



**Moments That Matter**



# Modern marketing paradoxes

- We are vastly more information **wealthy** but far more attention **poor** than ever
- There's **infinite inventory**, but **finite human** memory and attention
- Exceptional **targeting efficiencies** can mean more potential to really annoy
- **Oceans of data** don't mean oceans of understanding
- There's more to measure but **less standardisation of measurement**



**We live in the Age of Acceleration**



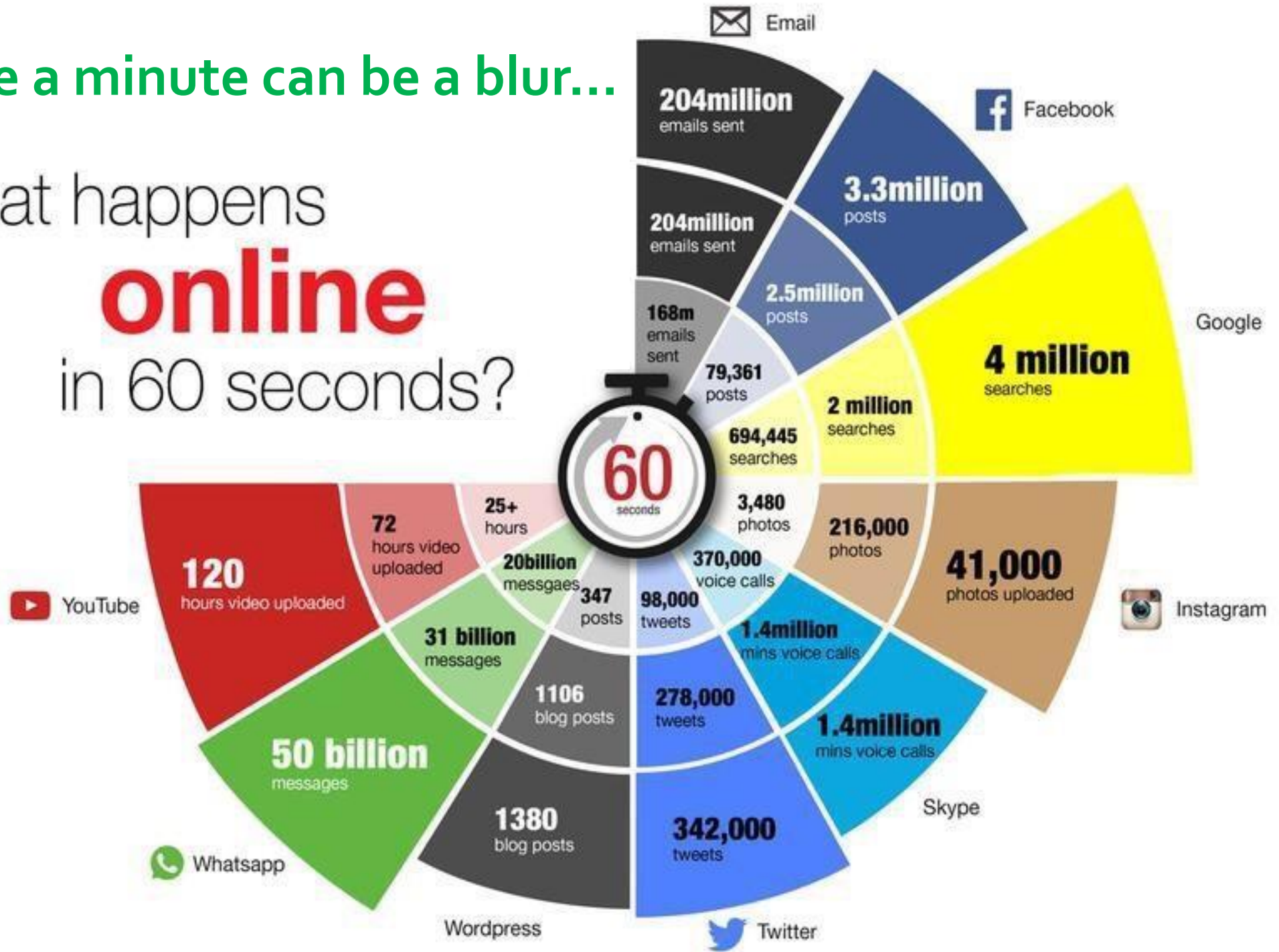




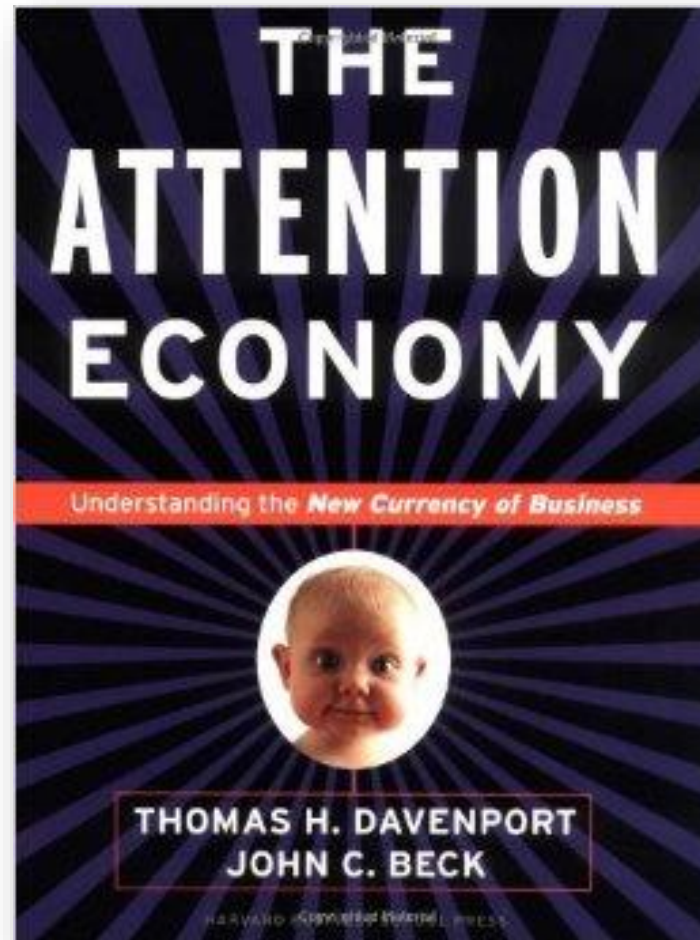
**Where watching video can be unhealthy!**

# Where a minute can be a blur...

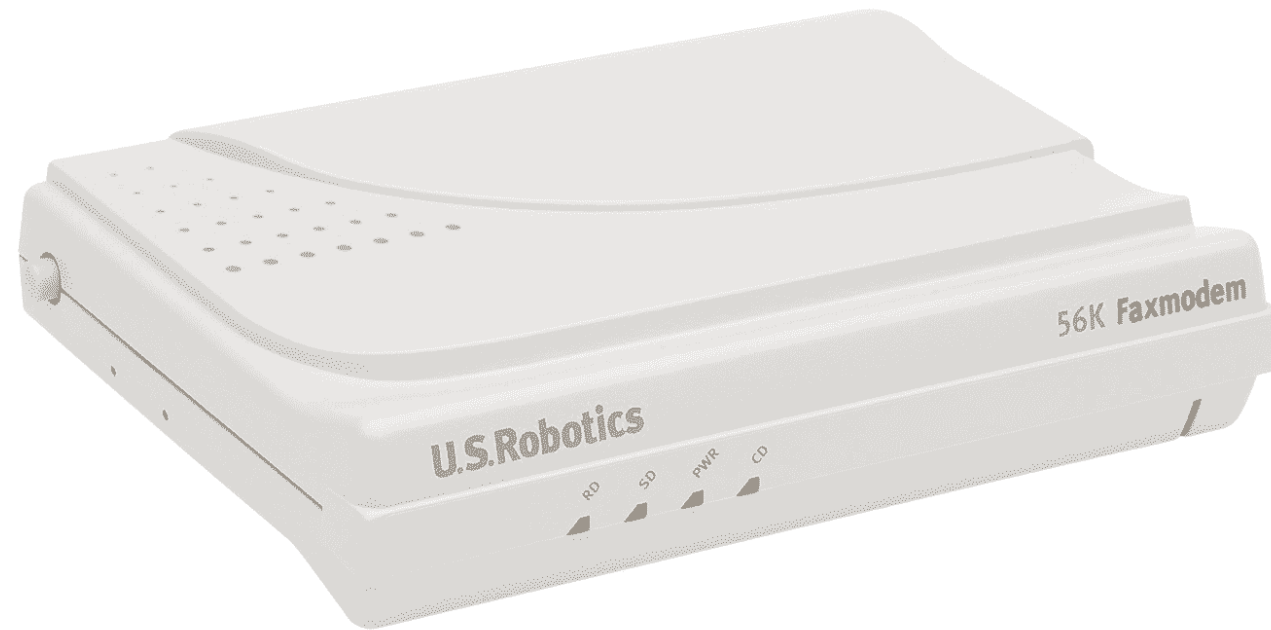
What happens  
**online**  
in 60 seconds?



