



# People Watch

LOOK AT ME NOW

MARCH 2017

ADSHL



Did you know our average  
attention span today is shorter  
than that of a goldfish?

8 secs

that is the totality of our average attention span,  
4 seconds less than in 2000.

(FYI... the average attention span of a goldfish is 9 sec).

Microsoft, January 2016

People Watch



# ATTENTION!

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**77% of 18-24 year olds 'reach for their phones first, when nothing is occupying their attention'. A stark contrast to the only 10% of over 65's who agreed.**

Technology and endless connectivity has created heightened consumer expectations and forever altered attention spans.

**Brands now have even less time to capture and engage consumers in the digital age.**

This has a significant impact on how brands engage with audiences.

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A woman with dark, wavy hair and black-rimmed glasses is looking upwards with a questioning expression. A grey sticky note with a black question mark is stuck to her forehead. The background is a dark, textured grey.

# Why

is it so hard to capture consumer  
attention today?

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# CONSUMERS EXPECT MORE RIGHT NOW

**78% of people who complain to a brand via Twitter expect a response within an hour.**

The digital revolution created efficiency and in turn heightened consumer expectations of brands. Consumers have come to expect the **conveniences** and **levels of service** afforded by a digital age.

**85% of consumers say they want to be able to tweet or real-time chat with representatives.**

Whether it's laundry, sushi, a taxi or a response we want it now. And why shouldn't we? There's always an app for that.

What's next, Robots ;-)

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# CASE STUDY: CAFÉ KIOSK FEATURES ROBOT BARISTA

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Opened in January 2017, Café X is a coffee kiosk with a robotic barista. The Mitsubishi robot was created by a Hong Kong-based entrepreneur and appears in two stations – one in Hong Kong and one in San Francisco. Customers can order a USD 2.25 coffee either via the dedicated mobile app or in-person using the kiosk's touchscreen. Patrons receive a notification with the estimated wait time, plus a second alert when the coffee is ready, however human specialists are also on-site.



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# BREAK IT DOWN

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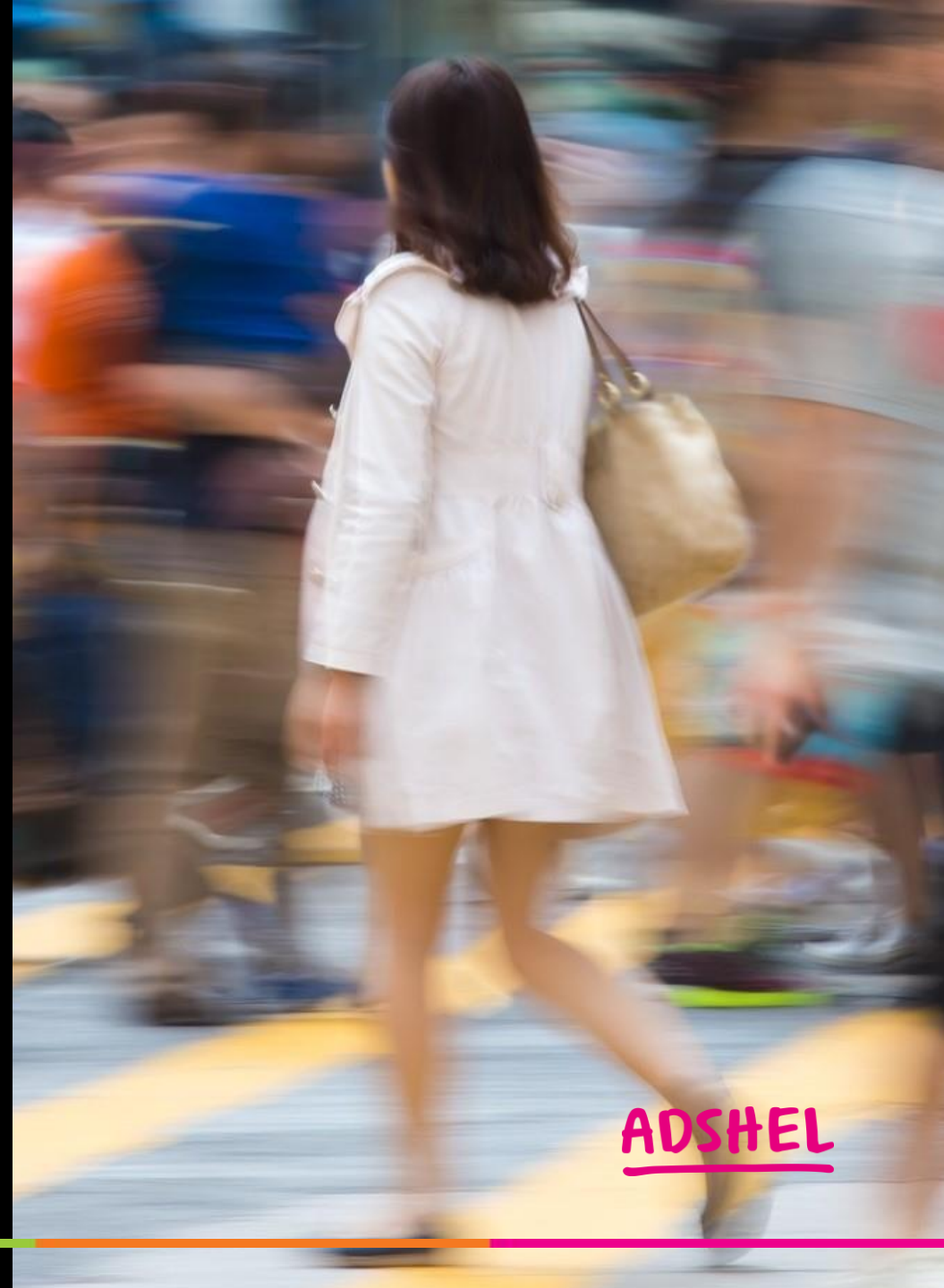
Consumers are busy.

