

THE ATTENTION MYTH:

DEBUNKING WHAT
YOU THINK YOU KNOW

SPEAKERS



JONNY BOYLE
Director of Brand Experience
FUEL



GEMMA TEELING
Managing Director
PHD IRELAND



JAKE O DRISCOLL
Creative Director
BOYS & GIRLS

DETAILS

Date:
Thursday 27th March
Time:
4.30-6.00pm

SPONSORED BY



HOSTED BY

FUEL



The
Marketing Society
of Ireland

JACK OF ALL TRADES



JACK OF ALL TRADES MASTER OF NONE



**JACK OF ALL TRADES
MASTER OF NONE
BUT OFTEN TIMES
BETTER THAN ONE**

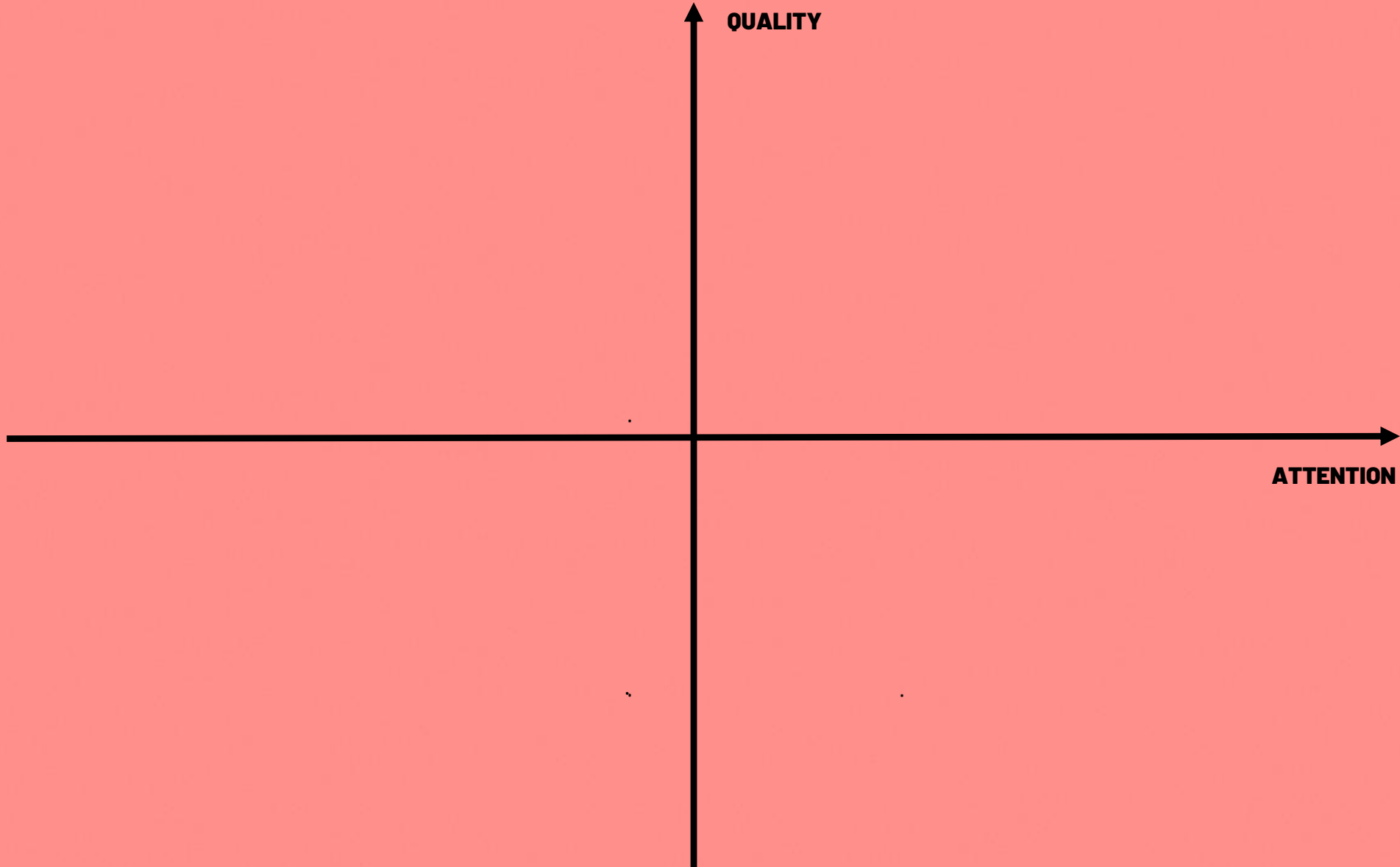


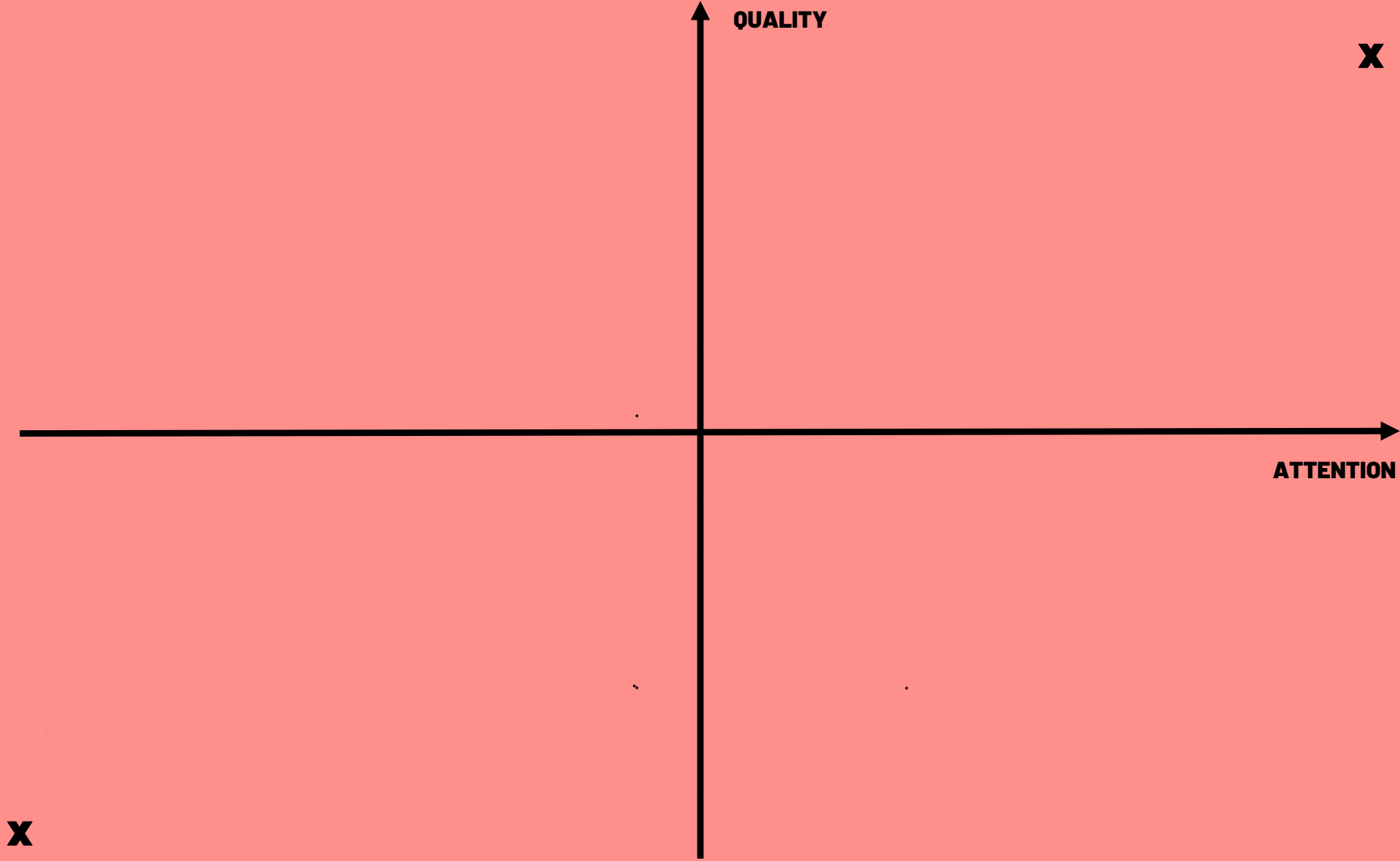
