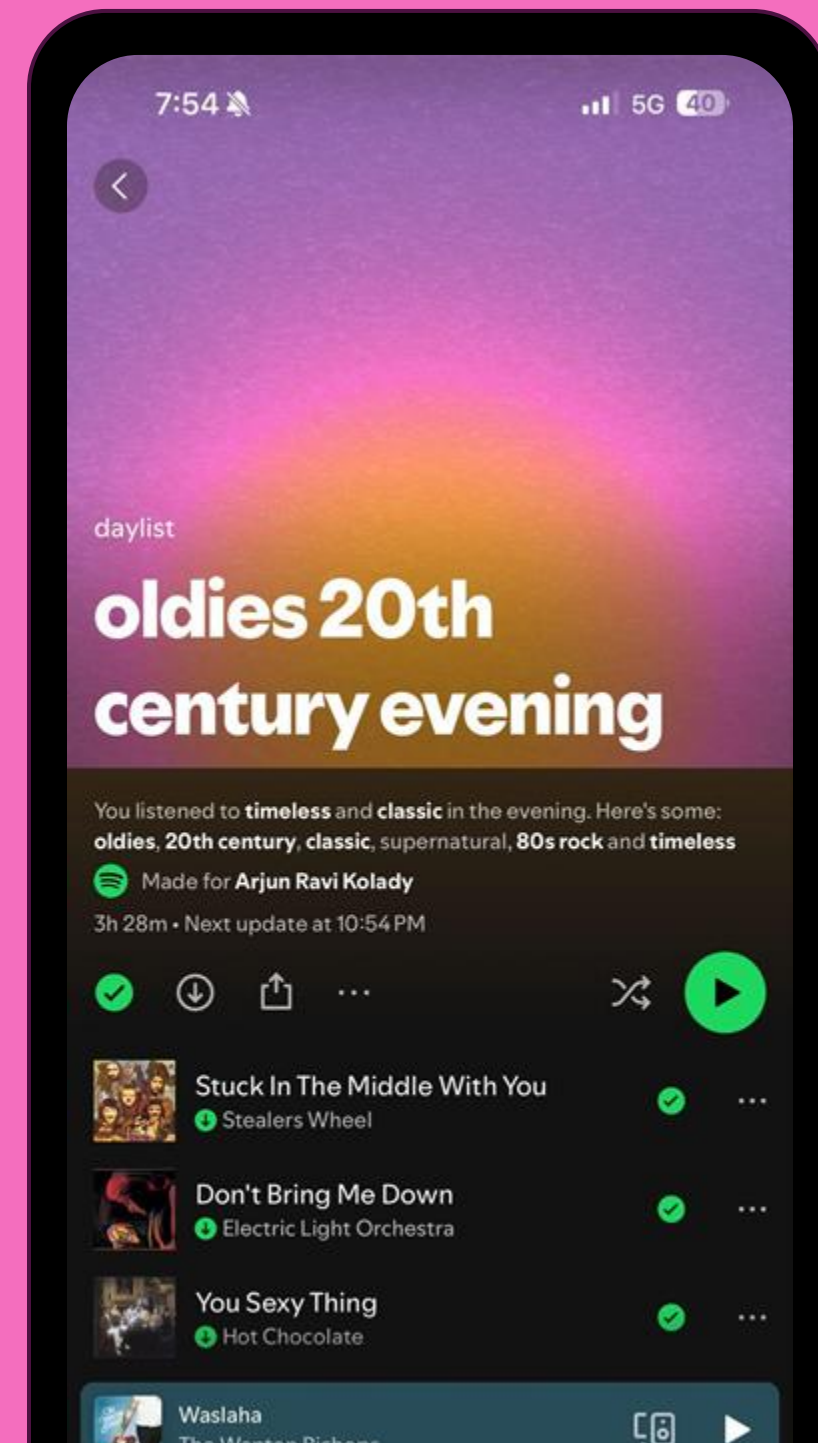

Attention And Advertising In India

Don't tell me
who you are,
*show me your
daylist*





6d • Edited • 🌐

EXTENDING VIDEO CAMPAIGN TO BANNER ADS ?

I saw [Swiggy](#) new campaign banner ad and it got me thinking: Do we really need to use the same video campaign idea for banner ad. given the significant

difference in the time spent on a banner ad versus a video ad? The time a brand get to connect with a user these days is as less as 3 seconds.

