



Ipsos Connect

THE ATTENTION DEFICIT:

ISSUE 2 OUT OF 3

**MORE SCREENS, MORE CONTENT
AND HOW BRANDS CAN CONNECT**




Thought Piece
2015





YOUR CUSTOMERS ARE AMAZING. INSIDE THEIR HEADS IS THE MOST COMPLEX AND POWERFUL STRUCTURE IN THE KNOWN UNIVERSE, THE HUMAN BRAIN.



IT'S A BUNDLE OF BIOLOGICAL WIRING SO VAST THAT IF EACH CONNECTION WAS LAID END TO END IT WOULD CIRCUMNAVIGATE THE EARTH TWICE OVER.



IF IT WAS A COMPUTER IT COULD STORE AROUND 2.5 PETABYTES (A MILLION GIGABYTES) OF DATA.

Governing access to the brain's data centre is an equally impressive filtering system, often referred to in academic psychology as Working Memory. A filter constantly sorting relevant and useful experiences across everything seen, heard and experienced, storing this in the hard drive for another day or throwing it out in the recycle bin.

This filtering system your customers use to great

effect is now being faced with a new environment, a transition in our digitally connected world from information scarcity to abundance. Google Chairman Eric Schmidt encapsulated this new age of abundance in 2010 when he said the same amount of information created between the dawn of civilisation through to 2003 was now being created every two days.

This transition to exponentially more information

availability, alongside the constant filtering of the relevant from the irrelevant is creating a new dynamic marketers and media owners need to face: **Attention Deficit**. A reaction from our brains to filter more noise and store the same amount of information, resulting in people paying less and less attention to what they see, hear and experience.

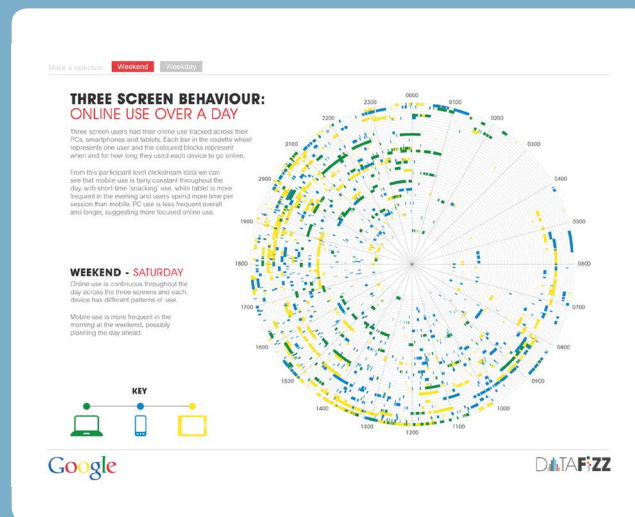
This new dynamic is no better observed than in the screens we interact with on a daily basis. The shift from a 20th century appointment to view TV or focused internet access on fixed in-home devices to always on, anytime, anywhere access provides more content and information than can be humanly consumed.

To put this into context, trended data from the Ipsos Connect Tech Tracker amongst a nationally representative sample suggests the average number of connected devices in UK online households has increased from 2.9 in 2013 to 4.0 in 2015, creating more opportunities and contexts to consume content.

An Ipsos Connect research study sponsored by Google [2012] suggests this access to multiple connected devices leads to 'always on' use, with those using three screens constantly switching and multi-screening across devices over the course of an average day.

The results can be found here:

<https://www.ipsos-mori.com/threescreenblog>



In this context, it's clear advertisers and media owners need to adapt to the saturated anytime, anywhere overload of content and look for ways to benefit from these different viewing contexts and moods to create impactful, measurable brand and sales outcomes.

To realise this opportunity, advertisers and agencies need to pivot from a 'one size fits all' strategy, using one video or visual execution across screens, to a screen sensitive one, adapting creative to different devices and viewing contexts, while anchoring each one to the same core idea and brand proposition. The cornerstone of this screen sensitive strategy is

data driven. Content and advertising consumption on digital screens generates an array of profile and intent signals that, when used in a focused way alongside other profiling and measurement data sets can support measureable outcomes.

