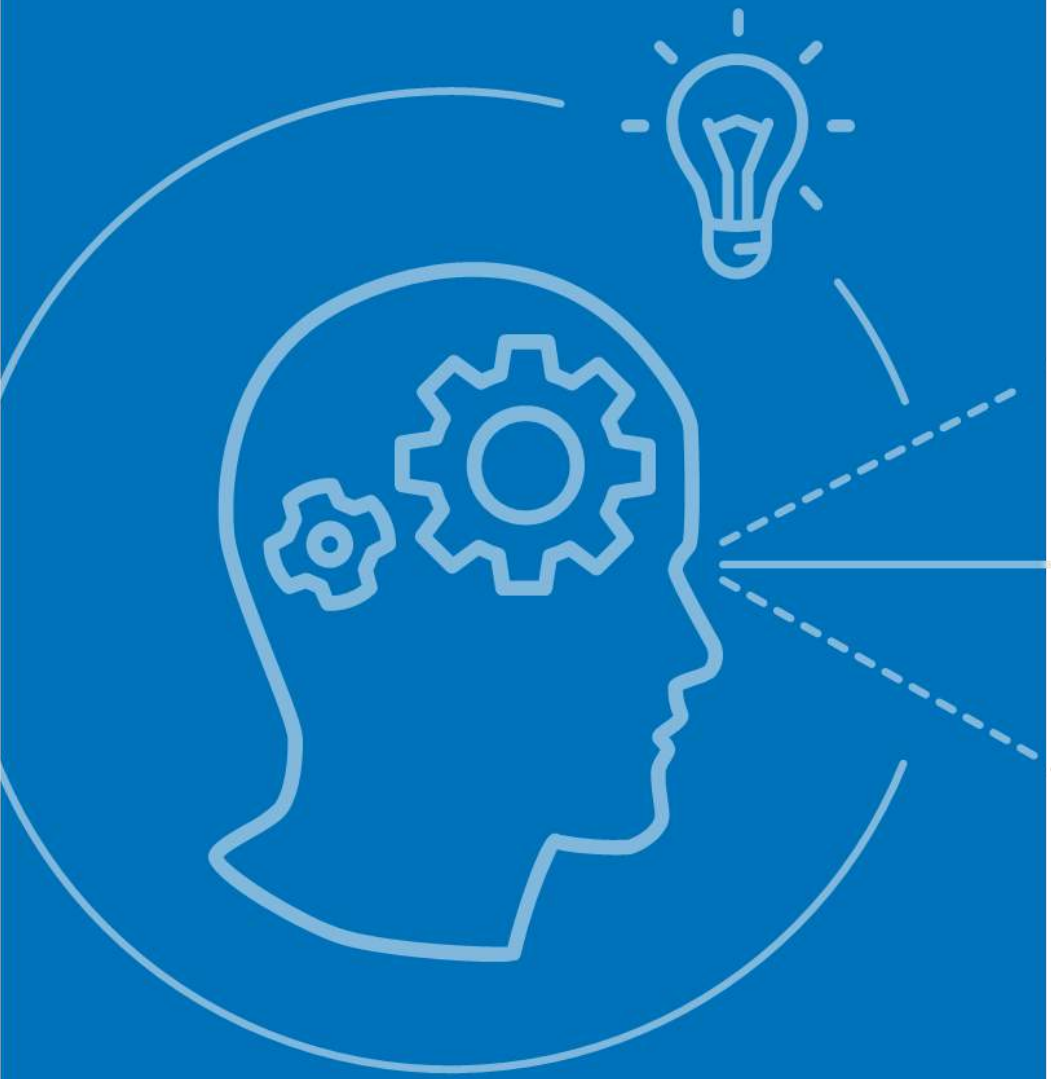


What neuroscience tells us about **exposure time**, **attention** and **Opportunity to see**

