

# PROMISE OF ATTENTION

## THE EMPTY

*And The Creative  
Quality Imperative.*





# **YOUR ATTENTION**

# RED BULL RACING'S *Formula One Team.*



**IN 2023, THEY ACHIEVED**  
*engineering perfection...*

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IDENTICAL CARS WITH THE SAME CHASSIS  
SAME ENGINE  
SAME AERODYNAMICS  
SAME TIRES  
SAME FUEL

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SAME FUEL

*Same everything.*

## BOTH VEHICLES REPRESENTED THE ABSOLUTE

*pinnacle of attention optimization*

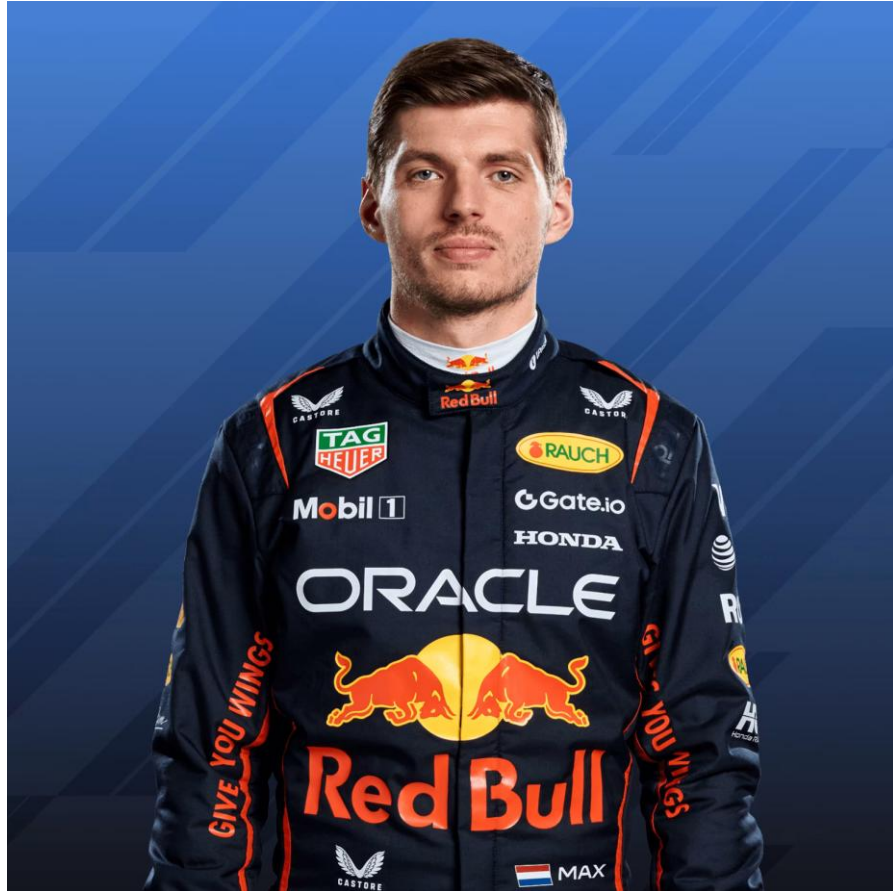


**- PERFECTLY ENGINEERED MACHINES DESIGNED TO CAPTURE AND HOLD ATTENTION WITH *maximum efficiency.***



# YET, FINISHED THE SEASON WITH...

BOYS+GIRLS



Max Verstappen

*19 wins*



Sergio Pérez

*2 wins*

# **THE DIFFERENCE?**

The *human element.*

**BOYS+GIRLS**

**THE MAGIC, THE  
ALCHEMY, THE  
ETHEREAL QUALITY**

*Creative  
Agency*

*Client*



**THESE ARE QUALITIES THAT MIGHT  
BE SCARY OR UNEXPECTED, BUT  
THAT IN THE HANDS OF A GOOD  
CREATIVE AGENCY SHOULD RESULT  
IN *meaningful AND measurable performance.***

# THE ATTENTION MYTH.

**THE MYTH ISN'T THAT ATTENTION DOESN'T MATTER  
– OF COURSE IT DOES.**

*The myth is that all attention is created equal, **AND THAT  
ENGINEERING THE PERFECT ATTENTION-CAPTURING  
VEHICLE IS ENOUGH.***

**IT'S NOT.**







*Dwell Time  
Analytics*

*Attention  
Metrics*

*Viewability  
Scores*

**Creative  
Director**

**THESE ARE OUR PERFECTLY  
ENGINEERED FORMULA ONE  
CARS - VALUABLE AND  
NECESSARY.**

**BUT** *they're only half the equation.*



**BECAUSE WHILE SCIENCE HAS GOTTEN  
REMARKABLY GOOD AT ANSWERING:**

*'how do we build the fastest attention-  
capturing machine?'*,

**WE SOMETIMES FORGET TO ASK  
THE MORE IMPORTANT QUESTION:**

*'what creative quality will turn that raw  
attention into meaningful business results?'*

# CREATIVE QUALITY IMPERATIVE

This is not in opposition to attention science, but as its *essential partner*.

