THE
ATTENTION
ECONOMY
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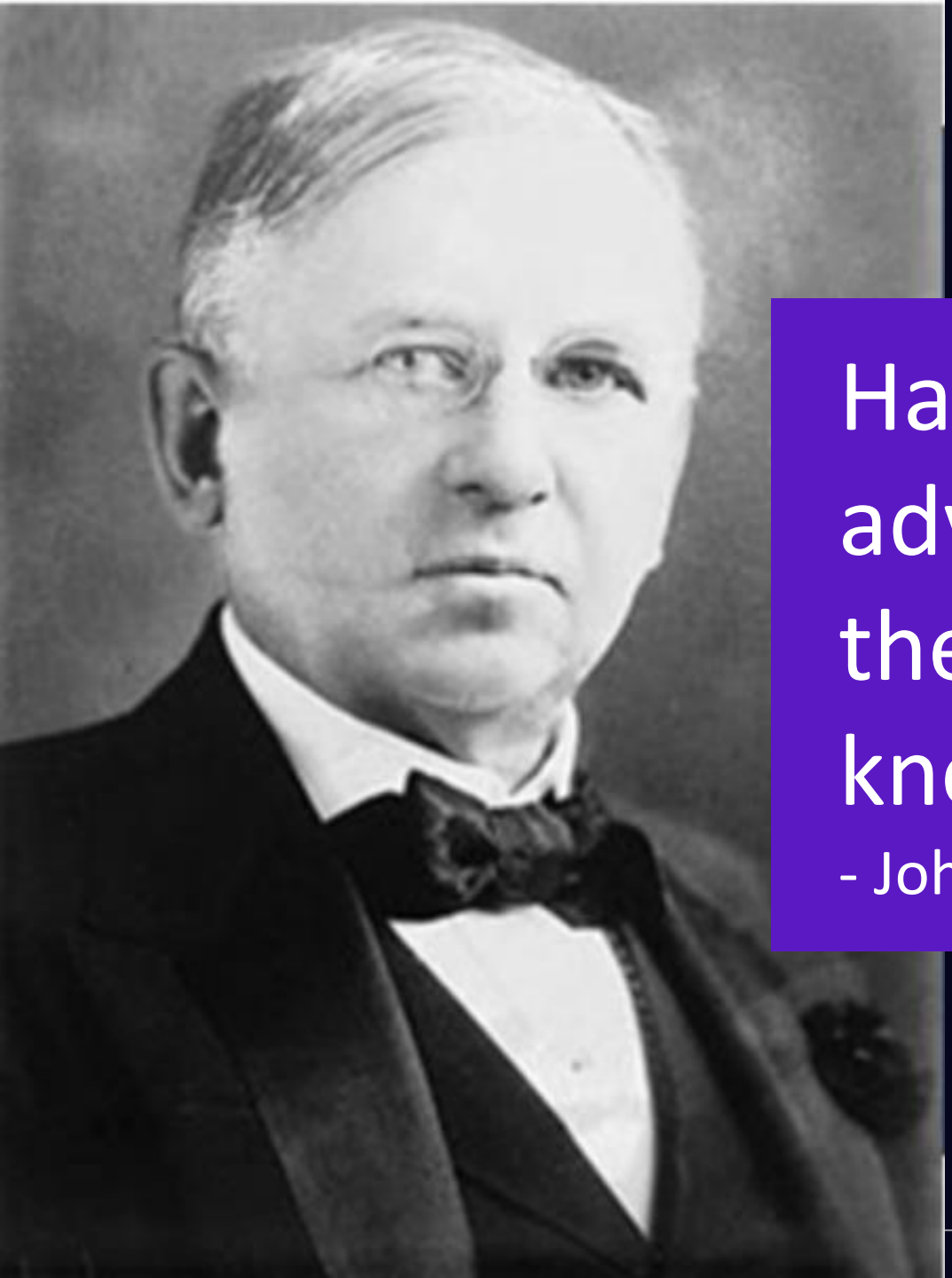
01
Attention Fundamentals

