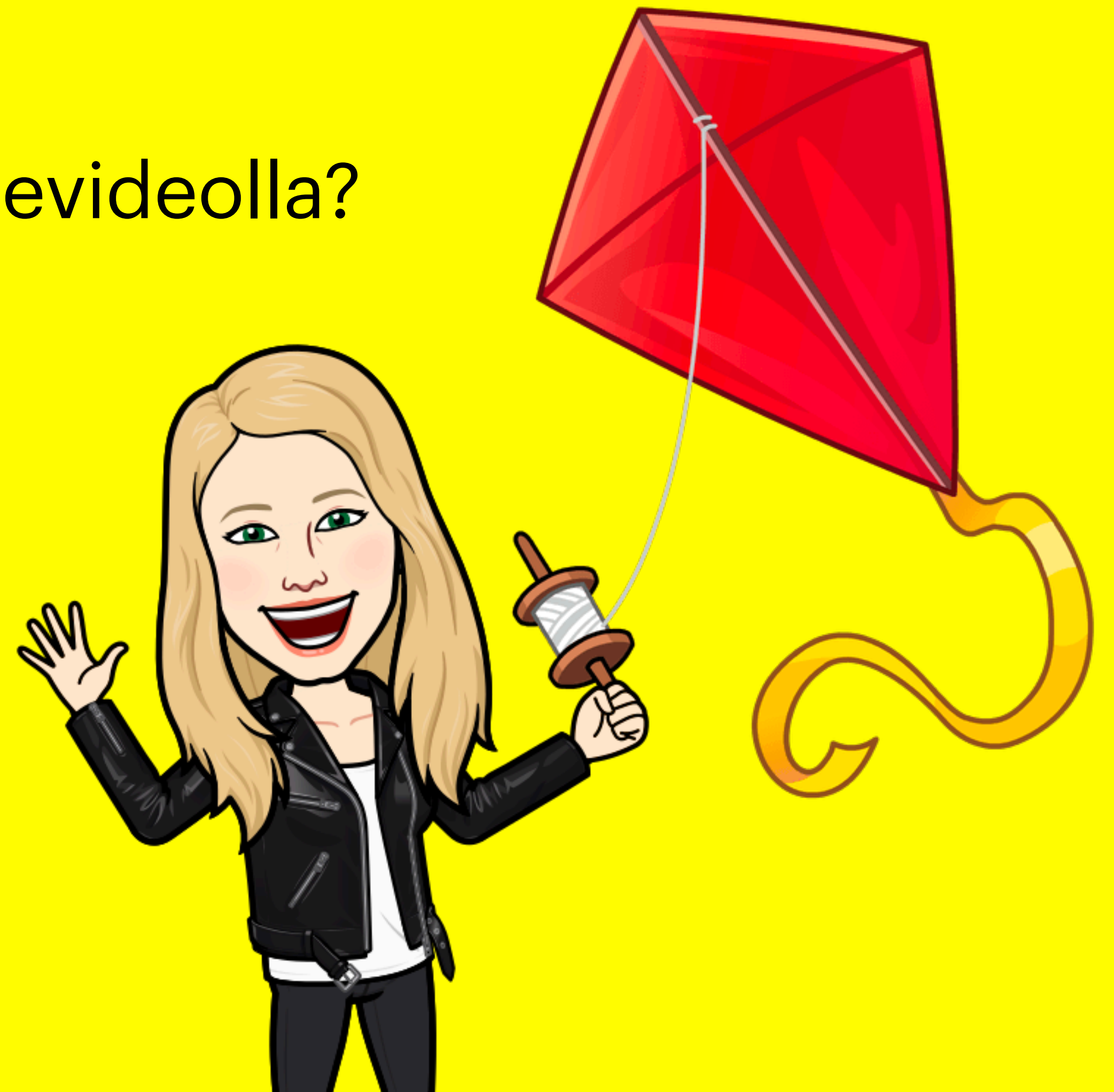




# Attention Please

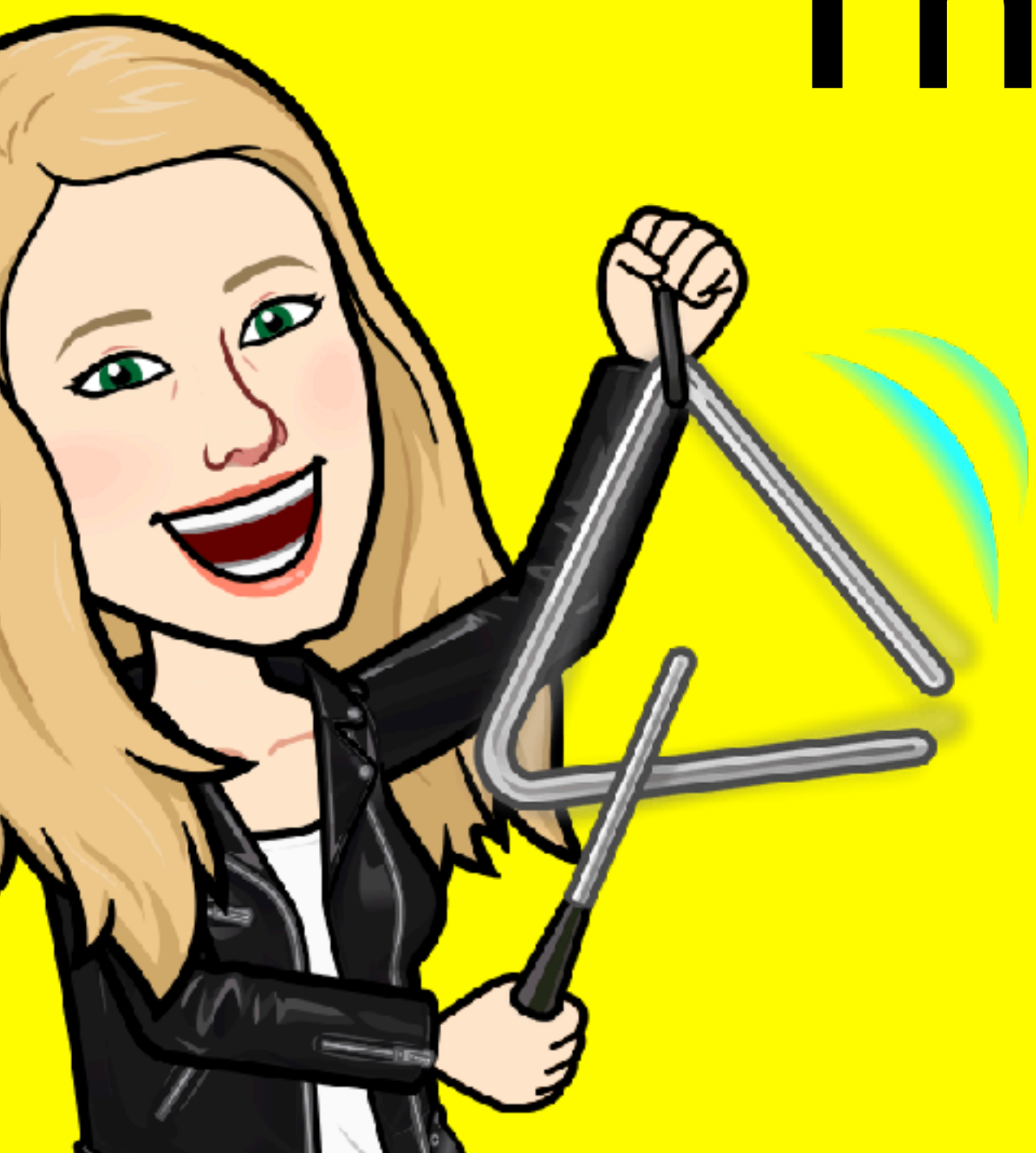
Miten herätät kuluttajan huomion somevideolla?



