

THE SHAPES OF ATTENTION

WHY BRANDS NEED TO USE ATTENTION
TO CHANGE PEOPLE'S MINDS



LUMEN



IN RECENT YEARS, THE COMMS INDUSTRY HAS BEEN THROUGH AN EFFICIENCY REVOLUTION. EFFICIENCY HAS BEEN THE WORD ON MANY LIPS.



BUT WHAT ABOUT EFFECTIVENESS?

We've been on a mission to understand how brands can drive effective outcomes and what it takes to truly change people's minds and convince them to choose your brand. The key? Attention.

As you'll see, to drive big results, you need big attention. And you'll need good content, too.

We partnered with Specsavers and the attention technologists at Lumen to understand the role of attention in consideration and how brands can use attention most effectively.

We found that the right brand content:

- **STRETCHES ATTENTION BEYOND NORMS**
128% more attention than ads on Facebook and 610% more than ads in online news stories
- **INCREASES NON-CUSTOMERS' BRAND TRUST**
by an average of 33%
- **PRIMES THE AUDIENCE TO CONSUME ADS.**
When brand content was followed by ads, people were more likely to book an eye test (84%) than those who saw just ads (59%)

ATTENTION STRATEGIES: AN INDUSTRY DISCUSSION

This research has shown that brands can generate deep attention with the right content, and deep attention can change perceptions about a brand.

However, in an industry that's been driven towards other objectives and outcomes for so long, there are some key points to discuss for brands wanting to implement attention strategies:

- **EVOLVING BUYING MODELS TO ALLOW BRANDS TO BUY AGAINST ATTENTION**
- **DEVELOPING WAYS TO TRACK ATTENTION MORE EFFECTIVELY**

- **EXPLORING NEW WAYS TO MEASURE PERCEPTION CHANGE (AMONG CUSTOMERS AND NON-CUSTOMERS) OVER TIME**
- **THE POWER OF INTRODUCING BRAND CONTENT (DEEP ATTENTION) AND BRAND NUDGE (SHALLOW ATTENTION) STRATEGIES IN SEQUENCE**

As these questions are discussed and answered so the world of attention will become more accessible, not just in terms of buying attention but in demonstrating the outcomes it can deliver for brands.

In the short term, those wanting to pursue attention goals need to consider proxy measures like video views (Thru-Plays) and take a deep dive inside platform analytics to understand the attention patterns of their audiences

SPECSAVERS TAKES A NEW VIEW

What do you do when you're a market leader and everyone knows you for one thing: glasses? How can you change people's minds about the quality of your products, your expertise and the breadth of your service?

Over the last few years, we've worked with Specsavers to introduce an attention-driving strategy designed to change people's minds about the brand's quality, expertise and product range, alongside an efficient advertising approach focused on traditional awareness and conversion goals.

The attention strategy used social media and PR to activate content that provided value to the audience – in the form of an emotional human connection, useful information, humour and relatability – which allowed Specsavers to capture and hold attention for longer periods of time (7 seconds +) to bring brand messages to life and change people's minds about the brand.



EXAMPLE ATTENTIVE CONTENT:

- Responding to search trends
- Telling emotive care stories about the human experience
- Responding to the cultural and news agenda

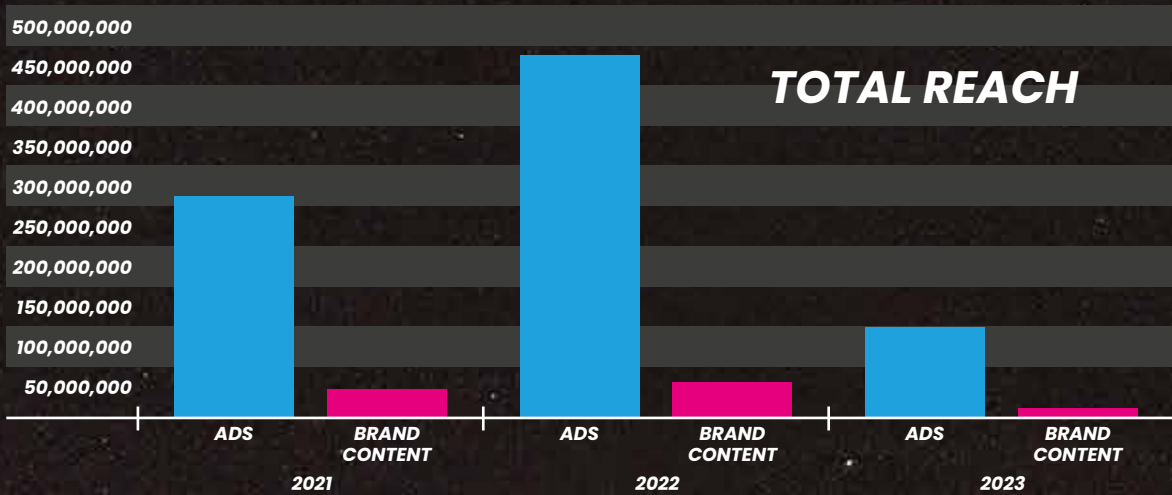


Examples of brand ads designed to drive awareness and performance ads to drive conversion with typical (scale-based) buying objectives.

ADS DELIVER HIGH REACH

We found that typically ads focused on reach, click and traffic driving objectives generate high scale, reaching large volumes of people efficiently. Whereas editorial, or attentive content generates lower reach.