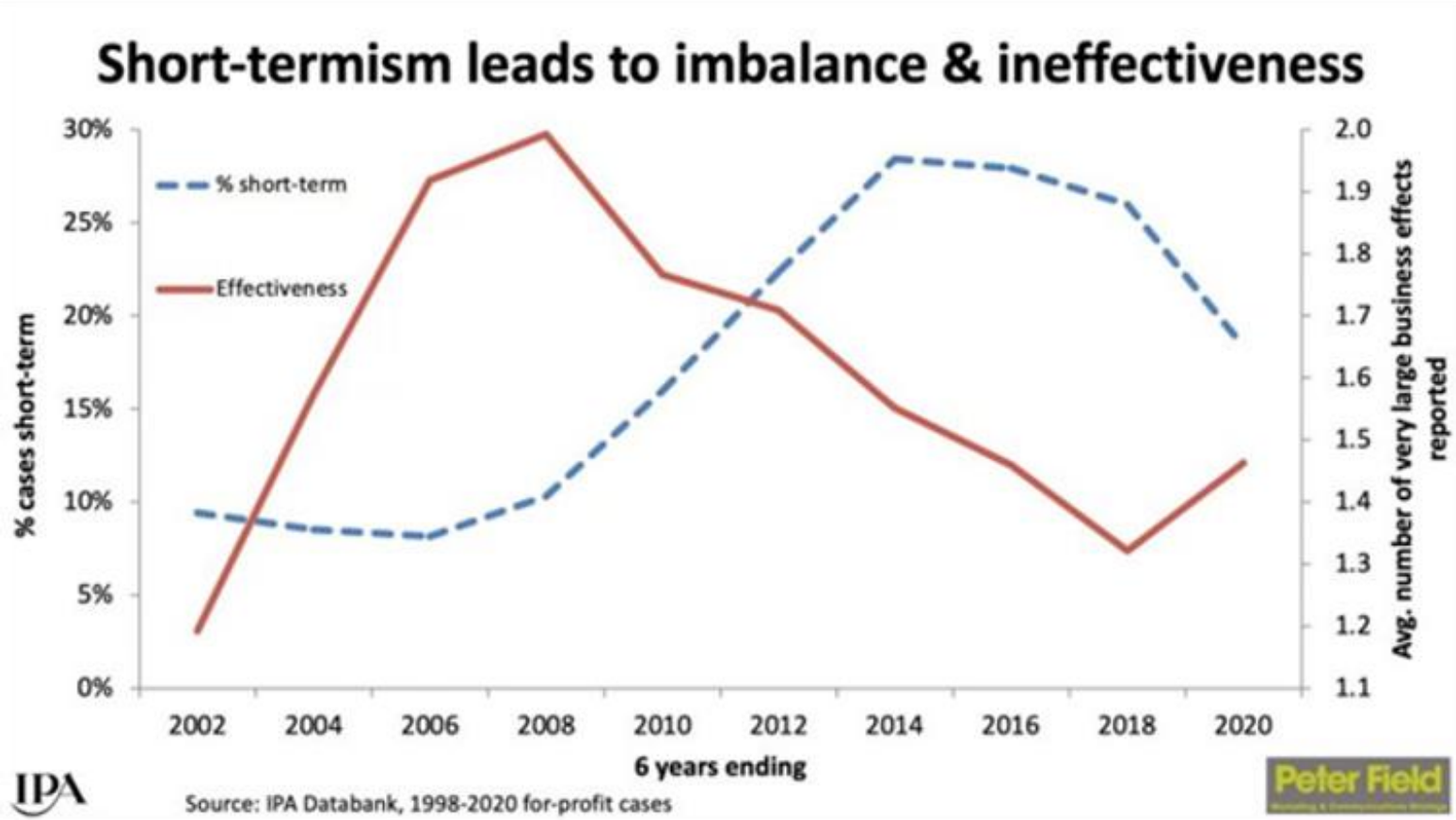


Half the money I spend on advertising is wasted; the trouble is I don’t know which half.

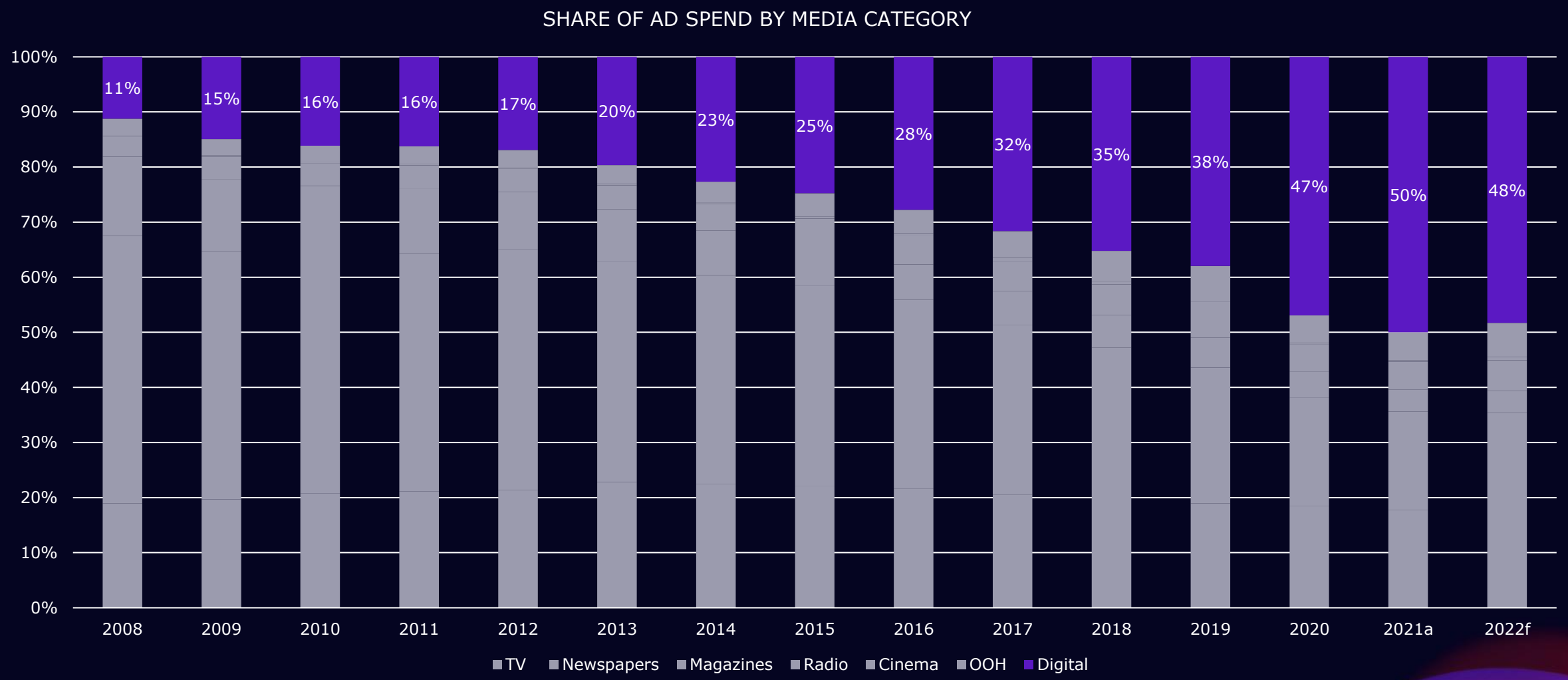
- John Wanamaker (1838 to 1922)

Adrecall has declined for years

Short termism (and often focus on digital) has broken advertising.



