What neuroscience and movies have taught me about advertising in mobile

Vas Bakopoulos
SVP Research, MMA
@gorecki36


Allianz

Advertisements are now so numerous that they are very negligently perused

Samuel Johnson

1759


EXPOSURE TIME
ATTENTION
IMPACT



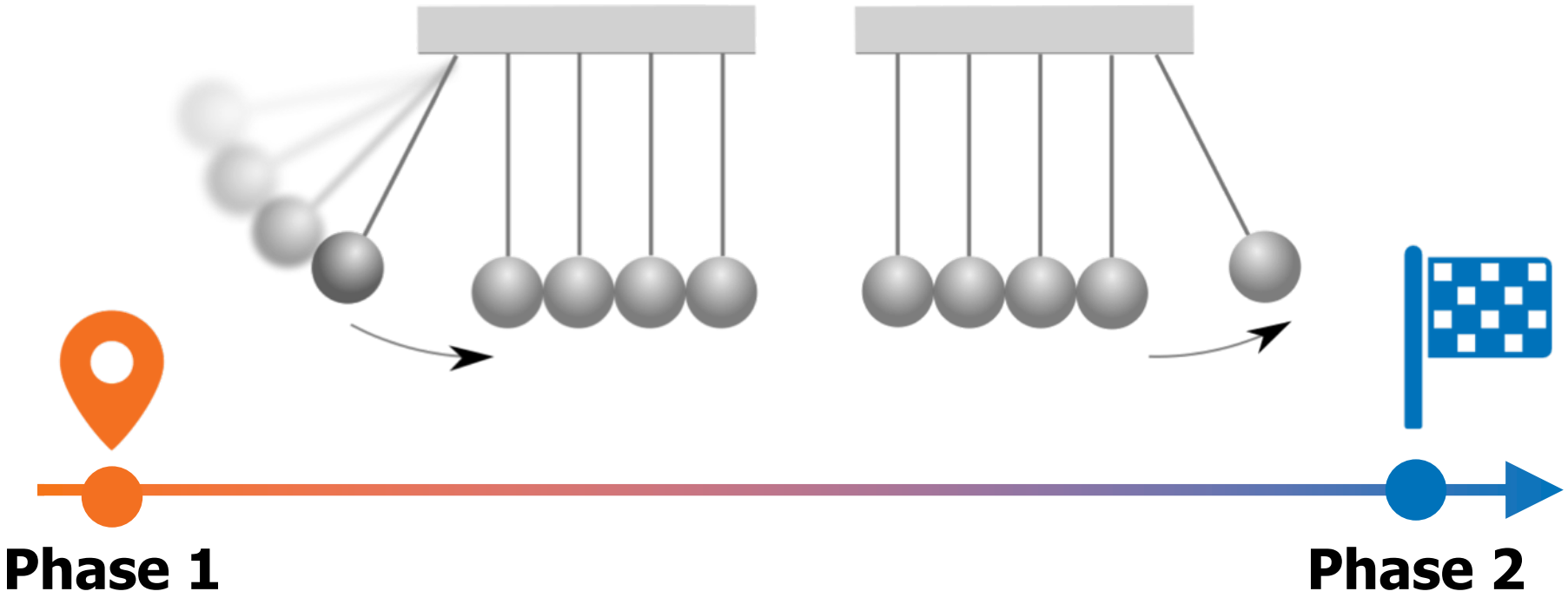
Our research focuses on the first 3 seconds

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?**



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?






REDRUM



#1



“Time is relative, okay?