Riina Ahonen - Snapchat Lead



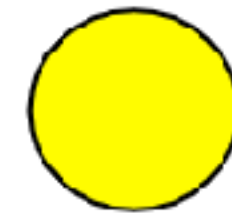
# The Attention Economy



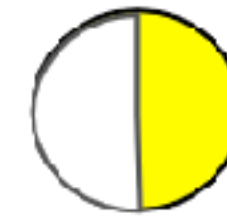


# What is Attention?

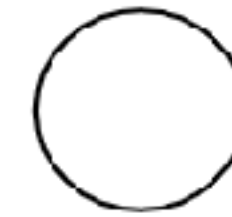
Attention is the **measure of human eyes on screen**, or eye gaze, often using some form of eye-tracking software/hardware, to assess whether an advertisement is seen.



**ACTIVE  
ATTENTION**



**PASSIVE  
ATTENTION**



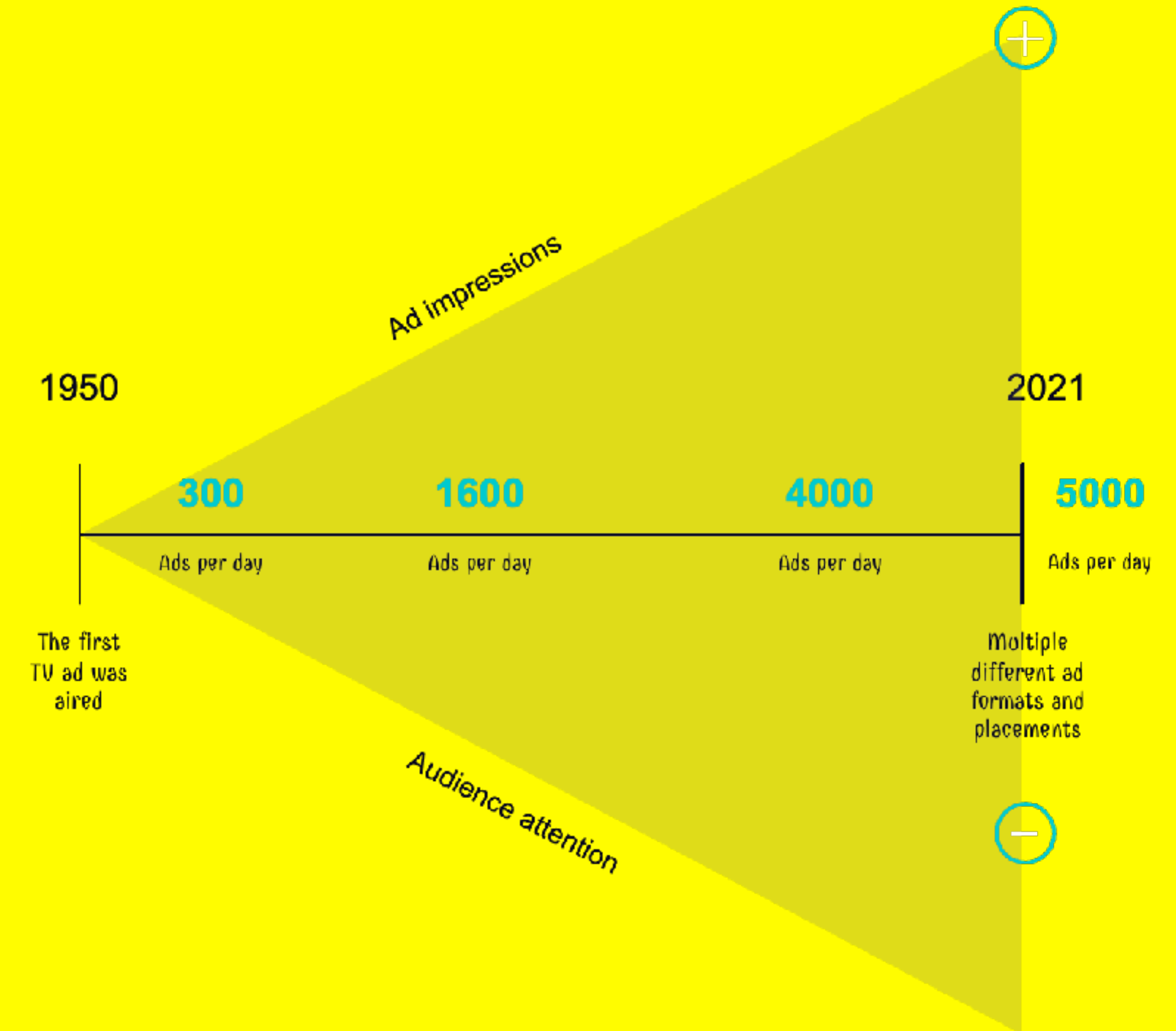
**NON  
ATTENTION**



# Impressions are in abundance but 'attention' is finite and scarce

From equalizing all opportunities to see....

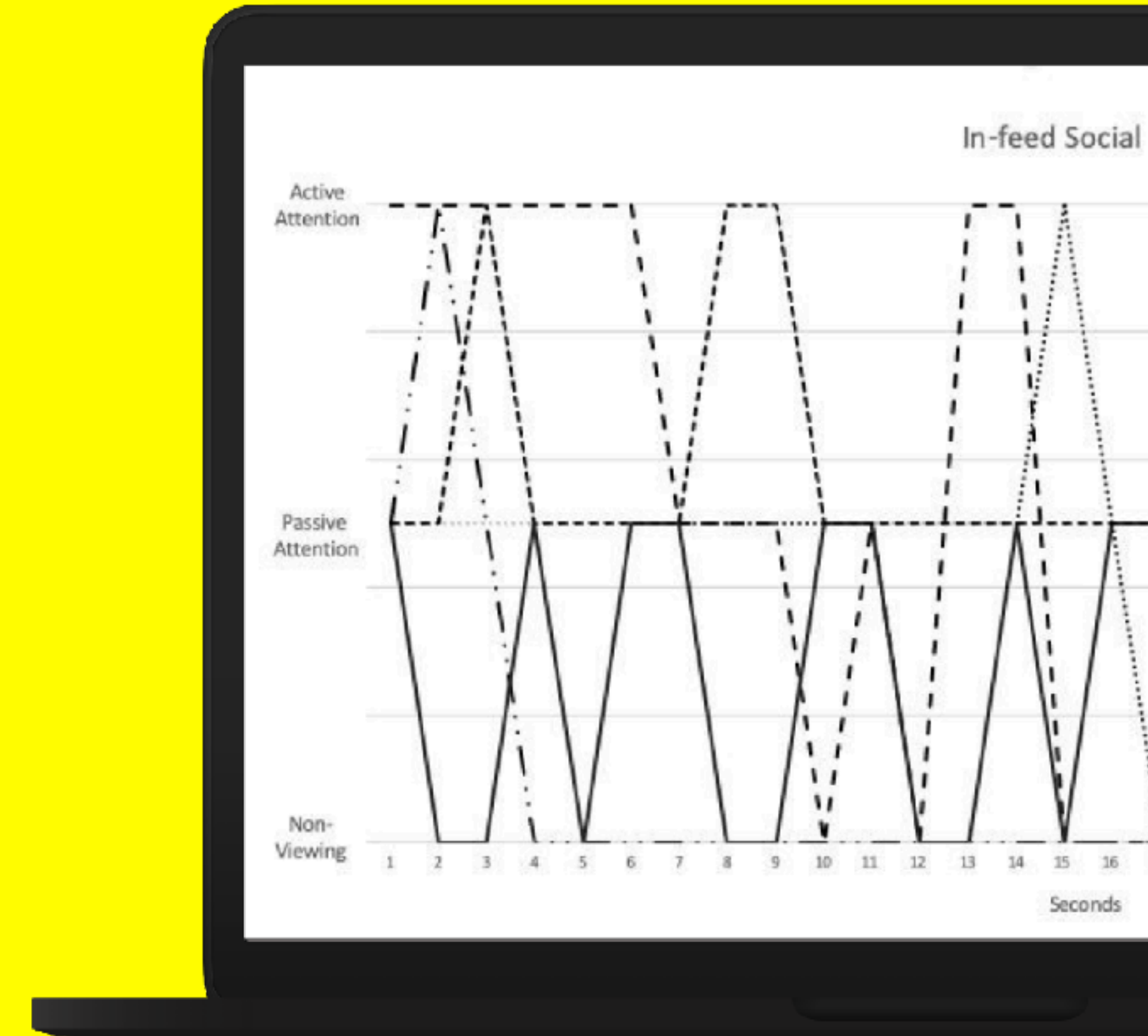
...to understanding the genuine opportunity to communicate





# Attention is not consistent

We switch in and out of active, passive and non-attention across the entire course of an ad's 'time-in-view'.