If someone hadn't already watched thematic video ad with Juhi Chawala, one might struggle to understand the context of banner ad. Though in Swiggy's case it is easy to connect the dots (as many experienced advertising & marketing professionals like [Yash Kulshresth](#) & [bodhisatwa dasgupta](#) have mentioned in the comments too :))

There is no perfect formula and we all learn by testing our hypothesis ;)

Why does this matter?

Less

FOMO

Scrolling

Algos

Swiping

Anxiety

2 hours per day



Source: GWI Global Study, June 2024

DO WE HAVE YOUR ATTENTION?

Attention



Without attention, ads cannot have an emotional impact, and without emotion, marketers are unlikely to build brands for the long term.

Cheaper CPM's may increase your impressions, and you may be reaching high "viewability" goals, but this reach is not effective unless your ad has really been noticed by the consumer.

Introducing Dr. Karen Nelson-Field

Founder and CEO of

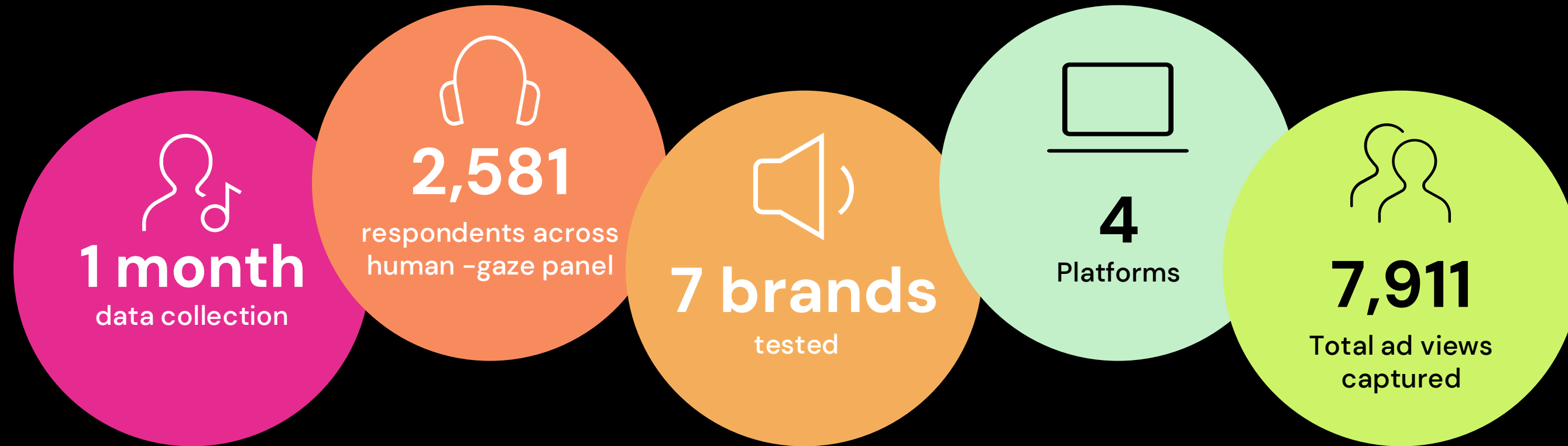


Amplified Intelligence is a leading global measurement company that has established a unique and effective method to **quantify and activate Attention metrics** for advertisers in order to improve campaign performance.

More about [Karen](#)



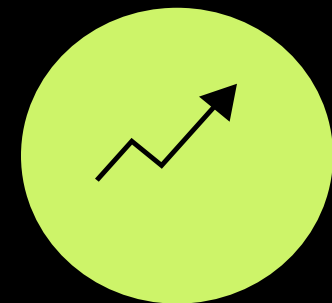
Data Collection



Introducing **STAS**



The key comparable metric within attention research is STAS, an index measuring exposed and non exposed to obtain a platform benchmark that determines Attention effectiveness.



