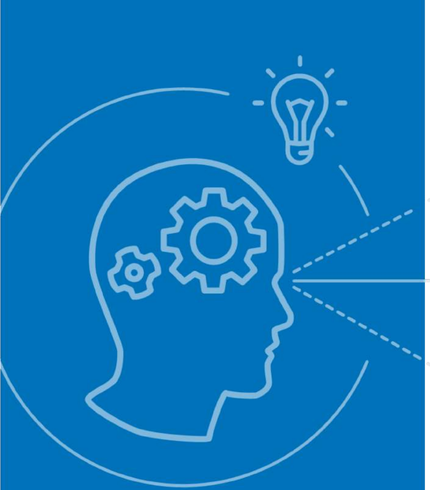

MMA
IMPACT
#SHAPETHEFUTURE
MUMBAI, INDIA



MMA IMPACT
#SHAPETHEFUTURE
MUMBAI, INDIA





Rohit Dadwal
Managing Director, MMA

#Firstsecondstrategy

@rohitdadwal

@mmaglobal

What neuroscience tells us about **exposure time**, **attention** and **Opportunity to see**

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Advertisements are now so numerous that they are very negligently perused

Samuel Johnson

1759

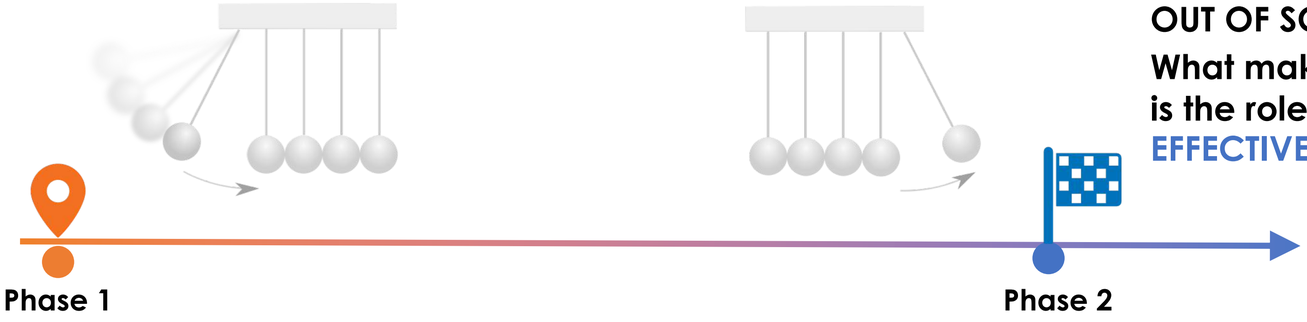

EXPOSURE TIME
ATTENTION
IMPACT



Our research focuses on the first 3 seconds

IN SCOPE:

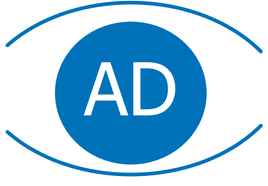
How much time does an ad need to stay on the screen to trigger ATTENTION & COGNITION?



OUT OF SCOPE:

What makes an ad "work? What is the role of exposure time on EFFECTIVENESS?

Opportunity to see research: the need for a new methodology



Seen



Processed



Reacted

How we measured attention and cognitive processing



ATTENTION

PERCENTAGE of ADS SEEN

What percentage of ads are consumers seeing?



COGNITIVE PROCESSING

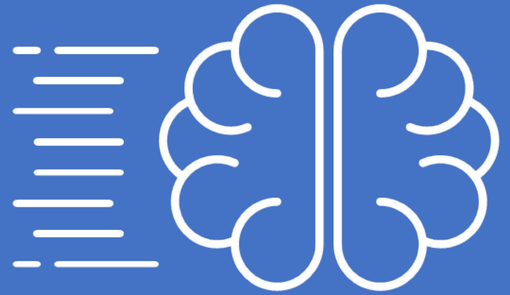
COGNITIVE LOAD (CL)

Are consumers processing the information given? Are they experiencing information overload and stress?

MOTIVATION /EMOTIONAL RESPONSE (FAI)

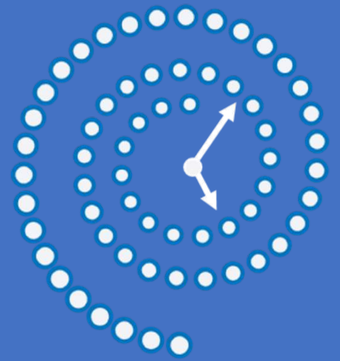
Do consumers display interest and desire? Are they motivated to approach or avoid?





Cognition is FAST

The human brain needs less than ½ second to engage with mobile advertising & trigger a reaction.



Time is RELATIVE

Ads in a mobile feed environment get attention faster and trigger stronger cognition, compared to desktop.



Our Brain is faster on Branding

Cognitive process is accelerated for known brands.