It's important to caveat here that variables such as budget and volume of content play an important role in these results.



BRAND CONTENT DELIVERS DEEP ATTENTION

However, when we review attention data, we see that these ads typically generate short bursts of attention (between 1 and 2 seconds), whereas brand content optimised for views generates much deeper attention. And we're seeing this increase as we grow our understanding of what drives human connections with brands.

Again, other variables such as budget do impact this, but the patterns are evident across more than 5,000 pieces of brand content and ads over three years.

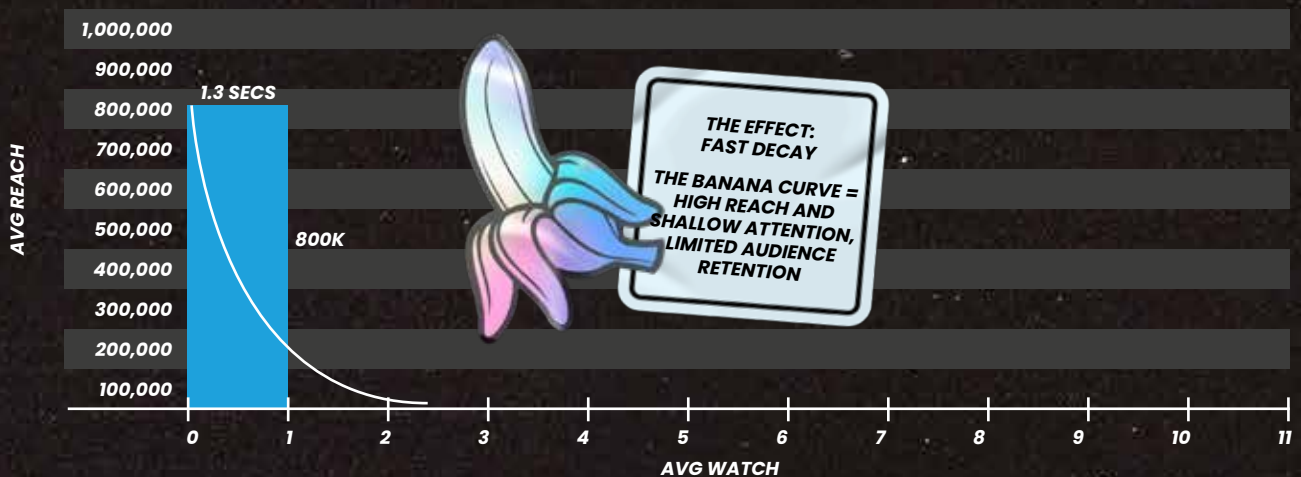


THERE ARE TWO SHAPES OF ATTENTION

From this we identified two distinct shapes of attention that the two different strategies deliver.

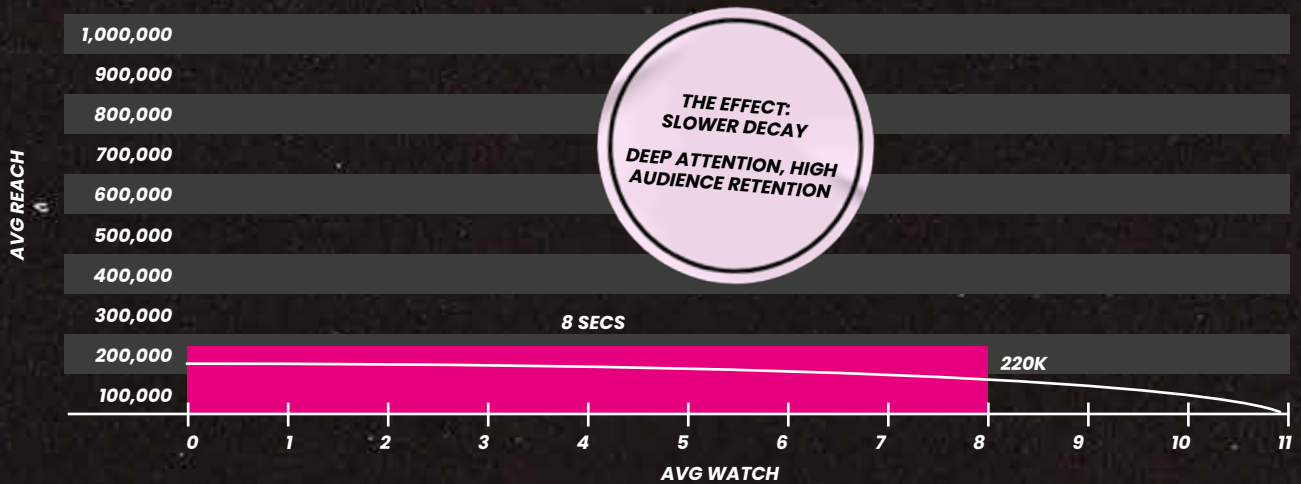
1. TALL AND SHALLOW – DELIVERED BY AD STRATEGIES

This shape delivers high reach, but a fast drop off in views, meaning that attention is shallow.



2. NARROW YET DEEP – DELIVERED BY ATTENTION STRATEGIES

This shape delivers a slow drop-off in views, securing deep attention, but typically generates smaller reach than ads.



When using a ThruPlay objective (15-second video views), we've consistently observed that over 90% of those watching past 15 seconds will watch to the end of the video.

