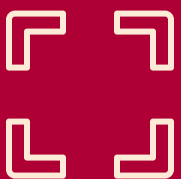


ATTENTION. AND HOW TO CAPTURE IT.

Industry-leading research has examined factors such as brand recall, purchase intent and attention levels in premium and standard print and digital advertising formats.

There are two key factors for getting someone to take notice of your ad. **Attention** and **working memory**. Both play a key role in the absorption of new information. Attention allows information to be taken in and working memory helps the brain make sense of it.

Why attention matters



AD FORMAT SIZE MATTERS

The larger the ad format, the more attention it is likely to generate



ATTENTION DRIVES BRAND CHOICE

The longer an ad is viewed, the greater the impact on brand choice



THE VALUE OF SLOW CONTENT

Slower scrolling speeds on articles lead to greater attention on advertising



ATTENTION DRIVES RECALL

The longer an ad is viewed, the more likely it is to be remembered



VOLUNTARY ATTENTION IS MORE IMPACTFUL

Choosing to watch an ad has greater effect on recall and brand choice uplift



PRINT PRODUCES QUALITY ATTENTION

Print advertising is more efficient at generating recall

Context matters. Being in a premium content environment (such as a **magazine site** or **quality news brand**) is the single biggest driver of ad attention online.*

+5%

Uplift in **Brand purchase intent** in Premium v Standard placement

+12%

Uplift in **Brand consideration** in Premium v Standard placement

% UPLIFT IN PREMIUM FORMATS ON NATIVE VS NON-NATIVE ARTICLES

+61%

Prompted Recall

+6%

Consideration

+11%

Purchase Intent

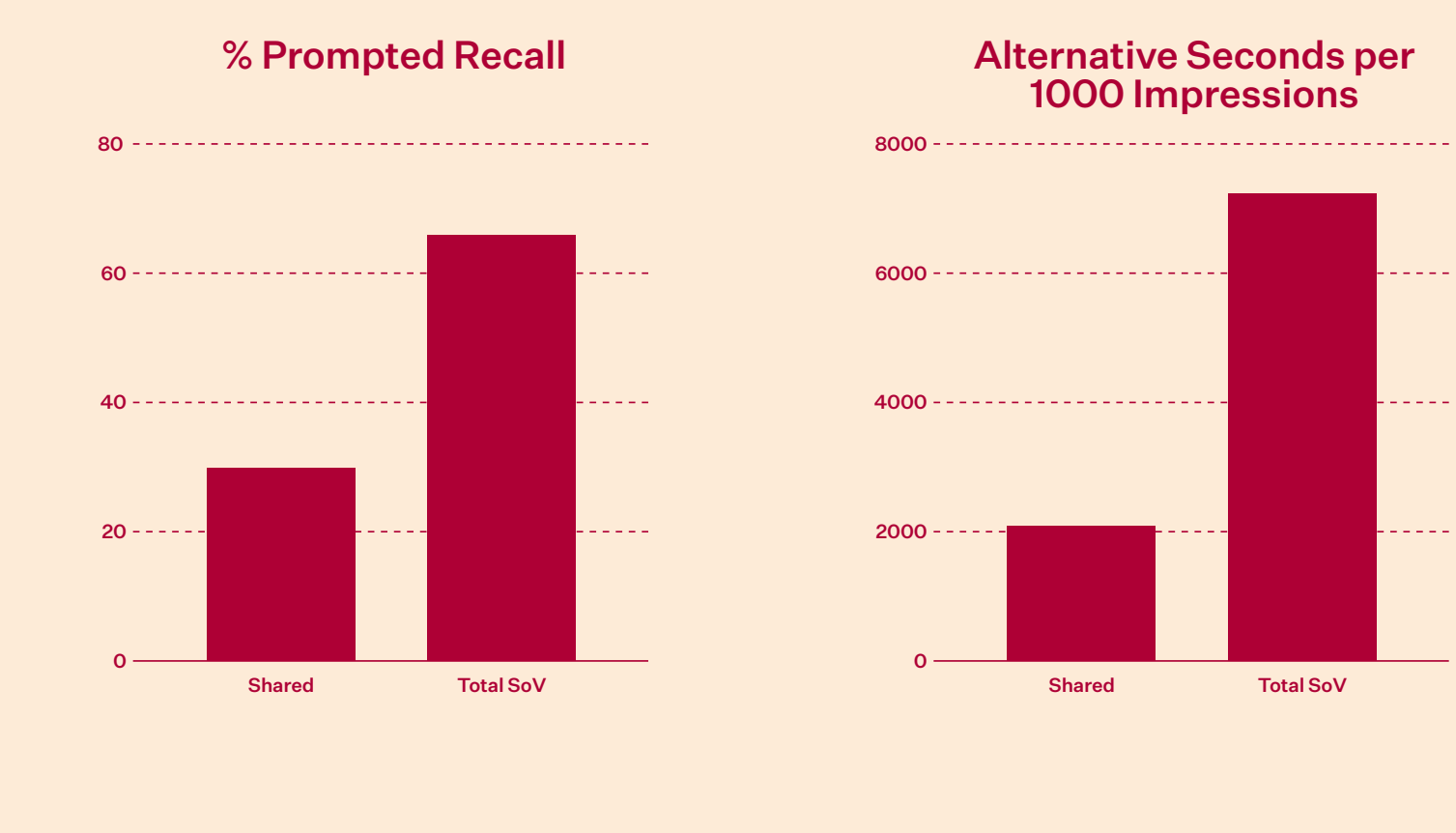
THE ATTENTION FUNNEL		
	Standard Formats	Premium Formats
Viewable to	70%	88%
Eyes-on dwell time	1.75	7.05
Recall	17%	32%

Magazines also perform strongly when it comes to attention – more people say they pay attention to advertising in magazines than any other environment, in print or online.**

Source: Centre for Attention - Digital <https://www.mailmetromedia.co.uk/centre-for-attention/>
* <https://www.warc.com/content/article/warc-exclusive/relevance-matters/135646>
** <https://www.warc.com/content/article/bestprac/what-we-know-about-attention/135189>

Invest in total share of voice

Total share of voice on a page can help boost attention, recall and intent. When brands have total share of voice on a page, attention is three times higher and brand metrics significantly improve.



The more ads, the better

Using two ads instead of one on a page can more than double attention and spontaneous brand recall. This effect keeps building with more ads and can start to significantly shift purchase intent with three or four ads on a page. Consideration is highest (41%) when there are 3 ads on the page.