#Firstsecondstrategy

@rohitdadwal

@mmaglobal

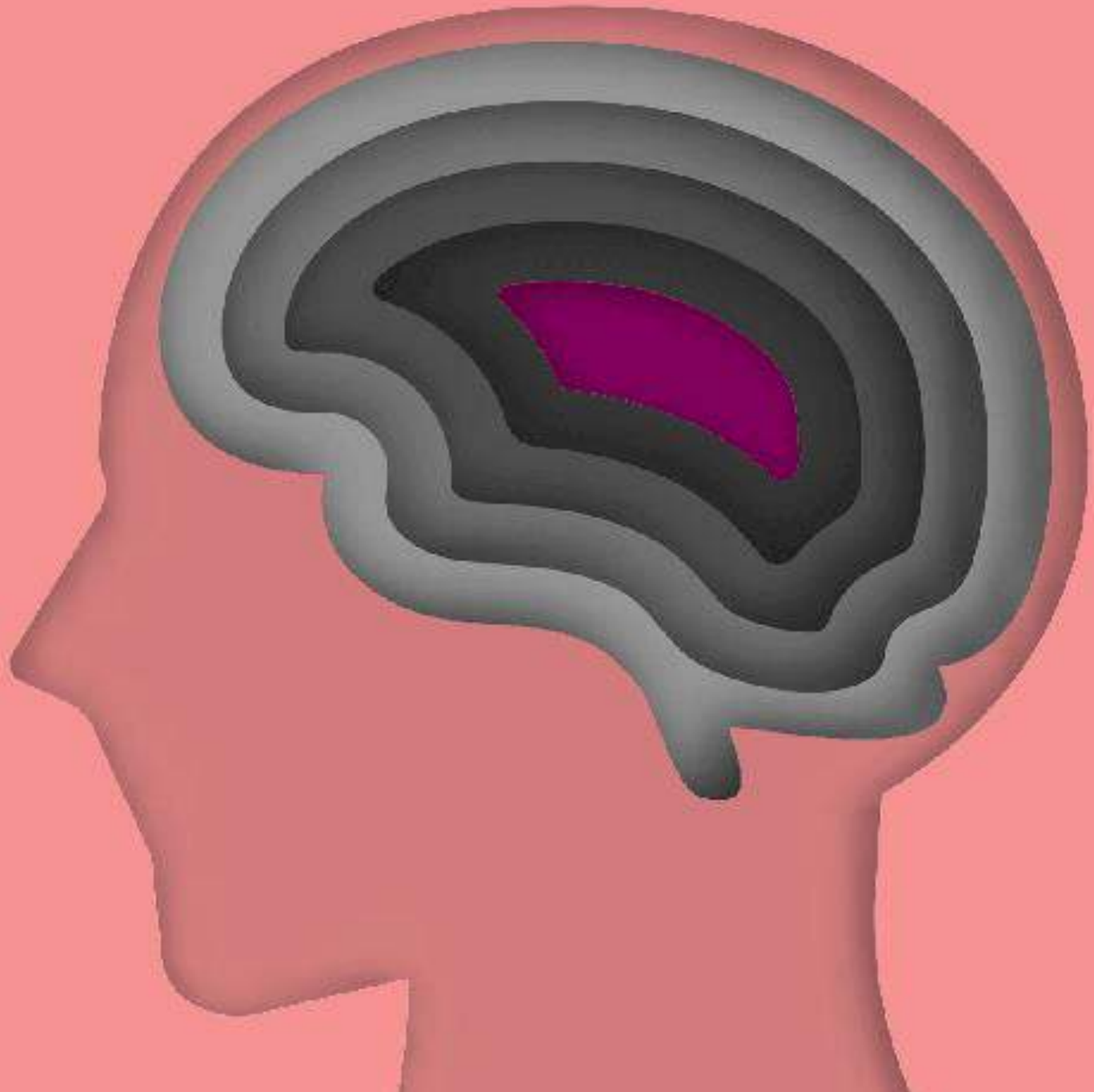
Rohit Dadwal
Managing Director, MMA

Advertisements are now so numerous that they are very negligently perused

Samuel Johnson

1759


EXPOSURE TIME
ATTENTION
IMPACT



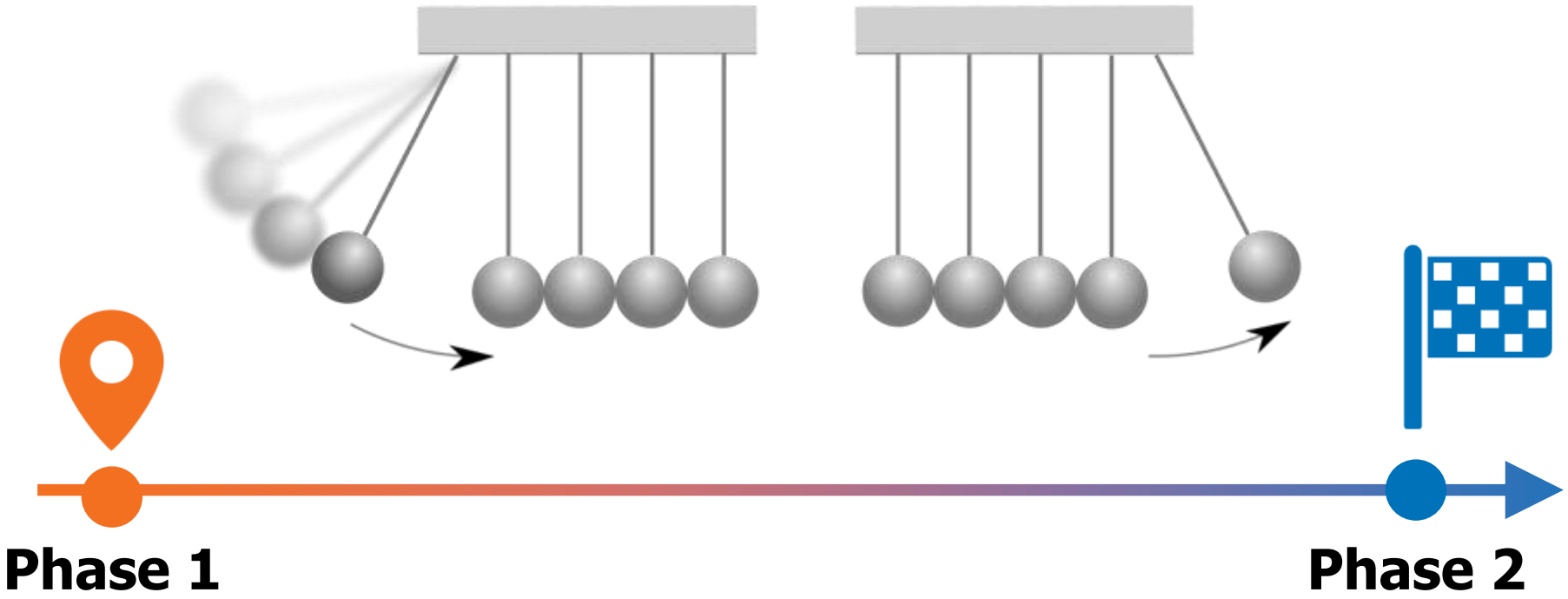
Our research focuses on the first 3 seconds

IN SCOPE:

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

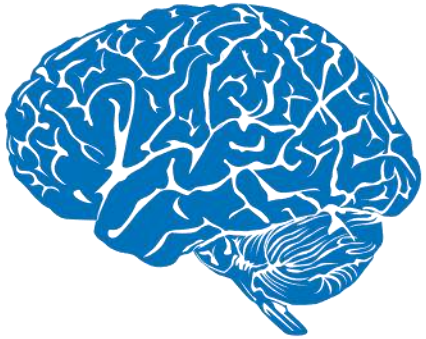
OUT OF SCOPE:

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

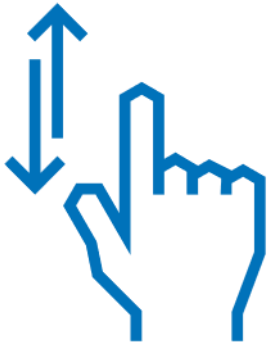


Opportunity to see research: the need for a new methodology

Seen



Processed



Reacted

How we measured attention and cognitive processing

ATTENTION

PERCENTAGE of ADS SEEN
What percentage of ads are consumers seeing?

COGNITIVE PROCESSING

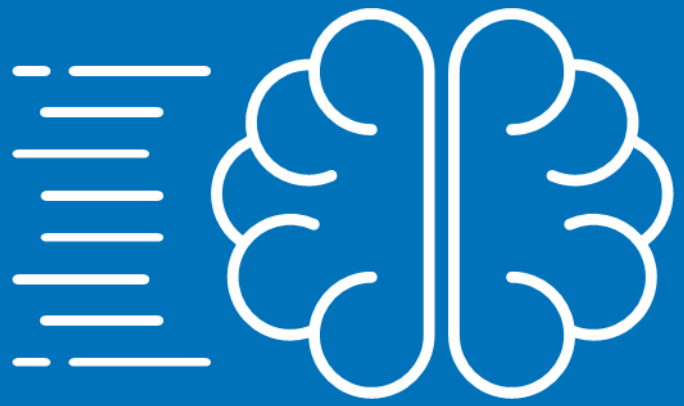
COGNITIVE LOAD (CL)
Are consumers processing the information given? Are they experiencing information overload and stress?

MOTIVATION /EMOTIONAL RESPONSE (FAI)
Do consumers display interest and desire? Are they motivated to approach or avoid?

First study to pass the ARF's Certification Program

Rigorous. Radical transparency. Three phases:

- **Phase 1**
  - Advance ARF review of methodology, study design and lit review
- **Phase 2**
  - ARF reviews statistical analyses and interpretations, replicates and verifies calculations
  - Independent review by two ARF-selected academic neuroscientists
- **Phase 3**
  - ARF hosts the anonymized data and makes available for follow-up analysis and/or replication by others



Cognition is FAST

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

Cognition is fast

More than 67% are already seen at 0.4 seconds

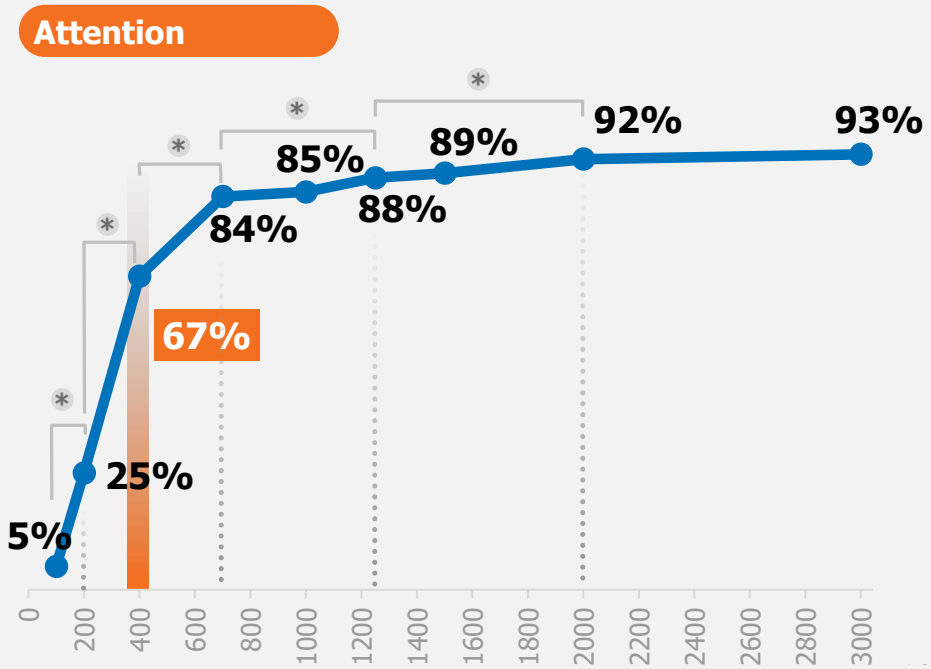


Chart shows percentage of participants who have a minimum of 60ms (3 gaze points) at the ad that they were exposed to. All ads were shown to the same number of participants at each speed.

