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

#Firstsecondstrategy

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Advertisements are now so numerous that they are very negligently perused

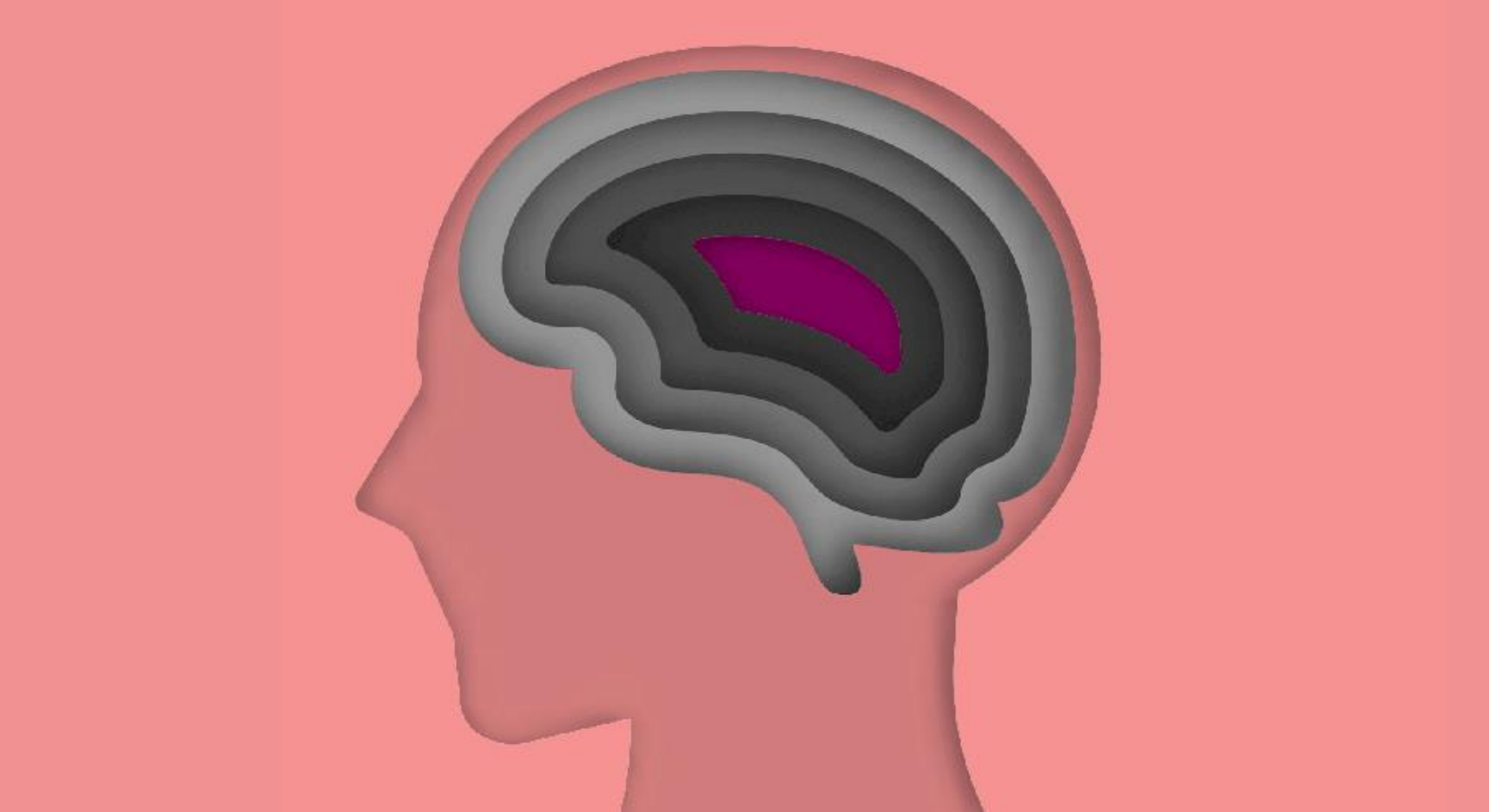
Samuel Johnson

1759

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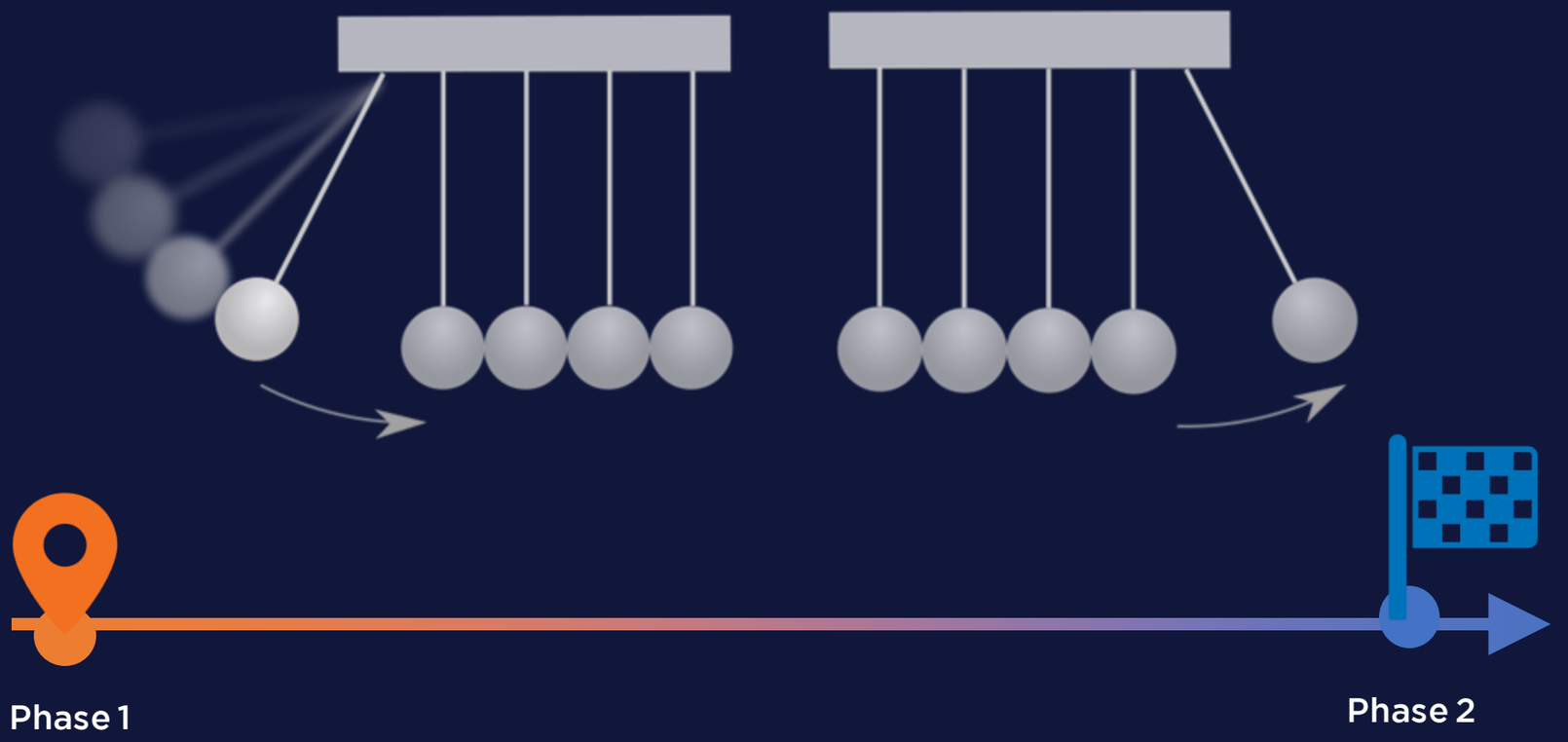
Our research focuses on the first 3 seconds