**Reason #1**

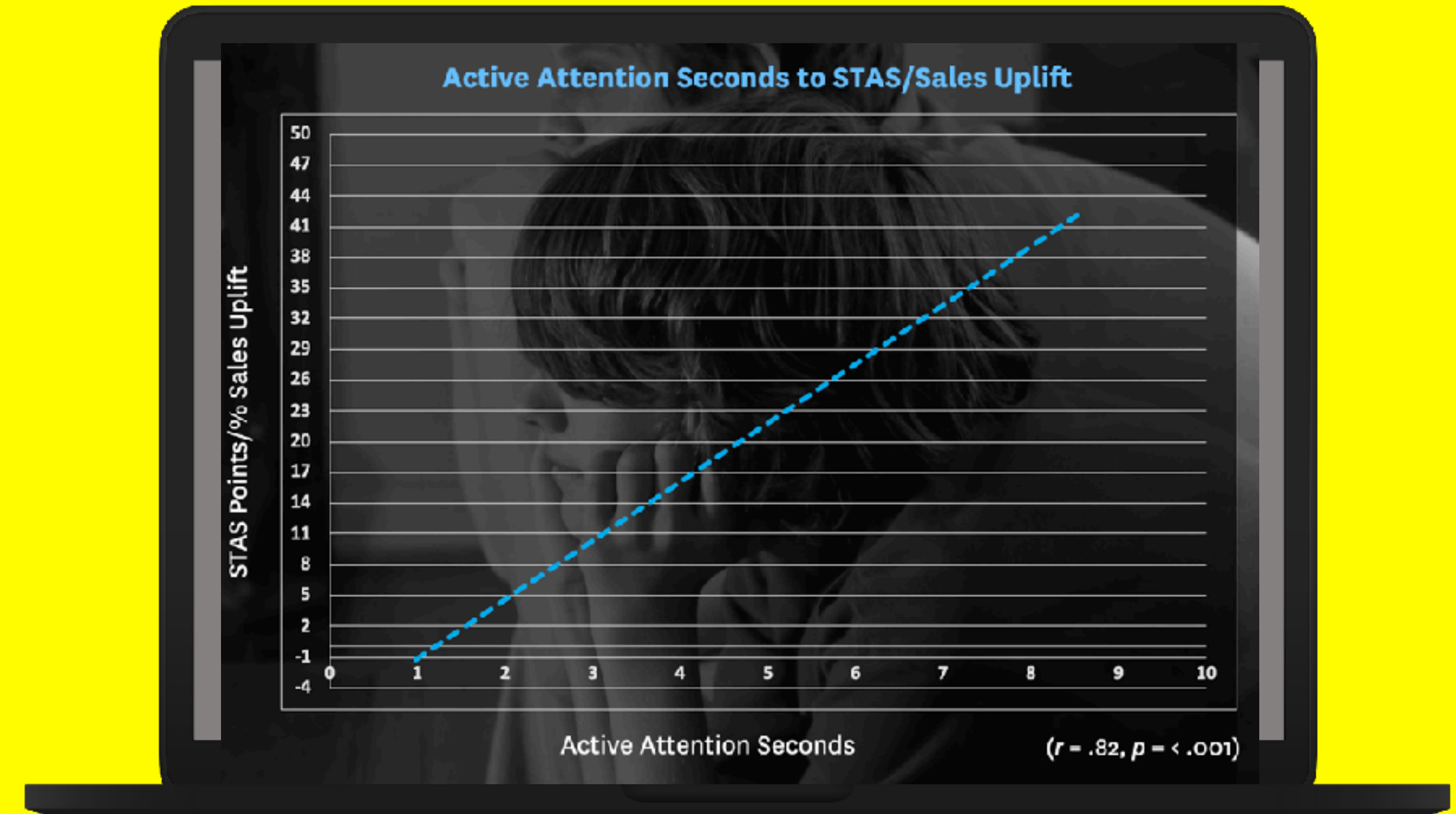
**Viewability is  
outdated and doesn't  
stand the test of time**





Reason #2

Attention drives  
outcomes





**Reason #3**

**It's a measure of  
advertising quality**

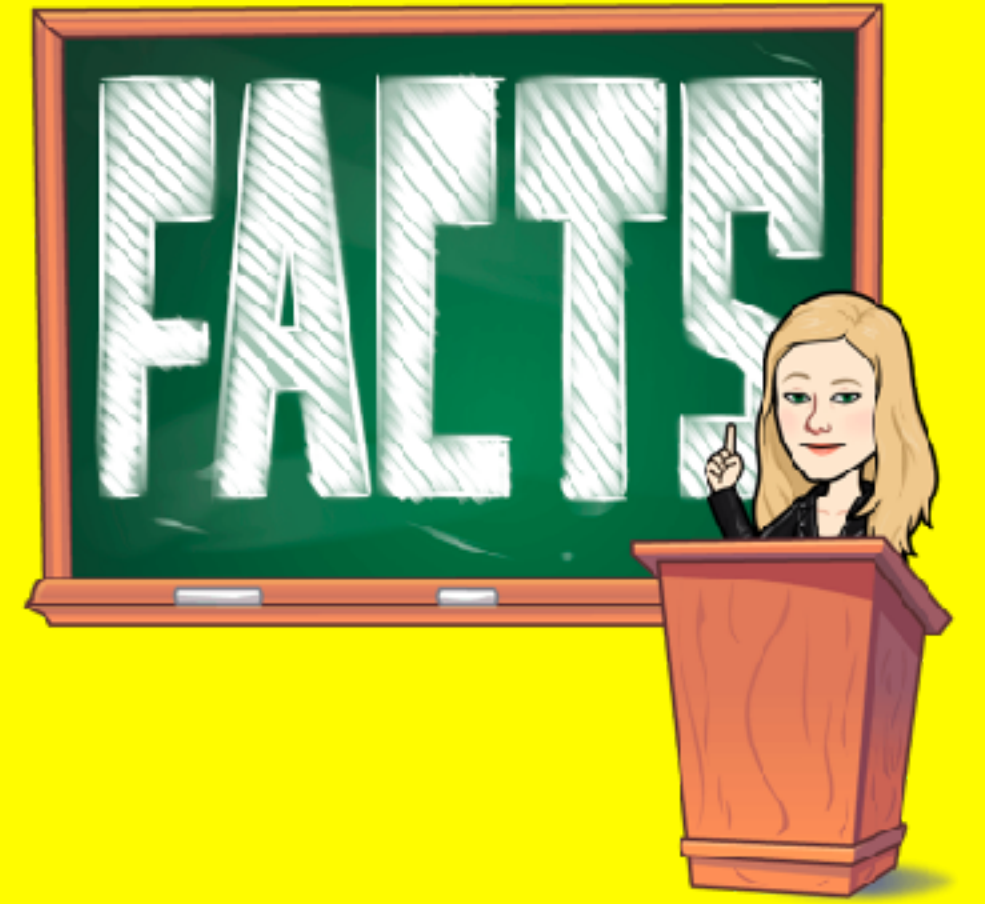




# How to Get Attention



**Advice #1**



# Video Creatives



# 1. Hit them early, hit them hard

One consistent insight the research shows is that it pays to **be direct** with consumers.