Two third of ads are cognitively recognized at 0.4 seconds

MOBILE

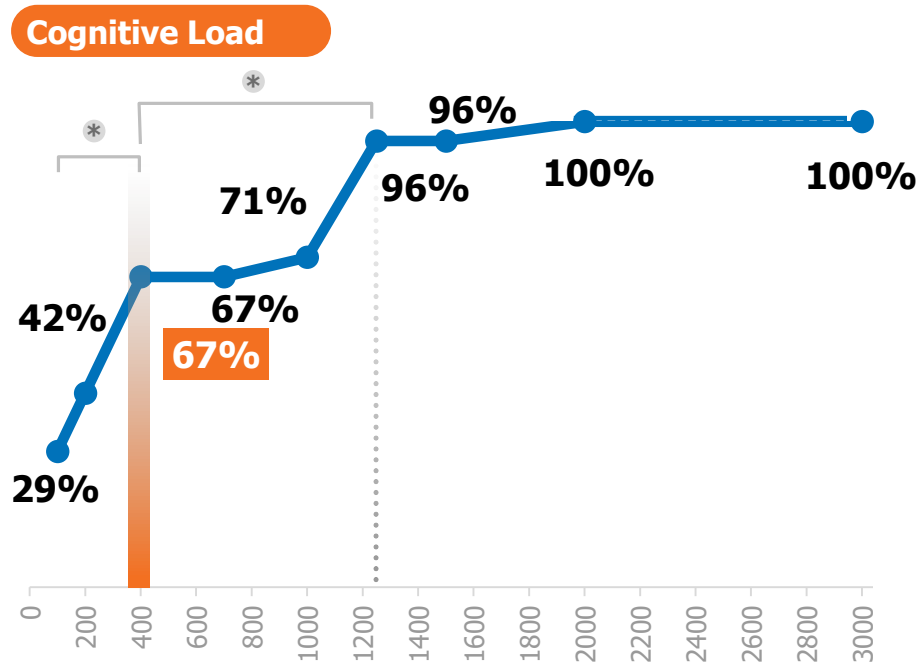
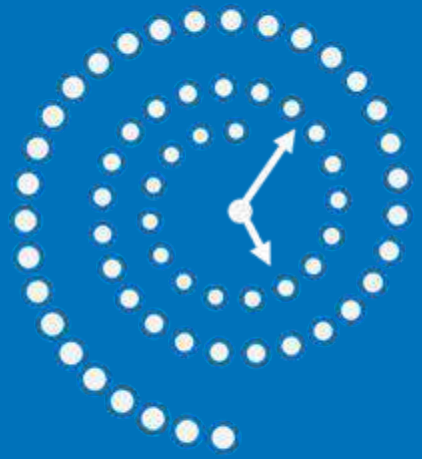


Chart shows the percentage of Ads who have shown a significant lift in cognitive load compared to the control group at the given speed.

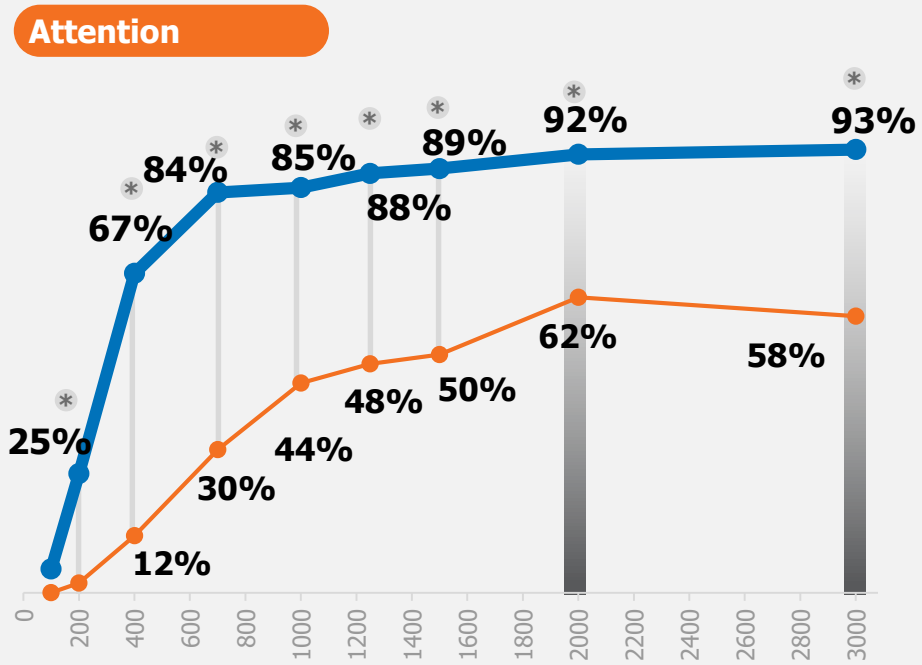


Time is RELATIVE

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

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

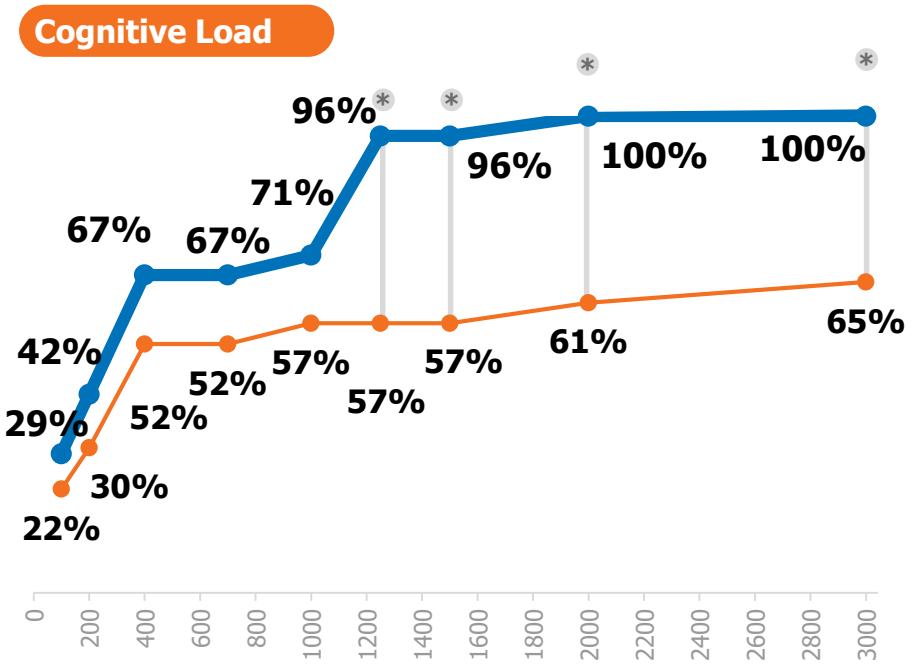
About 60% of desktop ad exposures are seen at 2-3 seconds



MOBILE

DESKTOP

Mobile shows stronger cognitive processing compared to desktop

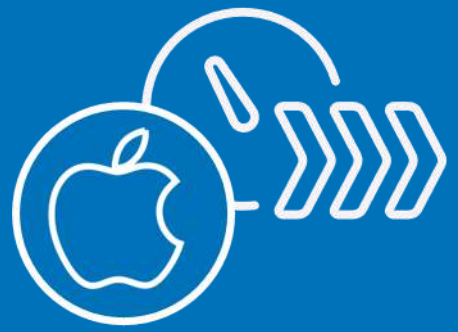


Total Exposure time

* = significant at p<0.05

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.

