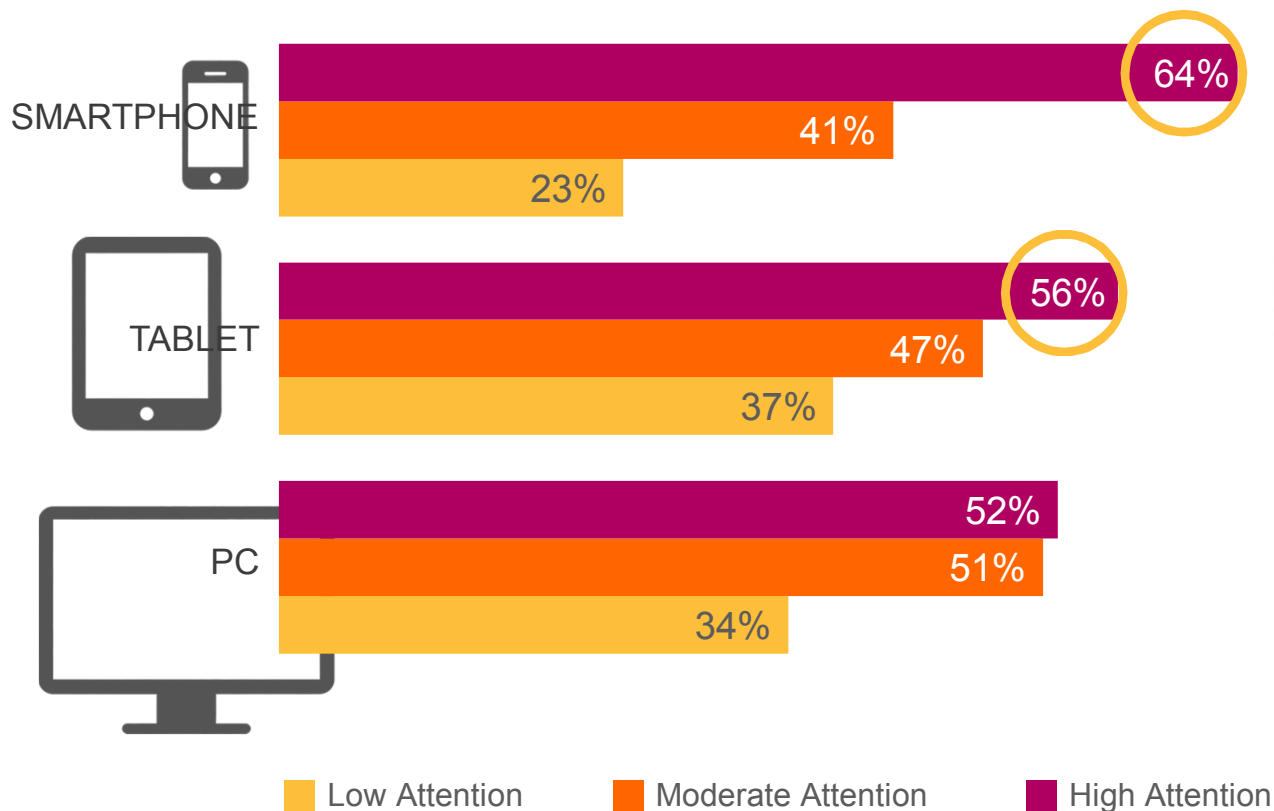


Receptivity: PC n=7,637, Tablet n=1,118, Smartphone n=1,057.  
Attention: PC n=1,402, Tablet n=1,055, Smartphone n=694. \*Indexed so average importance is 100



# High attention on mobile provides large boost in purchase intent

Purchase Intent By Attentive Audiences



On-the-go with a smaller screen, consumers are more attentive

# Being away from home is highly impactful

Indexed Attention by Location\*  
(TOTAL SAMPLE)