— Amelia Brand, Interstellar

Attention and cognition take much longer in desktop

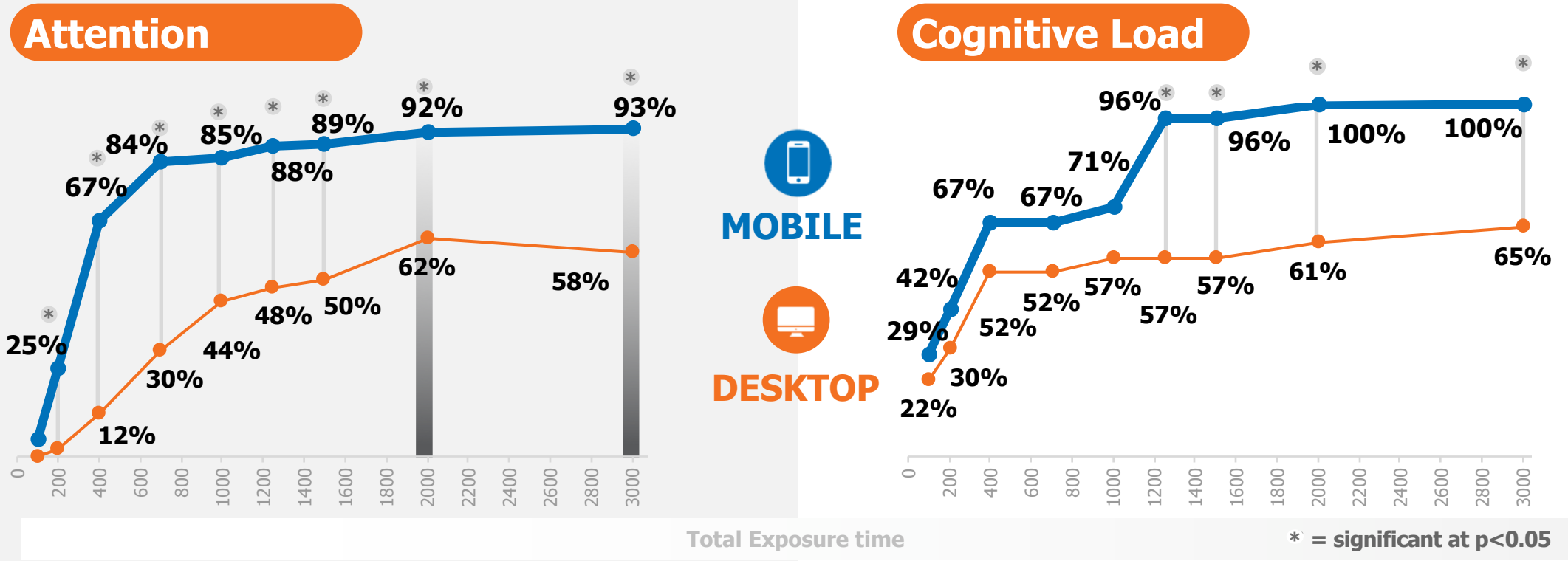


Chart shows percentage of participants who have a minimum of 60ms (3 gaze points) at the ad that they were exposed to. All ads were shown to the same number of participants at each speed.

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

#2

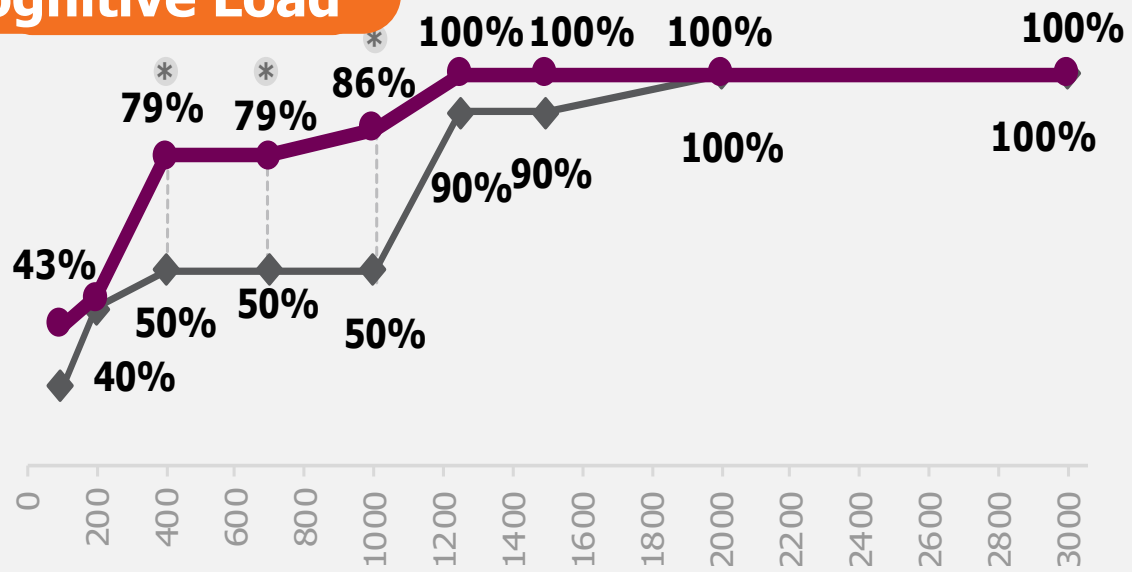
“Wait, who are you again?”