Motion drives emotion

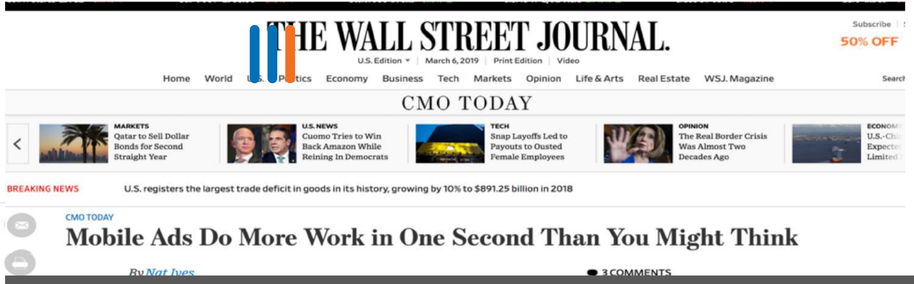
Video ads create emotional response earlier than static, in under a second.

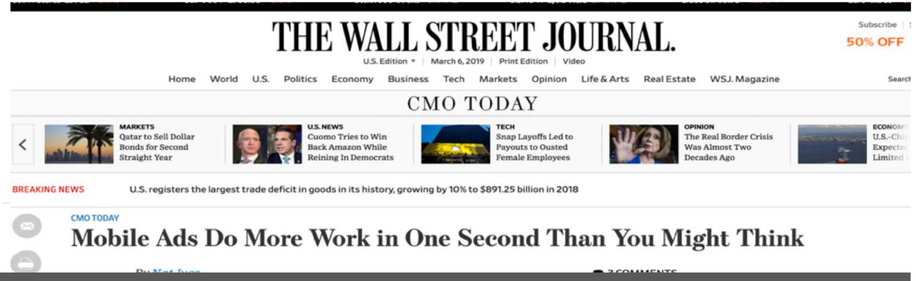


Weak ads work fast fail faster

Weak ads are processed faster and create negative responses in less than a second.


“The Trouble is we think we have time”
Buddha





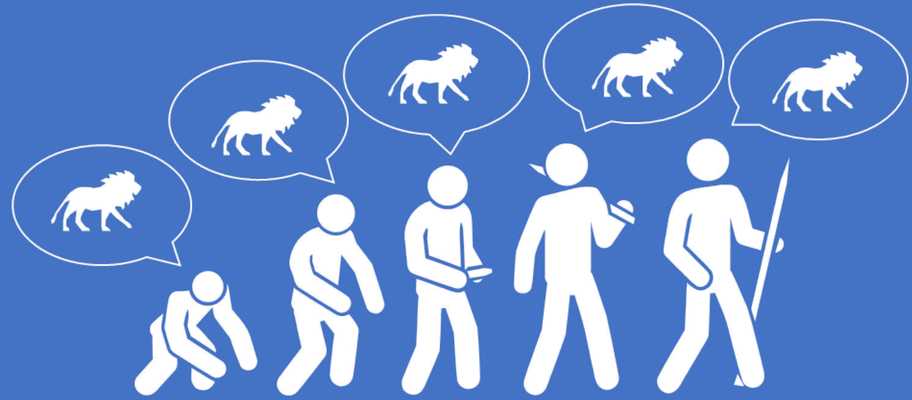
Do we have a First second strategy?

Learn more www.mmaglobal.com/cognition

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Overstimulation

Selective attention




THE ATTENTION TEST

A blur can trigger an emotion

From initial attention to emotional response

During this phase, ads are seen mostly as a blur, but can trigger emotional responses due to color and composition.

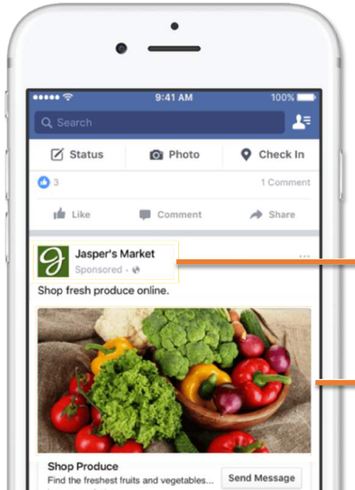


COLORS matter:

RED
love and passion

GREEN
life and health

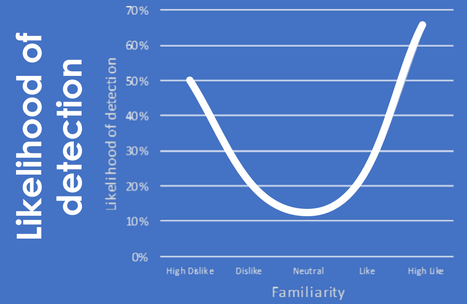
A handle will set the scene



The handle is recognized very early and triggers emotional response

Ads that are primed by handles are processed differently

Emotional Response with Familiar Ads

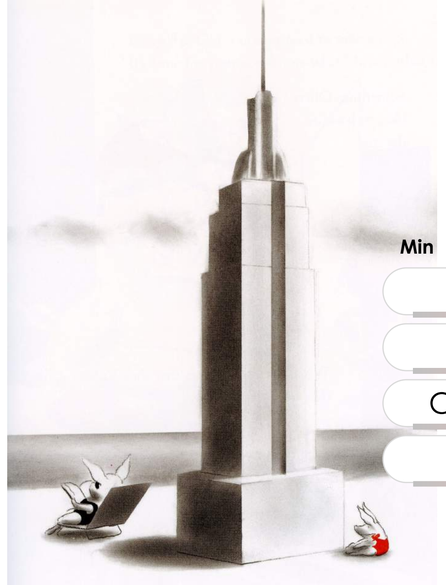


Here we see responses to ads that are very much liked or disliked. The more they are liked or disliked, the