And we've been fighting a losing battle for consumers' attention since 2001 and before



# When this was how we got on to the internet



**And our lives weren't as crowded with stuff....**







## So here's the rub...

- While the internet is very good at grabbing our attention it's also very good at scattering it into little pieces
- As a business we don't always help by bombarding consumers with ads and content
- So advertising receptivity is falling – TGI
- Consumers wouldn't care if 74% of brands were to disappear in the morning  
(Havas Return on Meaning)



# We need to think differently about understanding and engaging with consumers

ATTENTION



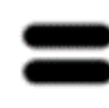
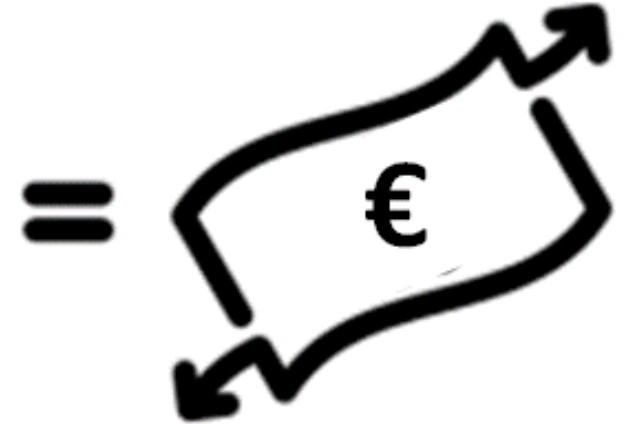
EMOTION



MEMORY



BEHAVIOUR



# Still understand Moments of Opportunity on the buying journey

The logo for Procter & Gamble, featuring the letters 'P&G' in a bold, blue, serif font.

AG Lafley's "first moment of truth"

The logo for Google, featuring the word 'Google' in its multi-colored sans-serif font.

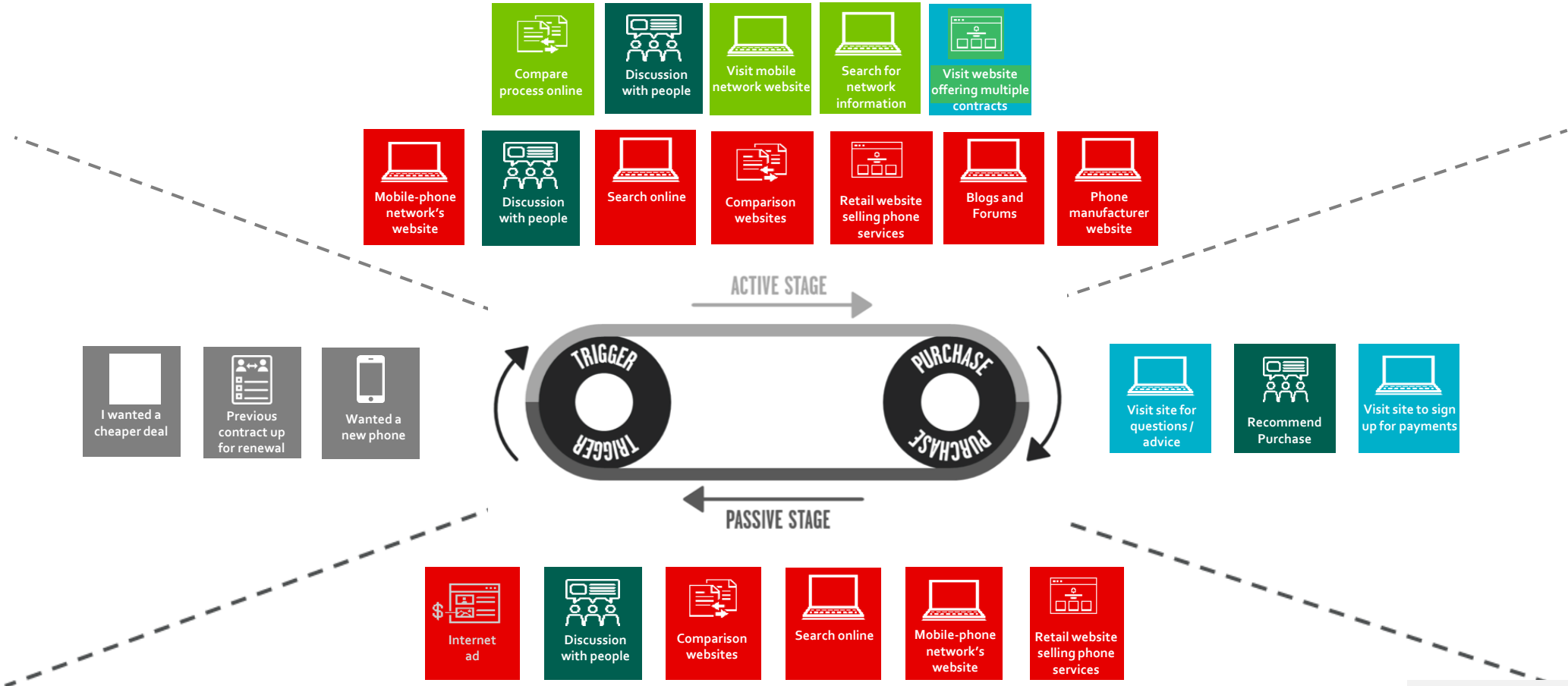
'Zero Moment of Truth' to 'Micro-moment'

