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Not all attention is built the same

12 MARCH 2025

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3 considerations for attention in media planning

1. Attention and Effectiveness



2. Seeking the right type of attention



3. Measurement



A motocross rider in a red and white suit is performing a wheelie on a dirt bike. The rider is wearing a white helmet and goggles. The bike is orange and black, with the number 8 on the front. The background is a cloudy sky with a bright light source on the right, creating a lens flare effect. The rider is in the air, with dirt being kicked up from the rear wheel.

1. Attention and Effectiveness

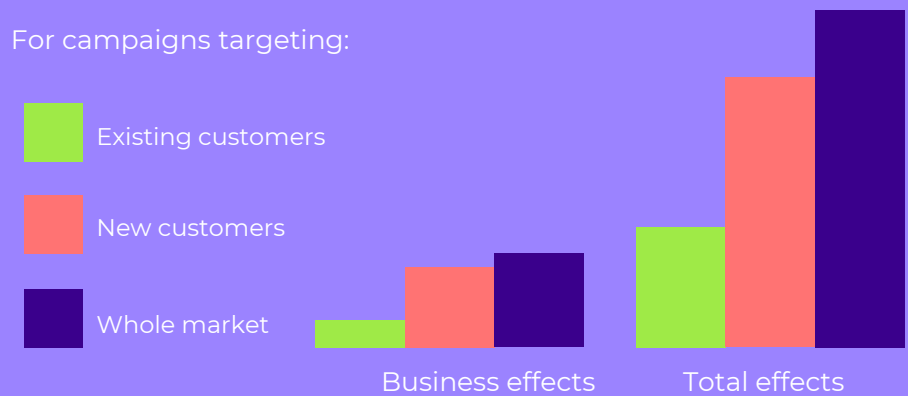


Reach has been the greatest predictor of ad-generated brand growth

And yet, Attention data appears to offer a closer proxy to overall effectiveness

The broader the reach, the broader the effects
Average number of very large effects reported

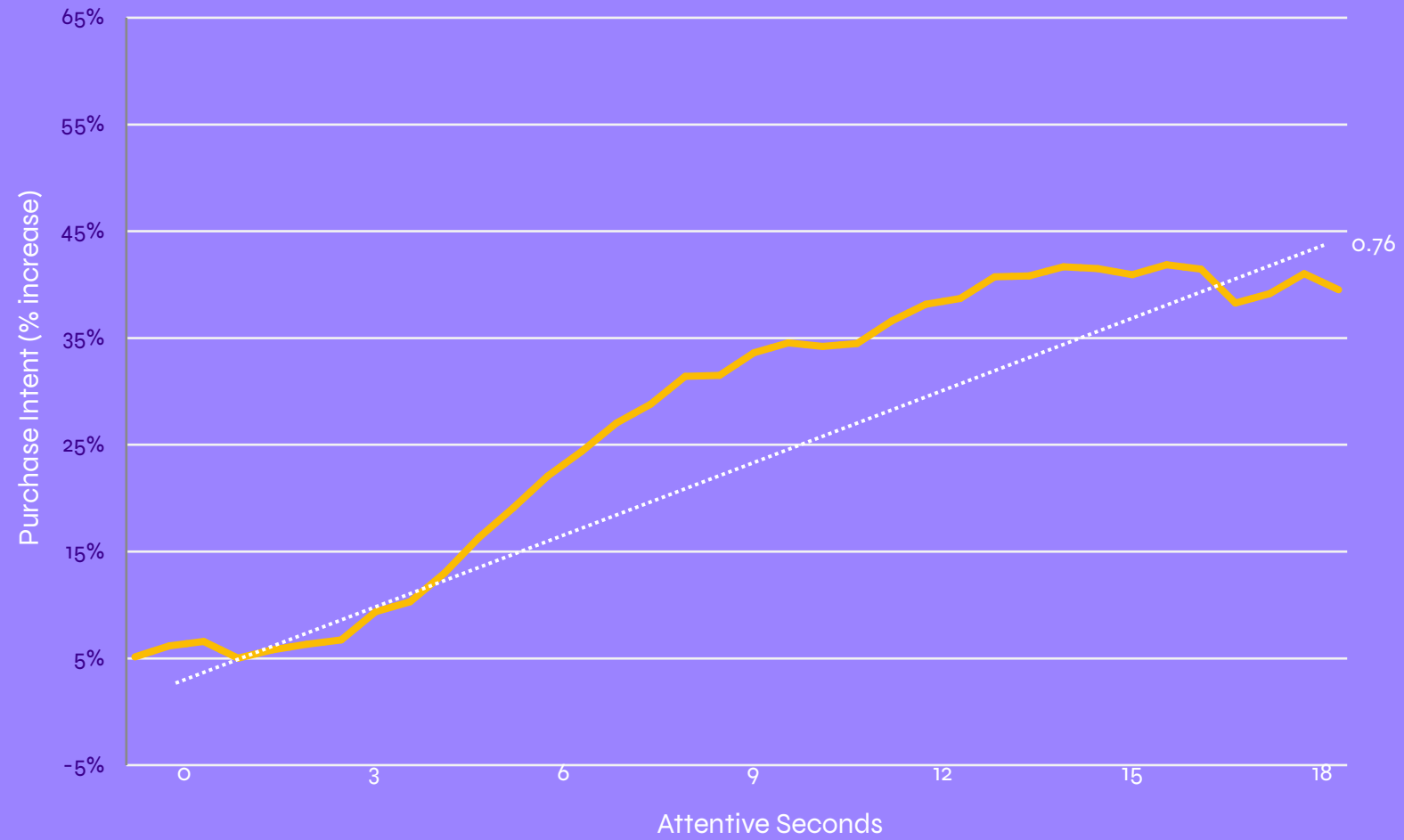
For campaigns targeting:



Source: Les Binet and Peter Field, *The Long and the Short of It*, IPA

Effectiveness has significant correlation with business outcomes

Purchase Intent by attentive seconds²
Correlation: R = 0.76



² Source: Adelaide meta-analysis of Purchase Intent increase after exposure to ads achieving *n* attentive seconds, 2024

Huge variances in media quality are seen within digital channels

“70% of all display
impressions deliver no
human attention at all.”

Professor Karen-Nelson-Field
Founder, Amplified Intelligence



“

Our job is to get *some* attention. I don't want to do advertising and not be seen. But after that, paying for a lot more [attention]? No.

Most exposures are fleeting ... and that's okay

”




University of
South Australia

Ehrenberg-Bass
Institute for Marketing Science

A black and white photograph of King Kong standing on top of a skyscraper, overlooking a dense cityscape. The gorilla is in a powerful, roaring pose, with its right arm raised. The city below is filled with numerous buildings, and a body of water is visible in the distance.

Reach is
still
KING

But
Attention is
KING
KONG



2.
Seeking the right type of attention

Two types of human attention



**Active
Attention**
(eyes on ad)



**Passive
Attention**
(eyes nearby)



**No
Attention**
(No eyes)

The comms task determines the appropriate attention KPI

**High
Involvement
Processing**



**Active
Attention**

**Low
Involvement
Processing**

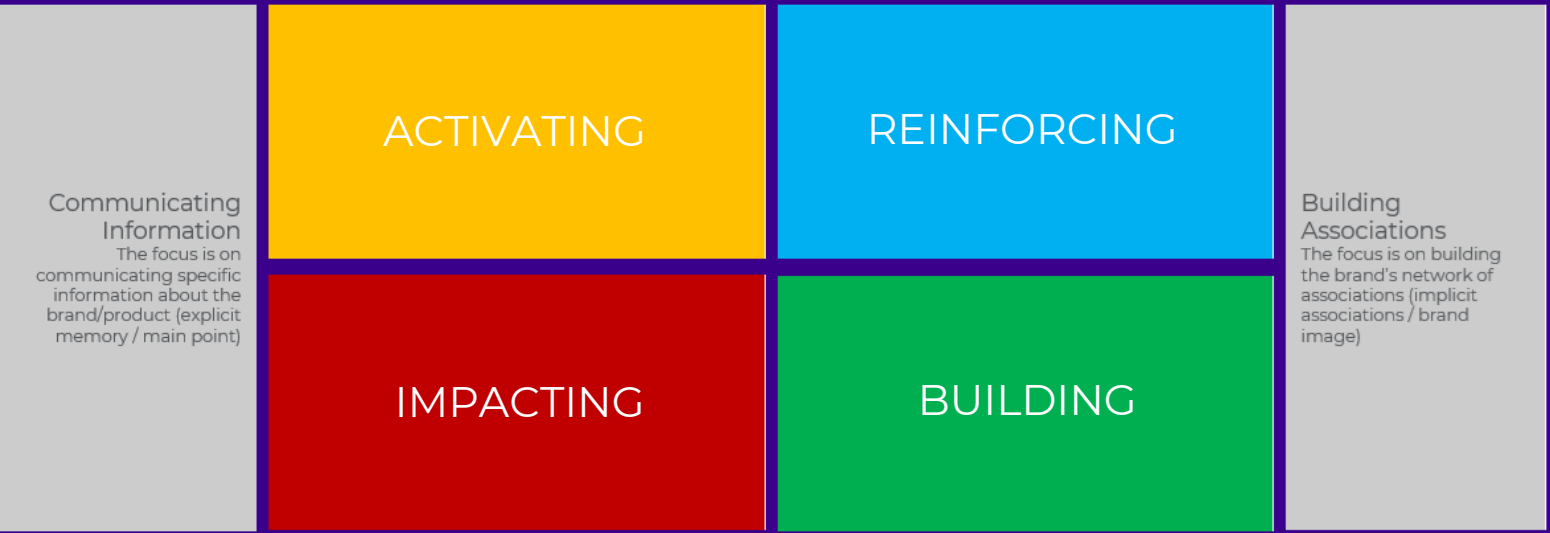


**Active or
Passive
Attention**

Not all marketing tasks require the same levels and type of Attention

Fewer Attentive seconds Required

Associated to Need-state(s)
The audience already sufficiently associates the brand to the need-states that matter



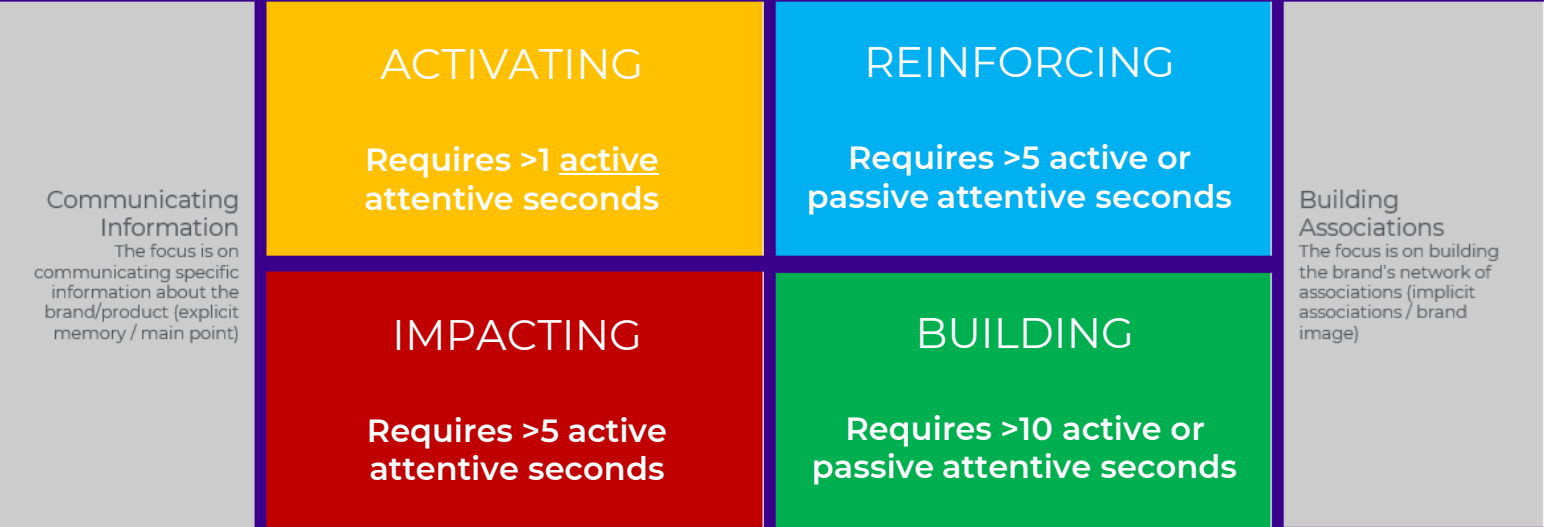
Not Associated to Need-state(s)
The audience does not sufficiently associate the brand to the need-states that matter