Familiarity

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Visual elements will determine stopping power



Min MAX

- Contrast
- Angles
- Color composition
- Picture density

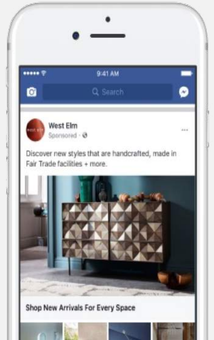
Overall:
MORE contrast and density is better, but there are trade-offs

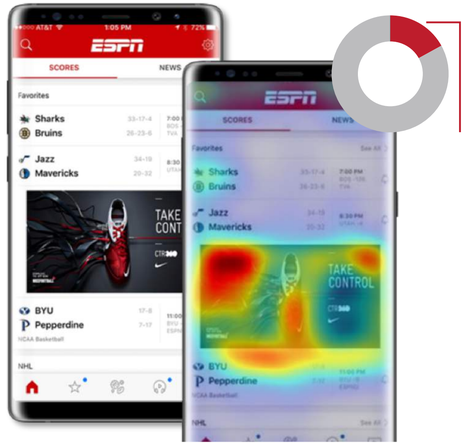
Work with Complexity

Item complexity

vs.

Platform complexity





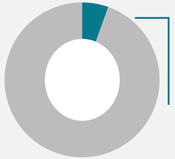
Complexity:
LOW
17%

New tools for a Visual Strategy





Image Complexity:
LOW
13.28%



Salience Complexity:
LOW/MEDIUM
5.5%

Motion drives emotion





Attracted more attention

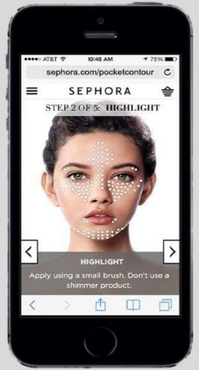
Show people as an attention grabber

Attracted more attention

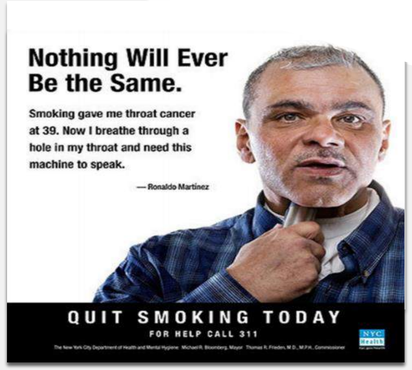








Even “gaze direction” matters

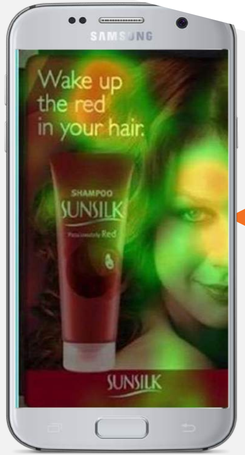


DIRECTING
attention

DEMANDING
attention



Even “gaze direction” matters



DEMANDING attention

DIRECTING attention







STRATEGY
Creative Checklist

How are we:

- ✓ Using ***colors***?
- ✓ Using ***contrast*** and ***angles***?
- ✓ Using ***motion***?
- ✓ Making the ***first frames*** of a video count?

Are we:

- ✓ ***"Pretesting"*** for visual salience and complexity?
- ✓ Adjusting for ***platform complexity***?
- ✓ Adjusting for ***brand*** familiarity?
- ✓ Triggering ***primary needs***?
- ✓ Triggering ***social needs***?

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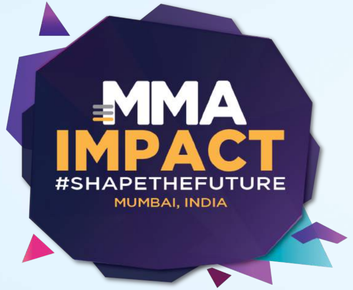


MEDIA

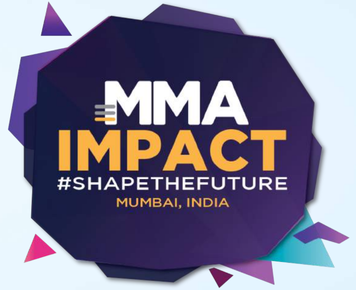
- ✓ Win attention instead of paying for it
- ✓ Quantify the value of “High-velocity” impressions
- ✓ Push for new buying tools


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