COMBINING SHAPES OF ATTENTION

A logical conclusion at this point is that combining these two shapes of attention would generate the best of both worlds, high, efficient reach AND longer watch times. Over the last three years we've regularly tested ways to do just this, however, we found that the industry is simply not set up to deliver against attentive objectives.

When we change the objective from views to reach we consistently see that average watch time decreases as the buying models prioritise the efficiency of the spend against the objective

CONTENT	BOOSTED FOR SCALE (REACH/IMPRESSIONS)		BOOSTED FOR ATTENTION (THRU-PLAYS)	
	REACH	AVG WATCH TIME	REACH	AVERAGE WATCH TIME
CARE STORY LAUREN	247,873	3	807,551	9
CARE STORY STEVE	665,343	2	485,706	11
CARE STORY EMMA	1,192,194	2	614,145	11
CARE STORY MATT	376,250	2	715,774	13

OTHER FACTORS TO CONSIDER:

- Budget – we've seen that amount of spend can influence reach results when targeting on attentive objectives (views – thru-plays)
- Volume of content – AI systems within Business Managers are designed to prioritise the most efficient creative against the objective every time, but this makes introducing new content with new messages challenging when there are pieces that are already performing very efficiently

THE EFFECTIVENESS PARADOX

For years, the marketing industry has been obsessed with efficiency of spend and the media platforms have adapted accordingly.

Gradually, we've seen an 'effectiveness paradox' emerge because these efficient objectives have become more important than the outcomes brands are trying to achieve in the first place.

Inside many meeting rooms the industry has been asking questions like "How can we increase ROAS?" and "Which is the most efficient creative?"

Measures like brand lift studies and recall have been used to demonstrate effectiveness, but is that really showing effectiveness, or is it simply showing that when we ask people if they know Specsavers, they say yes?

To be truly effective, brands need to ask big, audacious questions like "What do people think about us?" and "What do people want from us?"

By taking this deep look at effectiveness, brands can learn how they can change minds and convince people to choose them.



ATTENTION IS A CATALYST FOR CONSIDERATION

As the understanding of attention and memory has grown, we're starting to see a shift where attention has become its own currency or unit of measurement, which provides a different lens for brands to look at their marketing and understand how effective it is.

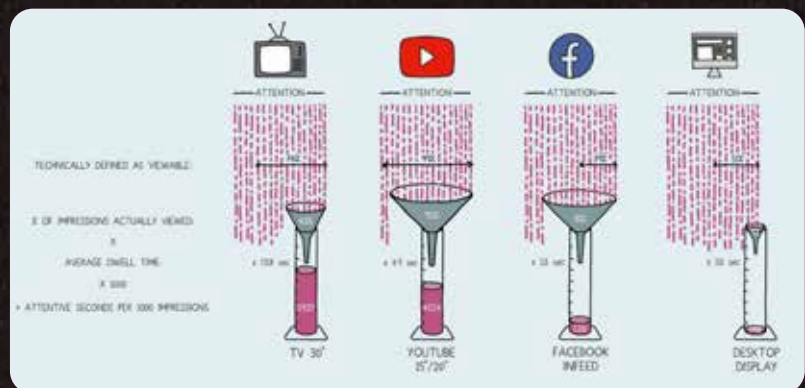
There's been extensive research to show how attention is an effective catalyst to drive memory and therefore change perceptions and understanding of brands, however, the industry is not set up to deliver against these attentive objectives.

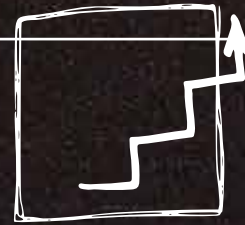
OUTCOME	SALES	LEADS	ENGAGEMENT	TRAFFIC	AWARENESS	APP PROMOTION
OBJECTIVE	<ul style="list-style-type: none"> CONVERSIONS CATALOGUE SALES MESSENGER, INSTAGRAM & WHATSAPP CALLS 	<ul style="list-style-type: none"> INSTANT FORMS MESSENGER CONVERSIONS CALLS 	<ul style="list-style-type: none"> MESSENGER, INSTAGRAM & WHATSAPP VIDEO VIEWS POST ENGAGEMENT CONVERSIONS 	<ul style="list-style-type: none"> LINK CLICKS LANDING PAGE VIEWS MESSENGER, INSTAGRAM & WHATSAPP CALLS 	<ul style="list-style-type: none"> REACH BRAND AWARENESS VIDEO VIEWS STORE LOCATION AWARENESS 	<ul style="list-style-type: none"> APP INSTALLS APP EVENTS

There are no real attentive objectives to buy against, the closest we have is video views (thru-plays at 15 seconds).

To understand the importance of attention to convince people to choose them, we partnered with Attention Technologists, Lumen, working with the team to apply Lumen's Attentive Seconds analysis (which combines reach and attention into a single metric) and database of attentive norms, to answer two big questions:

- **CAN BRANDS REALLY CAPTURE AND HOLD ATTENTION?**
- **DOES ATTENTION CONVINCe PEOPLE TO CHOOSE BRANDS?**





ABOUT THE STUDY

The study was of a representative sample of 2,200 people across the UK. The participants were a mixture of Specsavers customers, competitor customers and those with no eyecare provider. In line with national averages, we ensured that 20% of participants were due an eye test in the next six months.