Greater Attentive seconds Required

Determining attention KPI and time length required by comms model

Fewer Attentive seconds Required

Associated to Need-state(s)
The audience already sufficiently associates the brand to the need-states that matter



Not Associated to Need-state(s)
The audience does not sufficiently associate the brand to the need-states that matter


Greater Attentive seconds Required

We cannot optimise to 2 KPIs



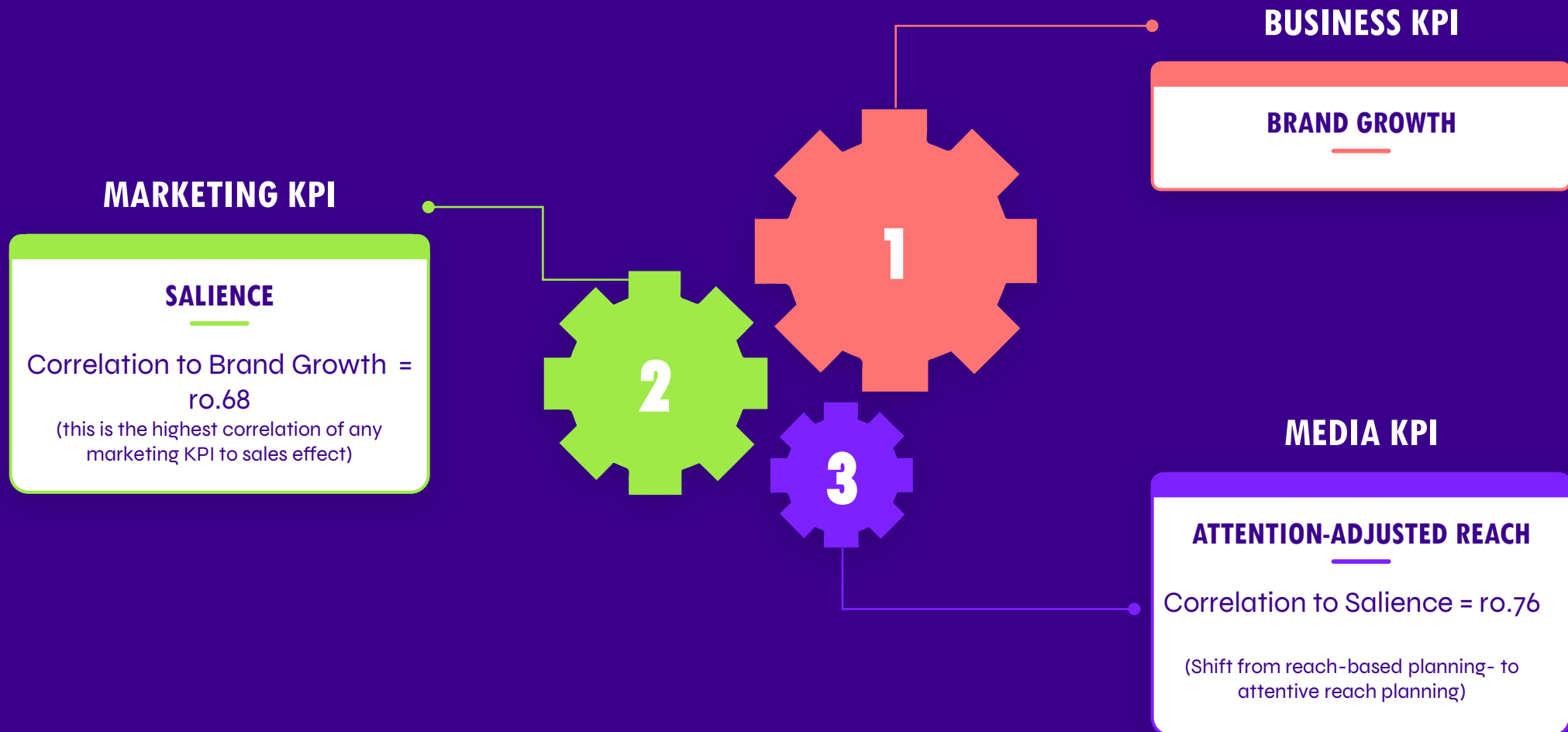
