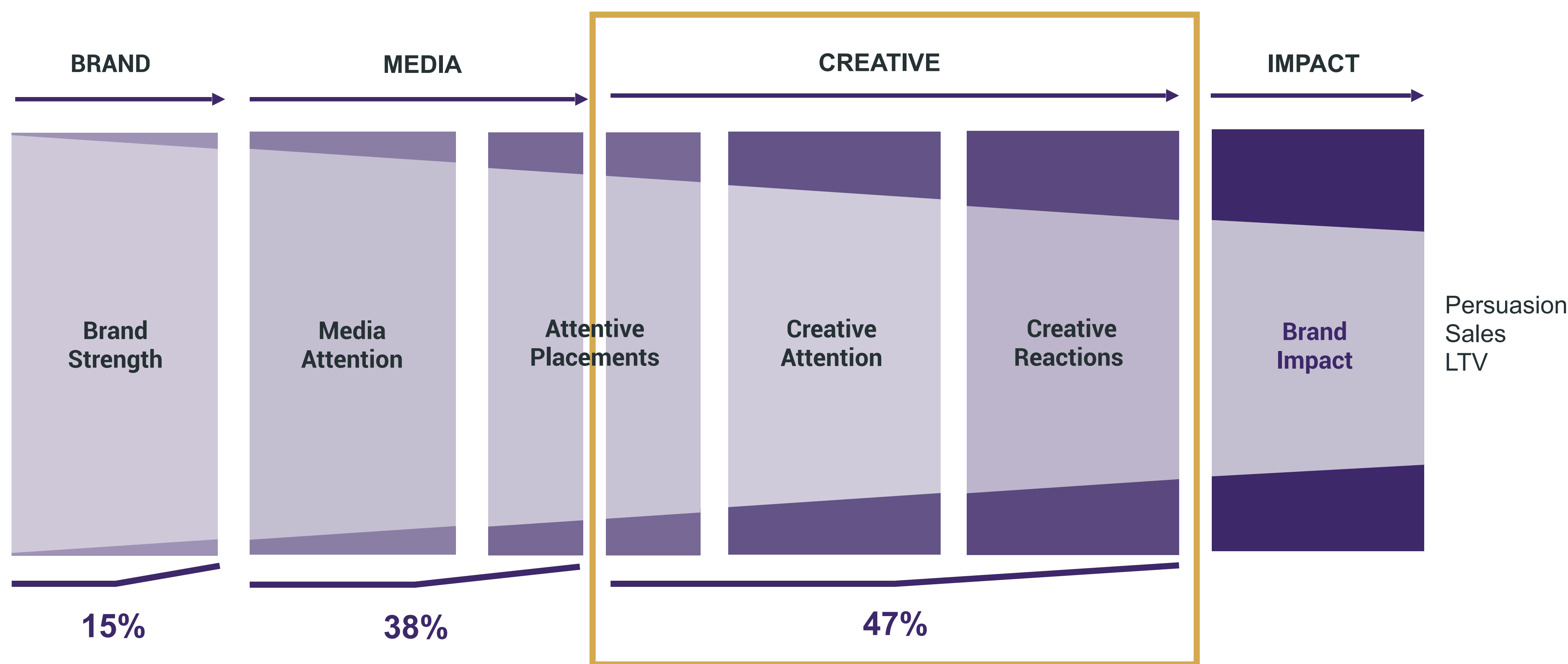


Delivering Competitive Advantage in Creative

How does marketing become effective? With attention.



Main marketer focus that will drive the biggest impact on ad effectiveness. In-lab tests can predict in-market outcomes.



Guest Presenters

Siim Säinas,
Social Measurement & Insights Manager APAC, Google, discussed social ad effectiveness. He shared recent studies demonstrating how delivering on attention, entertainment, message clarity and emotion leads to social ad success.

Johanna Welch,
Global Mars Horizon Comms Lab Senior Manager, Mars, discussed how to build a "culture of attention," and shared some examples of how optimizing to attention in Creative created positive results.

Key Learnings

- **In-flight attention optimization is the next big thing**
- **A high percentage of paid social brand investment is currently ineffective, which attention measurement can solve**
- **AI is showing promise is helping with last-mile creative, but brands don't necessarily trust it yet to handle high-importance (or high-risk) creative**

Questions Explored

- What is the current state of creative attention measurement?
- How are advertisers and agencies identifying practical application across the end-to-end creative process?
- How can attention be a scalable methodology for unlocking creative effectiveness and growth?
- Are silos between creative and media organically forming?

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Creating a Culture of Attention Across Content Lifestyles

Questions you need to ask

1 Pre-Flight

- Is my creative driving attention, emotion, or memory in encoding?
- Is my creative attracting time in view?

2 In-Flight

- Is my creative attracting time in view?
- Does bidding on attention enable more quality placements?

3 Post-Flight

- What is the creative effectiveness (sales lift)?
- What is the ROI of my investment?

**I-COM Attention
Forum Chairs**



Max Kalehoff

Vice President Marketing
& Growth, Realeyes



Phil Jackson

Global Digital Marketing
Effectiveness Innovation
Director, Haleon

Q&A Session with Johanna Welch

Transcript has been edited for clarity

What's the unique role of human data collection in a world of AI? And how do you see them working together?

While AI is part of our toolkit, there's not a lot of comfort in using it to make high-risk decisions for us. We have 15,000 pieces of creative going out into market. Our approach is to pick some tiering related to investment tied to creative and campaigns and look to AI to close the tail and there's a lot of low-hanging fruit where we trust using AI on it right now.

What are some of the attention metrics you're using to validate some of the conclusions from the testing?

Our hierarchy always starts with sales and ROI at the top. Sometimes it's validated through single-source-style testing where we're isolating creative (exposed and non-exposed) and understanding how that drove purchasing in market. Then looking at that relative to pre-flight decisions that were made on it to determine that the validation of this is this working in total.

How can you isolate sales impacts across the diversity of channels and formats?

We do have the ability pre-flight through some of the partnerships and pilots we have with Creative X and Realeyes to look at the performance relative to where that asset is going. Sometimes it can be done at the placement level. When we run our sales lift studies, we often have to isolate anyway. We might have a mix of creatives, but we try to isolate a lead version of a concept or campaign, validate that, and use what we know about that to optimize the rest.