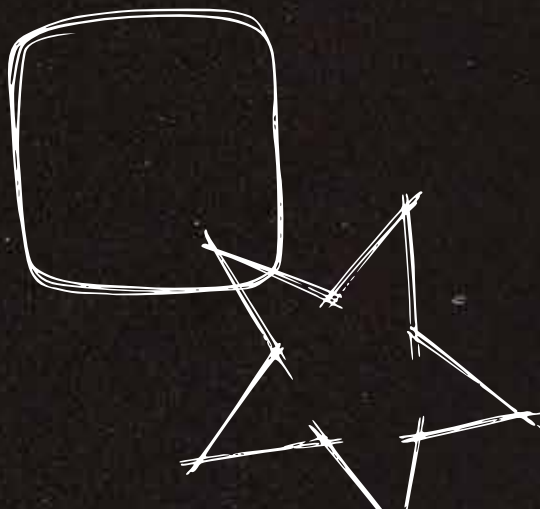
Lumen used eye tracking in smartphones and post-exposure analysis to track true 'eyes-on' attention and its impact on perception and brand impact factors.

WE CREATED TWO ENVIRONMENTS:

- A news environment to look at the impact of branded content in news stories online
- A social media environment to look at the impact of branded content on Facebook

IN EACH OF THESE ENVIRONMENTS WE SHOWED:

- **400** people 'attention' brand content only
- **300** people 'attention' brand content followed by an activation ad
- **400** people an activation ad only



THE CONTENT:

Branded (attention) content is content designed to capture and hold attention by offering a value to the audience and deliver a brand message within the context. In this test, the specific value was:



EMOTIVE LIFESAVING STORIES

Matt and Bella Rose explain how routine eye tests saved their lives after visiting Specsavers optometrists who ran OCT scans and discovered brain tumours



RELATABLE HUMAN MOMENTS IN POPULAR CULTURE

When Anne Marie fell on stage at the BRIT Awards, Specsavers elevated its 'Should've Gone to Specsavers' approach and tweeted her "Your next visit's on us x". The story was covered by the media and the Huffington Post story was included in the study



RELATABLE HUMAN MOMENTS IN SPORT

After an incident on the football pitch, Specsavers spoke in the audience's language through a warm and witty exchange with Talksport, asking Dietmar Hamann if he was free for an eye test

THE ADS:



Ads included in both environments were previous best performers for CPM

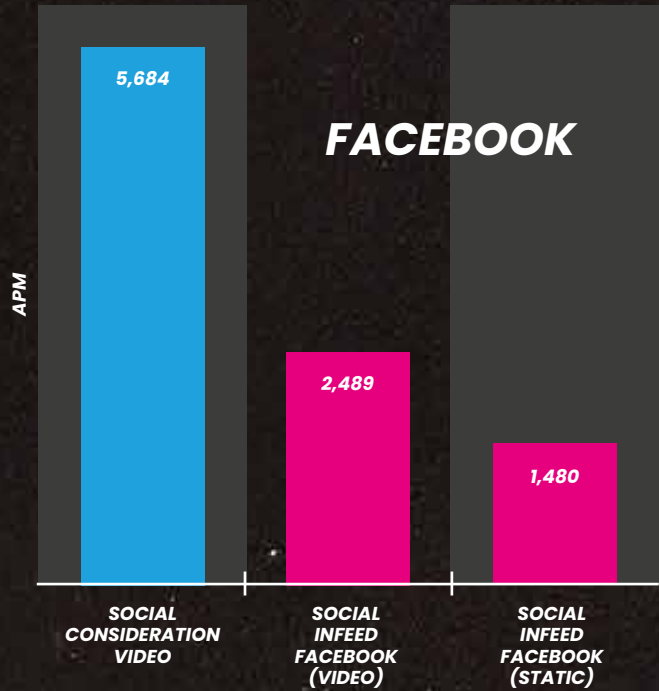
THE FINDINGS

QUESTION 1: CAN BRANDS REALLY CAPTURE AND HOLD ATTENTION?

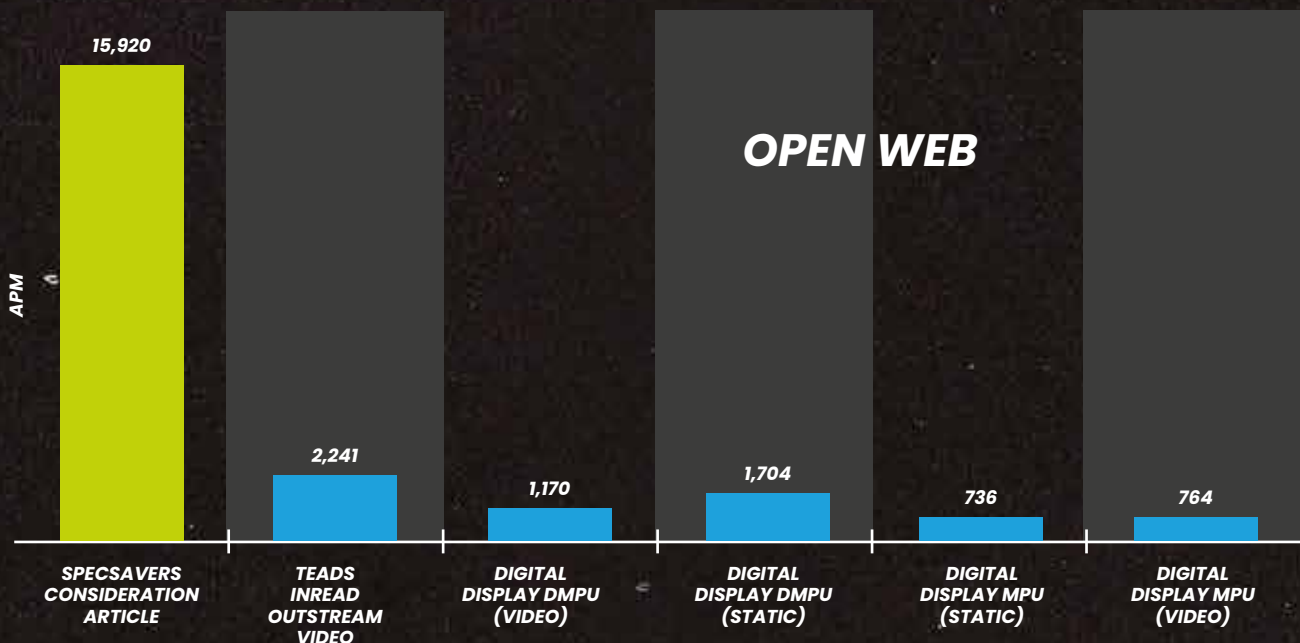
FINDING #1: BRANDS CAN CAPTURE AND HOLD ATTENTION BY IMPLEMENTING ATTENTION STRATEGIES