Amount of digital advertising seems to correlate visually with the decline



Source: Kantar TNS 2021. Year 2022 expenditure estimate by dentsu Finland

Attention to advertising

Attention to advertising

81%

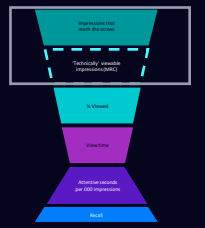
Display ads get zero attention.

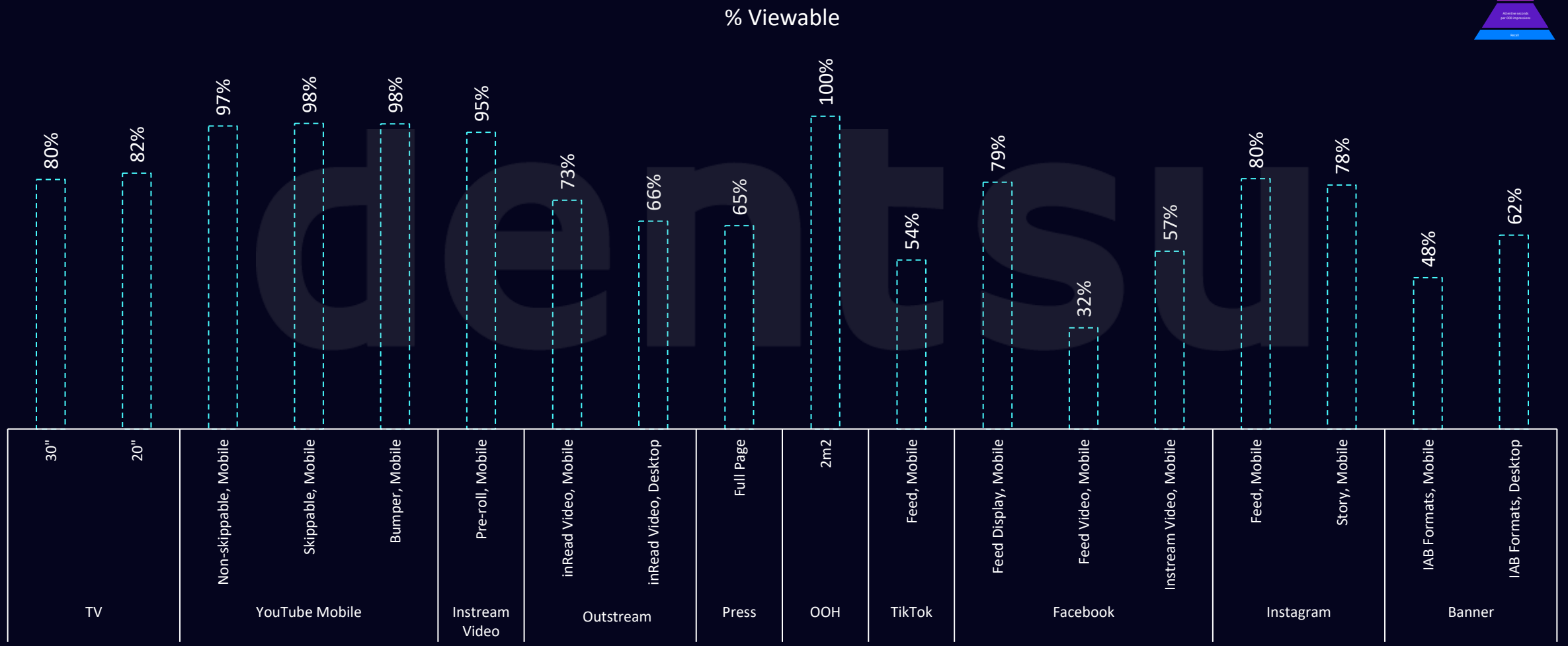
39%

Video ads get no attention.

Over
400
Million
euros
wasted

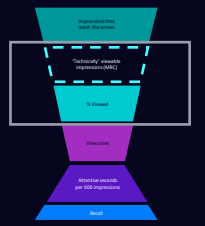
Big differences between mediums on viewability