**28% of consumers are always or usually in a hurry while making a purchase on their smartphones.**

Consumers respond to short, sharp, temporary content. Platforms such as Periscope and Snapchat have enabled consumers to weave the real and digital worlds together. This has led to the expectation and drive for bite size interactions across all industries that fit in with their busy lifestyles.

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# CASE STUDY: SPORTS BRAND UNVEILS ROLE-PLAYING GAME FOR SNAPCHAT

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In September 2016, Under Armour unveiled a role-playing game for Snapchat users. Entitled It Comes From Below, the game featured football player Cam Newton, with gamers dodging obstacles as they run around a dark forest – entering a world similar to the one shown in the US-based sportswear brand's TV ad. It Comes From Below was live for six weeks, and shown to Snapchat users browsing sports-centric channels.



Link: <https://www.youtube.com/watch?v=qlWydIDrK00>

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# ATTENTION DEFICIT SOCIETY

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Consumers have become accustomed to having information and services at their fingertips. Many consumers are now skeptical of Marketing campaigns are and therefore becoming harder to engage.

Brands can attract challenge the distracted by taking them **PRISONER**. Unlock content only when consumers are active participants in the content and completely engaged.

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# CASE STUDY: MUSIC VIDEO DEMANDS VIEWER'S UNDIVIDED ATTENTION

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October 2015 saw Usher unveil Don't Look Away: an interactive video experience that accompanied the launch of the artist's single Chains. Utilizing facial recognition, the video will only play when it detects that viewer is looking at their screen and giving the content their full attention. Focusing on racial injustice, the video includes stills of unarmed victims (including Trayvon Martin, Rekia Boyd and Caesar Cruz) alongside a brief summary of the circumstances surrounding each death. Don't Look Away was released exclusively on US-based music-streaming platform Tidal.