When we compared brand content with a clear value exchange for the audience that brings the expertise, quality and service to life through:

- Brand content in the form of Matt and Bella Rose’s emotive, human stories on Facebook generated 128% higher attentive seconds (combined reach and attention) than ad norms



- When using relatable human moments and leveraging the brand tone of voice to bring the brand service and offer to life, we saw 610% higher attentive seconds (combined reach and attention) than ad norms



QUESTION 2: DOES ATTENTION CONVINCe PEOPLE TO CHOOSE BRANDS?

FINDING #2: DEEP ATTENTION ON CONTENT GENERATES BRAND MESSAGE UNDERSTANDING AND TRUST THAT EFFECTIVELY CONVINCES PEOPLE TO CHOOSE THE BRAND

CHANGING PEOPLE'S MINDS

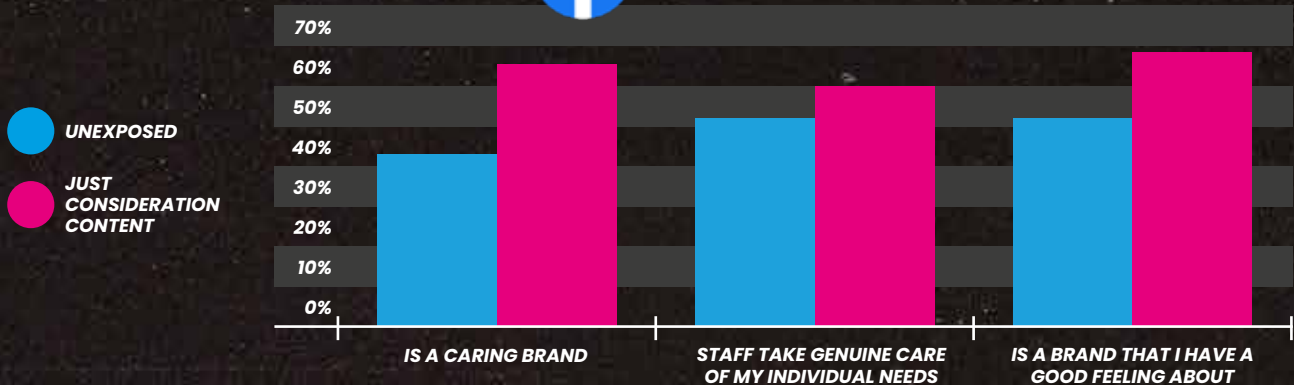
To fully understand the impact of using attention to change people's minds about a brand, we looked specifically at non-customers' opinions of Specsavers (people who said Specsavers is not their current optician).

We found that after non-customers were exposed to Matt and Bella Rose's stories on Facebook, their perception of the brand became more positive:

- Specsavers is a caring brand increased by **+51%**
- Specsavers staff would take care of their individual needs increased by **+20%**
- Specsavers is a brand they have a good feeling about increased by **+35%**



NON-CUSTOMERS* STARTED TO CHANGE THEIR MINDS ABOUT THE BRAND

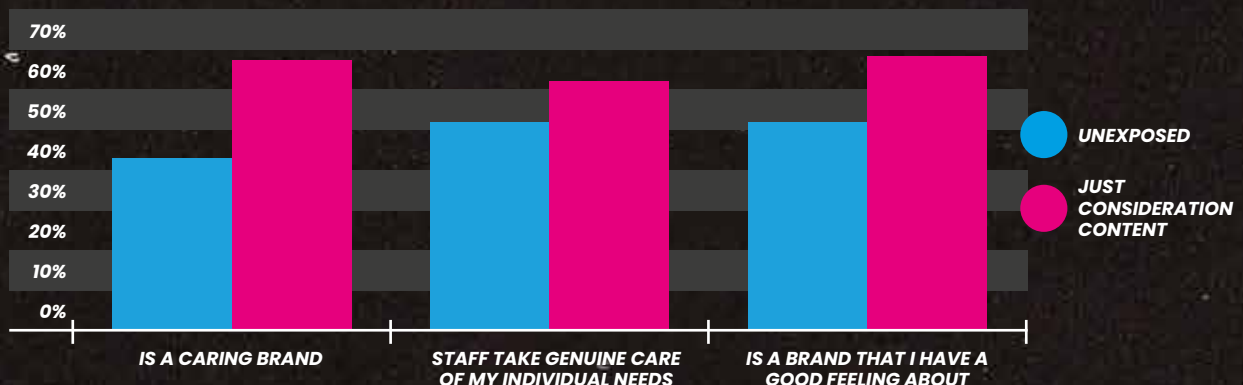


Similarly, non-customers who were exposed to the relatable human moments in news content had increased positive perceptions of the brand:

- 'Specsavers is a caring brand' **+48%**

- 'Specsavers staff would take care of my individual needs' **+13%**
- 'Specsavers is a brand I have a good feeling about' **+35%**

NON-CUSTOMERS* STARTED TO CHANGE THEIR MINDS ABOUT THE BRAND



THE DOG EFFECT: INTRODUCING RELEVANCE AS A FACTOR

We found that core perceptual factors further increased when we looked specifically at relevance factors.

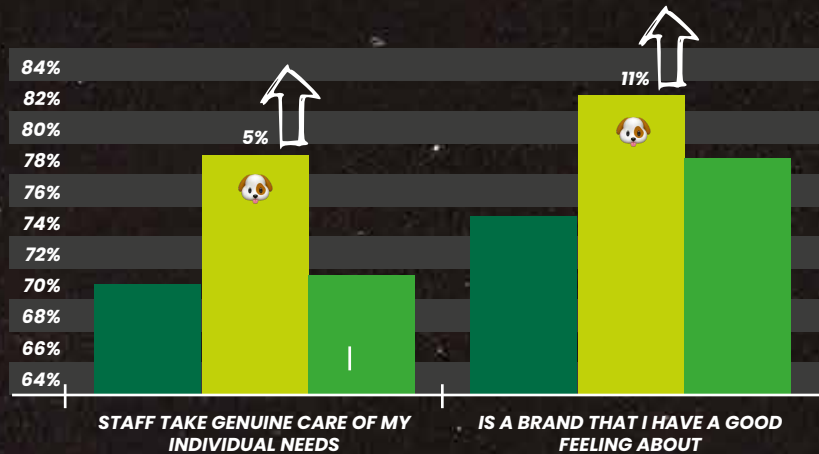
In Matt's story, where he talks about how his dog sniffed out his cancer, we found that when we showed this content to dog owners there was a greater degree of relevance and therefore perception results were elevated:

- 'SPEC SAVERS IS A CARING BRAND' +29%
- 'SPEC SAVERS ARE EXPERTS IN EYE HEALTH AND HAVE EXPERT STAFF' +15%
- 'STAFF TAKE GENUINE CARE OF MY INDIVIDUAL NEEDS' +42%
- 'SPEC SAVERS IS A BRAND I HAVE A GOOD FEELING ABOUT' +34%
- 'SPEC SAVERS IS A BRAND I WOULD CHOOSE OVER OTHER OPTICIANS' +43%

RELEVANCE FACTOR - WHAT DOG OWNERS* THOUGHT OF SPEC SAVERS

CONSIDERATION - DOG OWNERS WHO SAW MATT'S STORY VS NON DOG OWNERS

- PEOPLE WHO SAW STORIES AVG
- DOG OWNERS WHO SAW MATT'S STORY
- NON DOG OWNERS



INCREASING TRUST IN THE BRAND

To understand the impact of deep attention on trust, we segmented audiences into customers and non-customers and found a consistent effect that exposure to the attention focused (editorial) content in Facebook and news generated greater trust in the brand.

The research showed that non customers' brand trust increased by an average of 33% after being exposed to attention focused brand content with consideration messaging.

IS A BRAND I TRUST



Content Type	Control	Editorial FBK	Editorial News
GLASSES WEARERS	71%	83%	77%
CUSTOMERS	88%	97%	92%
NON-CUSTOMERS	48%	65%	63%

ATTENTION IS A VALUABLE COMMODITY

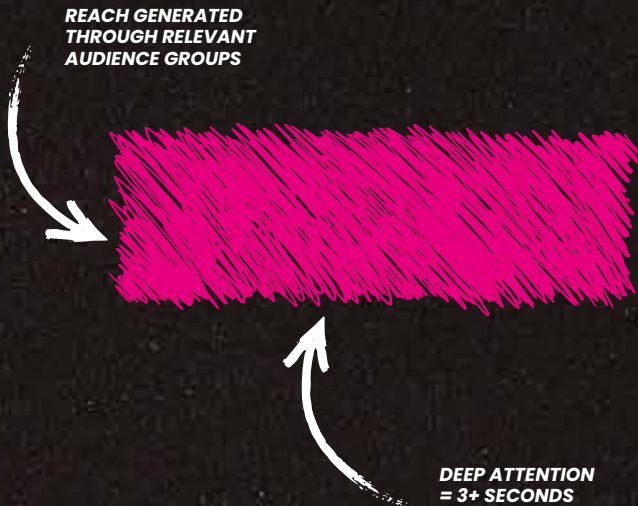
The research proved that there is significant value in brands using the deep attention model to convince people to choose them.

Content designed for attention achieved greater attention results than other forms of content and ads– 128% on Facebook and 610% on web.