I'll share evidence showing how even the most optimized media plan still needs exceptional creative to transform exposure into impact.

To turn:

**FLEETING ATTENTION  
RELATIONSHIPS.**



**LASTING**

**BECAUSE IN A WORLD WHERE  
CONSUMERS ARE INCREASINGLY  
RESISTANT TO ADVERTISING -**

**42%**

USE AD BLOCKERS AND THE REST  
HAVE DEVELOPED IMPRESSIVE  
MENTAL BLOCKERS

**- OUR GREATEST CHALLENGE ISN'T  
JUST ENGINEERING THE PERFECT  
VEHICLE FOR GETTING NOTICED...**

IT'S MAKING SURE WHAT WE DO WITH THAT ATTENTION CREATES A WINNING DIFFERENCE.



# THE CURRENT LANDSCAPE.

LET'S ACKNOWLEDGE SOMETHING IMPORTANT:

*the science of attention in marketing has evolved tremendously, and for good reason.*

**OUR MEDIA COLLEAGUES AREN'T WRONG TO FOCUS HERE  
- THEY'RE RESPONDING TO GENUINE CHALLENGES IN A  
FRAGMENTED LANDSCAPE.**



REVOLUTION IS THE OPIUM  
OF THE INTELLECTUALS

# THE ATTENTION REVOLUTION.

The average consumer now sees between 4,000 and 10,000 marketing messages daily (American Marketing Association, 2023).<sup>1</sup> In this environment, understanding attention isn't just helpful - it's survival. The research here has been groundbreaking:

- Professor Karen Nelson-Field's work at the Attention Economy has shown that mere viewability isn't enough - active attention correlates significantly more strongly with business outcomes. Her research demonstrates that just one second of active attention can be worth five seconds of passive presence (Nelson-Field, "The Attention Economy and How Media Works," 2020).<sup>2</sup>

- Companies like Lumen and Amplified Intelligence have developed eye-tracking technologies that can precisely measure where consumers look, for how long, and with what level of engagement - giving us unprecedented insight into the mechanics of attention (WARC, "The State of Attention Measurement," 2022).<sup>3</sup>
- The ARF's research reveals that attention thresholds vary dramatically by platform - what works on YouTube differs fundamentally from TikTok or traditional television (Advertising Research Foundation, "Platform Attention Variations," 2023).<sup>4</sup>

<sup>1</sup> American Marketing Association, "Consumer Attention in the Digital Age," 2023

<sup>2</sup> Nelson-Field, K., "The Attention Economy and How Media Works," 2020

<sup>3</sup> WARC, "The State of Attention Measurement," September 2022

<sup>4</sup> Advertising Research Foundation, "Platform Attention Variations," March 2023

**MY CONCERN - AND THIS IS WHERE I'D LIKE TO FOCUS OUR DISCUSSION - IS THAT WE'VE BECOME SO PROFICIENT AT MEASURING AND BUYING ATTENTION THAT WE SOMETIMES FORGET TO ASK THE MOST IMPORTANT QUESTION:**

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*once we have that precious attention,  
what are we doing with it?"*

# THE CREATIVE QUALITY IMPERATIVE.



**ATTENTION WITHOUT  
MEANING IS JUST *noise*.**

**IT'S A WASTED OPPORTUNITY  
AND, WORSE, A BROKEN  
PROMISE TO CONSUMERS.**

The Matrix has you.

# THE ATTENTION PARADOX.



**HERE'S THE PARADOX WE FACE TODAY:**

*as our ability to measure and capture attention has increased, consumers' willingness to give that attention has decreased.*

ACCORDING TO  
PAGEFAIR  
AND  
BLOCKTHROUGH'S  
2023  
ADBLOCK REPORT,  
GLOBAL AD BLOCKER  
USAGE NOW EXCEEDS:  
**42%**  
OF INTERNET  
USERS.<sup>1</sup>

SUBSCRIPTION SERVICES  
PROMISING 'AD-FREE  
EXPERIENCES' CONTINUE TO  
GROW. THE '**SKIP AD**' BUTTON  
DIDN'T EMERGE FROM  
NO