— Me, when I watched Steve Carell on “My Beautiful Boy”

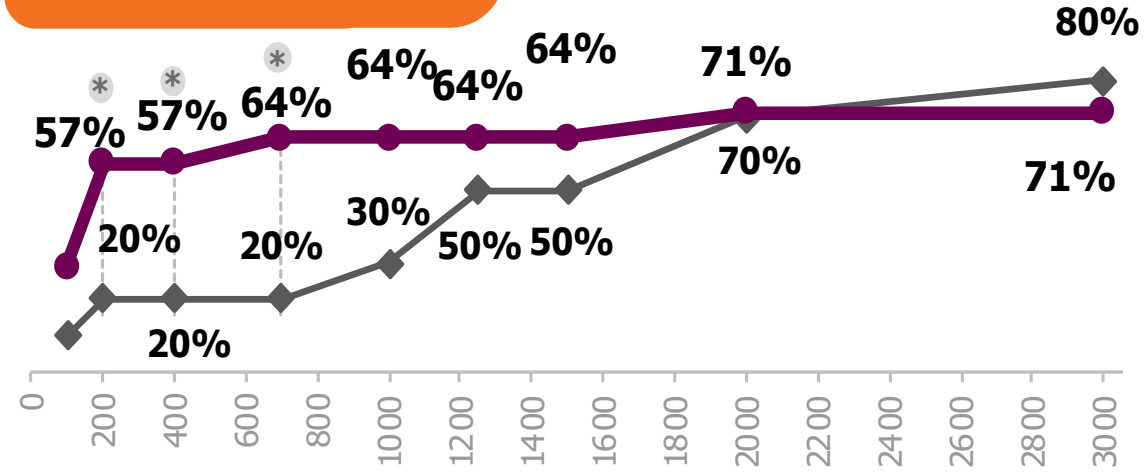


Our brain is faster “on branding”

