

An Attention Journey



Guest Presenters

Emily Weishaupt

In this meeting, I-COM Attention Forum guest presenter Emily Weishaupt, Communications Insights Manager, North America, Nestlé Purina, joined co-chair Phil Jackson, Global Digital Marketing Effectiveness Innovation Director at Haleon, to discuss the business case for attention measurement.

Key Learnings

- **Results so far indicate that Attention can be a powerful tool for optimizing for quality reach.**
- **Attention levels vary by network, dayparts, programs and position in break.**
- **Attention varies greatly by platform, placements and formats.**
- **Brands should focus investment where higher levels of attention are likely to be achieved.**

Questions Explored

- How do we identify the placements and formats that are most efficient at driving attention?
- What are the key challenges for brands today with respect to advertising?
- Are you prepared to look at the creative dimensions of attention?
- How do you optimize within the environments that behave so differently?

An Attention Journey

The presentation explored three specific topics

1

Quantifying the business impact of investing in attentive media

2

How attention differs depending on multiple variables

3

How brands are focused on incorporating attention into their marketing strategy

I-COM Attention Forum Chairs



Max Kalehoff

Vice President Marketing & Growth, Realeyes



Phil Jackson

Global Digital Marketing Effectiveness Innovation Director, Haleon

Q&A

The following transcript has been edited for clarity

How hard is it to balance the salience brand creative and consistency when considering all the new formats and channels being made available?

Emily Weishaupt: It's difficult, especially considering the new formats and the layer of targeting challenges. We recognize that creative needs to be better; it needs to do the heavy lifting. Now, digital platforms are now very algorithm generated. The algorithms are helping to pick the creative. And when your creative's better, it only makes your media spend more efficient.

Guidance for others looking to make organizational change and getting buy-in for new (attention metrics)

Phil Jackson: Ideally you have a strong leader who is an advocate. But you need to prepare for a massive amount of change management. Acknowledge that you may have told them they should do different recently, but discuss the pace of change in digital marketing and that there is something new that you need to onboard.

How are you positioning attention internally so creative teams can optimize to it?

Emily Weishaupt: If we just assume that one second of attention is table stakes and you can't do much to increase attention given the environment, what is your job to be done in 1 second and that's how we'll measure success. So just make sure the brand and key message is in one second. Assume sound off, extremely tiny on a mobile device and are scrolling quickly. We ask our creative teams to review in environment before delivering. We're trying to optimize the asset per the metrics.