Introducing attention adjusted reach



A hand is shown drawing on architectural blueprints with a pen. A yellow and black level is placed on the blueprints. A calculator is visible in the bottom right corner. The background is a dark, semi-transparent overlay.

3. Measurement (Attention-Adjusted Reach)

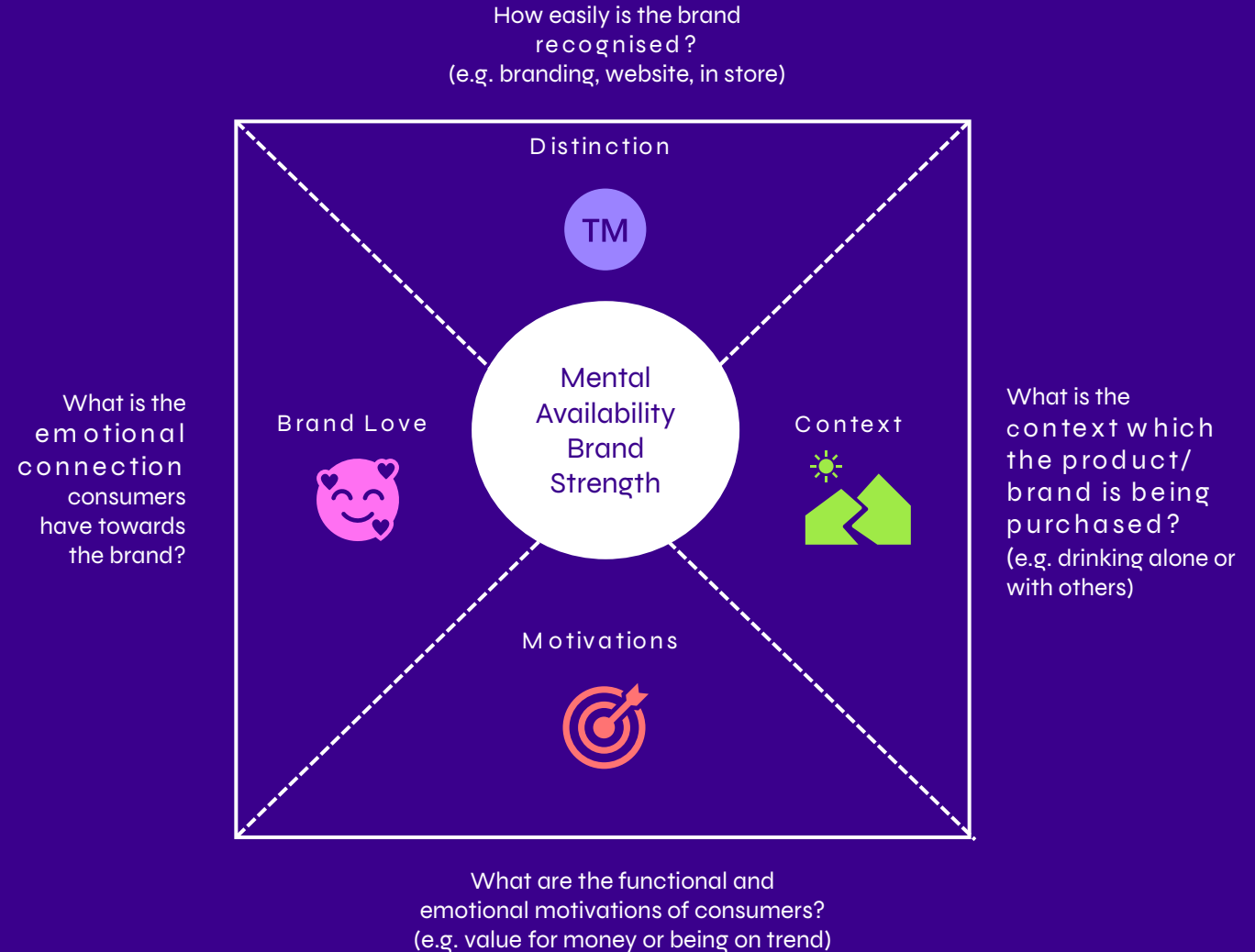
Attention has been the missing KPI in the correlation from media objectives to business outcomes