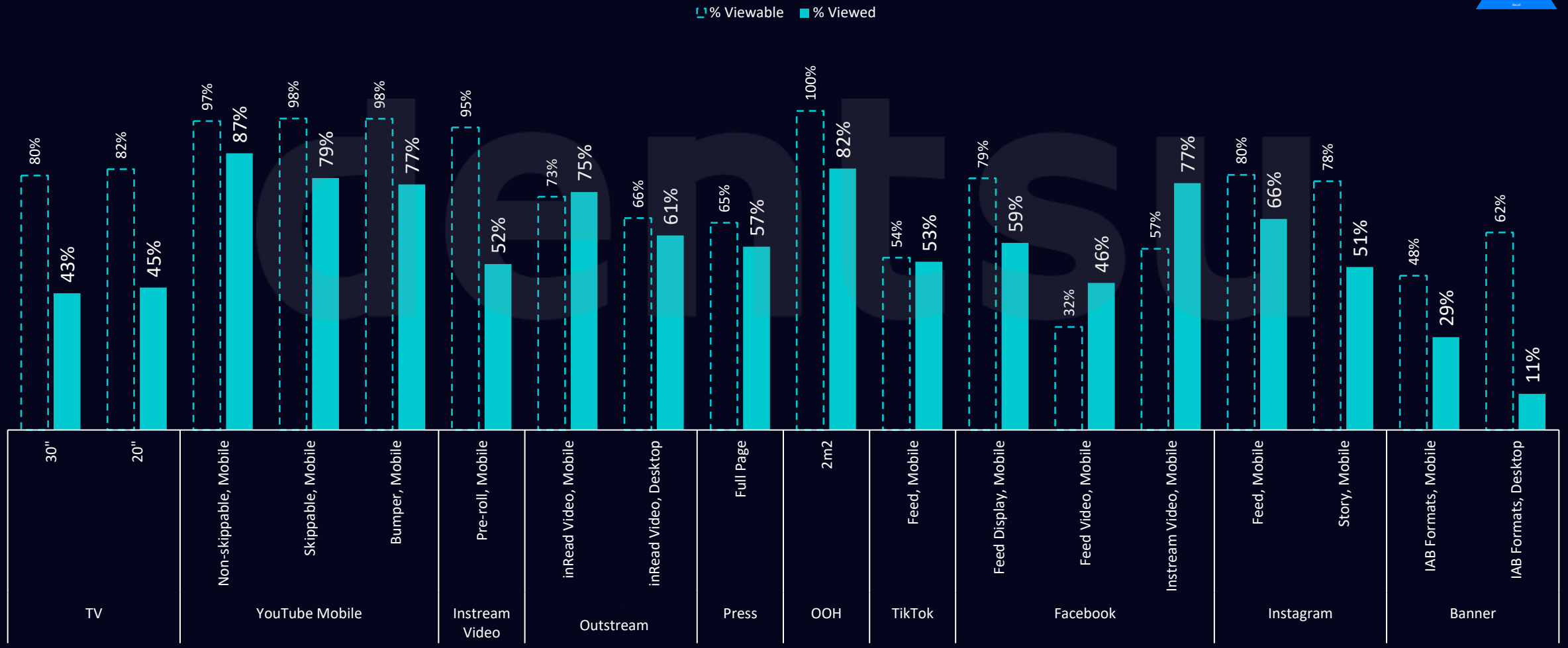




Sources: TV: Tvision/Lumen UK TV Panel. YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus. OOH: AM4DOOH project. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel)

Viewability is bad proxy for attention





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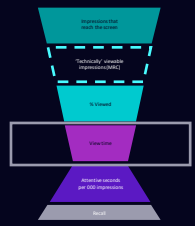
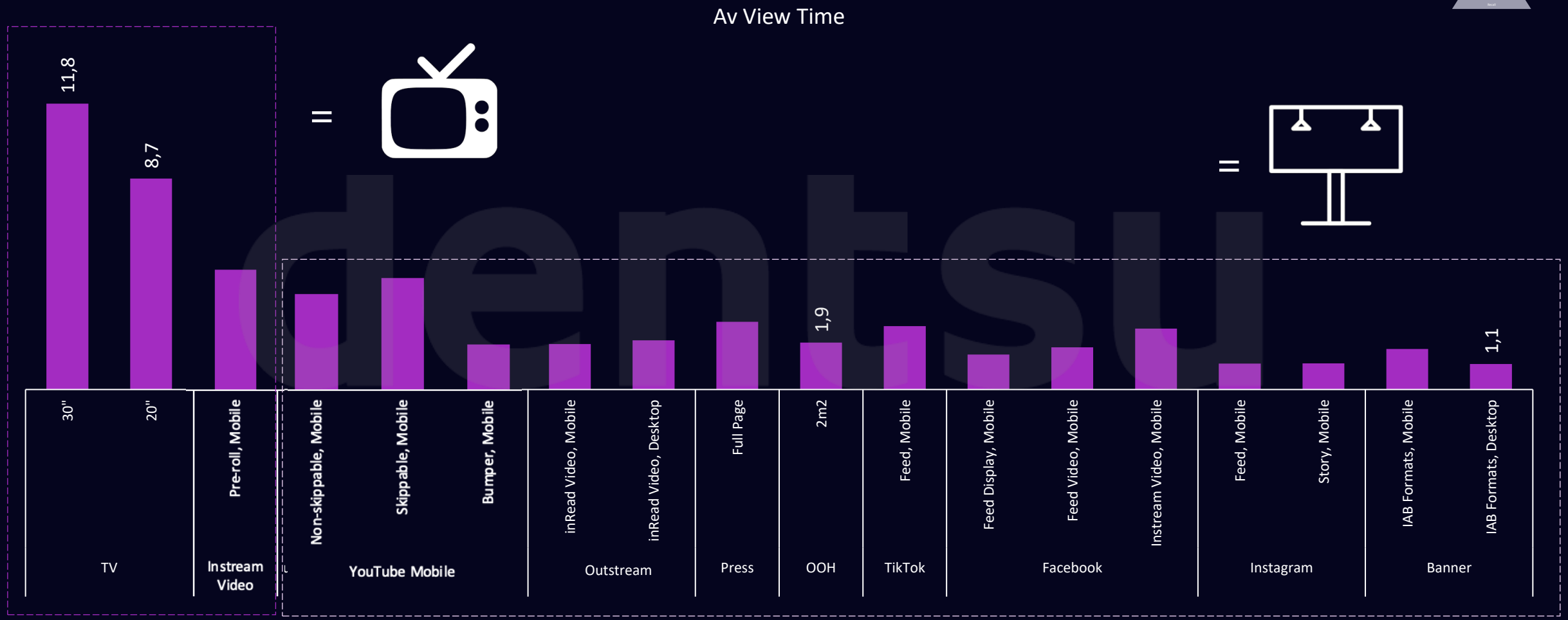
Average length of attention helps us to see the differences in media channels