**+35%**

Swipe Rate

when branding was  
featured in the  
first 2 sec

**+71%**

Swipe Rate

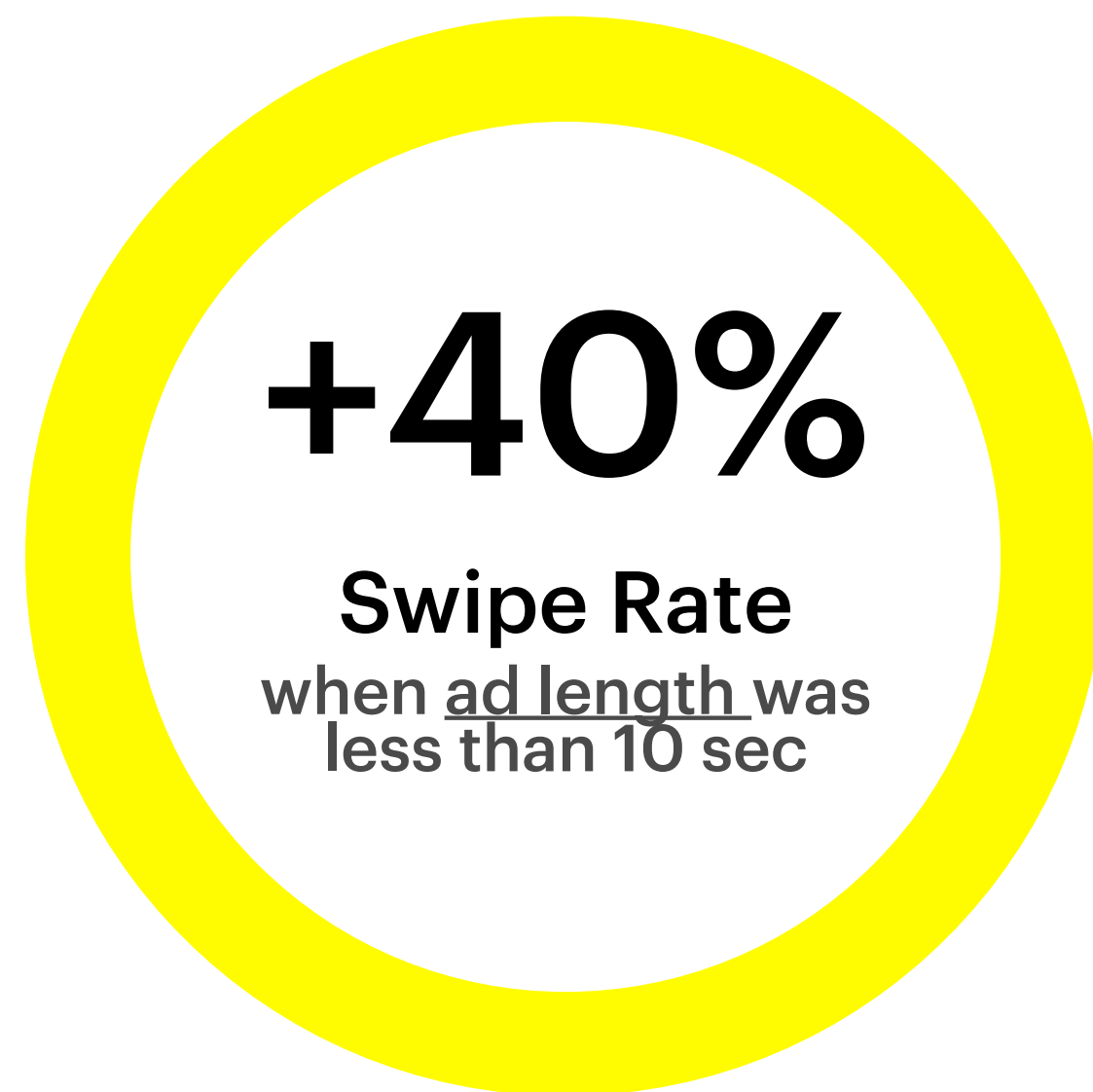
when CTA was  
shown in the  
first 2 sec





## 2. Shorter, sweeter, and more actionable

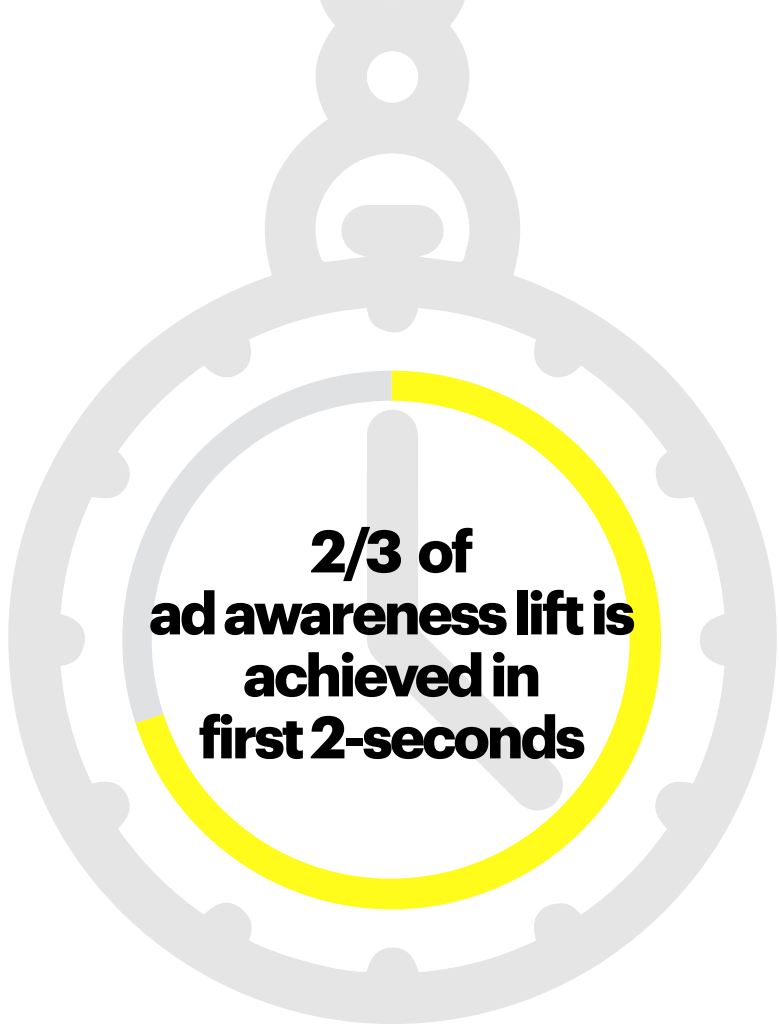
Generally speaking, **short ads work best** for driving engagement.