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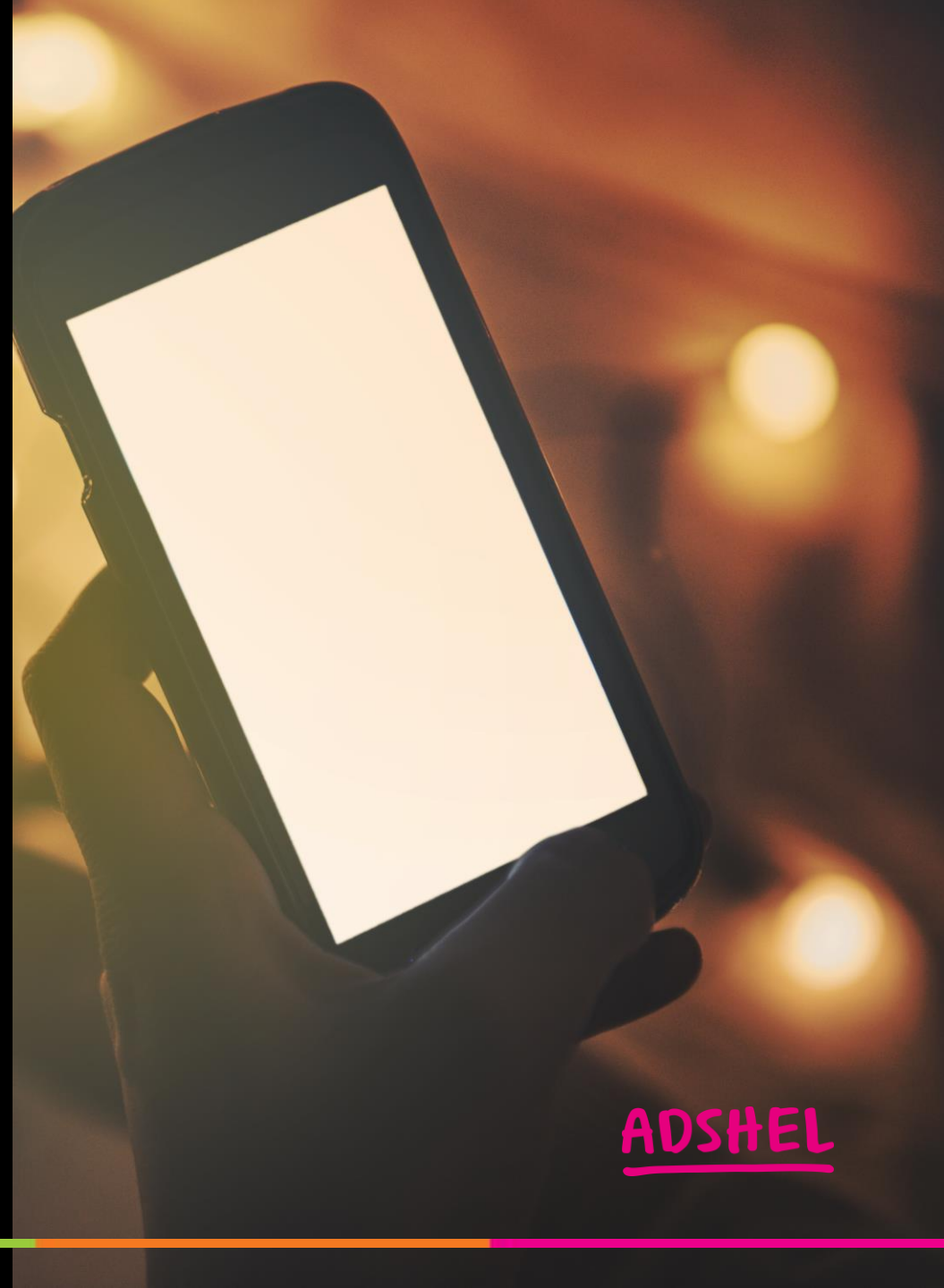
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**66% of consumers now prefer to reach, or be reached, by brands through messaging apps.**

Always-on consumers expect digital content to be woven into their real-world experience and interactions with brands. The lines between the 'real' world and online continue to blur and consumers are comfortable moving between physical and digital spaces'. Remember Pokémon Go?

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# CASE STUDY: DEPARTMENT STORE CHALLENGES SHOPPERS TO FIND HIDDEN SNAPCHAT FILTERS

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Bloomingdale's has unveiled a campaign giving people a chance to win exclusive prizes by using Snapchat filters which can only be found in-store. The department store chain created hundreds of hidden Snapchat filters at branches around the US, inviting shoppers to explore stores to find and use these as part of a digital scavenger hunt. Customers could enter the competition by taking photos or clips using the secret Snapchat filters and sending Bloomingdale's a direct message with their image or video. Prizes included concert and fashion show tickets, as well as Bloomingdale's gift cards.

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# NOW I'M ENGAGED

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## How can you engage consumers and keep their attention?

Their time is precious, make sure consumers can extract maximum value from every second.

Be **clear, personal, relevant** and (quickly) get to the point.

Defy expectations, **leverage rich media and movement** to grab attention.

Deliver immersive and engaging experiences **across multiple media platforms**.

Add **surprise and urgency**. Anything temporary will delight and engage consumers. Or just take them **prisoner!**

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# PREPARE FOR THE NEXT GENERATION

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## What can we learn from Gen Z?

One of the trickiest generations to engage. They are highly discriminating and more averse to advertising in general. In the online space Gen Z are significantly more likely to skip ads, suggesting they have a lower threshold for boredom. They are also more turned off by invasive, interruptive online and mobile formats.

Surprisingly, like other generations, Gen Z have a strong preference for ads in traditional media over digital ads. In a recent study, participants in China reported that outdoor ads can be “relaxing”.

So how can you engage the illusive Gen Z? Don't be obtrusive, fit into their lifestyles and give them entertainment. Have fun! Gen Z particularly value humour, music, design and celebrities in advertising.

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### Fashionista

**Renee, 28, Albert Park, Melbourne**  
**Travels by train and tram**

“I don't even have a TV and I find digital advertising a real turn-off. The ads I see when I am out and about are really the only way I learn about new things”

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# SUMMARY

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While digital lifestyles affect the ability to remain focused for extended periods of time and the younger generations becoming more discriminating of advertising messages what will the brands of the future do:

- Engage and entertain.
- Connect with consumers in their real and online worlds.
- There must be value in every moment.
- Fit in with their interests, personalities and lifestyles seamlessly across both digital and real worlds.
- You only have 8 seconds, make it count.

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# Thank you

For more information on attention,  
contact us today

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