IN SCOPE:

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

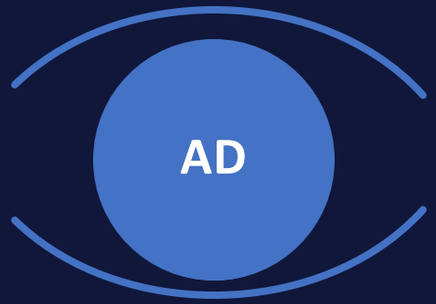
OUT OF SCOPE:

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



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Opportunity to see research: the need for a new methodology



Seen



Processed



Reacted

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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?

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First study to pass the ARF's Certification Program

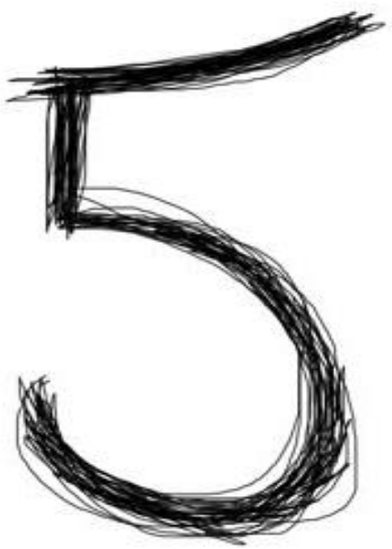
Rigorous. Radical transparency. Three phases:

1. Phase 1
    - Advance ARF review of methodology, study design and lit review

2. Phase 2
    - ARF reviews statistical analyses and interpretations, replicates and verifies calculations
    - Independent review by two ARF-selected academic neuroscientists

3. Phase 3
    - ARF hosts the anonymized data and makes available for follow-up analysis and/or replication by others

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Cognition is **FAST**

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

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Cognition is fast

More than 67% are already seen at 0.4 seconds

Attention

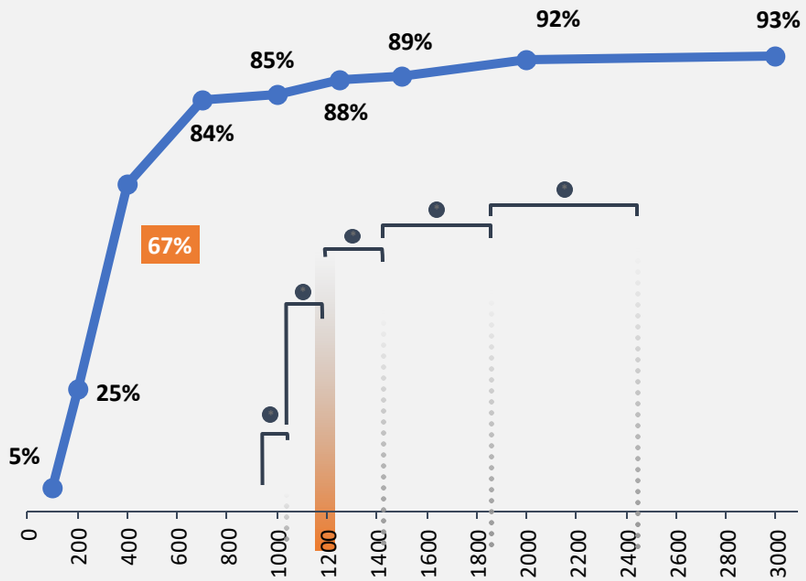


Chart shows percentage of participants who have a minimum of 60ms (3 gaze points) at the ad that they were exposed to. All ads were shown to the same number of participants at each speed.

Two third of ads are cognitively recognized at 0.4 seconds

Cognitive Load

MOBILE

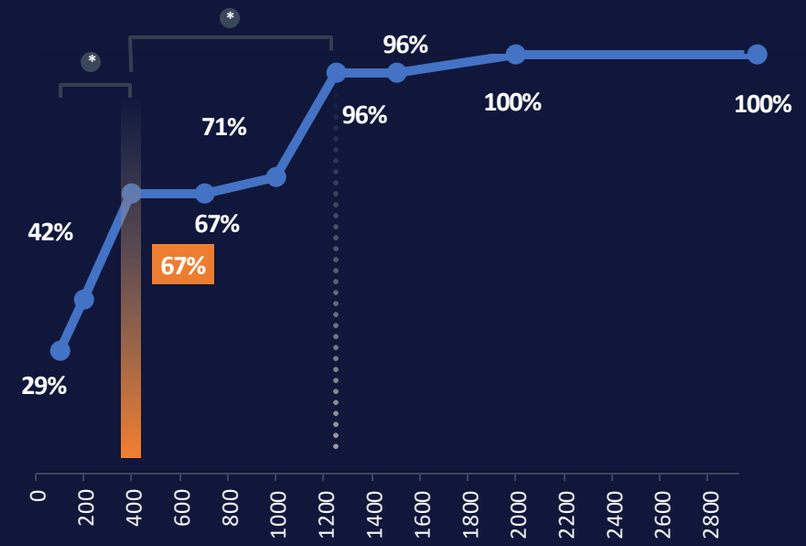
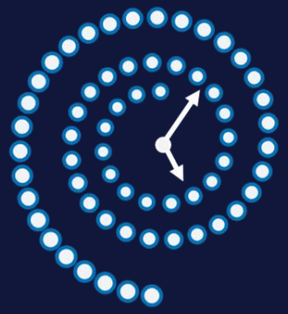


Chart shows the percentage of Ads who have shown a significant lift in cognitive load compared to the control group at the given speed.