Spotify India - A comparison

(30" ad length only)

Benchmarks (30")	Active Attention Seconds	STAS	Country
Big Screen	24.0	-	Global
Spotify Video	17.3	150	IN
Spotify Overall	-	130	IN
Spotify Audio only	-	127	IN
Spotify Audio only	-	122	AU
Large Screen VOD	11.7	112	Global
Non-Spotify Audio	-	116	AU
YouTube	10.1	142	IN
Instagram	3.6	126	IN
Scrollable Socials	2.6	109	Global
Scrollable OLV	2.0	103	Global

0.1 The Results



71%

increase in attentive seconds
compared to short-form video
platforms

380%

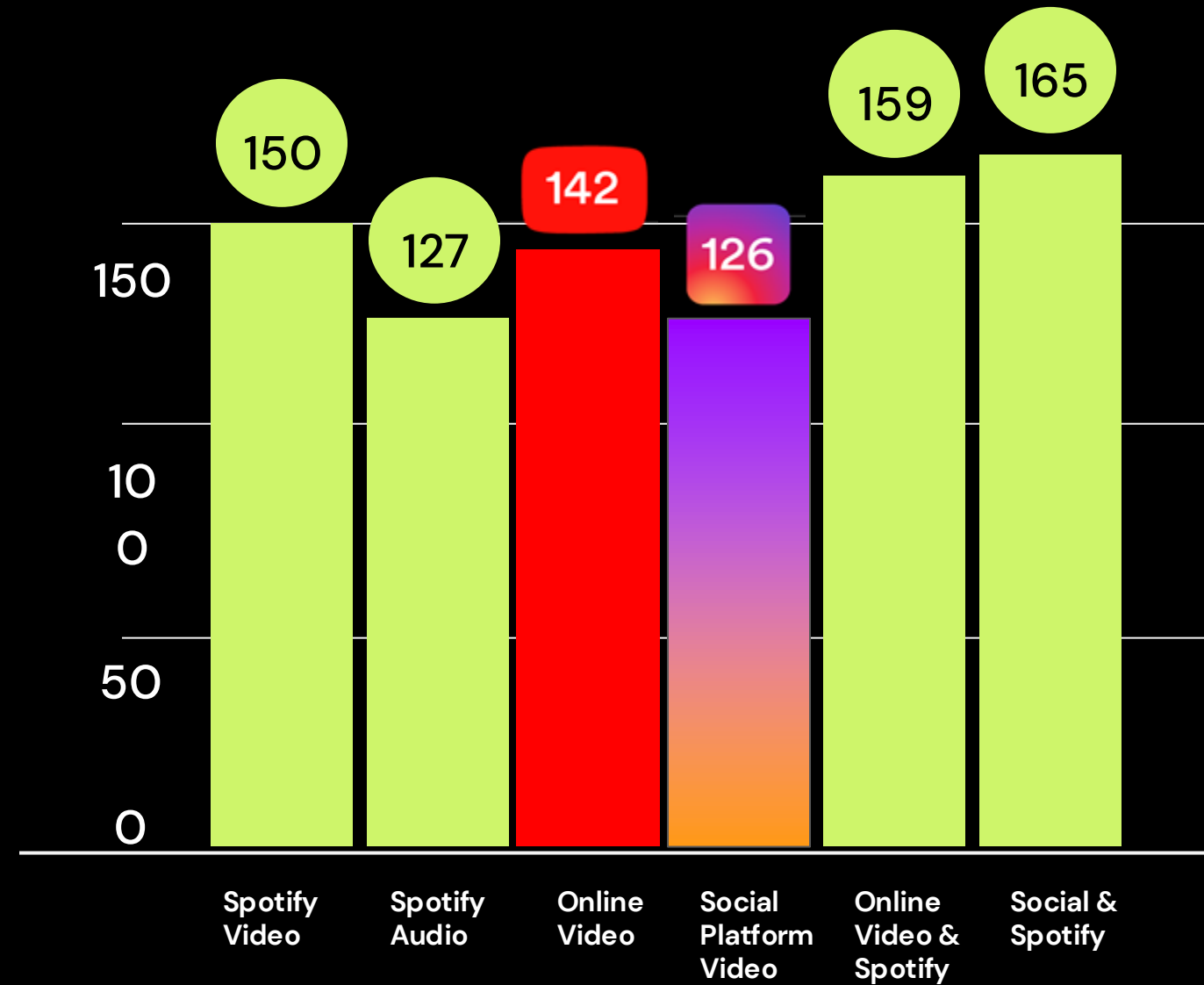
surge compared to social
media platforms

**Video on Spotify is
highly effective in
driving both attentive
seconds and STAS.**

02. RESULTS

A combination of Spotify and Video/Social platforms drives a significant impact in STAS scores.