– THESE ARE ALL RESPONSES  
TO AN ATTENTION ECONOMY



# ATTENTION TACTICS VS. CREATIVE ALCHEMY





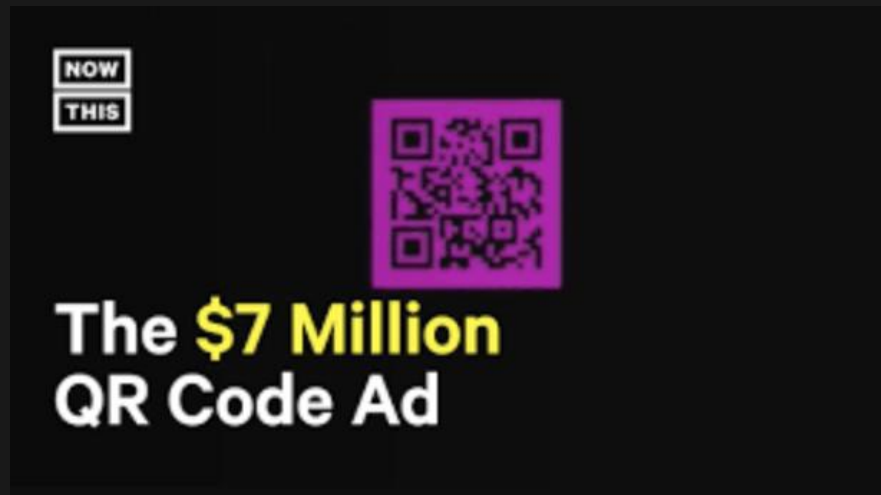
# TACTICAL 1: VIRAL STUNTS



# FAILURE

**Coinbase's 2022 Super Bowl QR code advertisement** generated enormous attention with 20 million hits in one minute, crashing their app (CNBC, 2022).<sup>2</sup> Yet amid the crypto market crash, their brand trust metrics plummeted and user acquisition retention was poor (Morning Consult Brand Intelligence, 2022).<sup>3</sup>

This represents attention as a mere metric – counted but not capitalized upon, a \$14 million investment that gathered eyeballs but failed to build relationships.



# SUCCESS

**Aviation Gin's 2022 "Aviation Assurance"** campaign featuring Ryan Reynolds also used a QR code, but embedded it within genuinely entertaining content with a clear brand connection.

The result was not just viral attention but a 37% sales lift in target markets and brand affinity scores that outlasted the campaign by months (Diageo Annual Report, 2023)<sup>4</sup> – demonstrating attention transformed into relationship.





# TACTICAL 2: CULTURAL CONVERSATIONS

# FAILURE

**Balenciaga's 2022 holiday campaign** featuring children with teddy bears in bondage gear certainly captured attention, but for all the wrong reasons.

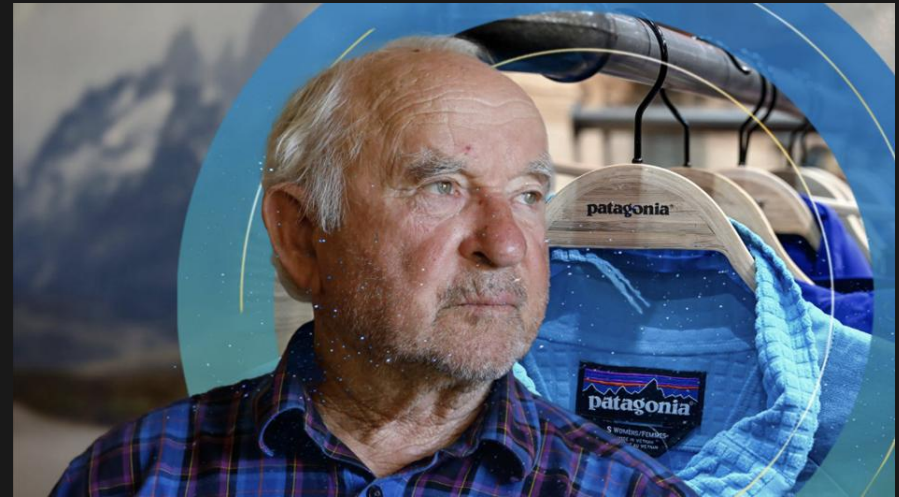
While initial visibility metrics were high, the brand faced massive backlash and a reported 30% drop in sales (Business of Fashion, 2023).<sup>5</sup> This exemplifies attention without meaning—or worse, harmful meaning—becoming **not just wasted investment but actively damaging** their parent company Kering who saw a stock drop following the controversy (Financial Times, 2023),<sup>6</sup>



# SUCCESS

**Patagonia's 2022 announcement** that founder Yvon Chouinard was giving the company away to fight climate change generated similar attention volume but transformed it into relationship currency.