Total Exposure time

* = significant at p<0.05

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Time is RELATIVE

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

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

About 60% of desktop ad exposures are seen at 2-3 seconds

Attention

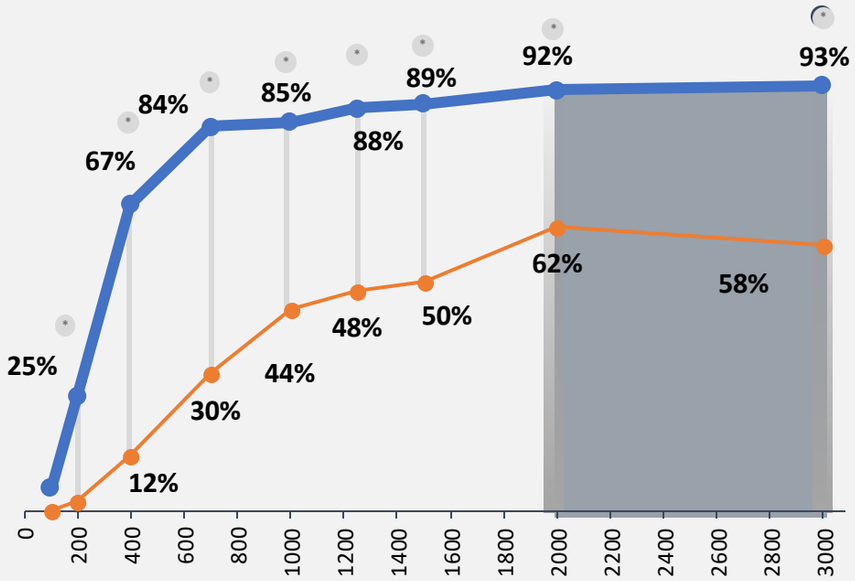


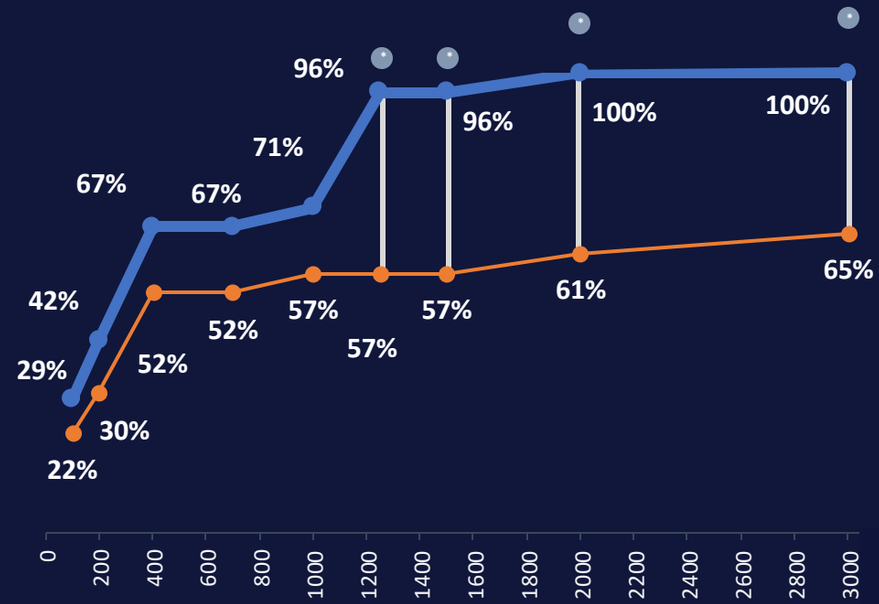
Chart shows percentage of participants who have a minimum of 60ms (3 gaze points) at the ad that they were exposed to. All ads were shown to the same number of participants at each speed.

Mobile shows stronger cognitive processing compared to desktop

Cognitive Load

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DESKTOP



Total Exposure time

* = significant at p<0.05

Chart shows the percentage of Ads who have shown a significant lift in cognitive load compared to the control group at the given speed.

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Our Brain is faster on Branding

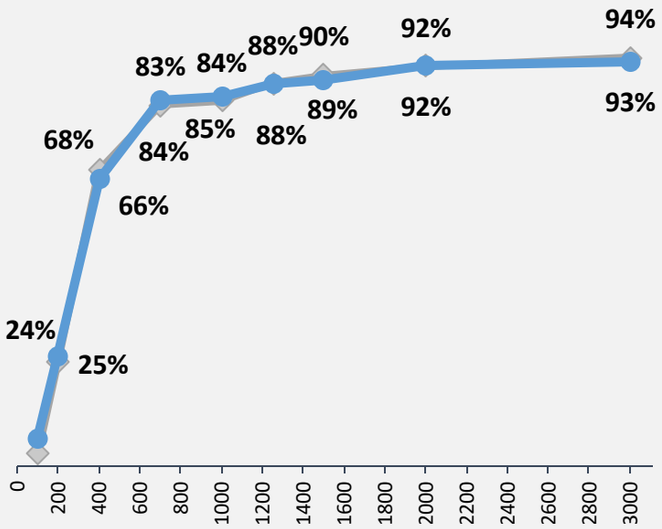
Cognitive process is accelerated for known brands.