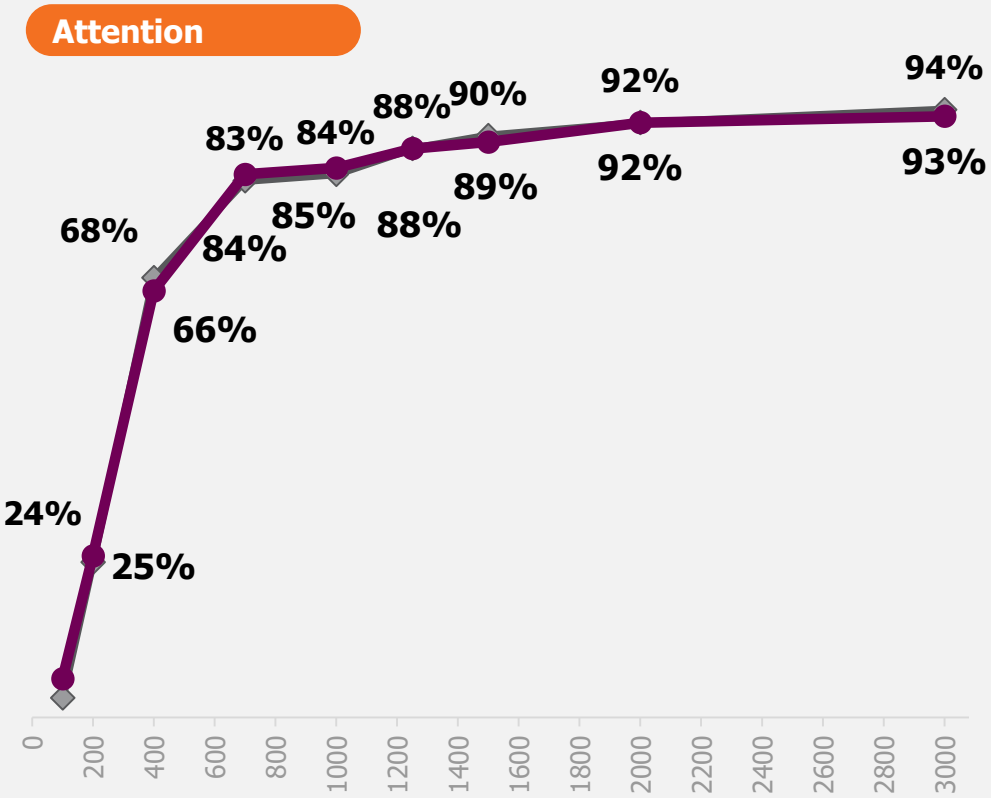


Our Brain is faster on Branding

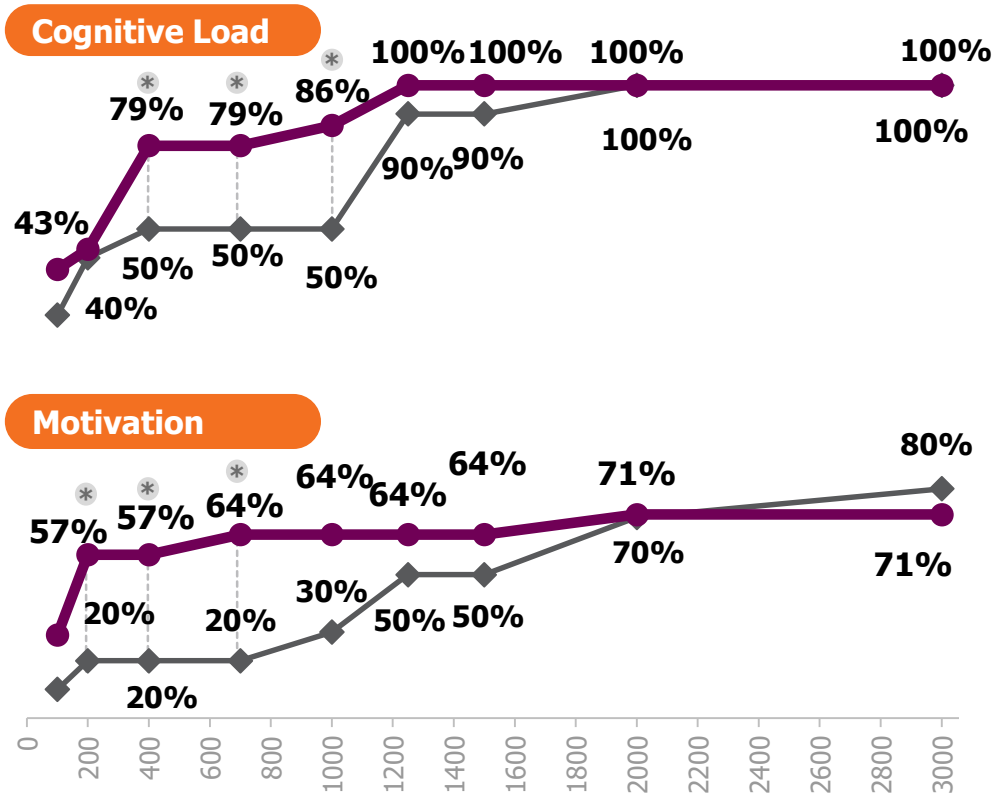
Cognitive process is accelerated for known brands.