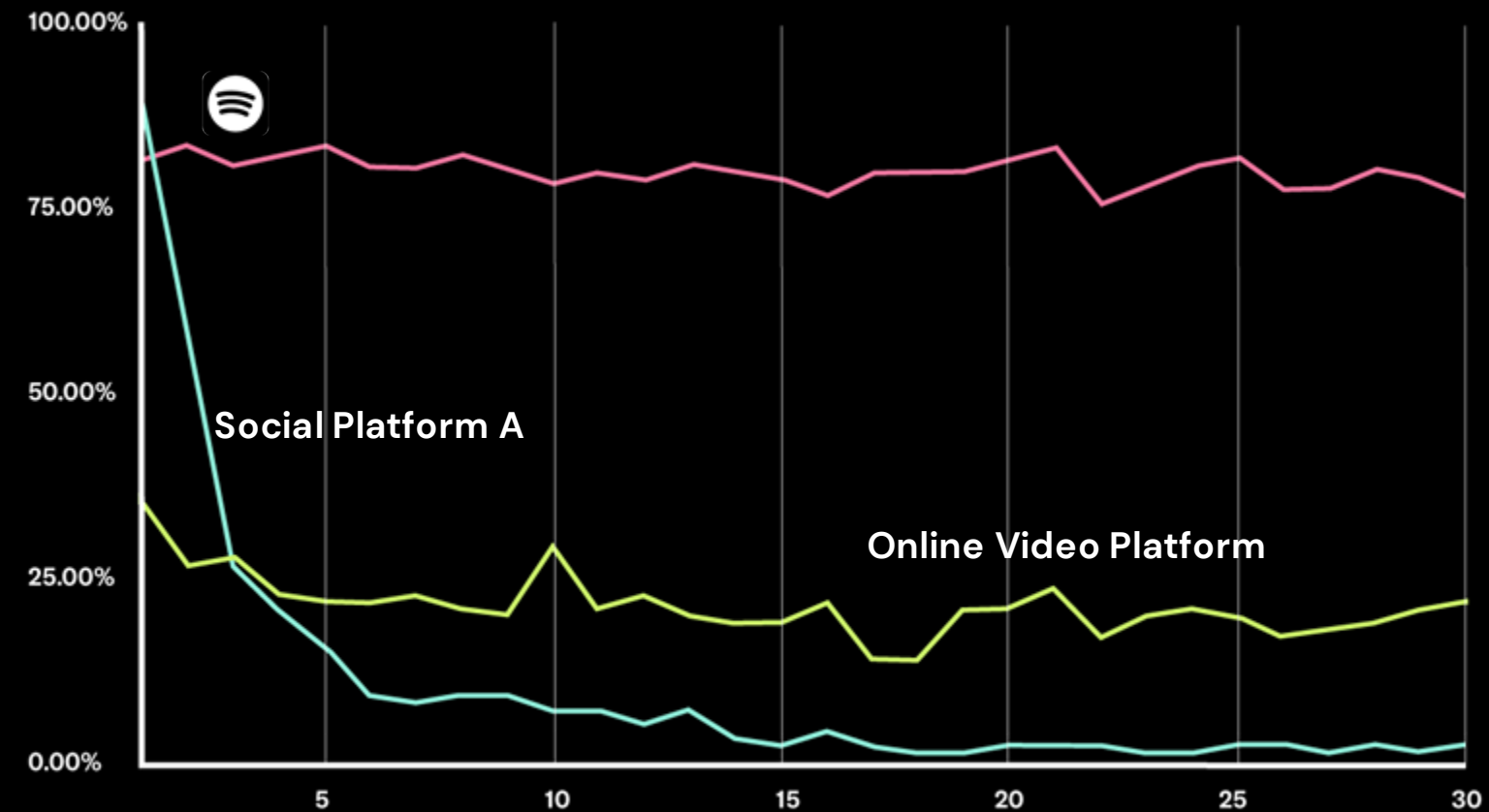
Attention STAS Index Scores



Marketers aim to achieve SLOW rate of Attention DECAY

FAST: Lots of active attention early, then a super fast and steep drop off. These are high scroll, skippable formats. (Observed for Social platform A here)

