

Gorillas in view

Valérie Morrisson, November 6th, 2024

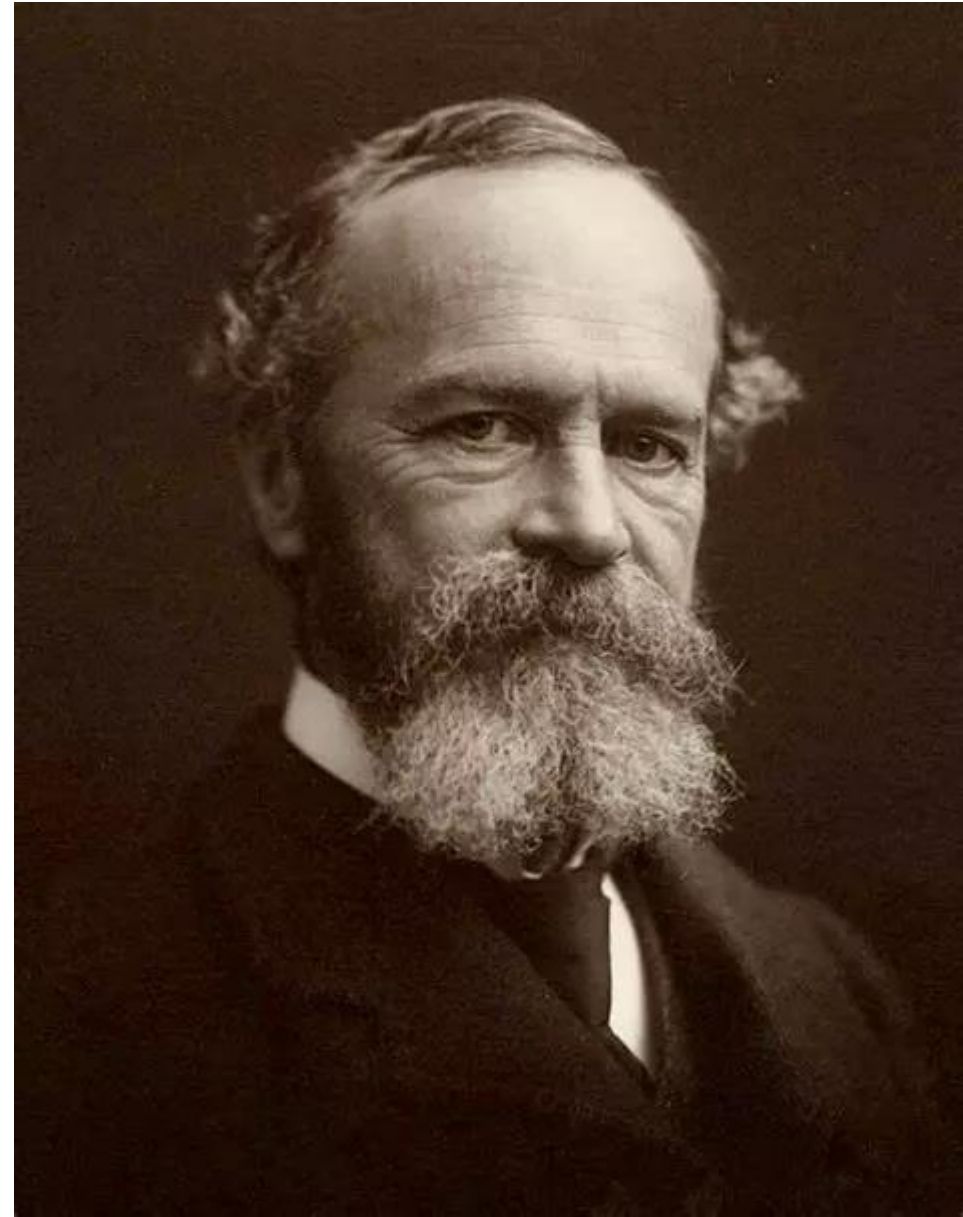




Attention is not a new topic!

« It is the taking possession by the mind, in clear and vivid form, of one of what seem several simultaneously possible objects or trains of thought. Focalization, concentration of consciousness are of its essence. It implies withdrawal from some things in order to deal effectively with others. »

William James, 1890



However today a hot topic for advertisers

C O N T E X T

Audience fragmentation

Multitasking

Increased advertising clutter

Financial pressure



Contact

Attention

Effectiveness

Increased impact of advertising

Investment in quality inventories

Optimised efficiency leading to a more sustainable marketing

B E N E F I T S

3 main objectives of CESP x IREP

#1 A shared definition of attention

#2 Shared indicators

#3 Best practices

An industry workgroup



Mesureurs sollicités

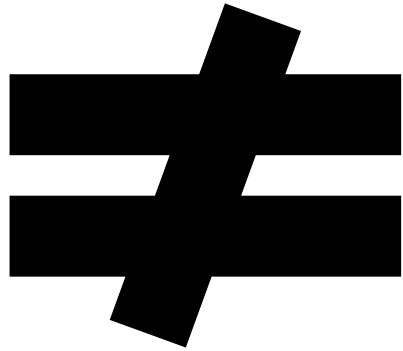


A shared definition

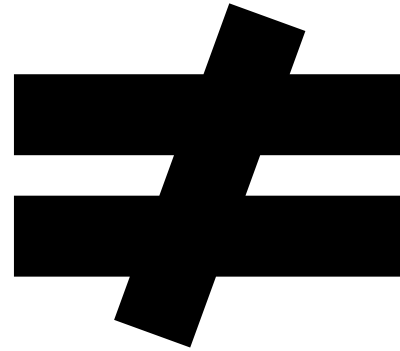
In a given environment, attention is the act of an individual focusing his/her mind on one or more elements of an advertising message.