The 'attentive reach' effect' for Diageo

Mental Availability was used as a proxy for salience, to determine the effect of attentive reach optimisation for the brands and to provide complementary insight

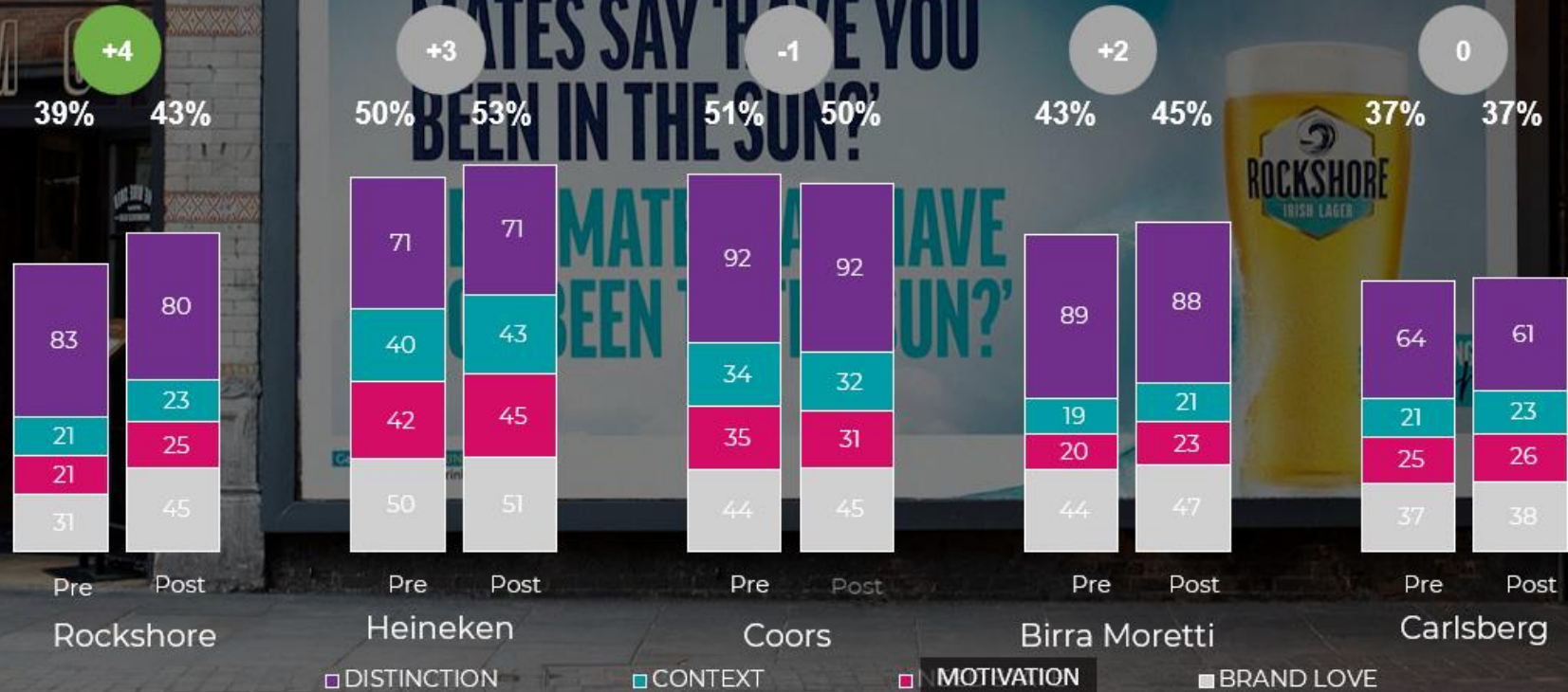
A pre and post survey methodology was used to establish a baseline, and measure the uplift the following quarter