# Make Your Point Quickly

Flip The Traditional Set Up On It's Head For Success

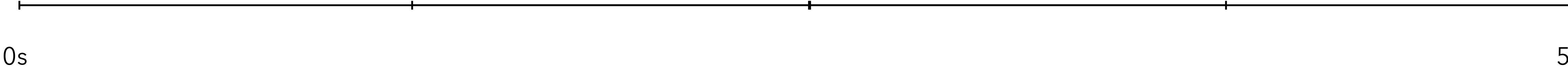


## Brand + Message

Bring in branding and CTA by second 1

## Narrative

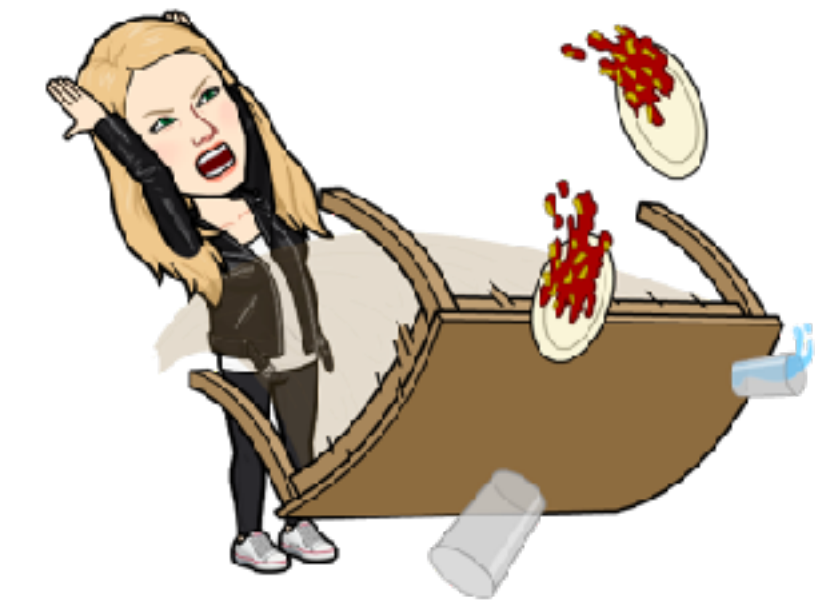
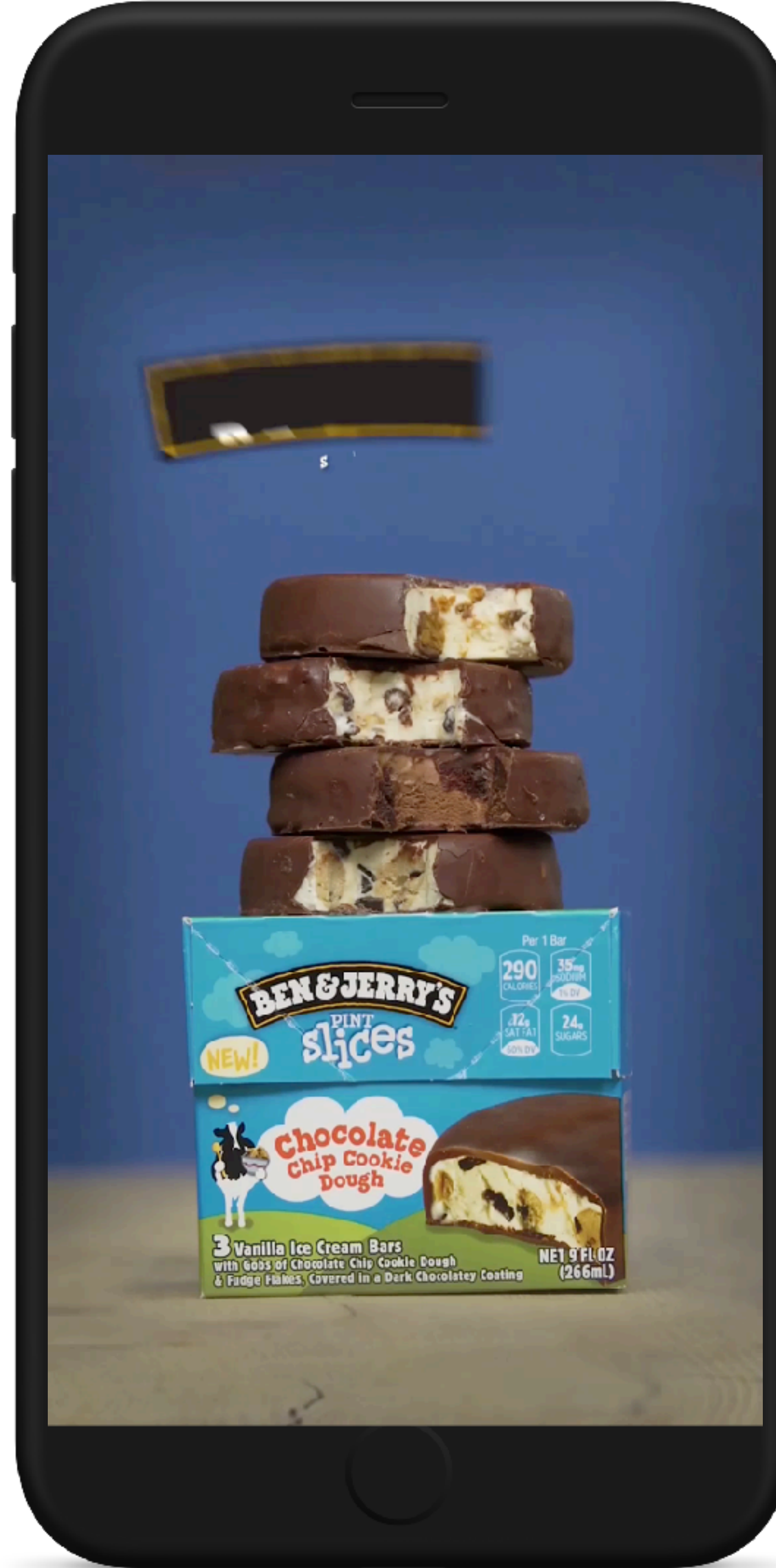
There is still time for humor, suspense, or other techniques, but you can't wait for these to play out for effectiveness.







**Keep the Story!**



**Flip the Script**



# 3. Remember the little things

It's more effective to **use text sparingly** than using big, bold type. **Use sound.** On average, over 60% of Snap ads are watched with sound on.