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“Well known” brands convert attention to a stronger emotional and cognitive response

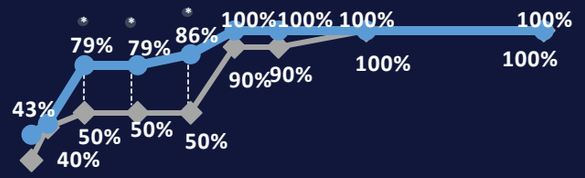
NO DIFFERENCE in terms of when ads get attention

Attention

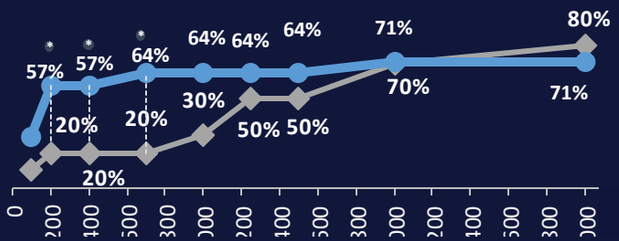


But, well know brands have a much stronger emotional and cognitive process

Cognitive Load



Motivation



Known Brand Less known Brand

* = significant at p<0.05

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Motion drives emotion

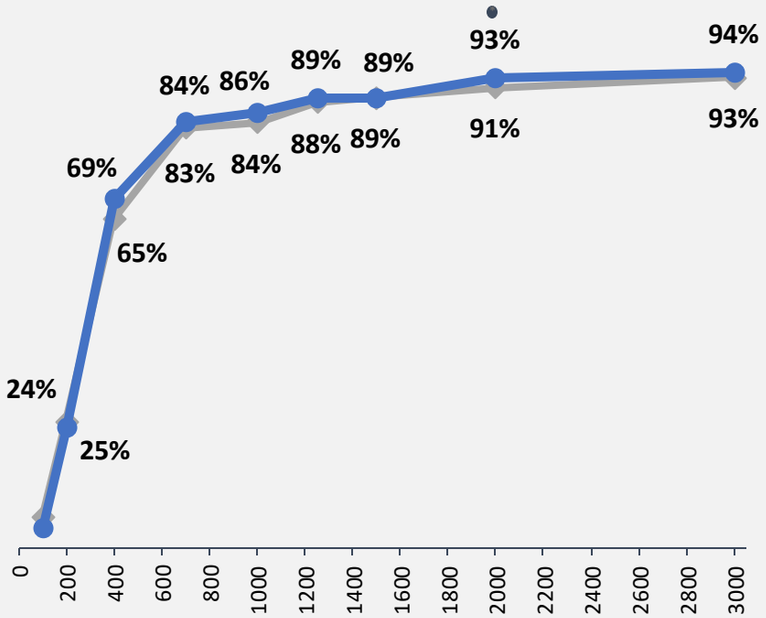
Video ads create emotional response earlier than static, in under a second.

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Video ads generate stronger emotional response, earlier

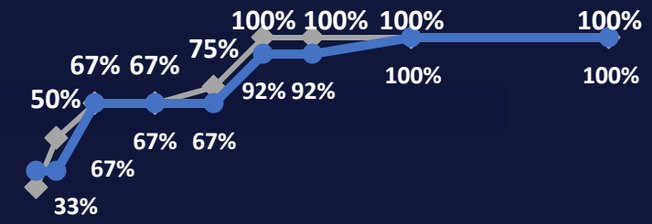
Video ads get similar levels of attentions to static

Attention

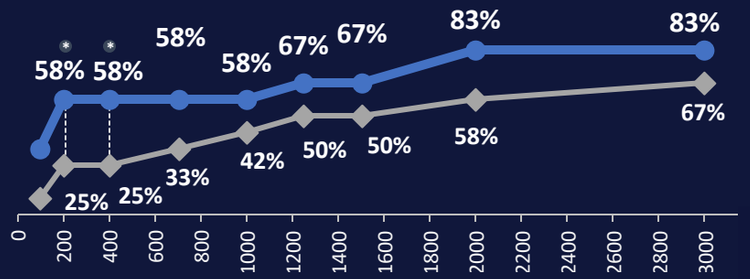


Video ads show greater emotional recognition vs static

Cognitive Load



Motivation



Known Brand Less known Brand

* = significant at p<0.05

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Weak ads work fast fail faster

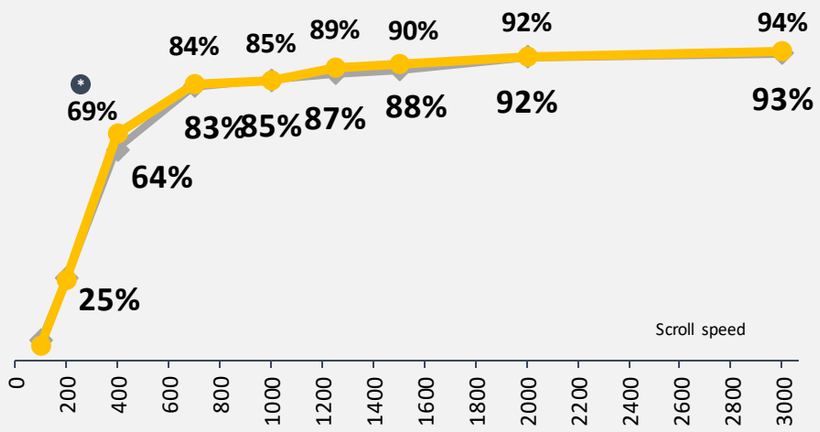
Weak ads are processed faster and create negative responses in less than a second.

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Low performing* ads are processed faster

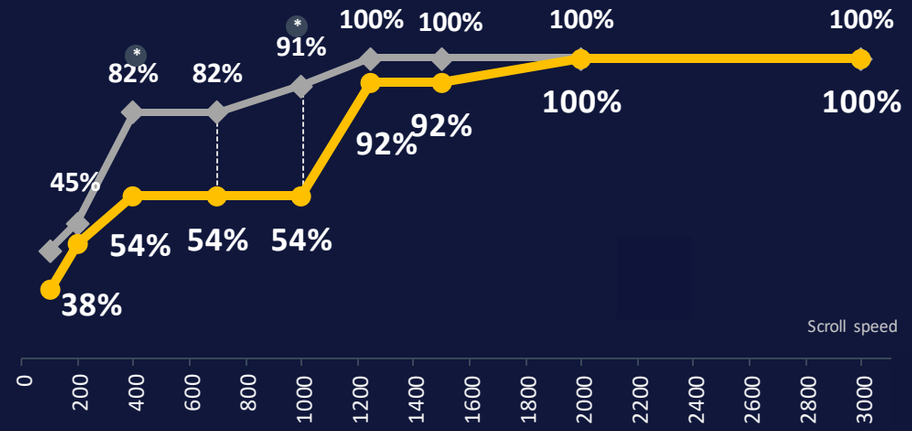
No difference in terms of when ads get attention