PUBLIC PLACE

104

SCHOOL OR  
WORK

105

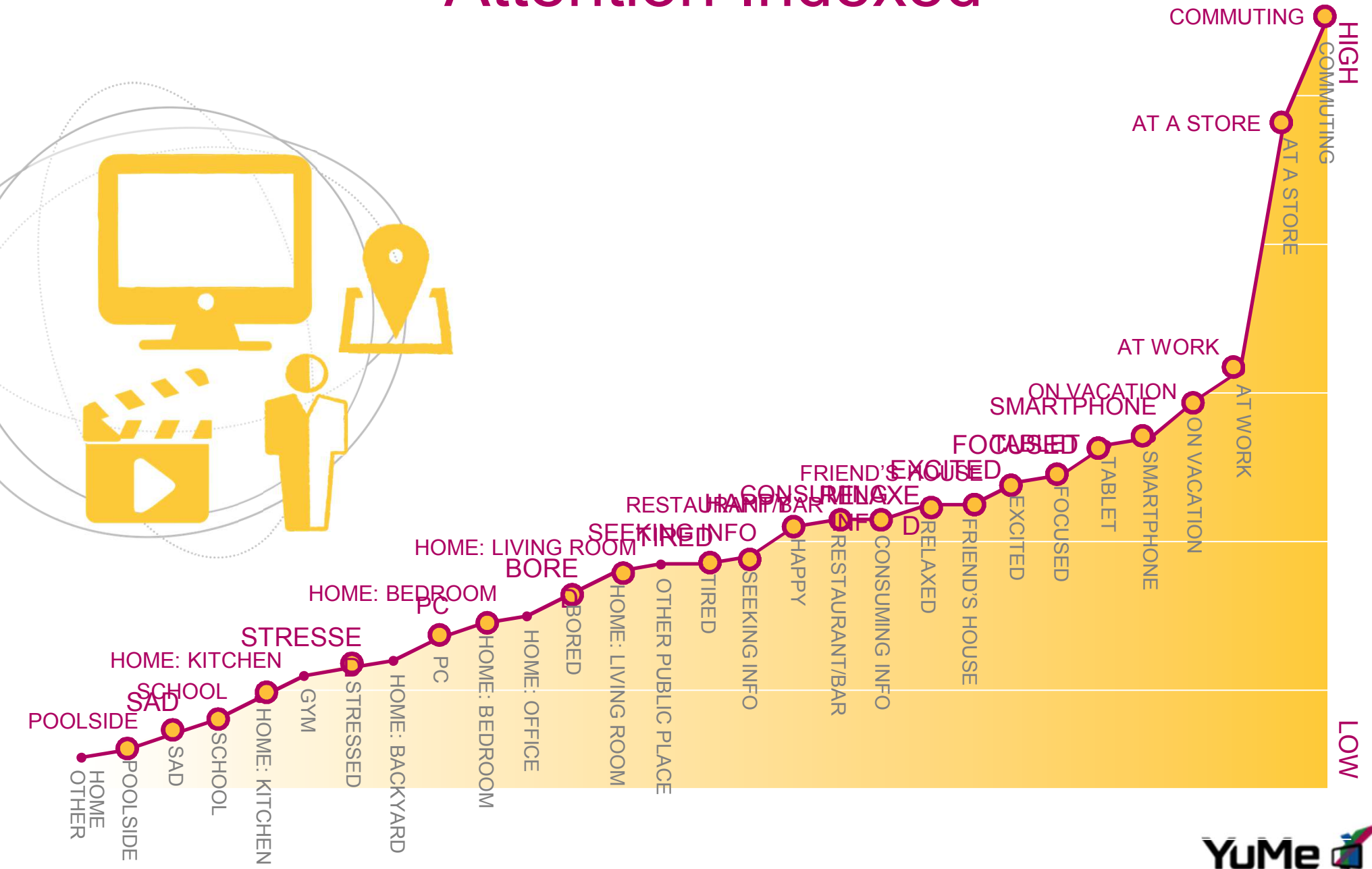
HOME

97

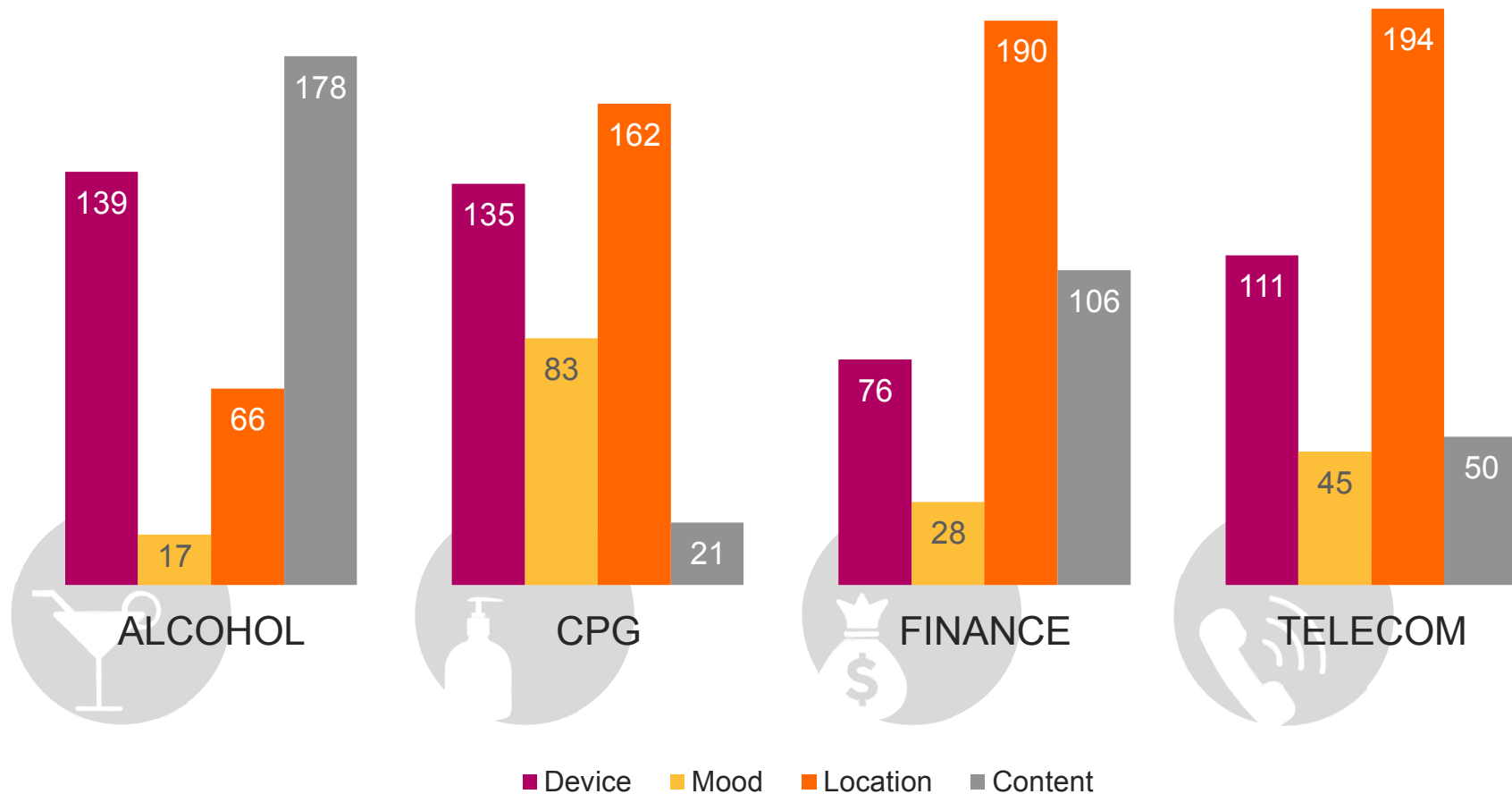
Consumers are  
generally more  
attentive in busier  
environments where  
there are lots of stimuli

Receptivity: Public Place n=525; School or work n=801; Home n=11,630;  
Attention: Home n=2702, Public Place n=137, School/work n=330.  
\*Indexed so average importance is 100.