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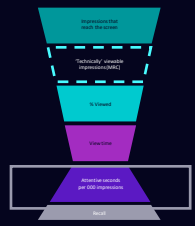
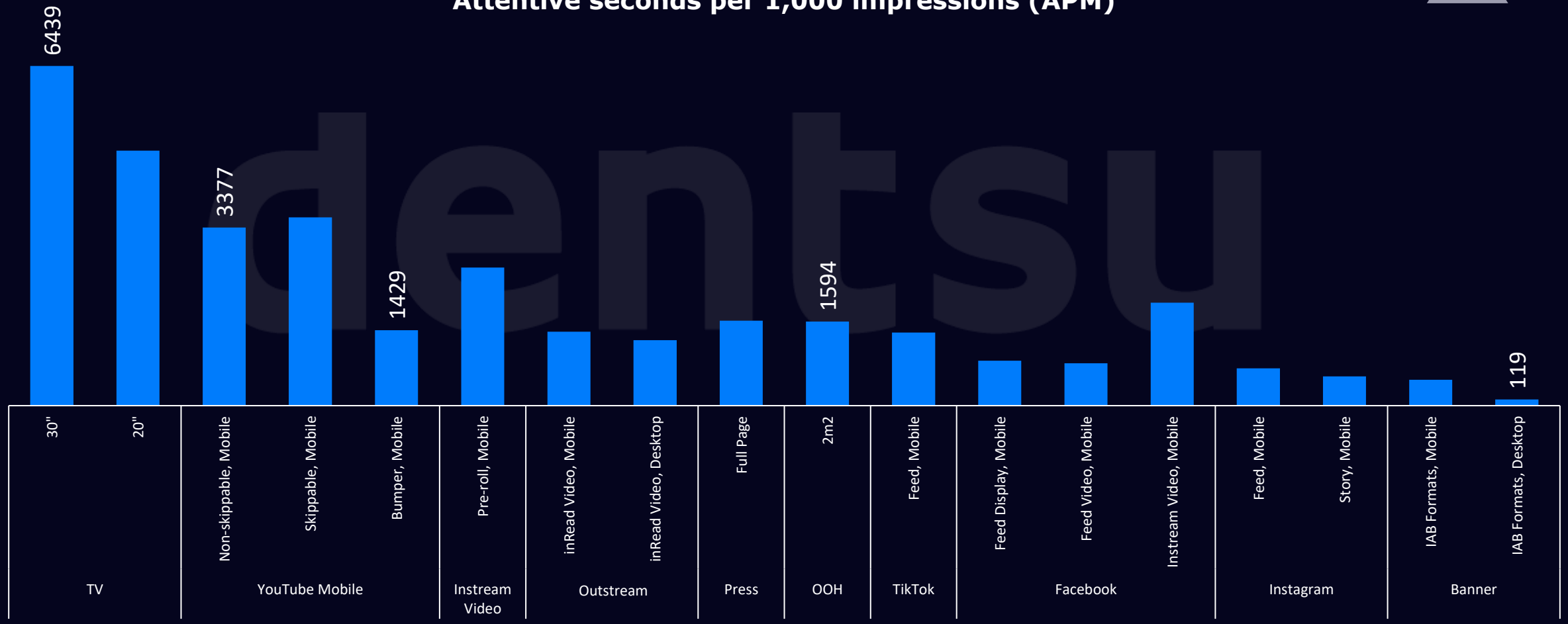
Combining attention% and average attention length we can calculate attention seconds



Attentive seconds per 1,000 impressions (APM)



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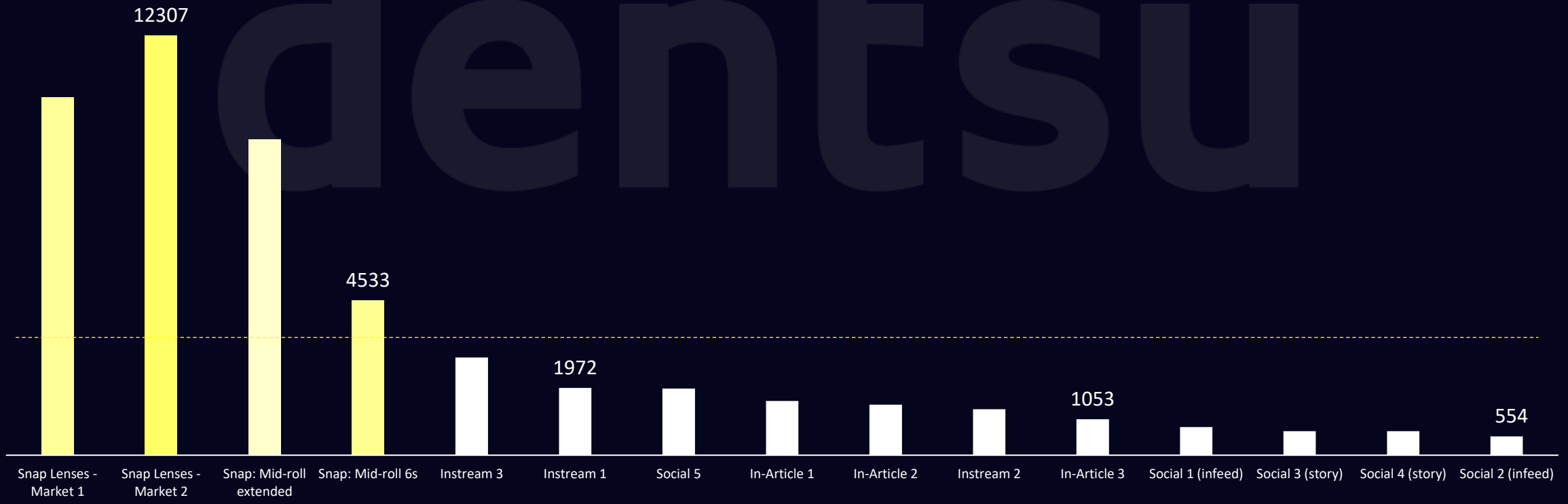
02
Snap Attention

Snap’s AR lenses becomes a top performing digital format; the average seconds of attention more comparable to that of TV.