Attention



Low performing ads are processed faster

Cognitive Load



High Performance Ad Low Performance Ad

* = significant at p<0.05

Degrees of freedom (DF) =17

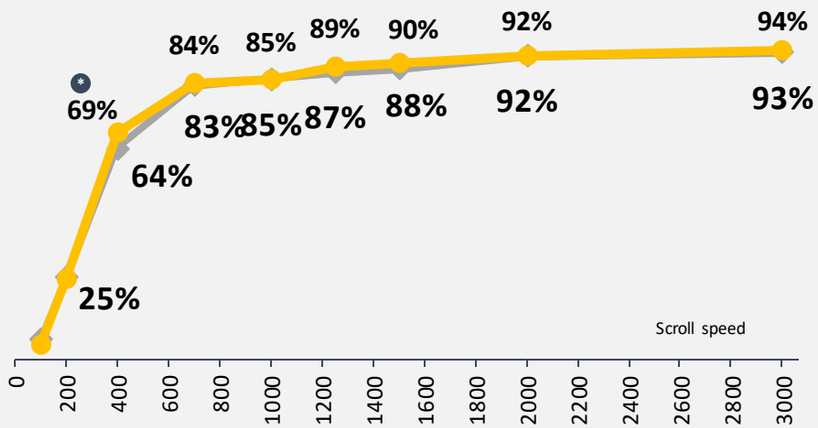
** Ineffective/low performance ads: lower quartile in terms of brand recall based on brand lift study*

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Low performing* ads create negative motivation early on

No difference in terms of when ads get attention

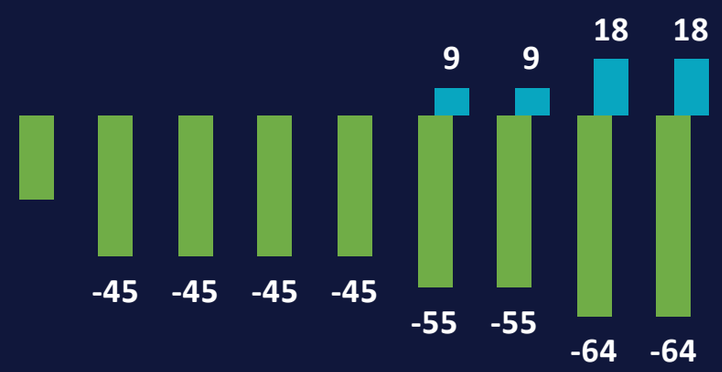
Attention



High Performance Ad Low Performance Ad

Low performing ads don't generate positive emotions

Low Performance



Negative Positive

Degrees of freedom (DF) =17

** Ineffective/low performance ads: lower quartile in terms of brand recall based on brand lift study*

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“The Trouble is we think we have time”
Buddha
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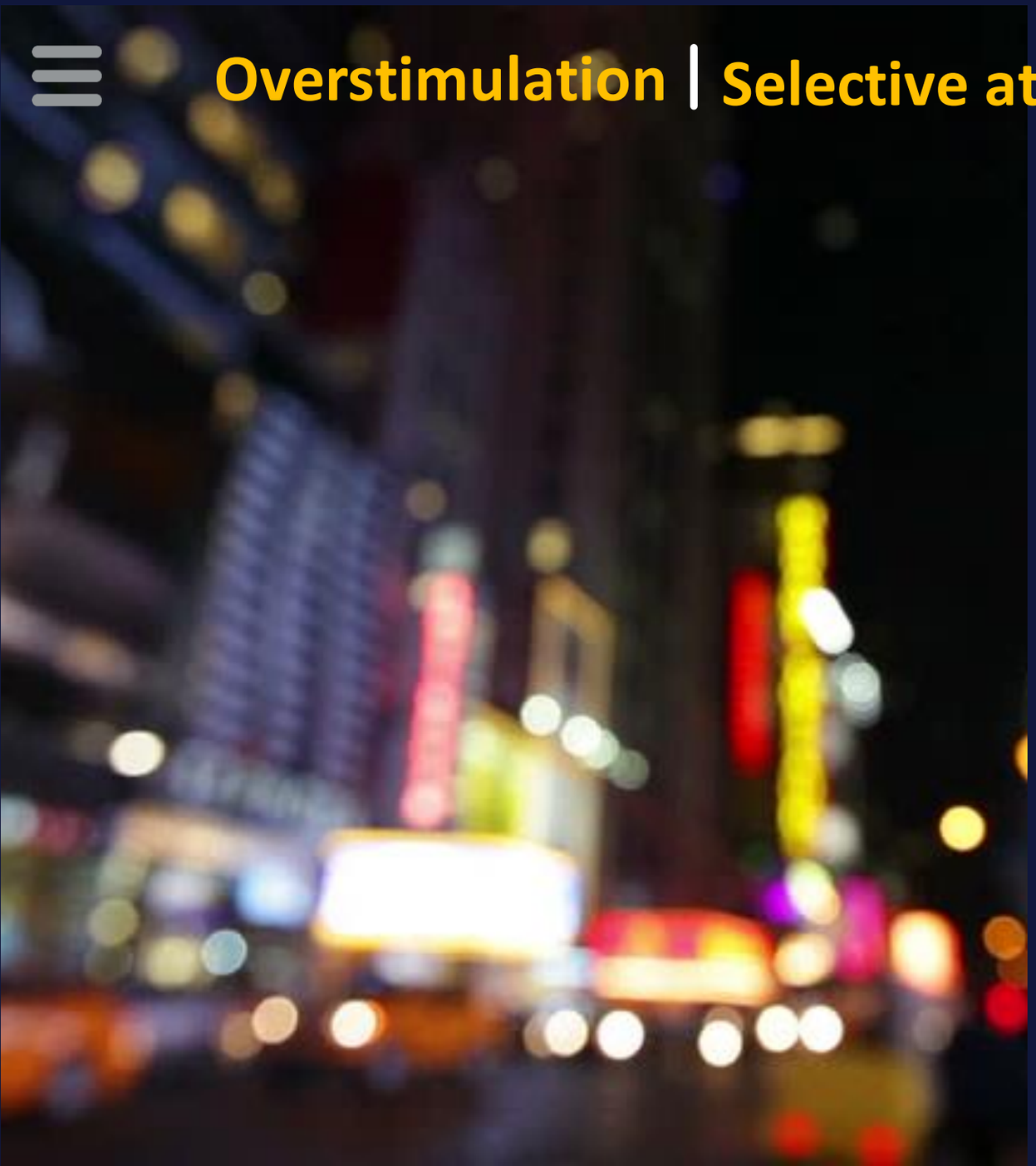