The logo for Amazon, featuring the word 'amazon' in a bold, black, sans-serif font with a curved orange arrow underneath.

1/10 second load time delay = 1% loss of business



# Understanding Moments of Opportunity on the buying journey



- Digital Touchpoints
- Digital Actions
- Conversation
- 

Source: MEC Momentum

**BUT**

## Don't...

- Overload the consumer
- Or get caught up in the shouting louder game
- Or waste the precious resource of consumer attention/receptivity
- Or start encouraging ad-blocking

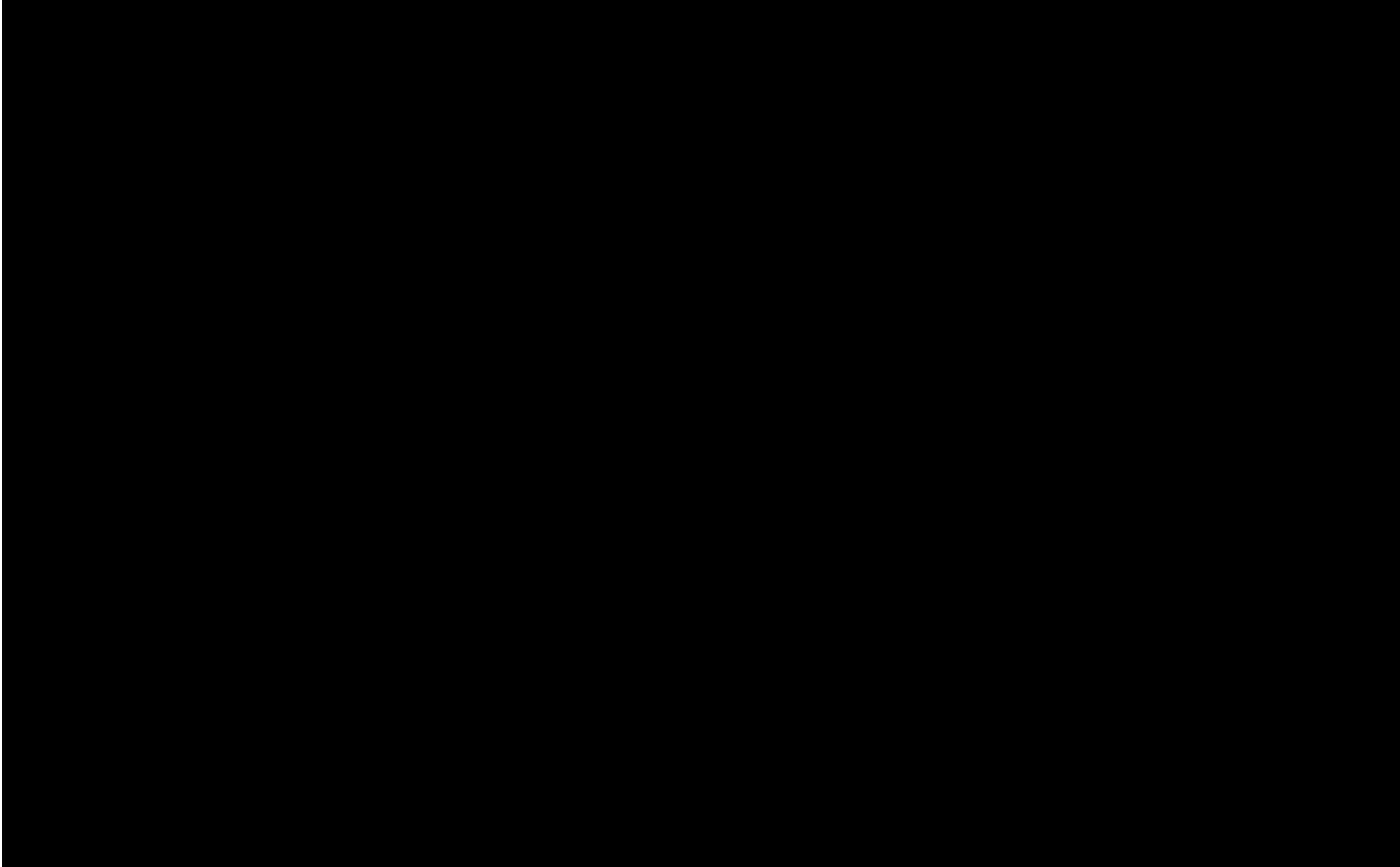
## Understand that...