**+23%**

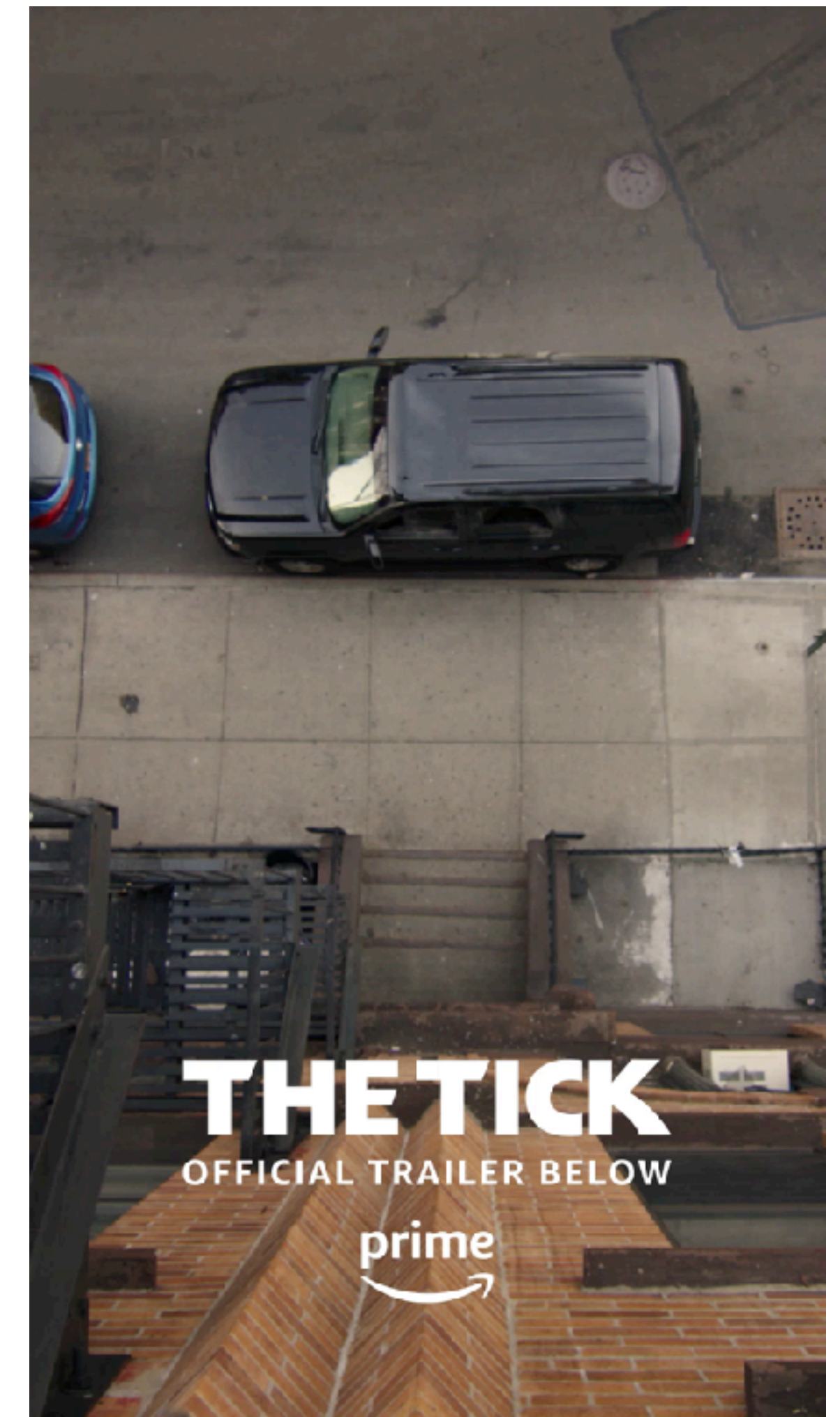
**Swipe Rate**

when text took up less than 5% of the screen

**+60%**

**Sound On**

the majority of Snapchatters have sound on when using the app



Source: Vidmob, White Paper "6 Snapchat Ad Creating Findings for Entertainment Marketers" Q3 2022 & Snap Inc. internal data Q1 2019. "Sound on" means playback audio is on, headphones are on, or mute is overridden.