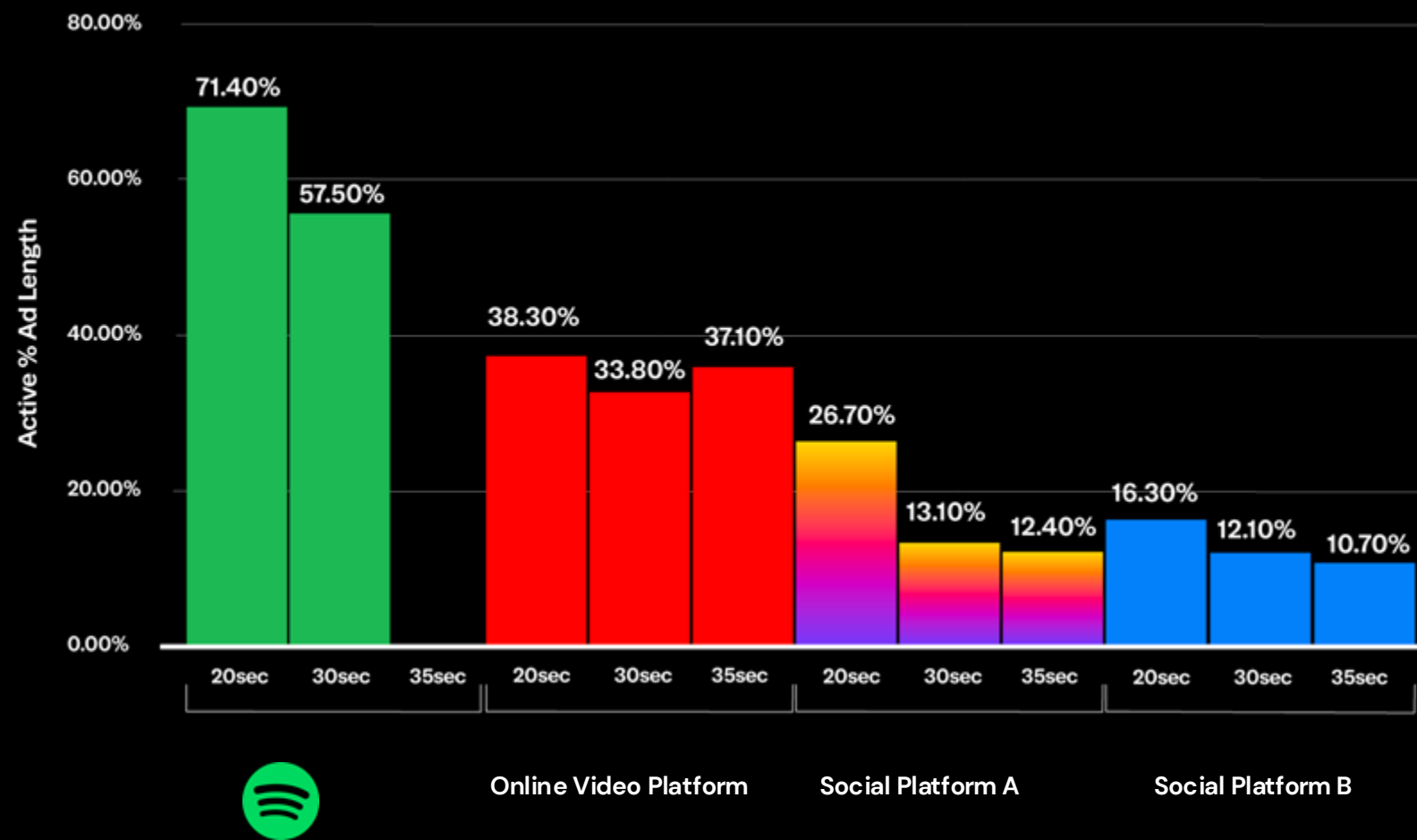
SLOW: Active and passive attention is largely stable across the entire course of the view. These are formats that are NOT scrollable or skippable. (Observed for Spotify and Online Video Platform here. Spotify demonstrates a higher level of attention at the start.)



03. The Results

Spotify is able to command attention for longer ad formats.

Providing more canvas to tell your story.