This authentic action generated 8.8 billion media impressions worth an estimated \$83 million in equivalent advertising value (Meltwater Media Analysis, 2022).<sup>7</sup> More importantly, according to YouGov BrandIndex, Patagonia saw a 15-point lift in purchase consideration and now leads their category in customer loyalty<sup>8</sup>—proving that when attention connects to genuine value, it builds relationships, not just metrics.



A close-up photograph of a woman with dark hair, wearing a blue denim jacket. She is looking directly at the camera with a neutral expression. Numerous colorful emojis are scattered around her head and face, including yellow 'laughing with tears' faces, red 'heart' icons, and blue 'thumbs up' icons. The background is a blurred indoor setting.

# TACTICAL 3: PLATFORM NOVELTY



# FAILURE

**Meta's Horizon Worlds** platform launch in 2022 commanded significant attention through massive media spend, celebrity partnerships, and the novelty of the metaverse concept. Yet by early 2023, internal documents revealed 90% user drop-off rates after first use (Wall Street Journal, 2023).<sup>9</sup>

Despite capturing initial attention, the experience failed to deliver value worth consuming. The result? A \$13.7 billion loss for Reality Labs (Meta Q4 2022 Earnings Report)<sup>10</sup> and widespread consumer cynicism about metaverse marketing – attention captured but immediately squandered.



# SUCCESS

**Roblox's brand partnerships**, particularly Gucci's 2022-2023 "Gucci Town" persistent space, show a different approach to the same technology. Rather than chasing attention with empty novelty, Gucci created genuinely engaging experiences that rewarded users' attention with creative value.

The result was 30 million visits, average engagement of 25 minutes per visit, and a direct correlation to a 42% increase in younger consumers' purchase consideration (Roblox & Gucci Joint Report, 2023)<sup>11</sup> – turning attention into relationship through a value exchange worth consuming.



This isn't just anecdotal. According to Binet and Field's analysis of the IPA databank, emotional campaigns generate almost twice the profit of purely rational ones, despite often scoring lower on traditional attention metrics (The Long and the Short of It, updated analysis 2023).<sup>12</sup>

Most tellingly, according to research from Lumen and System1 (2022), ads that score poorly on creative quality require 3-4 times more exposure to achieve the same business outcomes as high-quality creative – no matter how optimized their attention placement is.<sup>14</sup>

The evidence is clear: while capturing attention is essential, the quality of what we do with that attention matters even more. It's not just an artistic preference – it's a business imperative with measurable impact on performance.

<sup>1</sup> Blockthrough, "2023 PageFair Adblock Report," January 2023

<sup>2</sup> CNBC, "Coinbase Super Bowl ad overloads website," February 2022

<sup>3</sup> Morning Consult Brand Intelligence, "Crypto Brand Trust Metrics," Q3 2022

<sup>4</sup> Diageo Annual Report, "Aviation Gin Performance," 2023

<sup>5</sup> Business of Fashion, "Balenciaga's Recovery Strategy," March 2023

<sup>6</sup> Financial Times, "Luxury Brands Navigate Controversy," January 2023

<sup>7</sup> Meltwater Media Analysis, "Patagonia Ownership Announcement," October 2022

<sup>8</sup> YouGov BrandIndex, "Brand Advocacy Leaders," Q1 2023

<sup>9</sup> Wall Street Journal, "Meta's Metaverse Struggles," February 2023

<sup>10</sup> Meta, "Q4 2022 Earnings Report," February 2023

<sup>11</sup> Roblox & Gucci, "Gucci Town Engagement Report," Q1 2023

<sup>12</sup> Binet & Field, "The Long and the Short of It: Balancing Short and Long-Term Marketing Strategies," updated analysis, 2023

<sup>14</sup> Lumen Research & System1, "The Attention-Effectiveness Connection," December 2022

**SO HOW DO WE MOVE BEYOND THE  
ATTENTION MYTH TO CREATE WORK  
THAT DOESN'T JUST CAPTURE  
ATTENTION BUT DESERVES IT?**

A person is suspended in the air, holding onto a rope that stretches between two large, tilted, industrial-looking structures. The structures are dark grey with a lighter top section and have three circular lights (two red, one black) on their front. The background is a clear blue sky.