Attentive seconds per 1,000 impressions (APM)



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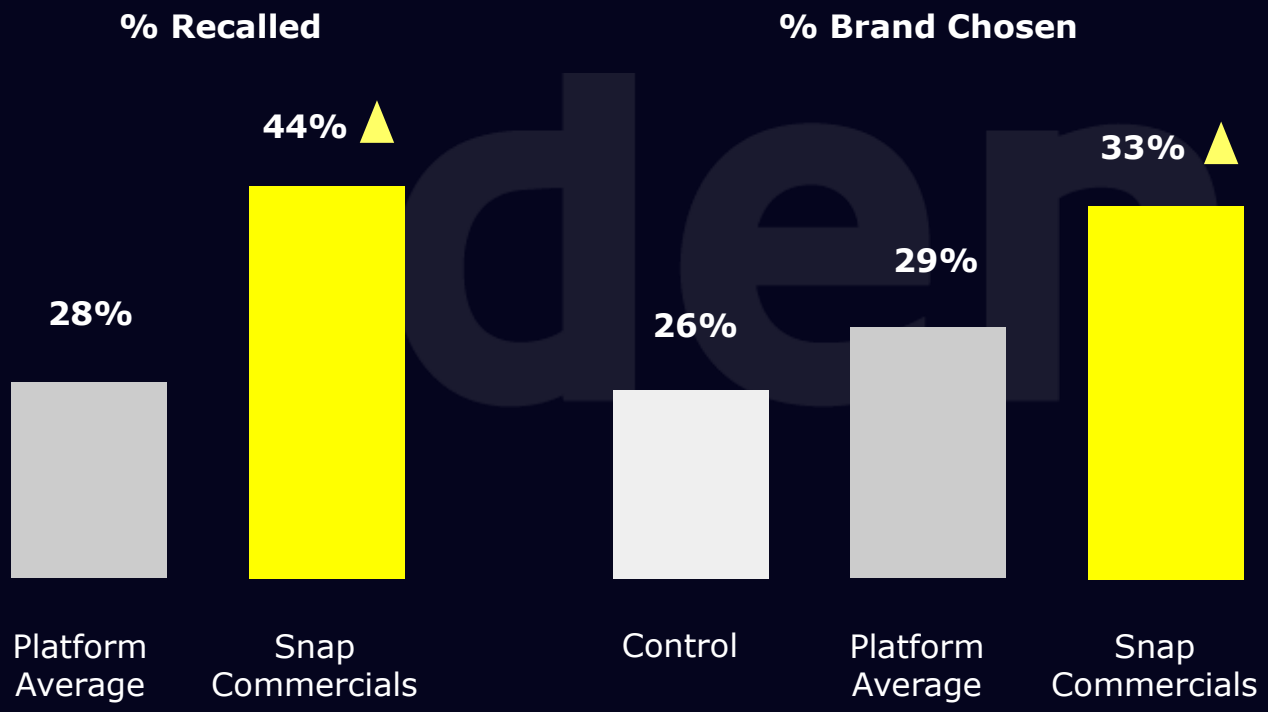
When it comes to capturing attention, in Social Snap commercials do so compared to other social platforms.



Compared to the platform average, Snapchat commercials are

2x More Viewable

2x More Likely to be Viewed

5x More attentive seconds per 000

Commercials capture attention

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Key Insights

1. Generates high attention and impact

- Advertisers must consider utilizing Snap’s AR as a means to cut through clutter of video in an efficient and effective way

2. Has a different ‘shape of attention’

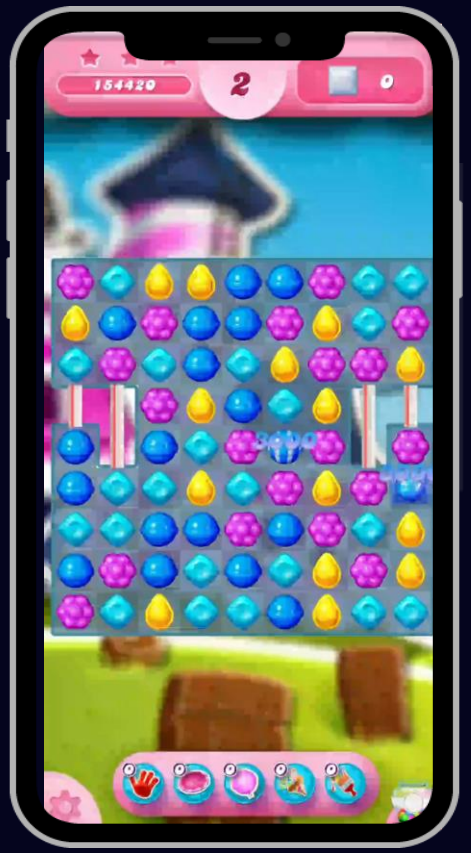
- With a much longer engagement than other social formats, use AR to build deeper relationships between your brand and consumers including perception and relevant mid-funnel KPIs.