Cognitive Load



Emotional Response



* = significant at p<0.05

Known Brand Less known Brand

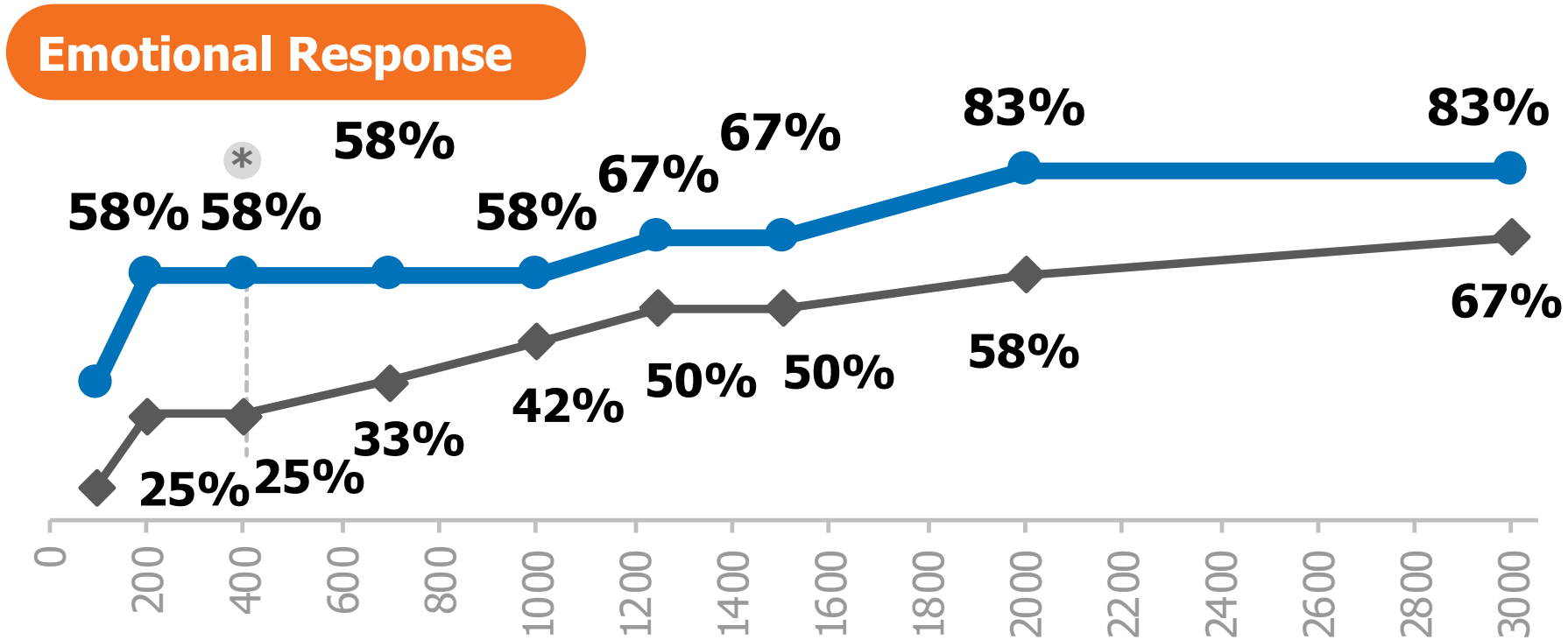
#3



Watching Horror Movies Can Burn Up to 200 Calories.