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

NO DIFFERENCE in terms of when ads get attention



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



Known Brand — Less known Brand

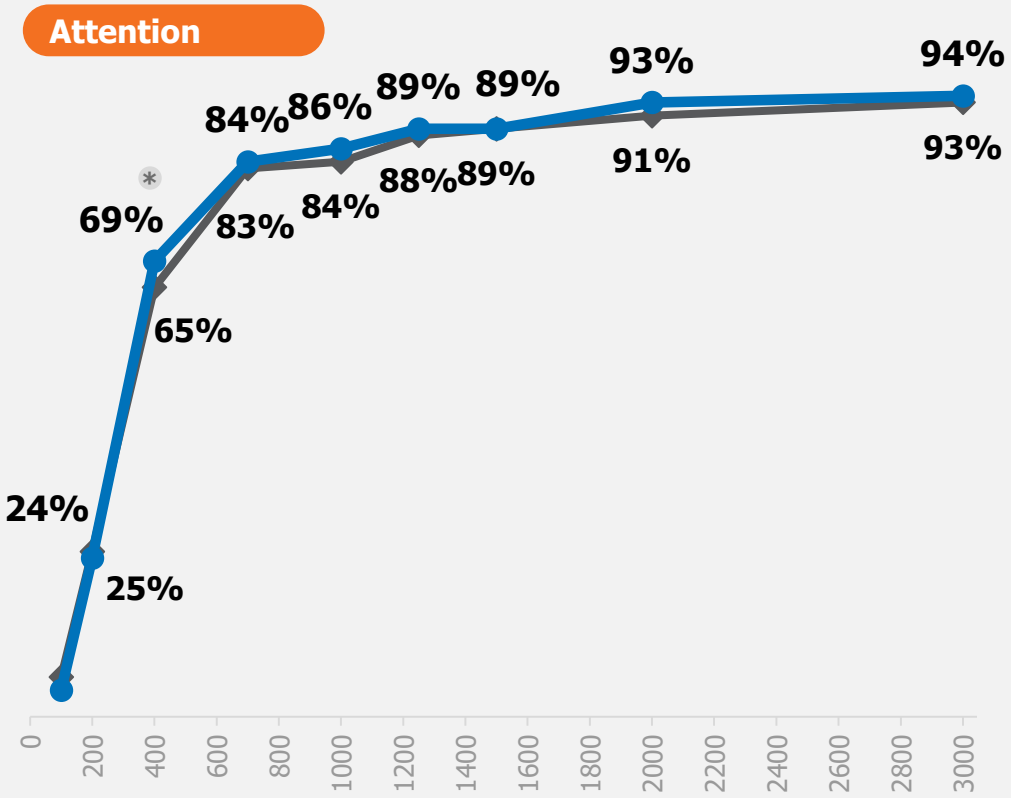
* = significant at p<0.05

Motion drives emotion

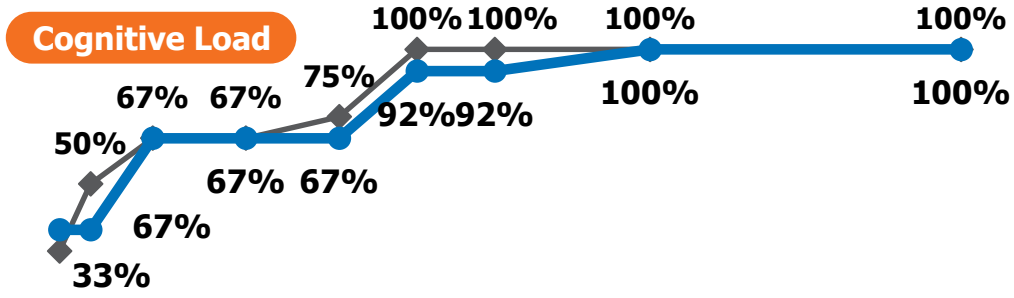
Video ads create emotional response earlier than static, in under a second.

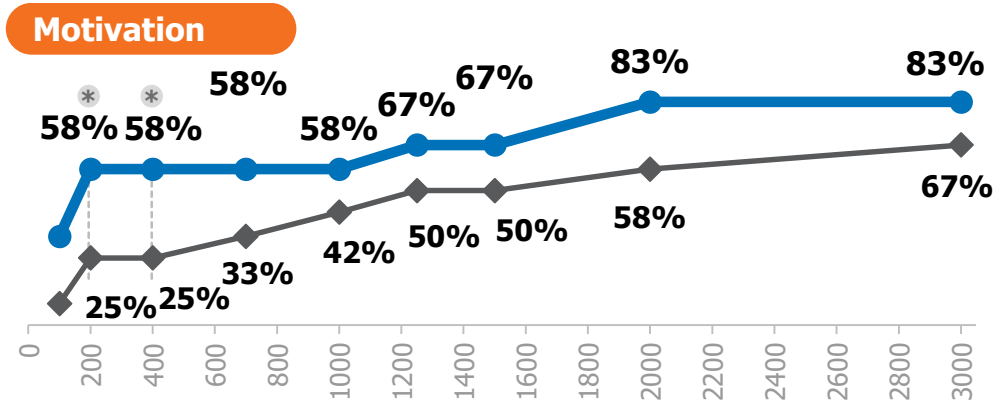
Video ads generate stronger emotional response, earlier

Video ads get similar levels of attentions to static



Video ads show greater emotional recognition vs static





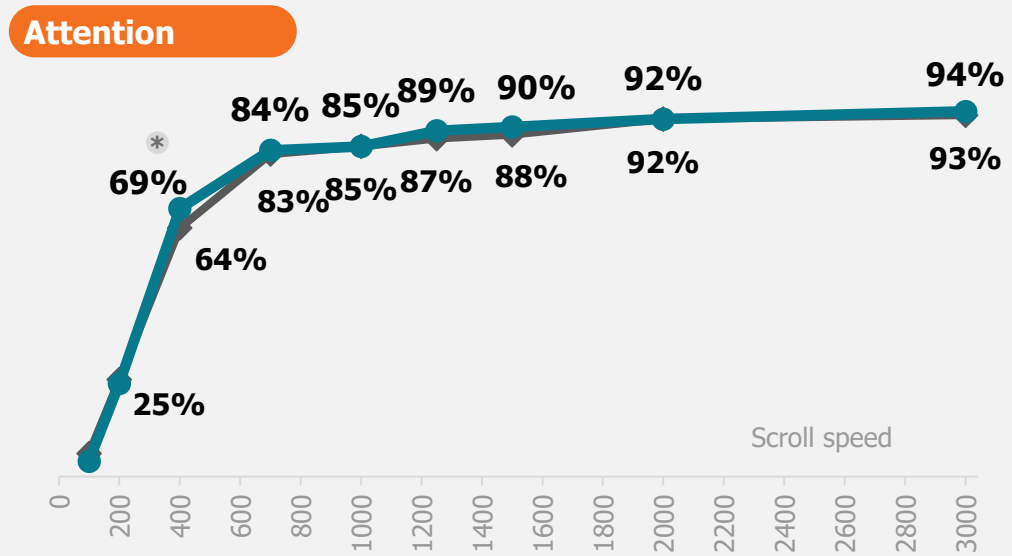
* = significant at p<0.05

Weak ads work fast fail faster

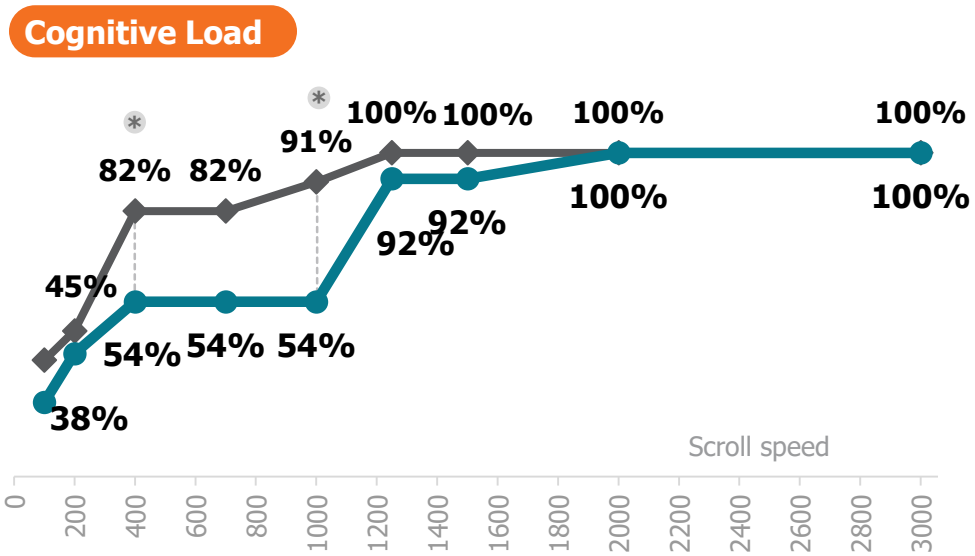
Weak ads are processed faster and create negative responses in less than a second.