**Advice #2**



# Non-skippable Videos



# Snapchat Shows allow you to run non-skippable videos: Commercials



**Your Commercial Here**

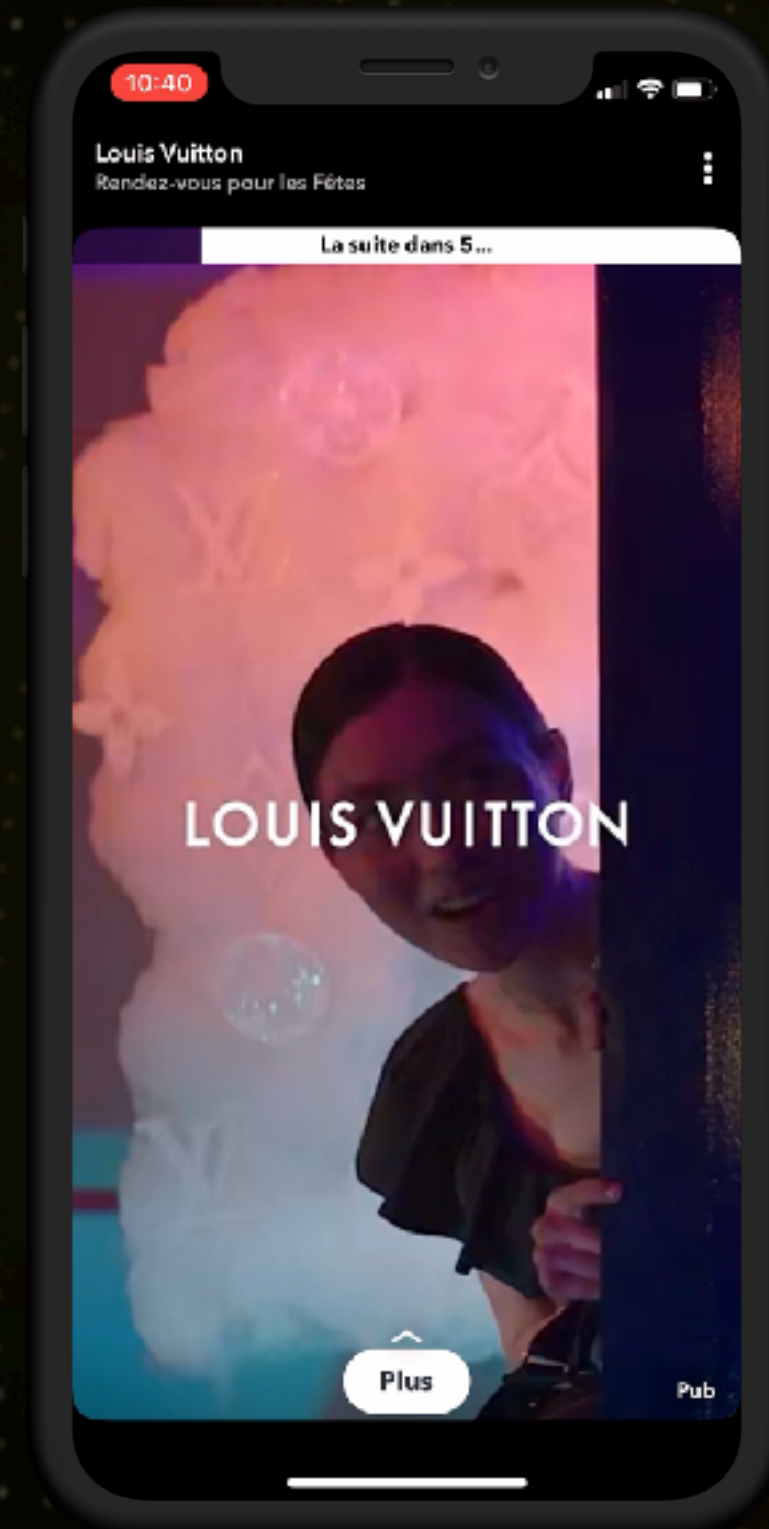
**Snapchat Shows**





# 2 types of non-skippable video ads on Snapchat:

Commercials



3 to 6 seconds  
non-skippable

Extended Play Commercials



7 to 180 seconds  
skippable after the first 6 seconds

- CPM 4-7€
- CPCV (6 sec) ~0.01€

Both are full-screen + sound on by default + appear as a mid-roll within Shows



**Advice #3**



**The Star of the Video**





# AR usage is widespread — and growing.

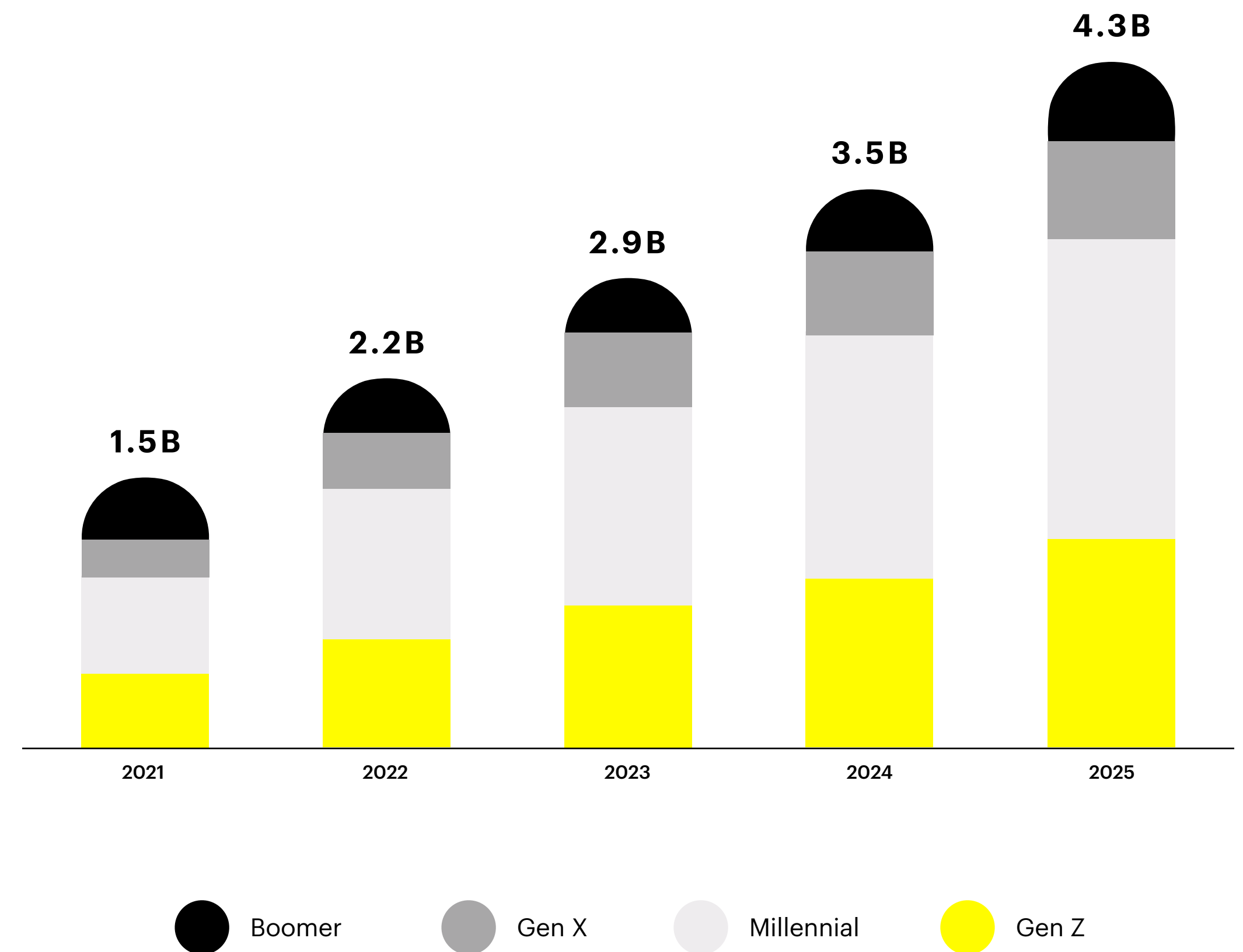
By 2025, nearly 75% of the global population\* and almost all people who use social / communication apps will be frequent AR users.<sup>1</sup>

2021 AR Consumers based on people who use AR weekly or daily from 2021 Global Deloitte Digital Study commissioned by Snap Inc. 2022 to 2025 forecasted in line with 2000-2003 growth rate of smartphone users since AR is in the Toy-launched phase of adoption; if we look at where this transition took place with mobile phones, one can argue that this was when games like 'snake' started being available (e.g., 1997: Nokia 6110 device released, 1999: emojis were invented, 2000: Nokia 3310, and the first commercially available camera phone launched in Japan).

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## Frequent AR Consumers

*Based on people aged 13–69 who use social / communication apps.*

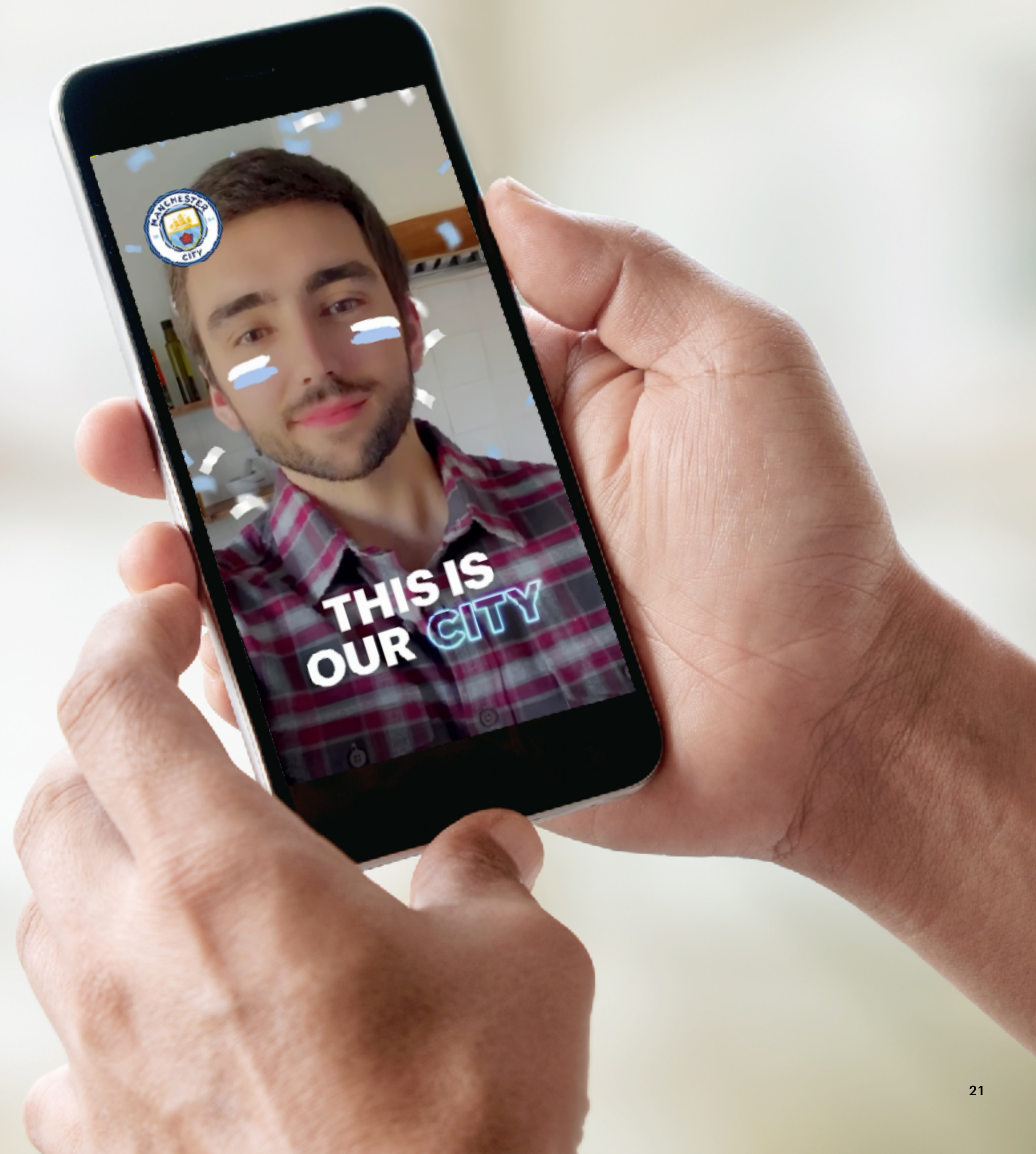






Competition will be fierce.