3. Best practices for to be redefined

- Advertisers need to tweak their best practice to adapt to usage of AR - balancing the format with platform must-haves

03
Gaming Attention

Formats included



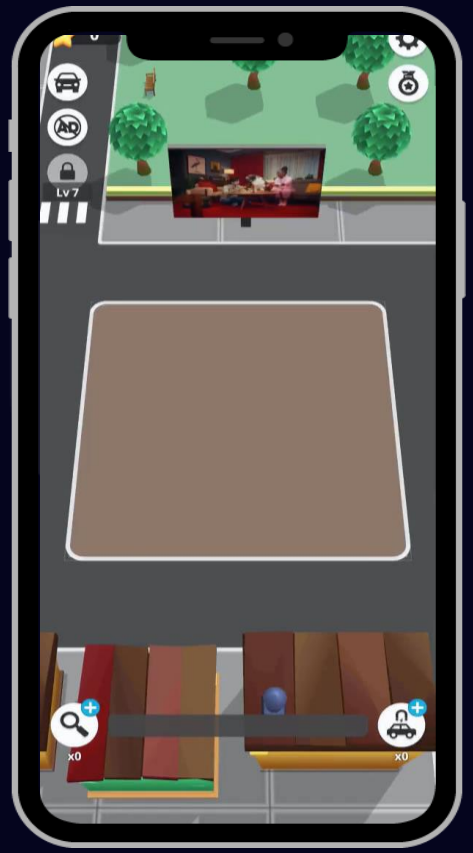
Rewarded video

Custom pre/mid roll
Ads created specifically for live streaming

Standard pre/mid roll
Ads used across live streaming platforms

Sponsored stream
Platform streams with Audio/visual brand ads

Live streaming



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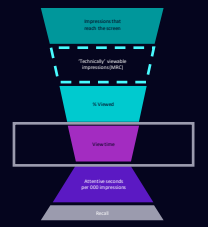
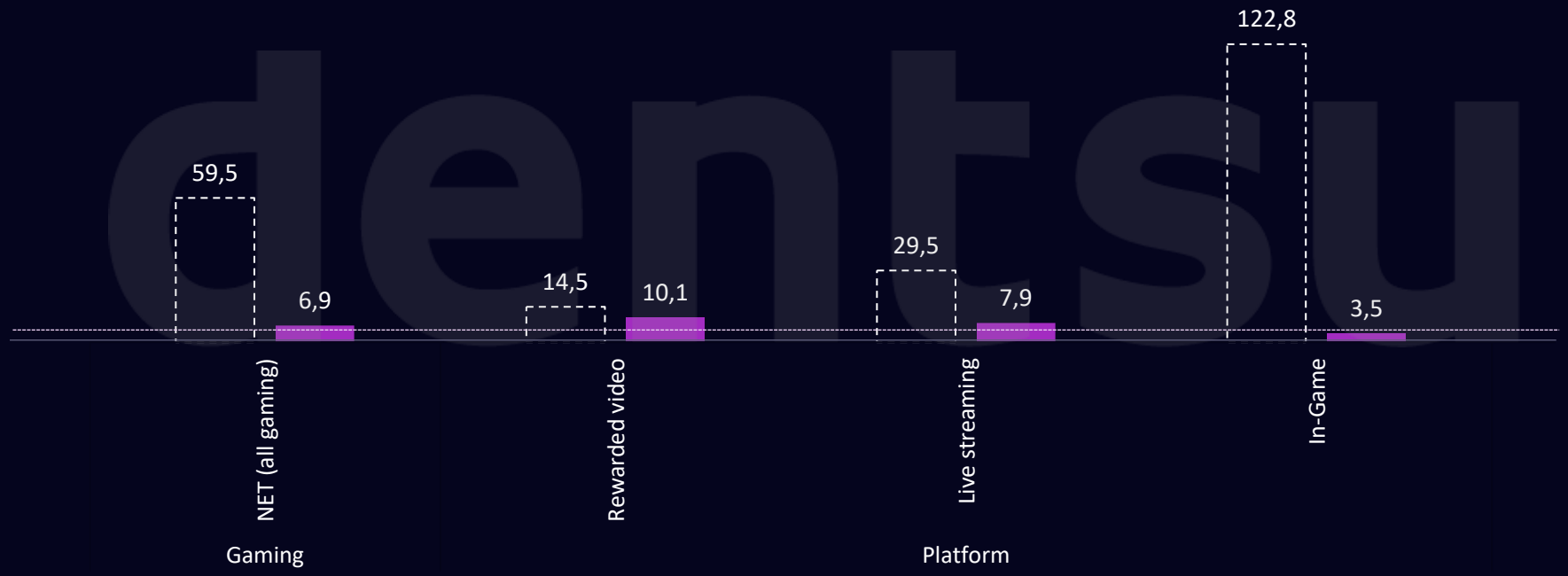
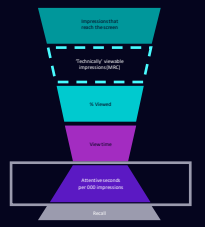
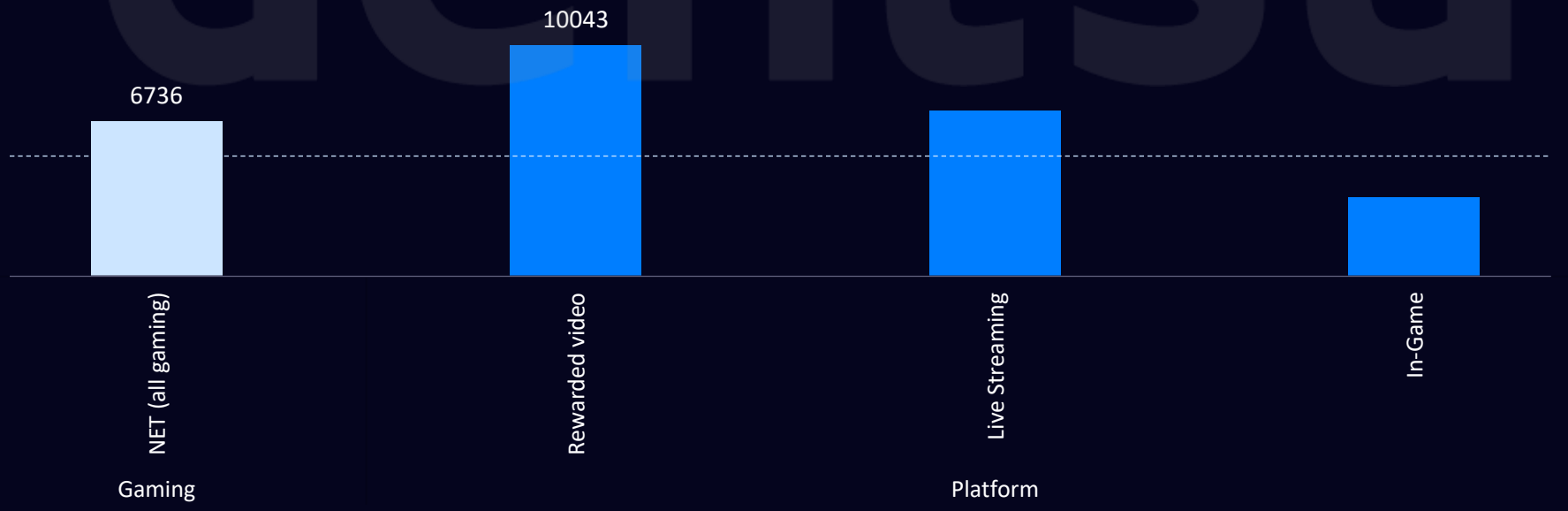
While In-Game advertising is viewed in the users screen the most, it does not perform as well as rewarded video.