Rockshore

Rockshore saw a positive lift in overall brand strength, closing its competitive gap

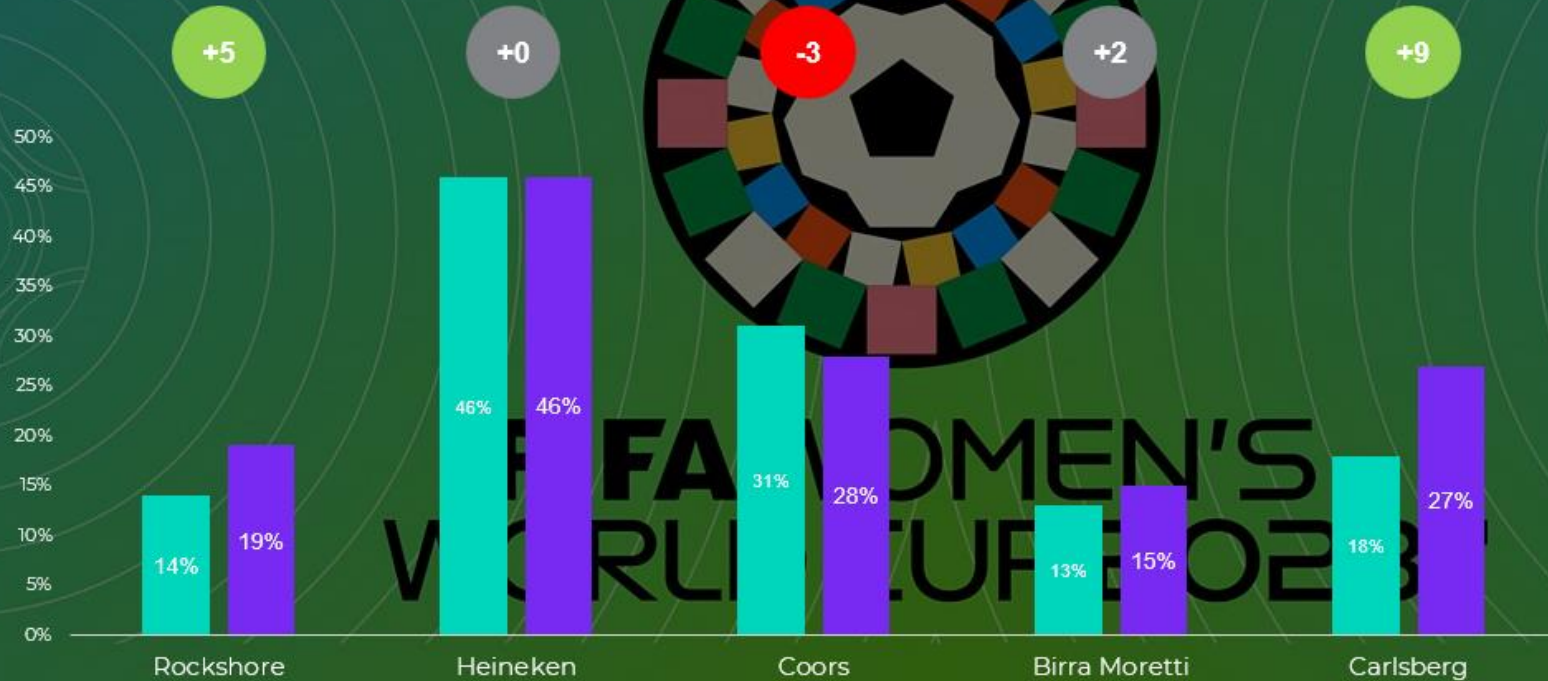
BUILDING
Any Attention 10+ seconds



Carlsberg

Carlsberg became better connected to live sport viewing occasions

IMPACTING
Active Attention 5+
seconds





Reach is
still
KING

But
Attention is
KING
KONG

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THANK YOU

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