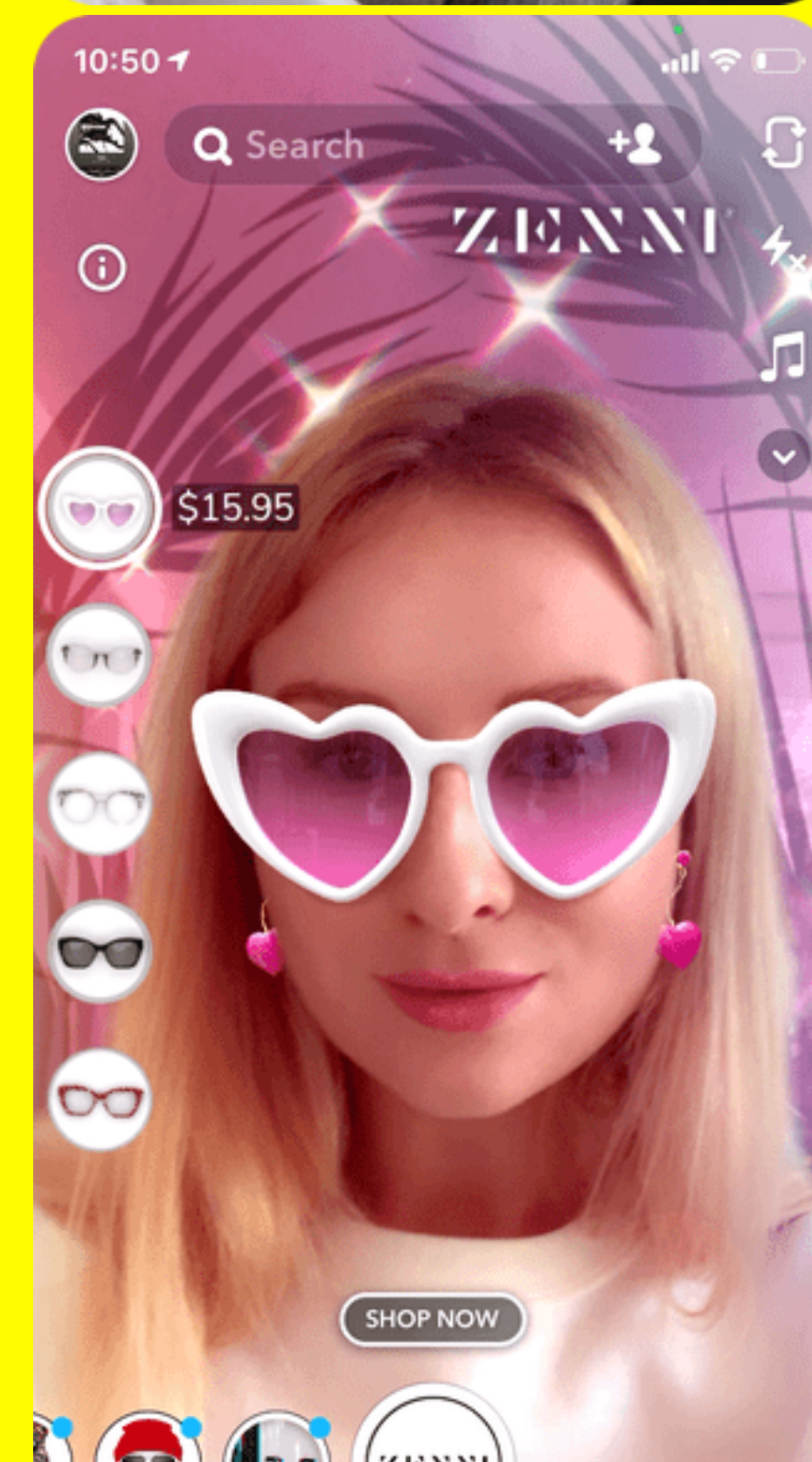
With AR you can add  
another dimension to  
engage your customers.  
**Story living!**







**Allow customers to try on or visualize products in AR, and share products with friends.**







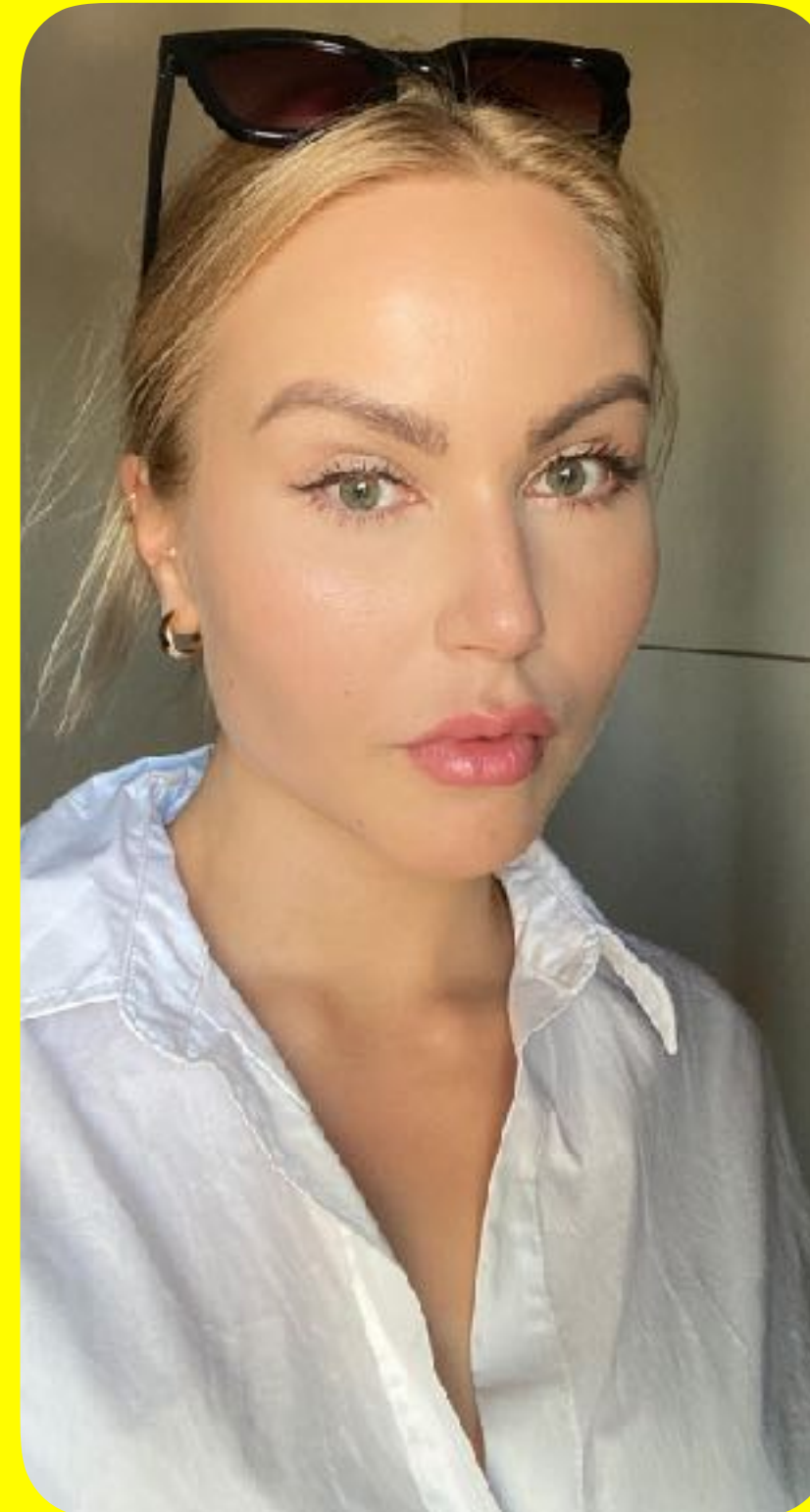




# We're here for you!



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