Based on our work with global advertisers and media owners, we see four key tactical pillars to deliver the screen sensitive strategy and have highlighted

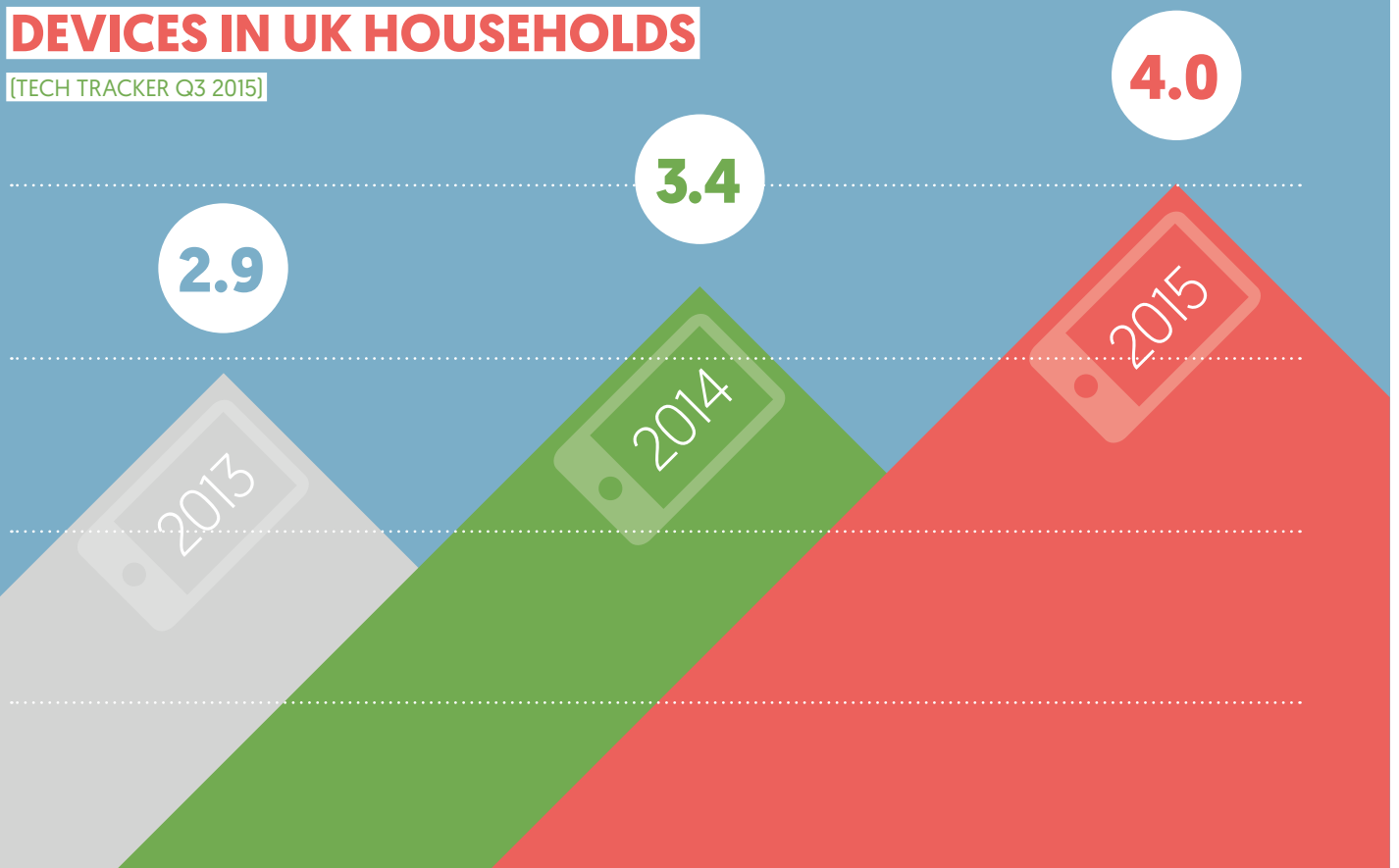
examples where advertisers are seizing the opportunity they create:

1. OPTIMISE BY DEVICE:

Companies like Coke are leveraging profile signals of different mobile devices to tailor their content to users. Knowing that feature phone users in India don't have the bandwidth for rich digital content, they use

AVERAGE NUMBER OF CONNECETED DEVICES IN UK HOUSEHOLDS

[TECH TRACKER Q3 2015]



device signals to identify these users asking them to ring and disconnect the call. They are then sent a message to download free ringtones and content for the advertised brand.

2. CONNECT ACROSS TV AND DIGITAL SCREENS:

After launching their TV campaigns, some advertisers are now using tools such as Ad Words to understand how to measure links between the TV investment and over-indexing of search keywords, to refine buying strategies for sponsored searches. This has the potential to connect people to extended content or advance them further in the purchasing funnel.

3. OPTIMISE TO DIFFERENT ADVERTISING EXPERIENCES:

Many digital platforms now offer user opt-in video ad formats, where the user chooses to watch the ad or move directly to the content and the advertiser only pays for a minimum time or complete view. This alternative viewing environment has led advertisers such as Mountain Dew to experiment, testing different versions of their campaigns to understand how to increase view through rates and brand impact for skippable ads.

4. LEVERAGE PROFILE AND LOCATION

SIGNALS ON DIGITAL SCREENS:

Digital media owners like Facebook and Google allow campaign targeting by geographic area, time of day and other digital behaviour signals. This allows advertisers to deliver more specific, relevant messages. An example being advertisers who buy sponsored search placements with stores stocking their products, near the location of a user who searches a target key word.





More advertisers are recognising the scarcity of time faced by their target customers and embracing this new dynamic with innovative approaches and use of multiple data sets and technologies. At Ipsos Connect we actively support the success measurement of this kind of experimentation. **MediaCell**, uses passive technology for measuring audible aspects of TV, online and radio ads via a watermarking technique. Real time ad exposures are measured by an **Ipsos mobile app**, which enables us to evaluate brand campaigns for media and brand impact purposes such as the size of audience for media, channels, programmes or commercials. Campaign effectiveness, ROI and platform context exposure can all be effectively determined.

Another great example is **Live|Test** which provides an early read on the effectiveness of display ads and video. Ad serving technology allows us to deliver client ads directly to our panellists; we then create test and control groups and survey them later to measure brand impact. This means it's highly realistic, whereby ads are experienced live on the web and not in a research environment.

We believe we're only at the start of the journey to give advertisers and media agencies the confidence to embrace a screen sensitive strategy that benefits from the current landscape. While the Attention Deficit means your customers' amazing brains are by necessity filtering out more information, you can tailor your content to a multiscreen, always on, anywhere, anytime environment, creating new opportunities to connect and tell your brand story.

By doing so, you will maximise the chances of your story being retained in the desire and consideration folders of their hard drive. If you don't, you run the risk of being filtered into the recycle bin.

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Ipsos Connect

ABOUT IPSOS CONNECT

Ipsos Connect are experts in brand, media, content and communications research. We help brands and media owners to reach and engage audiences in today's hyper-competitive media environment.

Our services include:

- **Brand & Campaign Performance:** Evaluation and optimisation of in-market activities to drive communications effectiveness and brand growth.
- **Content and Communications Development:** Communications, content and creative development from early stage idea development through to quantitative pre-testing alongside media & touchpoint planning.
- **Media Measurement:** Audience measurement and understanding.

Ipsos Connect are specialists in people-based insight, employing qualitative and quantitative techniques including surveys, neuro, observation, social media and other data sources. Our philosophy and framework centre on building successful businesses through understanding brands, media, content and communications at the point of impact with people.