Exposure to this consideration-focused content successfully changed non-customers' opinions of Specsavers:

- **NON-CUSTOMERS WHO AGREED THAT SPECSAVERS IS A BRAND THEY HAVE A GOOD FEELING ABOUT INCREASED BY 35% ACROSS FACEBOOK AND WEB**
- **NON-CUSTOMERS' BRAND TRUST INCREASED BY AN AVERAGE OF 33% ACROSS FACEBOOK AND WEB**

The industry needs to recognise The Shape of Attention and the role deep attention plays in consideration – convincing people to choose their brand.

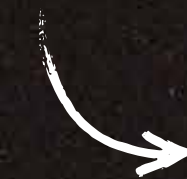


THE CHANGE WE NEED:

- **BUYING MODELS AND ATTENTION-BASED BUYING OBJECTIVES TO EFFECTIVELY PLAN AND ACTIVATE ATTENTIVE STRATEGIES**
- **MEASUREMENT AND BUYING MODELS THAT CONSIDER VIEWABILITY***
- **BETTER ANALYSIS TO EFFECTIVELY TRACK PERCEPTION CHANGE OUTCOMES OVER TIME**

But this shouldn't detract from the importance of brand ads. It's key that the new thirst for attention shouldn't overtake the role of ads in delivering efficient brand nudges to drive awareness and conversion goals.

EFFICIENT REACH GENERATED BY WIDE TARGETING AND USING AI SYSTEMS TO IDENTIFY THE MOST EFFICIENT CREATIVE TO PRIORITISE



SHALLOW ATTENTION (<3 SECONDS) DELIVERING FREQUENT BRAND NUDGES



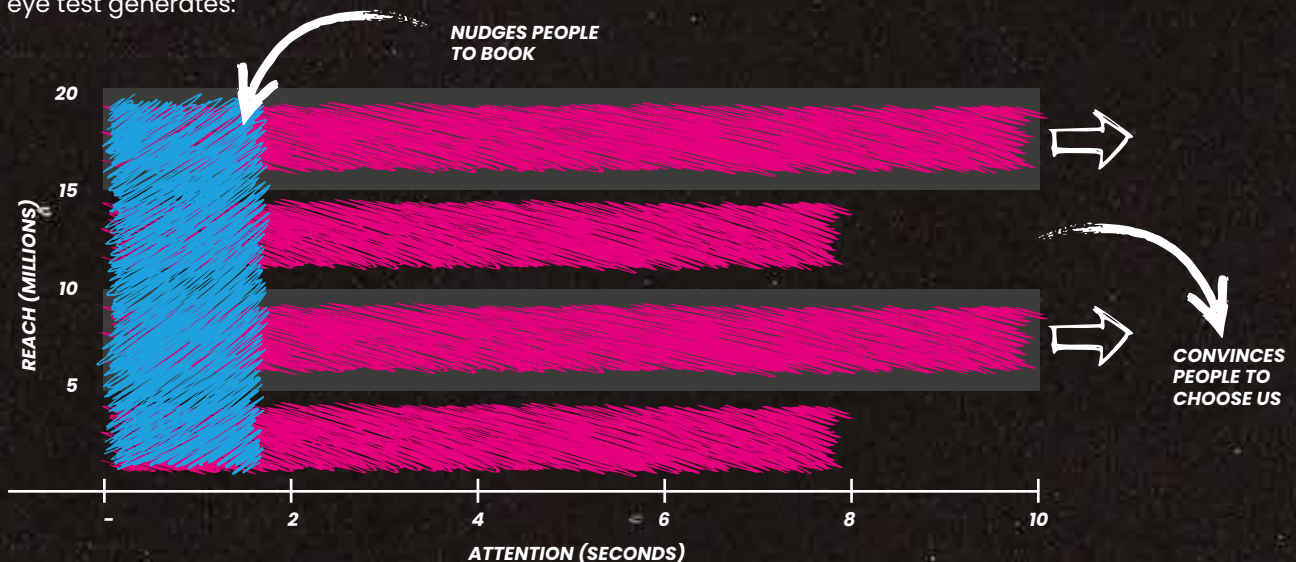
COMBINING SHAPES OF ATTENTION TO DRIVE BRAND IMPACT

Recognising the value of the two different shapes of attention is imperative for brands that want to deliver against consideration goals; as we've shown, implementing effective attention strategies with value-based content changes non-customers' minds about a brand.

However, while we know activating strategies against each shape of attention will deliver against goals, the question now is: do they work better together?

Put simply: yes! We demonstrated that creating a sequence that combines deep attention strategies to convince people to choose your brand and a high reach ad strategy to nudge people to book an eye test generates:

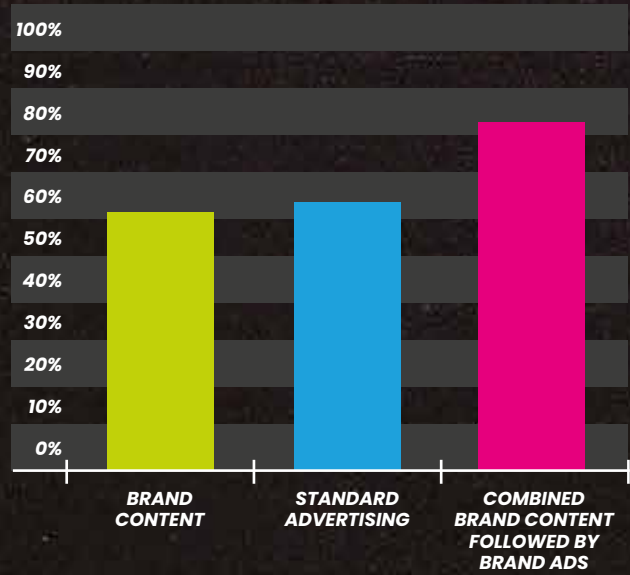
- **GREATER RECALL**
- **INCREASED LIKELIHOOD TO CHOOSE SPECSAVERS**
- **INCREASED INTENT TO BOOK**



BRAND RECALL

The research showed a significant uplift in brand recall by using deep attention brand content to 'prime' audiences ahead of advertising.