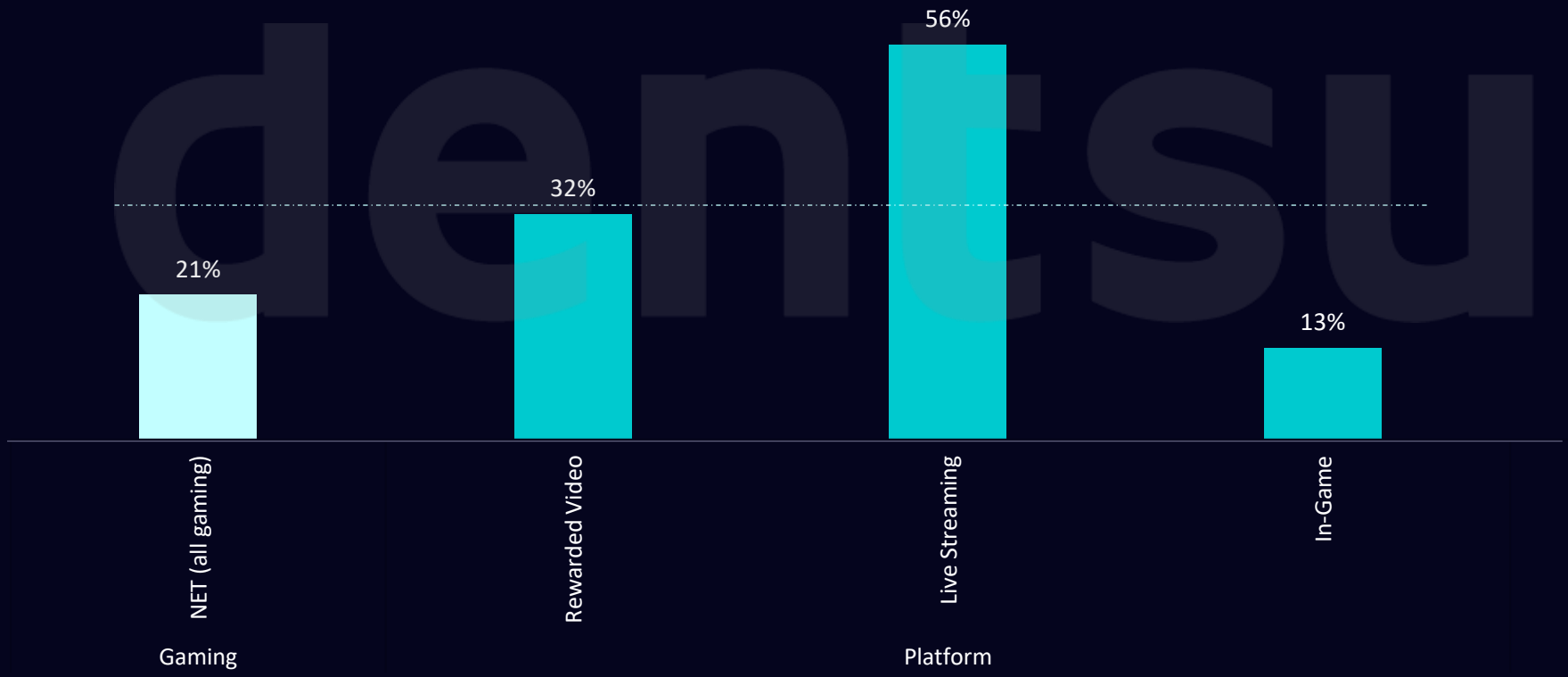
Rewarded video and live streaming are most comparable to online video when it comes to APM. At the same time In-Game is most comparable to audio.





Attentive seconds per 1,000 impressions (APM)

In terms of brand recall Live Streaming stands out and when it comes to utilization format wise mid-rolls are just as effective as pre-rolls.



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Key Insights

1. Activating video

- Both live streaming and rewarded video can help increase attention levels across your online video campaigns.

2. Activating display

- Introducing in-game advertising via into your programmatic or direct plans can raise average attention levels.

3. Creative best practices

- Customizing message and creative format per gaming environment is key to performance and brand recall.

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