Defining indicators of attention

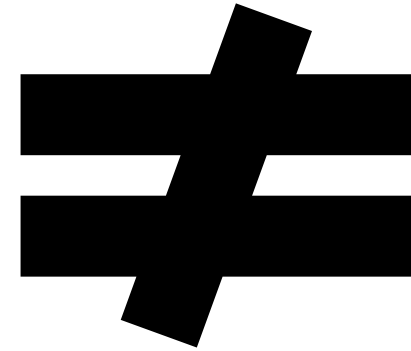
They are not



Measurement
tools



Explanatory
variables



Effects or
outputs

Focus on 3 indicators



Duration of
fixation on
advertising



Claimed
attention to
advertising



Hybrid
Score

Duration of fixation on advertising



Principles

- Passive measurement, mostly eye tracking
- Glasses, infrared bars, webcams
- Seconds or ms
- Main users : digital, TV, print, OOH, cinema, advertisers and media agencies

Best practices and recommendations

- Add discontinuous durations
- Implement a minimum threshold
- Transparency on thresholds
- Get as close as possible to a real life experience
- Sufficient sample size

Recommendations on attention thresholds



Technical threshold

« Tool » threshold,
most often lower
than brain
awareness

Consciousness threshold

Minimum
requirement to start
considering an
individual pays
attention to an ad

Effectiveness threshold

« Useful attention »
which may lead to
effects on ad recall
up to brand impact

Recommendations on attention thresholds



Technical threshold

« Tool » threshold,
most often lower
than brain
awareness

Consciousness threshold

Minimum
requirement to start
considering an
individual pays
attention to an ad

- **0,3 second** for a fixed image /audio
- **1 second** for video

Effectiveness threshold

« Useful attention »
which may lead to
effects on ad recall
up to brand impact

- **2 or 3 seconds**
- Depends on message and media

These thresholds are conventions requiring industry consensus.

Claimed attention to advertising



Principles

- Survey based
- Scale
- % or index
- Main users: digital, TV, radio, print, OOH, cinema, advertisers and media agencies > only methodology which applies to all media to date

Best practices and recommendations

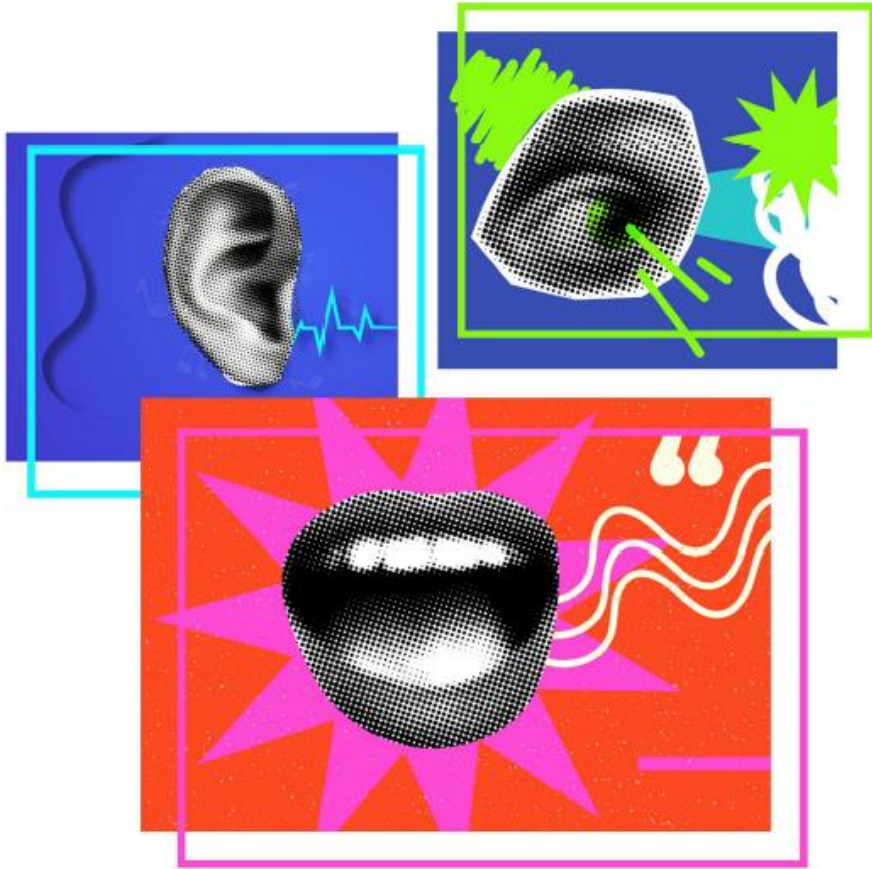
- Focus on attention to advertising
- Use a granular, attitudinal or behavioral scale suitable for all media
- Root the question in a recent event or as close as possible to consumer usages

Attention has become a strategic indicator

- Quality
- Optimisation of ad spend
- Contributes to a more sustainable marketing

→ Standardisation should be encouraged and supported

- CESP x IREP white paper
- Shared conventions
- Common metrics based on a scientific validation
- Ideally standardisation should happen at an international level



**ADVERTISING
ATTENTION**

If you wish to download
the white paper, please
go to:

<https://www.cesp.org/en/the-white-paper-on-advertising-attention-is-now-available/>

Thank you for your attention