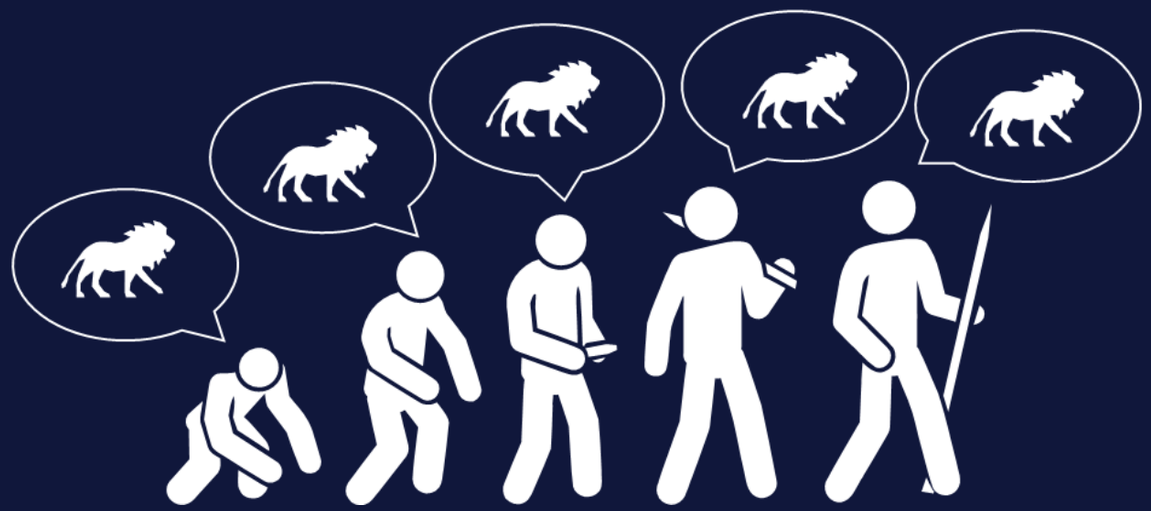
Do we have a First second strategy?

Learn more www.mmaglobal.com/cognition

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Overstimulation | Selective attention





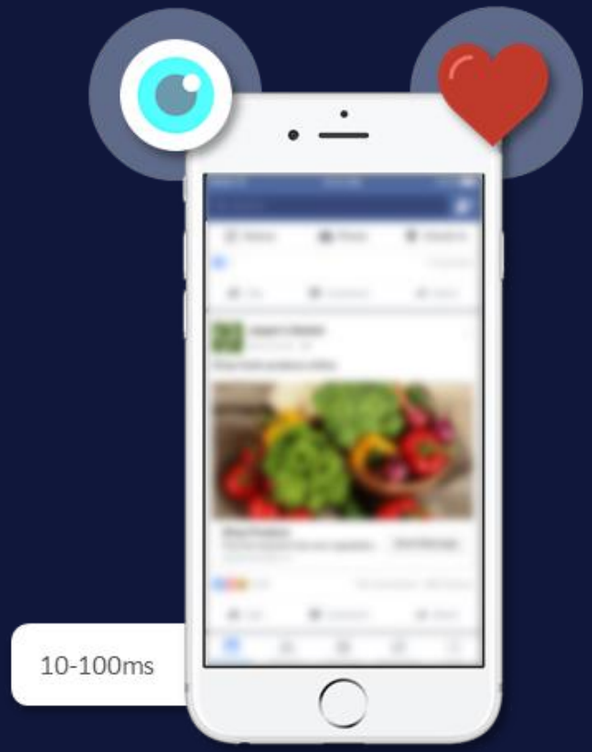
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THE ATTENTION TEST

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.



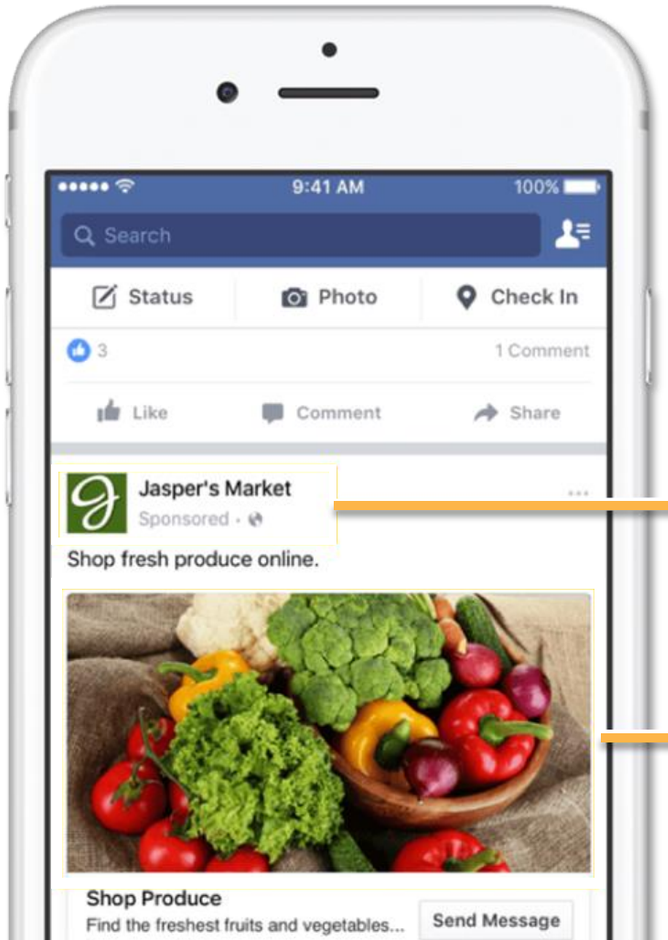
COLORS matter:

RED
love and passion

GREEN
life and health

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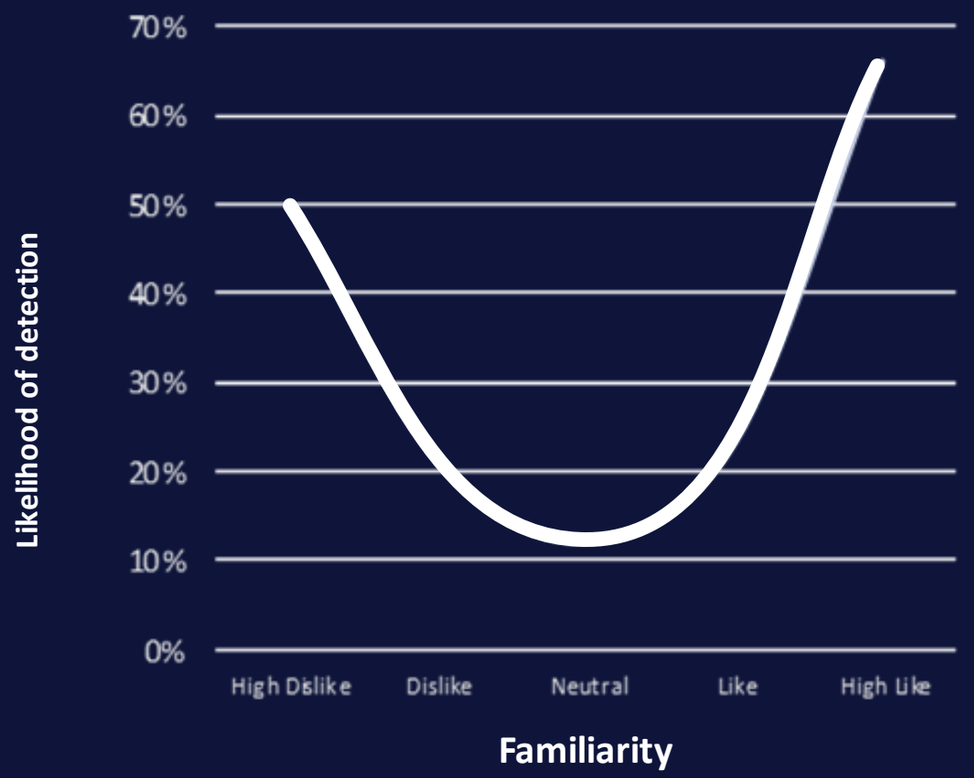
A handle will set the scene



The handle is recognized very early and triggers emotional response

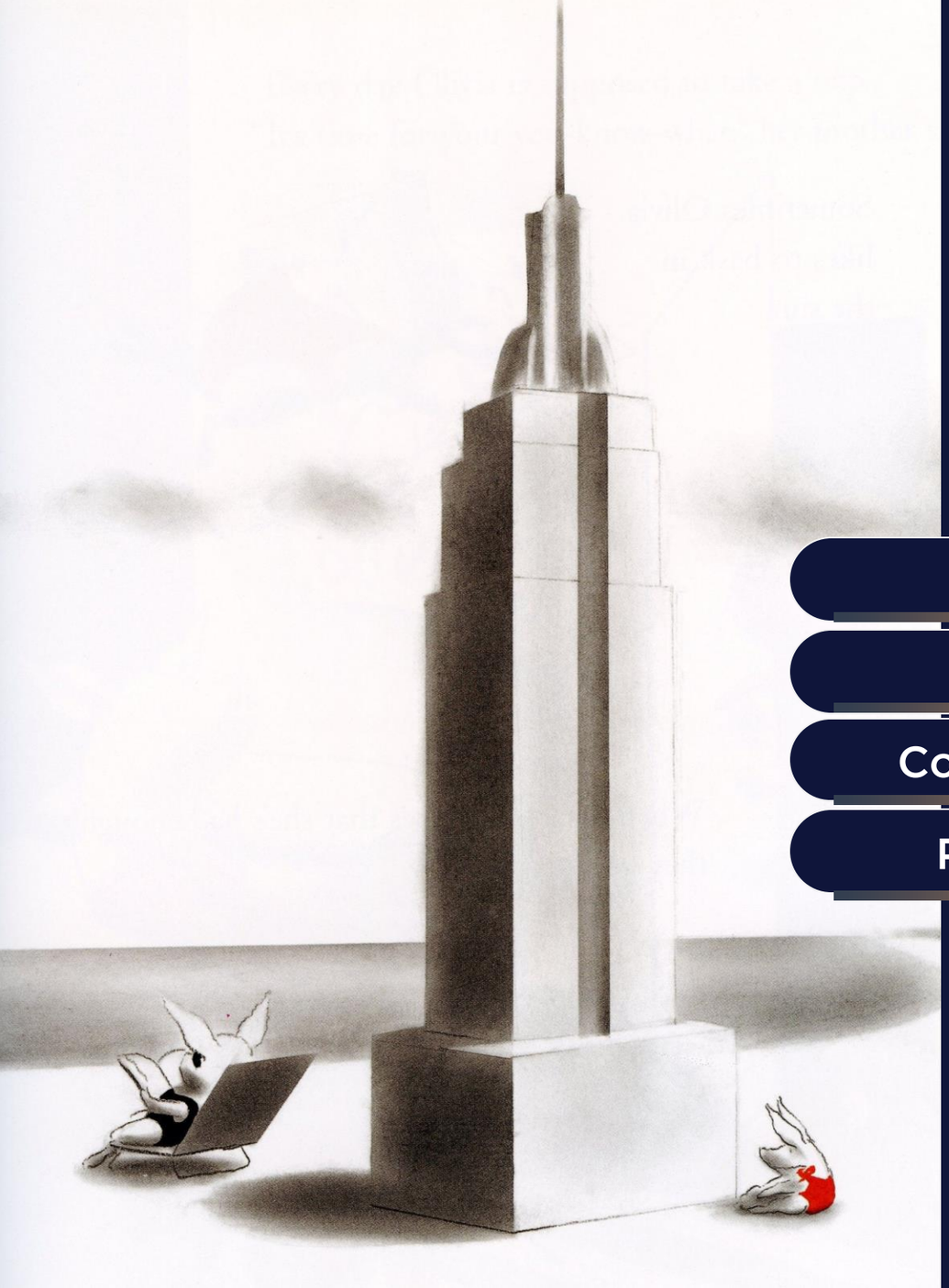
Ads that are primed by handles are processed differently

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 stronger the processing effect.

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Visual elements will determine stopping power