# Attention Indexed

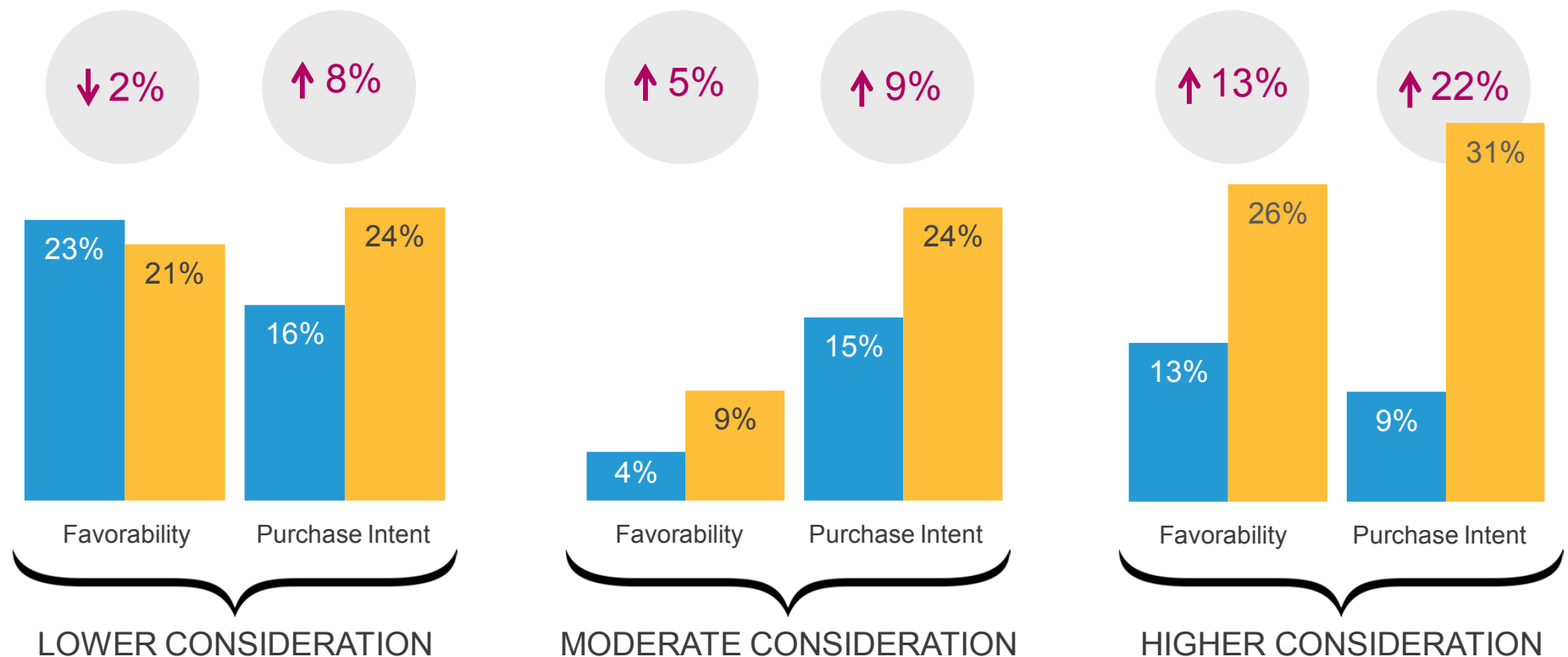


# Importance of indicator for attention varies by product category



# Higher attention = greater purchase intent

Brand Metrics by Attention  
ADDITIONAL LIFT FROM MEDIUM TO HIGH ATTENTION




■ Moderate Attention (vs. Low) ■ High Attention (vs. Low)

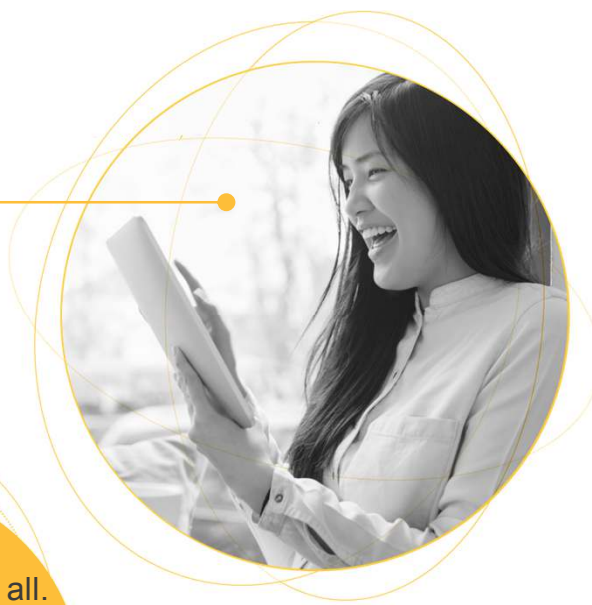


# Pursuit of Attention

## TAKEAWAYS



RECEPTIVITY  
and ATTENTION  
are drivers of  
brand performance.



It's not one size fits all.  
Receptivity and  
attention have  
complex influencers  
that differ across  
verticals.



MOBILE consumers  
provide new  
opportunities for driving  
brand performance.  
Think beyond lean-back  
and think ATTENTIVE  
audiences.



Industry should  
move towards  
recognizing  
**ATTENTION**  
as a  
**VALUABLE METRIC**  
for defining and reaching  
audiences.

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