Specsavers was recalled by more than 80% of people on average when its sponsored Facebook post or digital display MPU was preceded by editorial content.

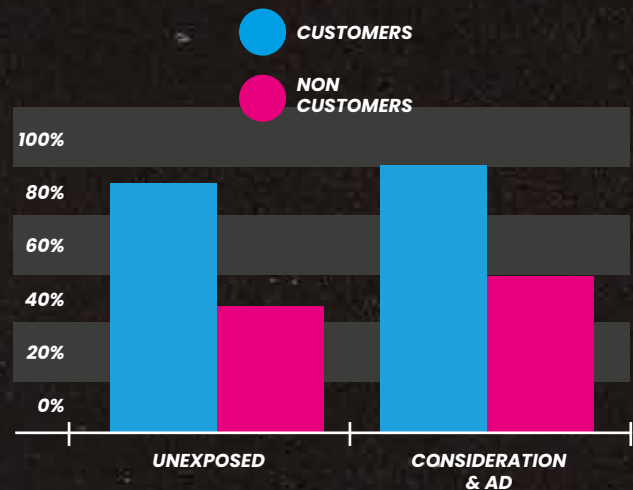


BRAND CHOICE

In combining the shapes of attention, customers' likelihood to choose Specsavers increased by 12%, while non-customers' likelihood to choose Specsavers increased by 37%.



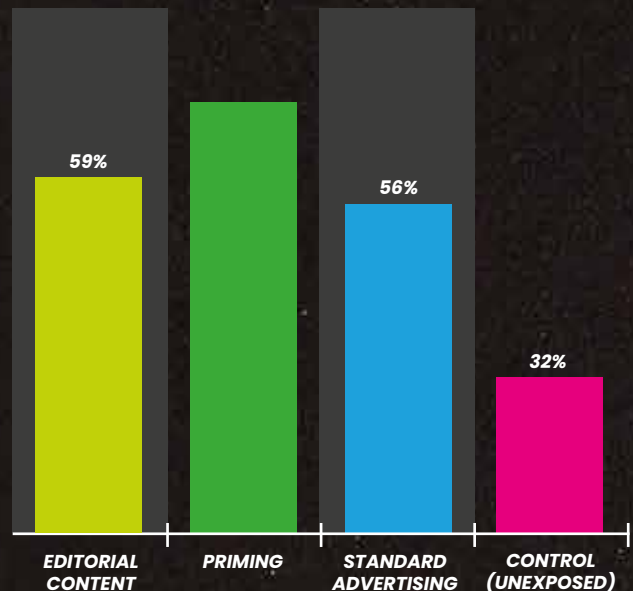
SPECSAVERS IS A BRAND I WOULD CHOOSE OVER OTHER OPTICIANS



BRAND IMPACT

Implementing an integrated approach that uses brand content to drive brand choice followed by 'brand nudge' advertising content generates 14 percentage points more brand impact than standard advertising alone.

Delivering both a piece of editorial content and standard advertising generated more than double the talkability, likelihood to book a test and Specsavers' favourability and positive perceptions among those who viewed the content compared to those who were not exposed to any Specsavers content.



MOST IMPORTANTLY, THOSE WHO SAW BRAND CONTENT FOLLOWED BY ADS WERE MORE LIKELY TO BOOK A TEST (84%) THAN THOSE WHO SAW JUST ADS (59%).

TO GO BACK TO OUR BIG CHALLENGE:

What do you do when you're a market leader and everyone knows you for one thing:

CHEAP GLASSES?

How can you change people's minds about the quality of your products, your expertise and the breadth of your service?



You need to think differently, look at ways to add value to your audience and drive deep attention, which is a highly effective way to change people's minds about your brand.

HOW TO IMPLEMENT AN ATTENTION STRATEGY

There are three key components to consider when implementing an attention strategy for any brand:

• **RECOGNISE THE TWO MODELS OF ATTENTION:**

- Wide reach with shallow attention (high attention decay)
- Narrower reach with deeper attention (slow attention decay)

• **ALLOW AND SUPPORT EACH MODEL TO DO ITS JOB**

- Let ads be ads and deliver brand nudges
 - treat them like a billboard that will generate a quick, efficient message
- Let brand content tell stories – treat them like movie trailers, looking for ways to entice, engage and entertain your audience, leaving them interested to find out more

• **COMBINE THE SHAPES OF ATTENTION**

- The key to success is to activate these two shapes of attention in synergy
- Use attention strategies to drive longer-term brand understanding, trust and positivity
- Activate ad strategies to deliver frequent and efficient brand nudges, driving short-term results

THE INDUSTRY NEEDS TO EVOLVE



The ultimate key to being able to plan, activate and track attention is simply the ability to buy against attention as an objective.

It's not enough to activate content on platforms and expect that better creative will generate more attention, because the efficiency of buying models doesn't support these objectives.

Instead, brands need the ability to properly buy against attention objectives, enabling them to measure perception outcomes effectively over time and retarget the most attentive audiences with conversion messages.