MAX

- Contrast
- Angles
- Color composition
- Picture density

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

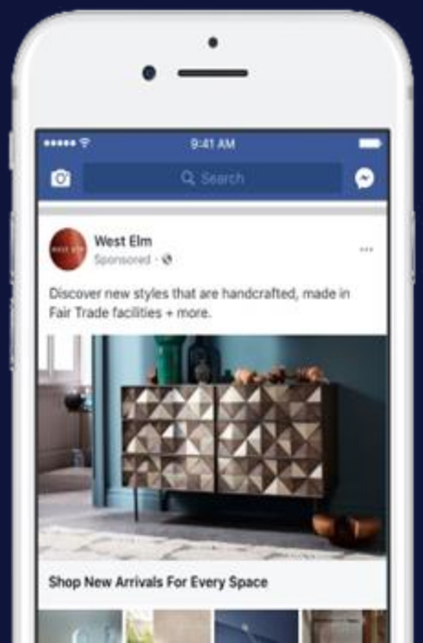
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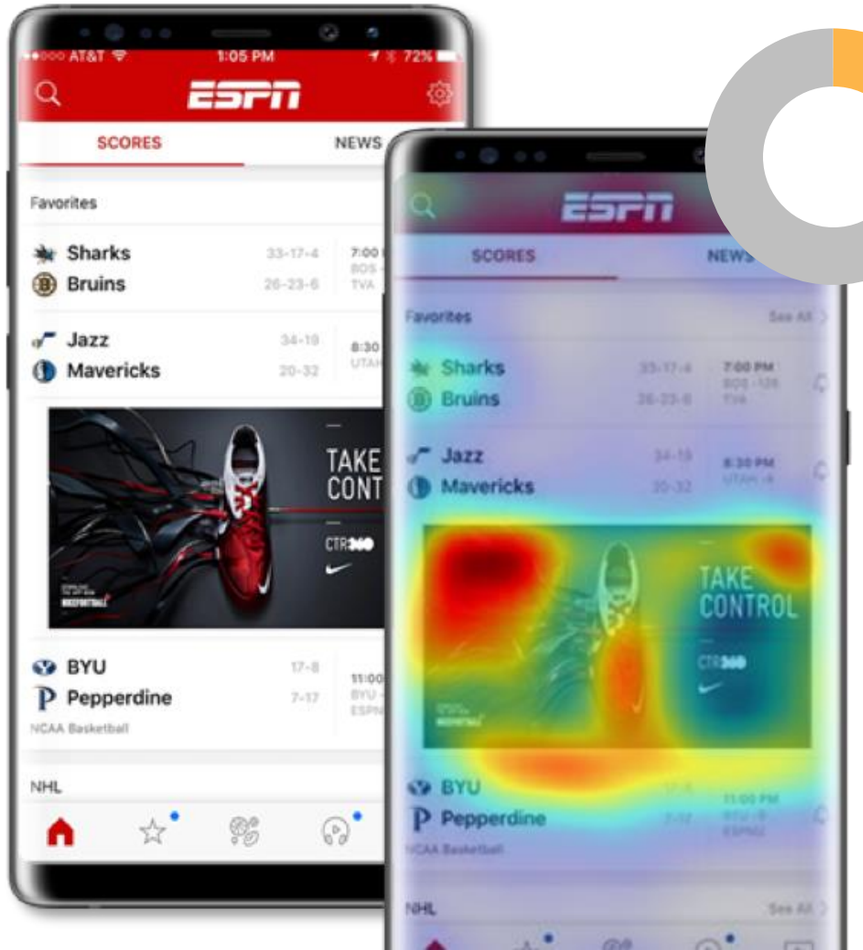
Work with Complexity

Platform complexity

Item complexity

VS.





Complexity:
LOW
17%

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New tools for a Visual Strategy



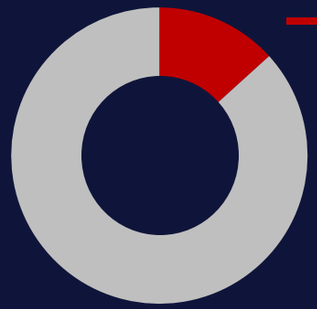
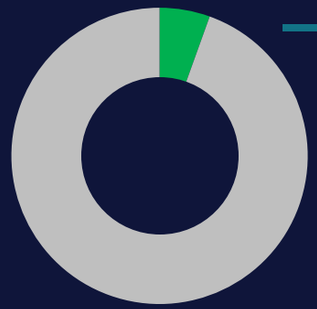


Image Complexity:
LOW
13.28%



Salience Complexity:
LOW/MEDIUM
5.5%

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Motion drives emotion





Attracted more attention

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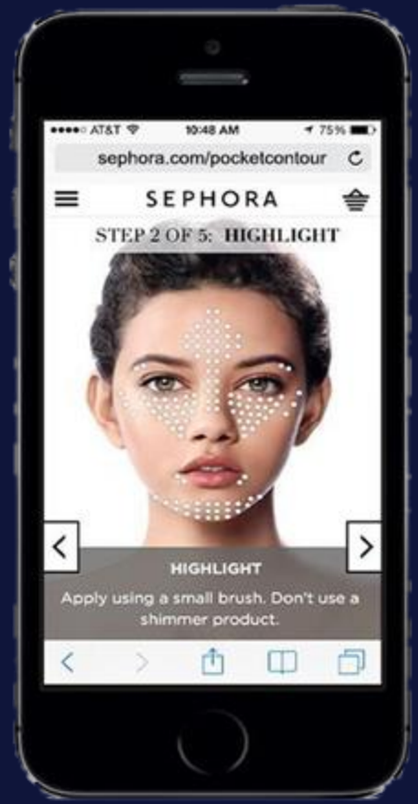
Show people as an attention grabber

Attracted more attention



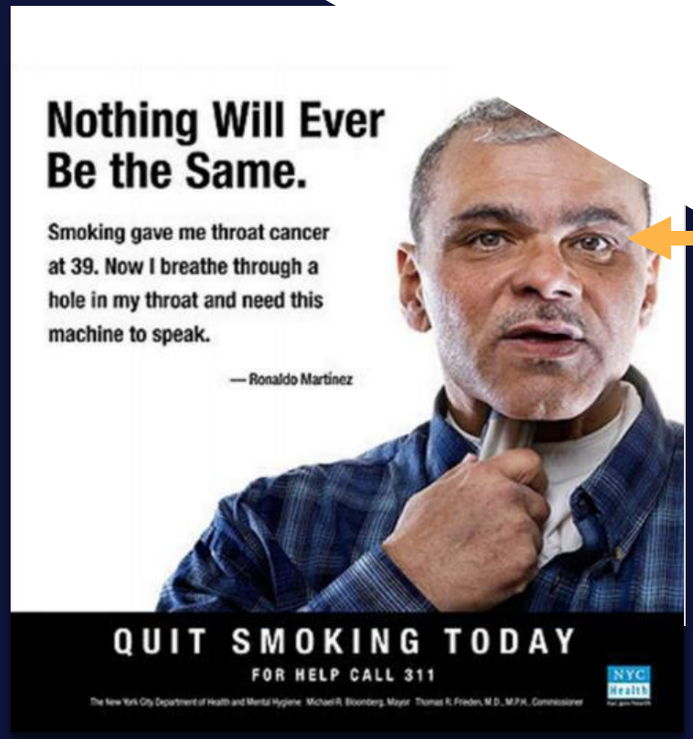






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Even “gaze direction” matters



DEMANDING attention

DIRECTING attention



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Even gaze direction matters



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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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THANK YOU

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