Low performing* ads are processed faster

No difference in terms of when ads get attention



Low performing ads are processed faster



High Performance Ad Low Performance Ad

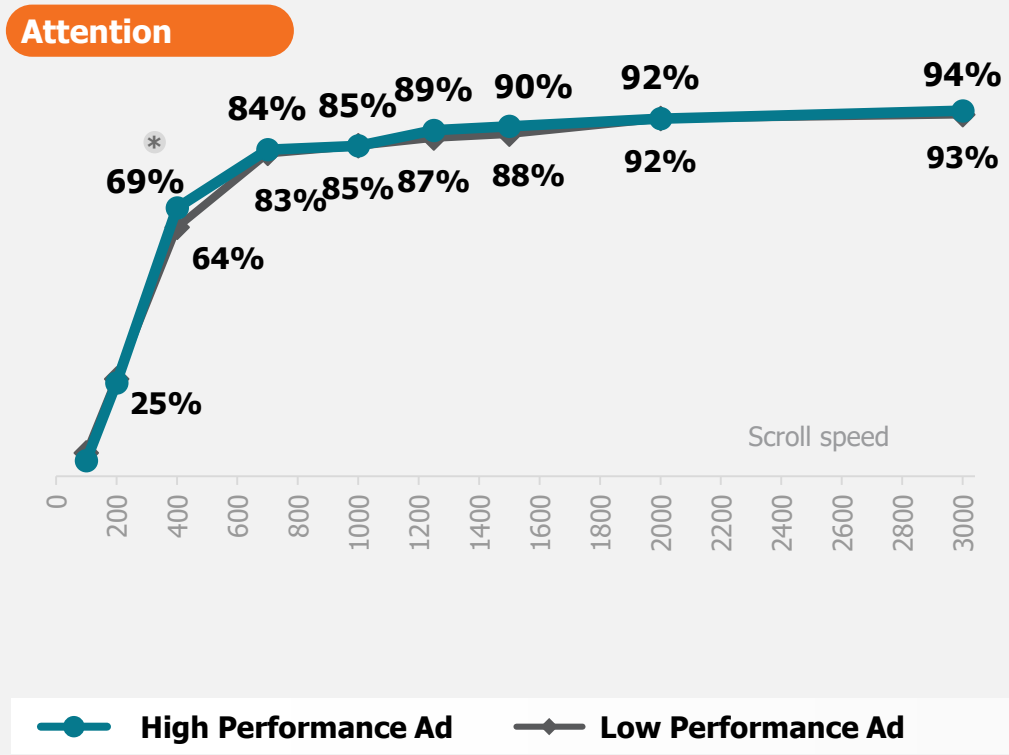
* = significant at p<0.05

Degrees of freedom (DF) =17

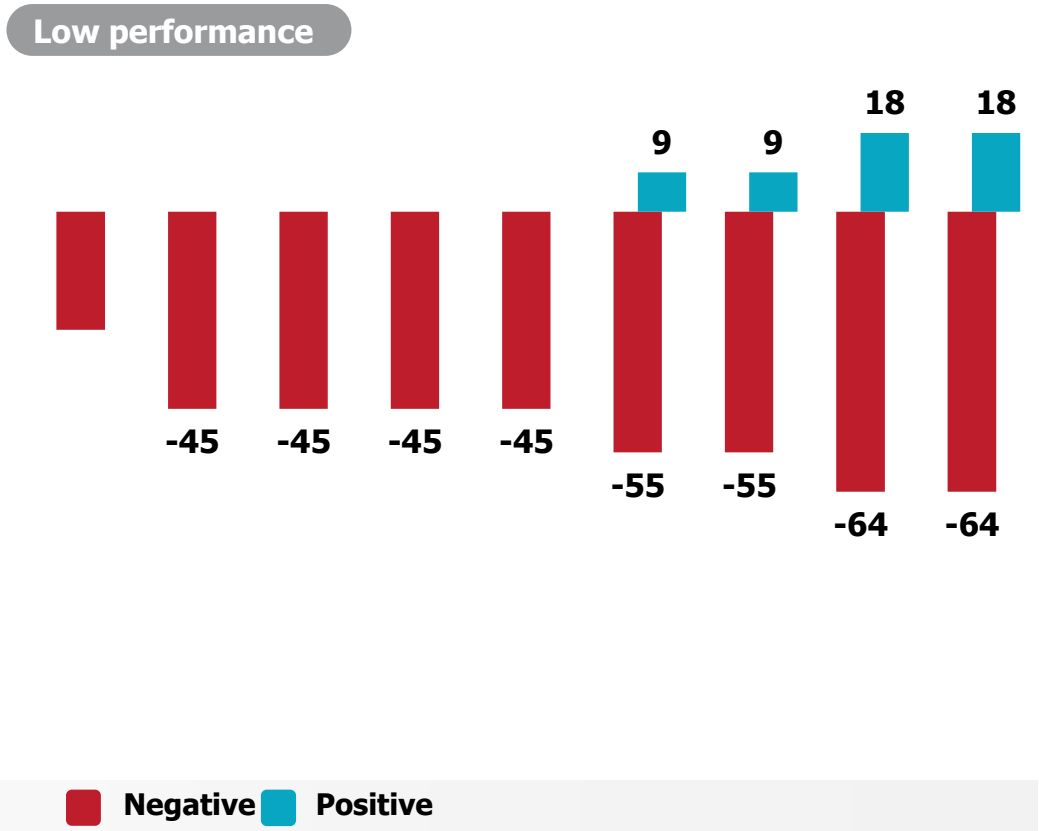
** Ineffective/low performance ads: lower quartile in terms of brand recall based on brand lift study*

Low performing* ads create negative motivation early on

No difference in terms of when ads get attention



Low performing ads don't generate positive emotions



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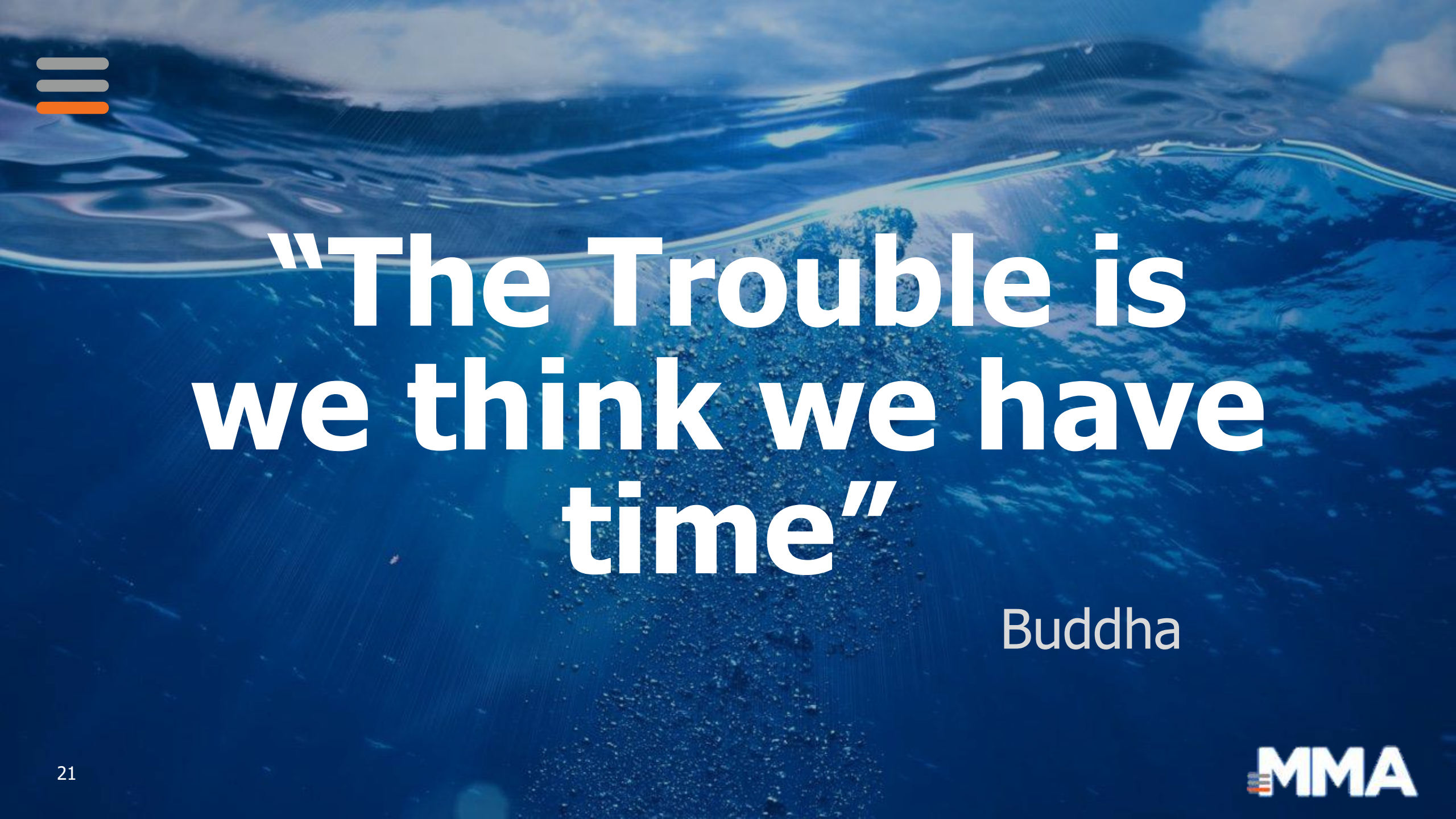
** Ineffective/low performance ads: lower quartile in terms of brand recall based on brand lift study*