75%

of millennials and Gen Zs in India view audio as a mental health resource.²

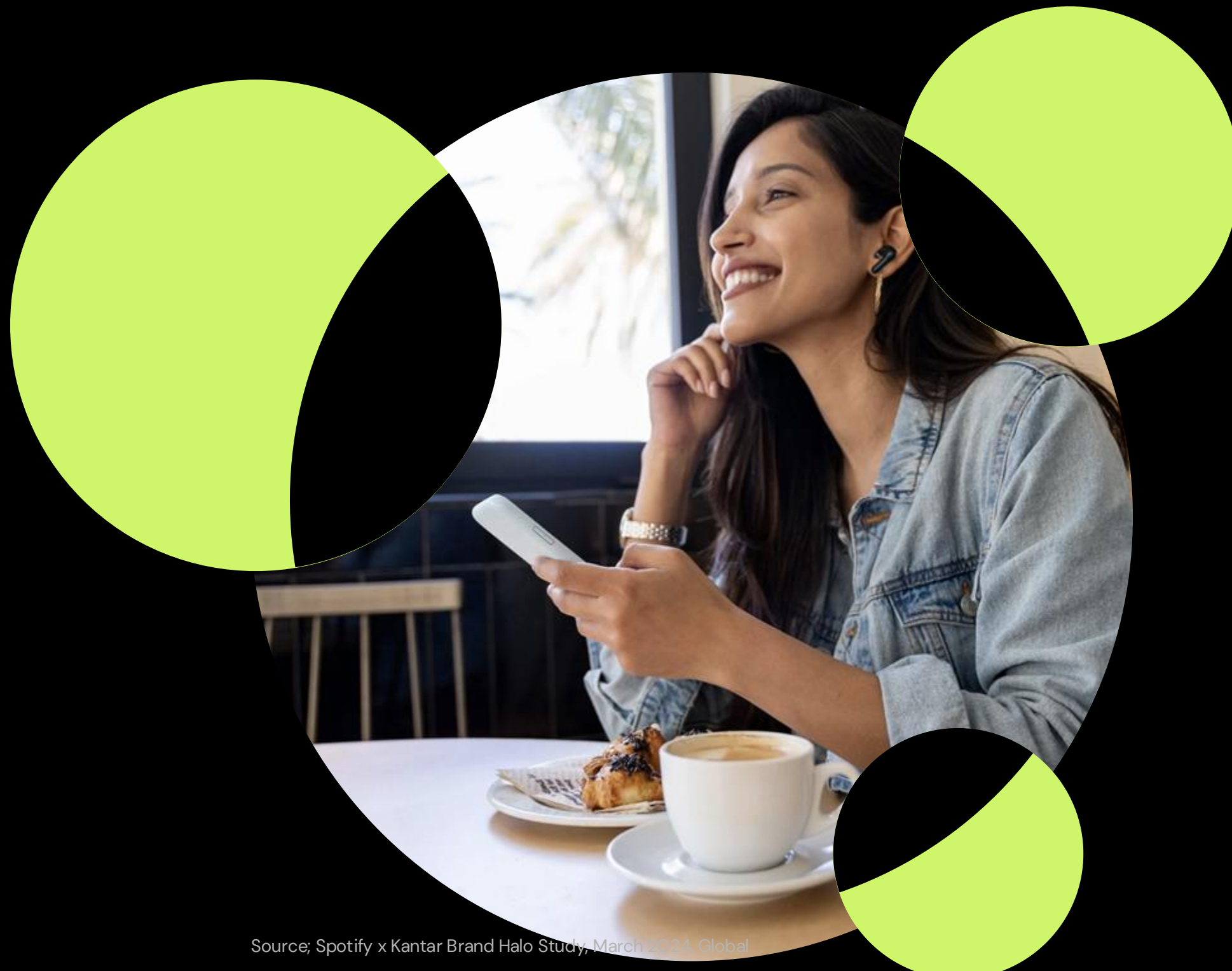
Source: ¹MindProber Post-Session Survey
²Spotify Culture Next survey, MAR-APR'22 IN

Personalisation drives Emotional Connection



Spotify listeners are happy to hear it – literally.

Regardless of what they listened to, the majority of Sonic Science participants reported a mood boost after tuning into Spotify¹.



+15%

feel happier and
more relaxed after
streaming audio on
Spotify vs. scrolling
on social media