- In the age of data and boundless speed there's no longer a 'single version of the truth', and fewer standards
- We need to find innovative new ways to manage campaigns and generate insights
- We really to think and fight hard to get consumer attention





**ATTENTION**

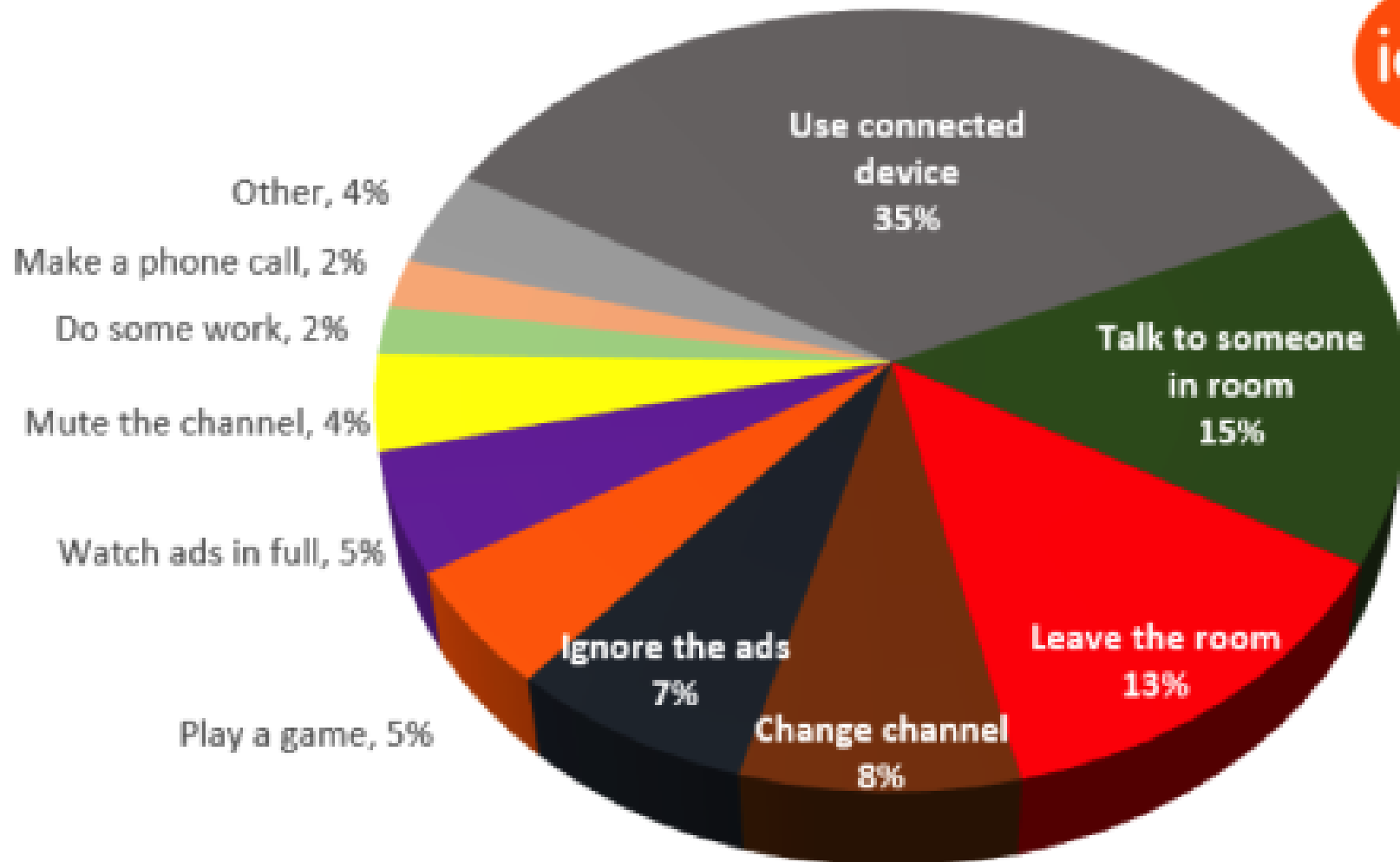


# Real\_Living Study



- Shines a light on, and measures, what's going on in the living room
- People are not saving up their device content for the commercial break – they are turning their attention to the most interesting/demanding /engrossing source available in the moment.
- The term 'second screen' is no longer much use. 'Switch screening' is a better description