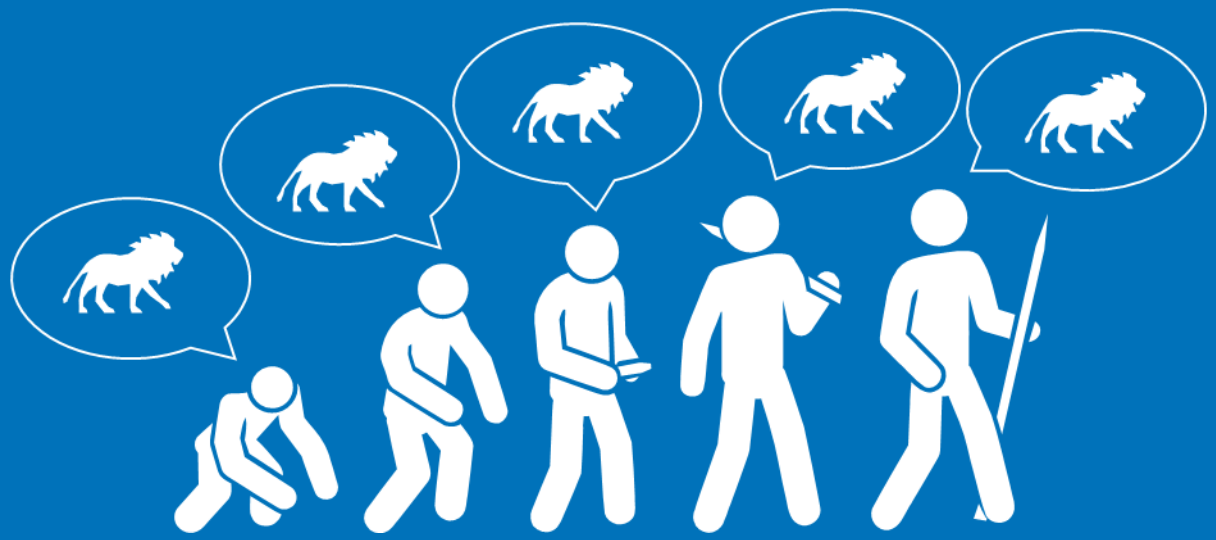

"The Trouble is we think we have time"
Buddha

Do we have a First second strategy?

Learn more www.mmaglobal.com/cognition

Overstimulation

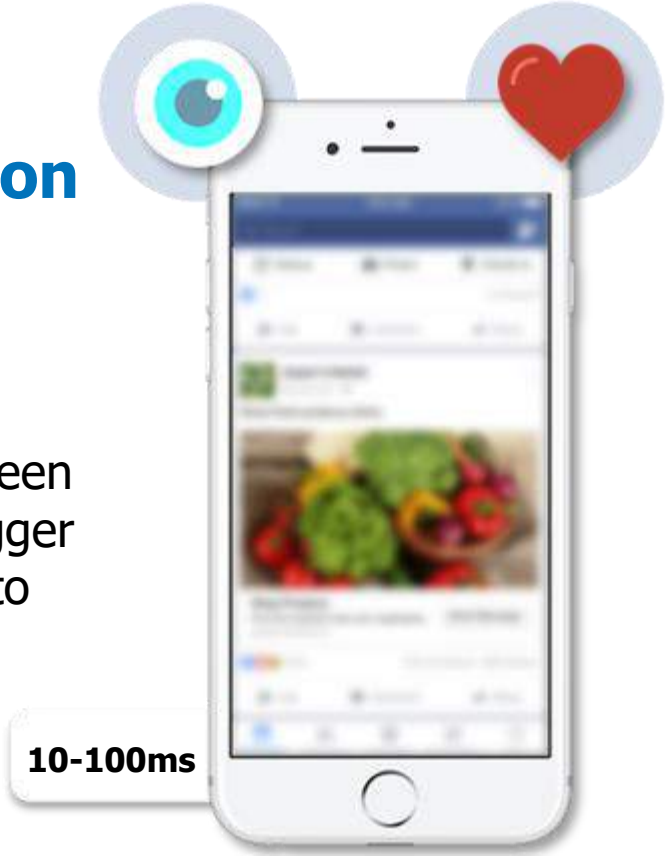
Selective attention



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:

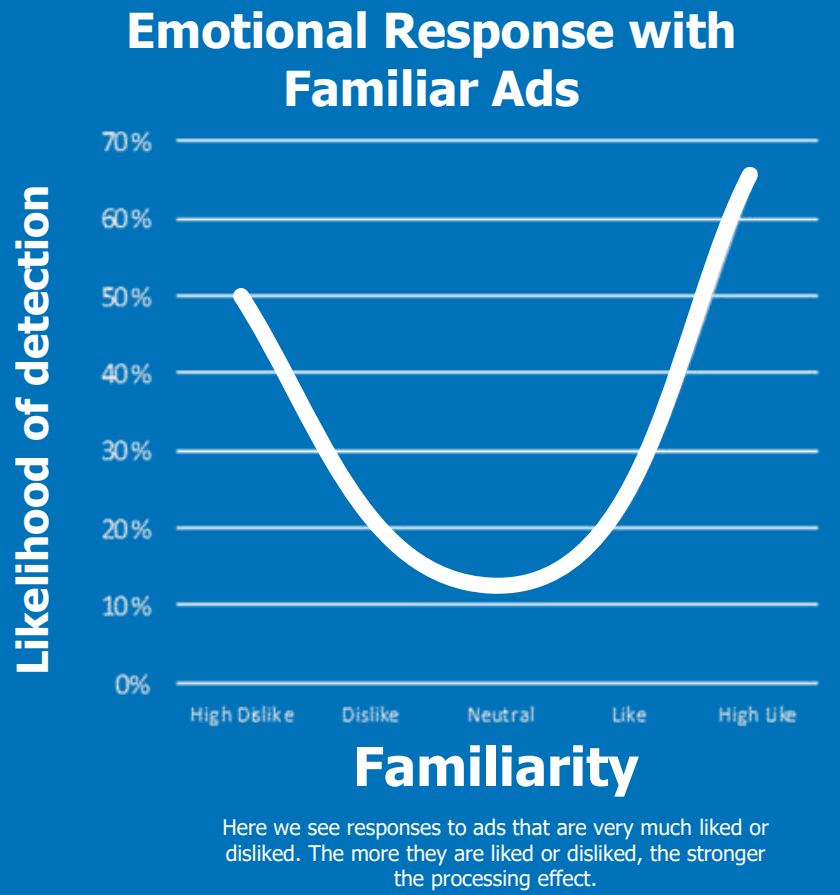
RED
love and passion

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



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.