-Richard Mackenzie, senior lecturer, University of Westminster

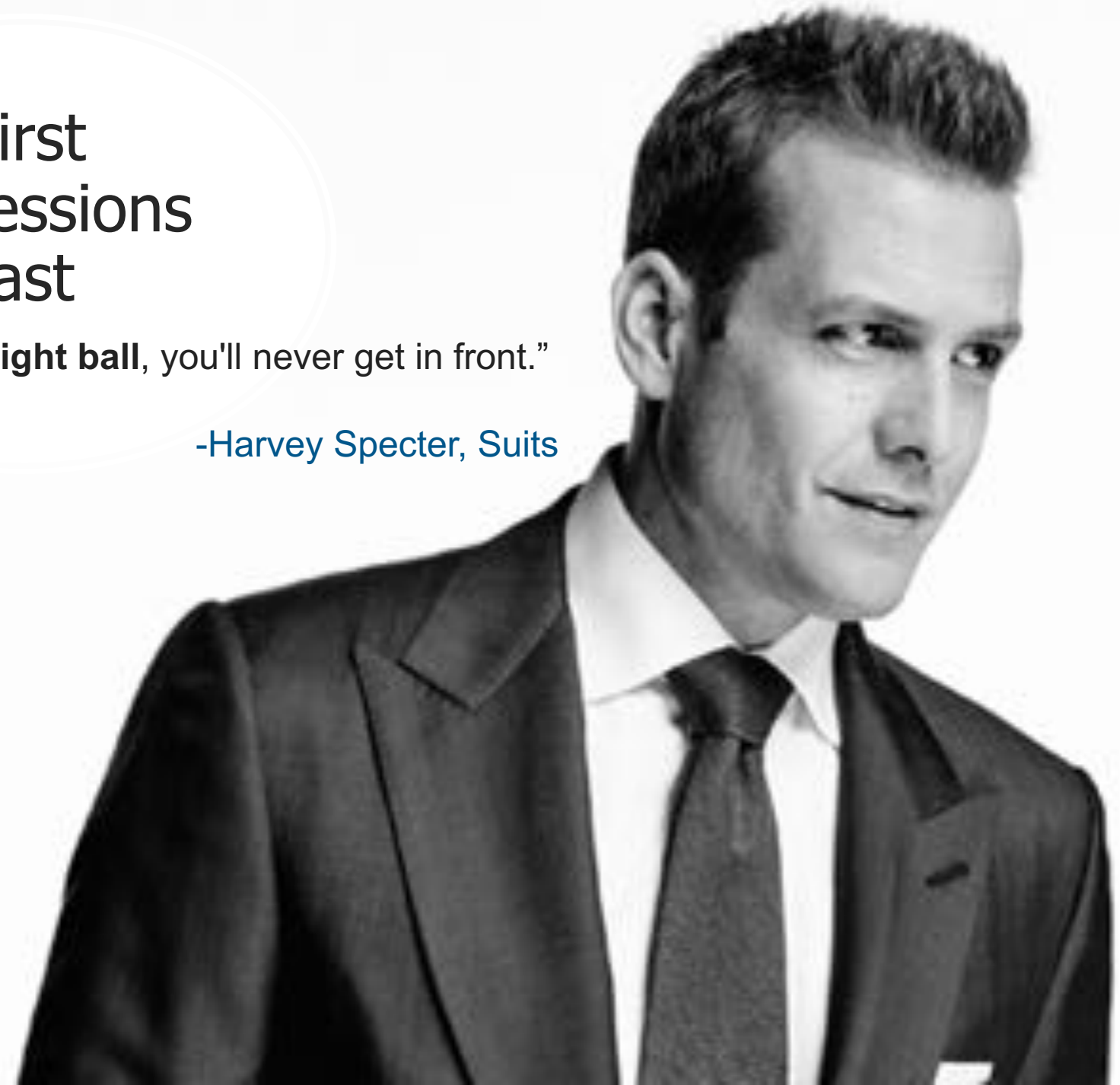
Motion (Video ads) drive Emotion



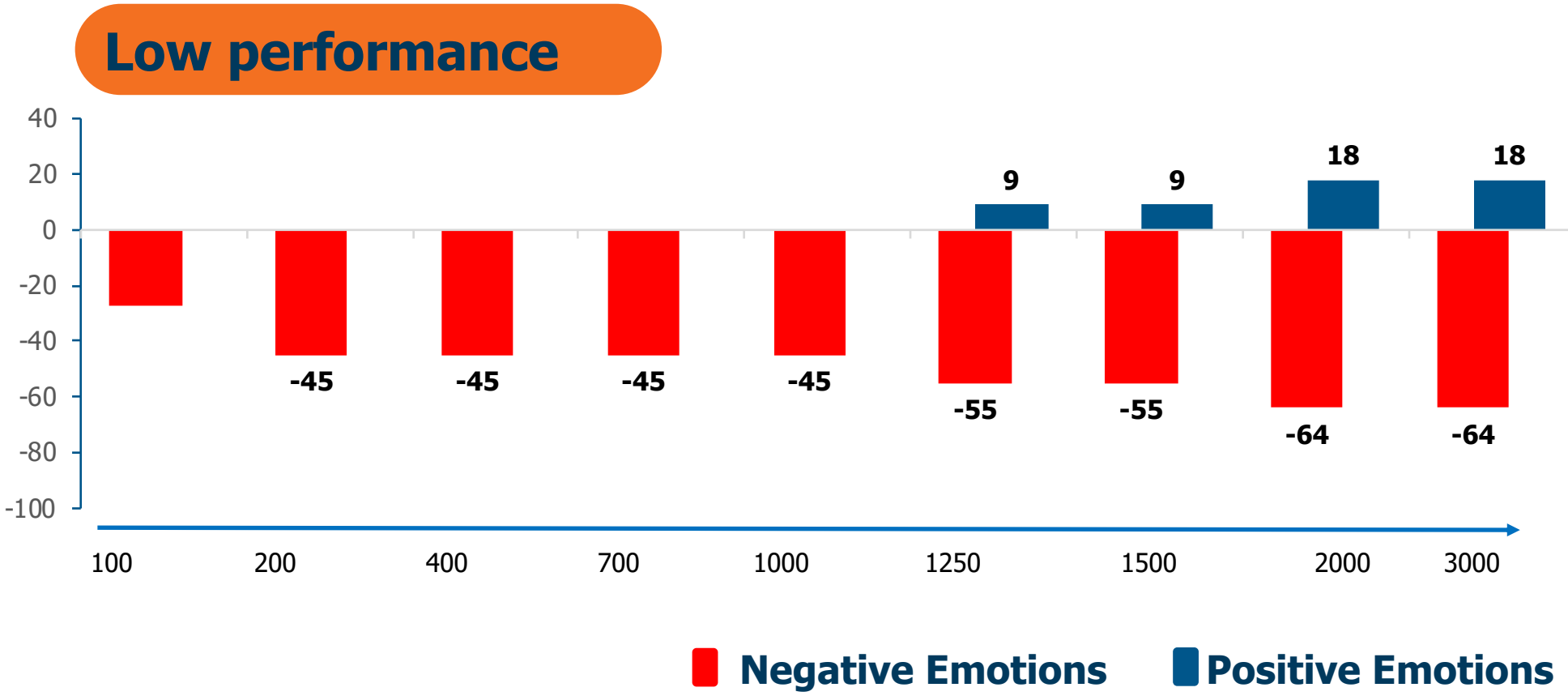
First impressions last

“You start behind the **eight ball**, you'll never get in front.”

-Harvey Specter, Suits



Low performing* ads create negative motivation early on



*Low performing ads: Bottom quartile from a database of brand lift studies

High velocity environments = new rules

1. Rethink creative development
2. Win the First second
3. Earning attention trumps buying exposure time


Don’t count the days.
Make the days count.
Muhammad Ali