ADS NEED TO BE SNACKABLE



SHORTER CONTENT WINS







BAD = BAD
GOOD = GOOD







**A WEALTH OF
INFORMATION CREATES
A POVERTY
OF ATTENTION**



IN THE PERSUASION BUISSNESS



**IN THE
~~PERFORMANCE~~
BUSINESS**



**IN THE
AMAZING PEOPLE
BUISNESS**

CRISIS OF CREATIVITY





EPIDEMIC OF BORINGNESS



**HOW LONG
TO CREATE
VS
HOW LONG
DOES IT LAST**



**"NONSENSE IS THE
ONLY WAY TO BREAK
THOROUGH... THE WHITE
SPACE EXISTS IN THE
ABSURD."**



Liquid
Death

SPARKLING WATER
— STRAIGHT FROM THE

Liquid
Death

MOUTH

Liquid
Death

NO CHAINSAW
— RED SPARKLING WATER —

Liquid
Death

CRE
Y FLAVORE

Liquid
Death
SEVERED LIME

Liquid
Death
SEVERED LIME

GET WEIRD

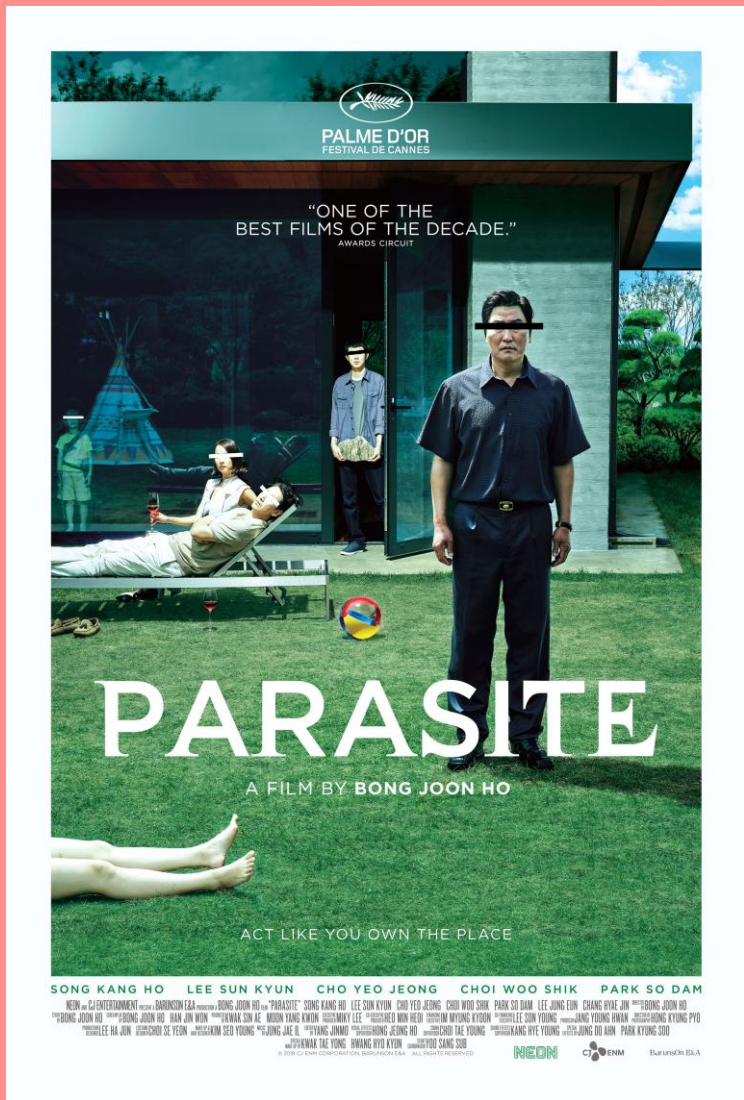




**MAKE PEOPLE
FEEL AGAIN**



PEOPLE CRAVE ORIGINAL STORYTELLING



THINK BEYOND A SINGLE PLATFORM





CHEWY DRAGEES

mentos

mint

THINK BEYOND







77





**BUILDING WORLDS
THAT PEOPLE
CAN STEP INTO
IN DIFFERENT WAYS**





**ATTENTION IS EARNED
NOT BY CHOPPING
CONTENT DOWN, BUT
BY EXPANDING THE
WAYS STORIES ARE TOLD**



~~SHORTER~~

BETTER