- Thinking about media consumption in terms of uninterrupted 'sessions' appears to be increasingly misleading as compelling content, filtered for our individual interests, continuously captures our attention.

## Most frequent activity during TV ad breaks



*Q: Among your various ad break activities, which ONE do you do most often?*

Source: IAB Real\_Living Report, February 2016





# Real\_Living Study Implications



- Need to take a holistic view across all screen experiences.
- Different screens elicit different brain states - campaigns that fine-tune messages to the role of each screen stand to gain advantage
- There's benefit to big picture view
- Creating links between screen messages works best for everyone





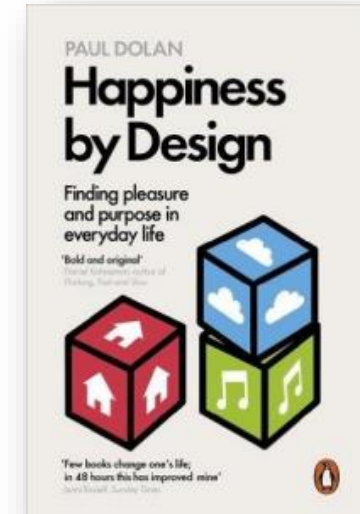
♡ EMOTION



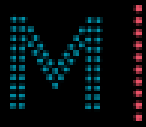
# Finding a role for happiness in advertising