Source: Spotify x Kantar Brand Halo Study, March 2024, Global

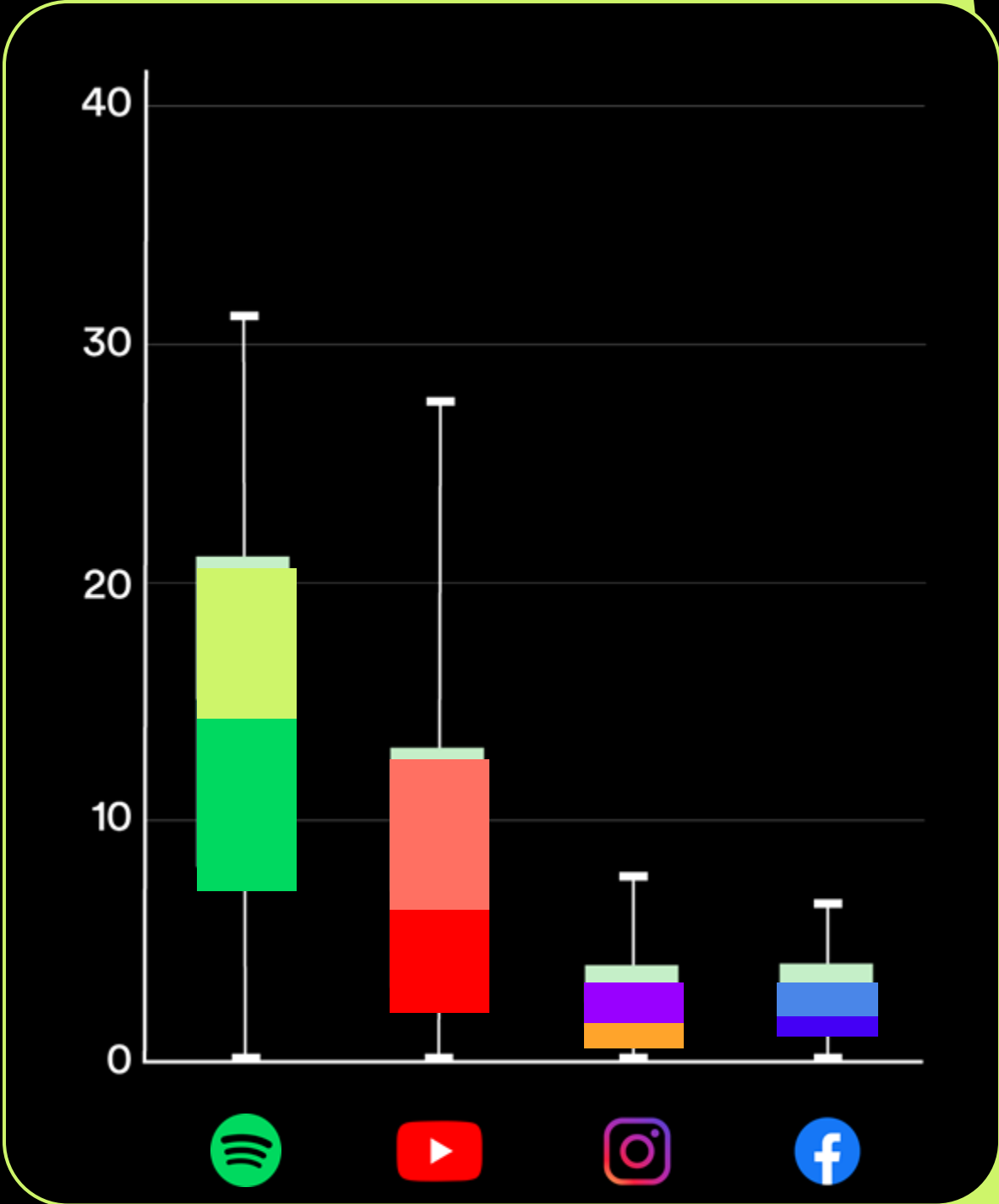
04. The Results



Elasticity by Platform

The elastic range between best and worst creative is the largest on Spotify.

This means your ads have a greater opportunity to shine.



L LELUNE
Advertisement

0:02 -0:15

Like Previous **Pause** Next Comment

Subscribe today to give your home a LeLune lift. [Learn more](#)



Stageside
Advertisement

0:02 -0:15

Like Previous **Pause** Next Comment

Grab last minute tickets to a concert nearby. [Learn more](#)

Artisan Market
Advertisement

0:02 -0:15

Like Previous **Pause** Next Comment

Save 10% on your first grocery delivery. [Learn more](#)

Save 10% on your first grocery delivery. [Learn more](#)

Your music will continue after the break


For healthy dogs from head to tail.



Source: Sonic Science, global, 2021

Waggery

Your music will continue after the break



Your music will continue after the break



Grindstones
A local roaster

Your music will continue after the break



Wealthgrow
Advertisement

0:02 -0:15

Like Previous **Pause** Next Comment

Start building credit through debit today with Wealthgrow. [Learn more](#)