Visual elements will determine stopping power

min MAX

- Contrast
- Angles
- Color composition
- Picture density

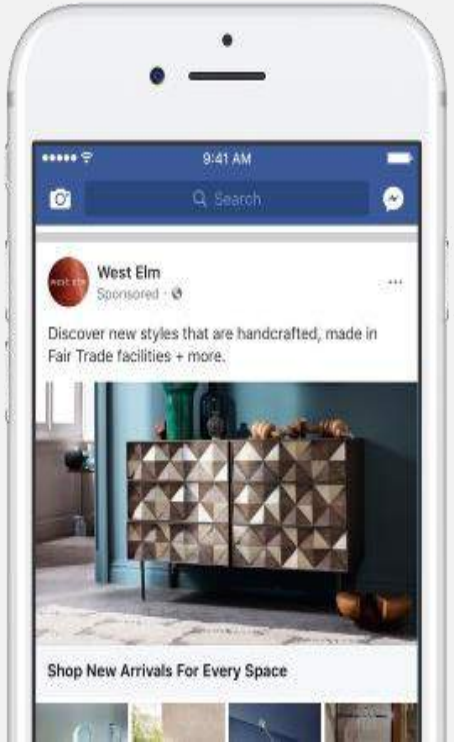
Overall:
MORE contrast and density is better, but there are trade-offs

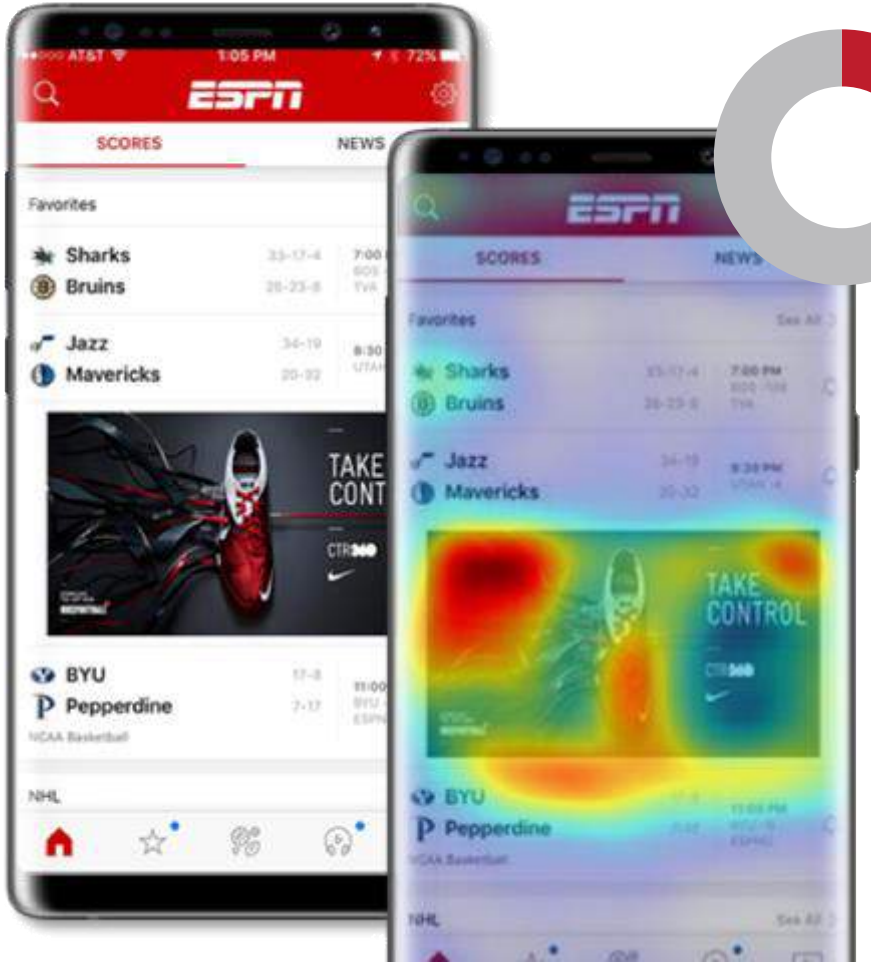
Work with Complexity

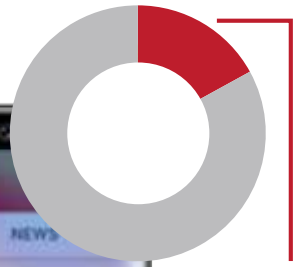
Platform complexity

VS.

Item complexity







Complexity:
LOW
17%

New tools for a Visual Strategy

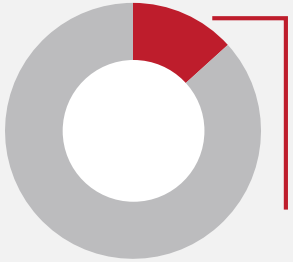
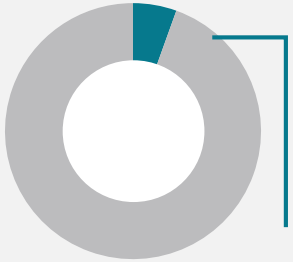


Image Complexity:
LOW
13.28%



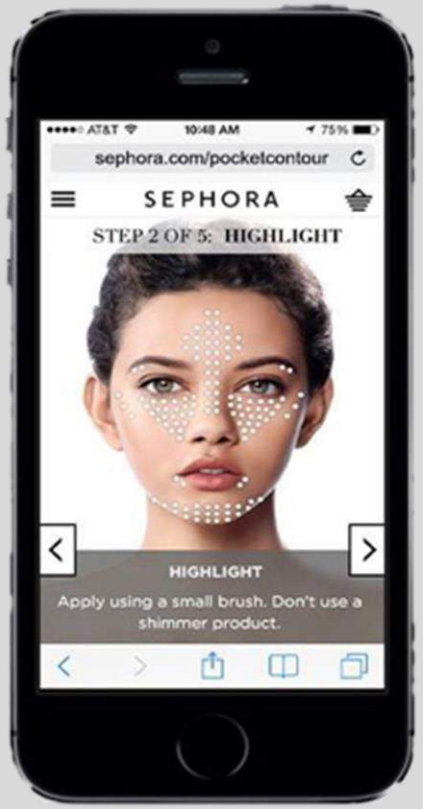
Salience Complexity:
LOW/MEDIUM
5.5%

Motion drives emotion

Attracted more attention

Show people as an attention grabber

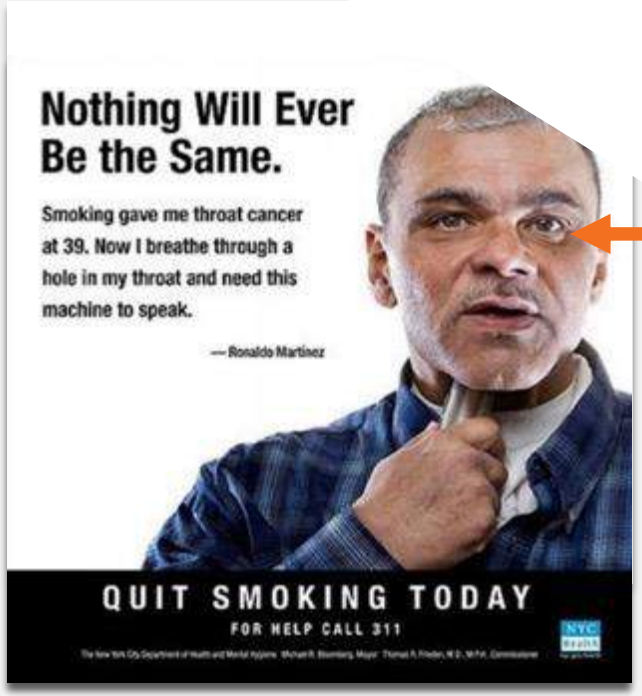
Attracted more attention



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***?

MEDIA

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