PAUL DOLAN,  
PROFESSOR OF BEHAVIOURAL  
SCIENCE, LSE



Finding a balance between Pleasure and Purpose



# Magnetic Media - Measuring what goes on in the moment



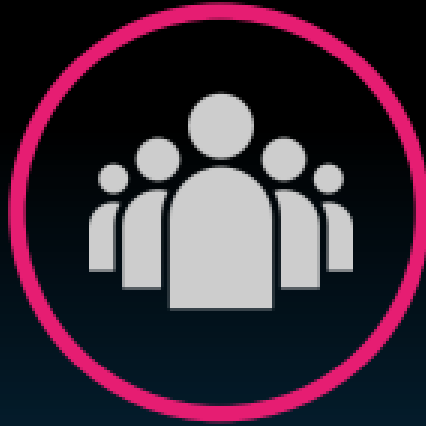
REWARD



USING TIME



SHARING



CONNECTING

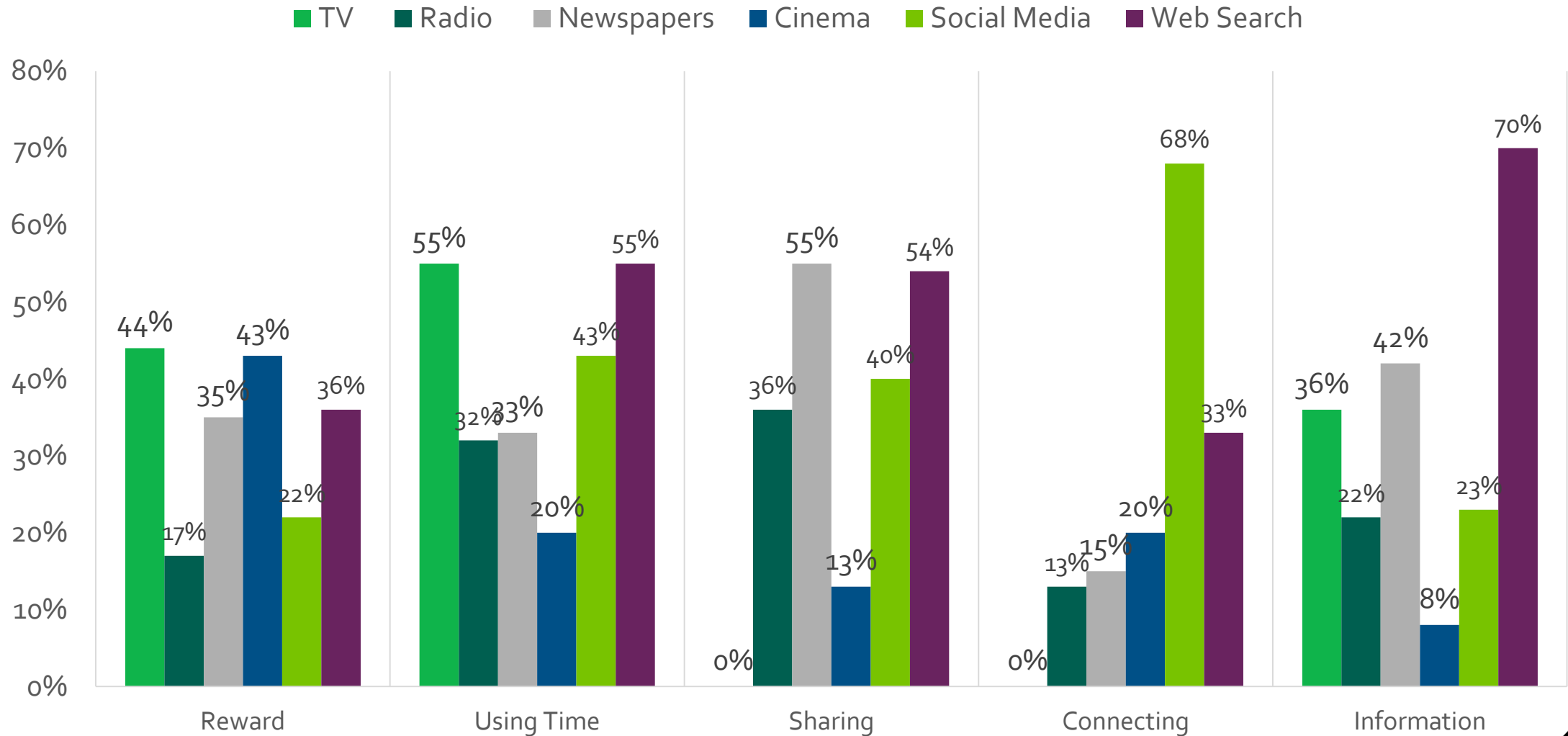


INFORMATION

PLEASURE

PURPOSE

# Measuring media by type of moment



Source: Magnetic Media UK -2016





 **MEMORY**

# Being consistent and responsible

- Need to be respectful and holistic in our treatment of the consumer
  - change the language
  - out-engage vs out-shout
  - exploit media mix better
  - deliver better ad experiences
  - be responsible with native content
  - make targeting engaging not threatening (serve don't stalk)
  - balanced scorecard to include emotions.
  - think share-of-heart





**WAVEMAKER** | 

**Bring all the elements together  
in great campaign moments**





- flawed?
- flawless?

Does beauty mean looking like everyone else?



- fat?
- fit?

Does true beauty only