**SCIENCE OF  
ATTENTION**

**CREATIVE  
DEPARTMENT AT  
BOYS+GIRLS**

**ART OF  
CREATIVE  
QUALITY**



# THE 'CARE' FRAMEWORK FOR WORTHY ATTENTION



# C – CONNECTION OVER INTERRUPTION

The strongest attention isn't taken; it's given willingly. When Burger King created the "Whopper Detour" campaign, they didn't just interrupt customers – they created an experience that consumers actively chose to engage with. The app directed customers to McDonald's locations to unlock a 1-cent Whopper deal, driving 1.5 million app downloads and making it the #1 app in the App Store (FCB New York, 2019).<sup>15</sup>

*By creating connection rather than interruption, you transform passive attention into active participation.*

# A – AUTHENTICITY OVER FABRICATION

Attention to something false quickly turns to cynicism. Dove's continued commitment to the "Real Beauty" philosophy doesn't just score attention points; it builds trust. Their 2022 "Reverse Selfie" campaign addressing digital distortion achieved 1.3 billion impressions but, more importantly, 87% of viewers reported they "would think differently about posting touched-up photos online" (Unilever Results, 2022).<sup>16</sup>

*Authenticity doesn't just capture attention  
– it honors it.*



# R – REWARD OVER EXTRACTION

The attention economy works both ways. When consumers give us their time, they deserve something in return. When Spotify created their annual "Wrapped" campaign, they didn't just use data to target users – they gave users their own data in a delightful, shareable format. The result? In 2022, more than 156 million users engaged with Wrapped content, generating over 24 billion streams and 1.2 million user-created playlists in response (Spotify Year-End Report, 2022).<sup>17</sup>

*When we reward attention rather than just extract it, consumers give us more, not less.*

# E – EMOTION OVER INFORMATION

Attention without emotion is quickly forgotten. Volkswagen's 2023 "Battery on Wheels" campaign for their electric vehicles could have focused on technical specifications. Instead, they created an emotional story about a father and daughter using their car's battery to power a neighborhood during a blackout. The ad scored 38% higher on attention metrics than category norms, but crucially, delivered a 5.4x increase in emotional response (Kantar Link Tests, 2023).<sup>18</sup>

*The science is clear – emotion anchors attention in memory.*

# THE TRUE VALUE OF ATTENTION



LET ME LEAVE YOU WITH THIS THOUGHT:

*In a world where attention is increasingly scarce and expensive, the greatest competitive advantage isn't just capturing more of it – it's doing more with what you capture.*

THAT TRUTH OF ALL THIS IS COMPLEX YET HOPEFUL:

*attention is necessary but insufficient.*

What we do with that attention determines whether we're building or eroding brand value. Media strategy can get your brand in front of consumers, but only creative quality can get your brand inside their hearts and minds. Neither discipline succeeds without the other.

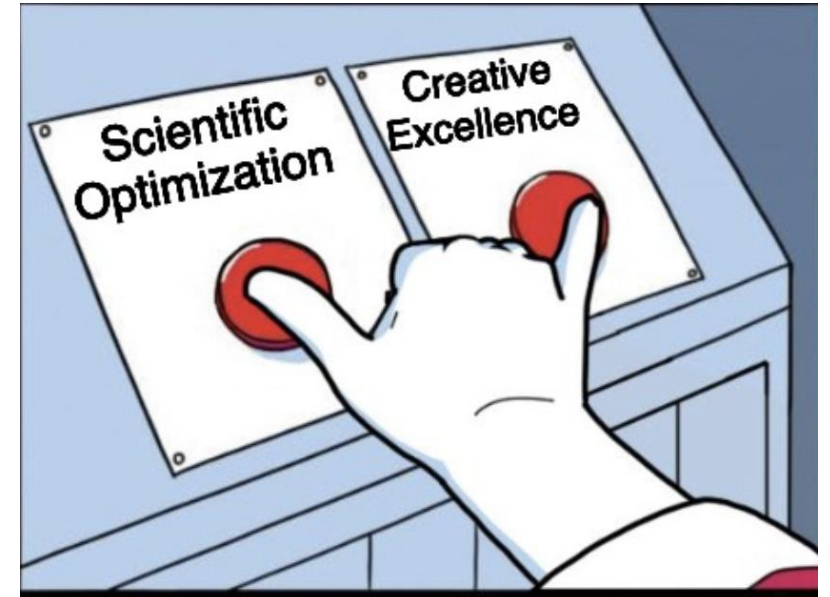
There are many myths around attention – but it's the myth that we must choose between scientific optimization and creative excellence that hurts our industry the most.

The most successful brands don't choose.



*They marry the science of capturing attention with the art of making it worthwhile.*

And in doing so, they don't just win fleeting moments of consumer consciousness – they earn lasting relationships with the humans behind the metrics.





*thank you*