

KANTAR

:) Affectiva
a smart eye company

Attention

beyond views for creative effectiveness

1.10.2025
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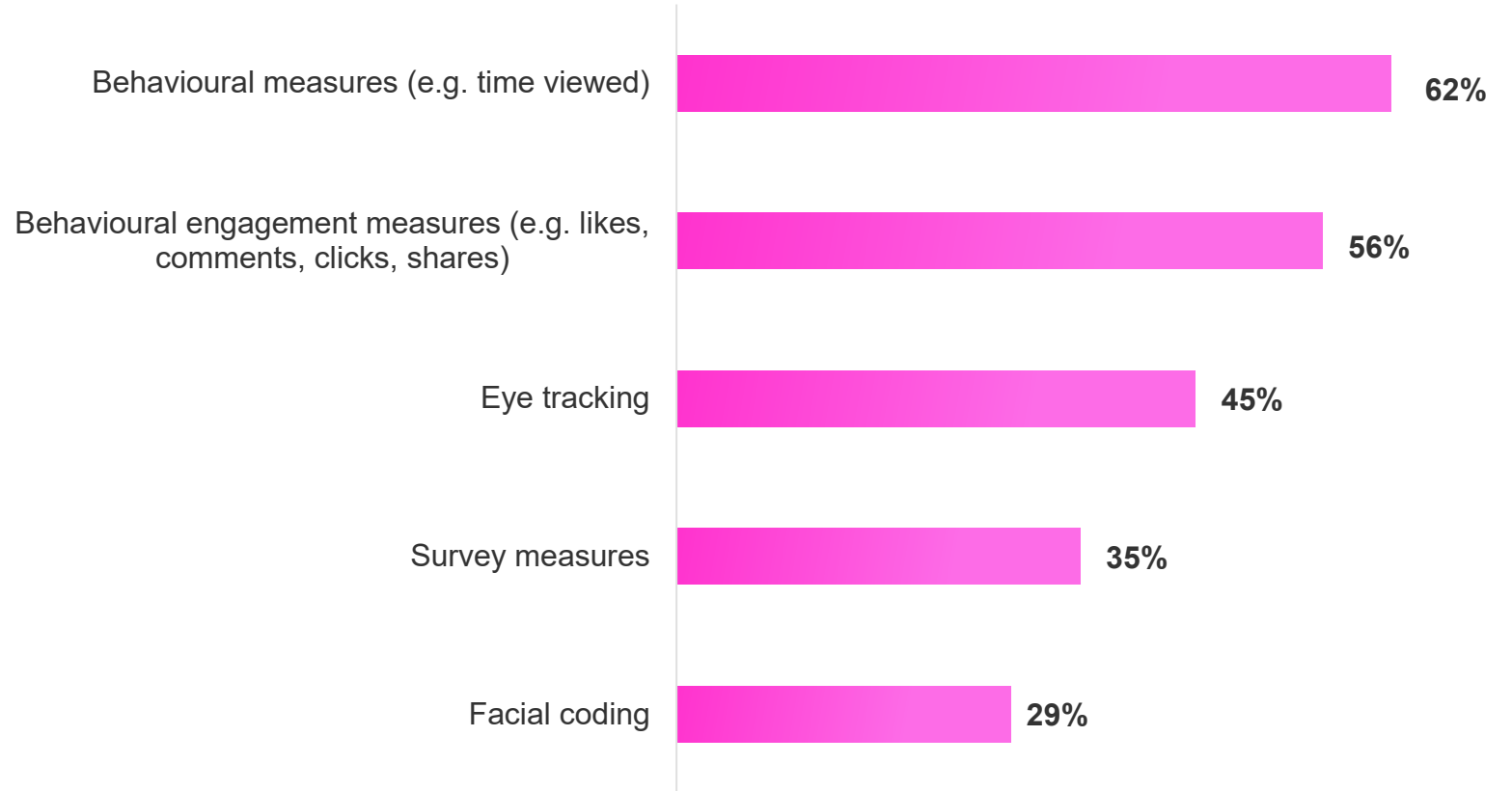
Agenda

Mitä aktiivinen huomio tarkoittaa mainonnassa?

Miksi se on tärkeää mainonnan tuloksellisuudessa?

Mitä oppeja mainonnan tutkimus antaa huomiosta?

Attention is measurement beyond viewability

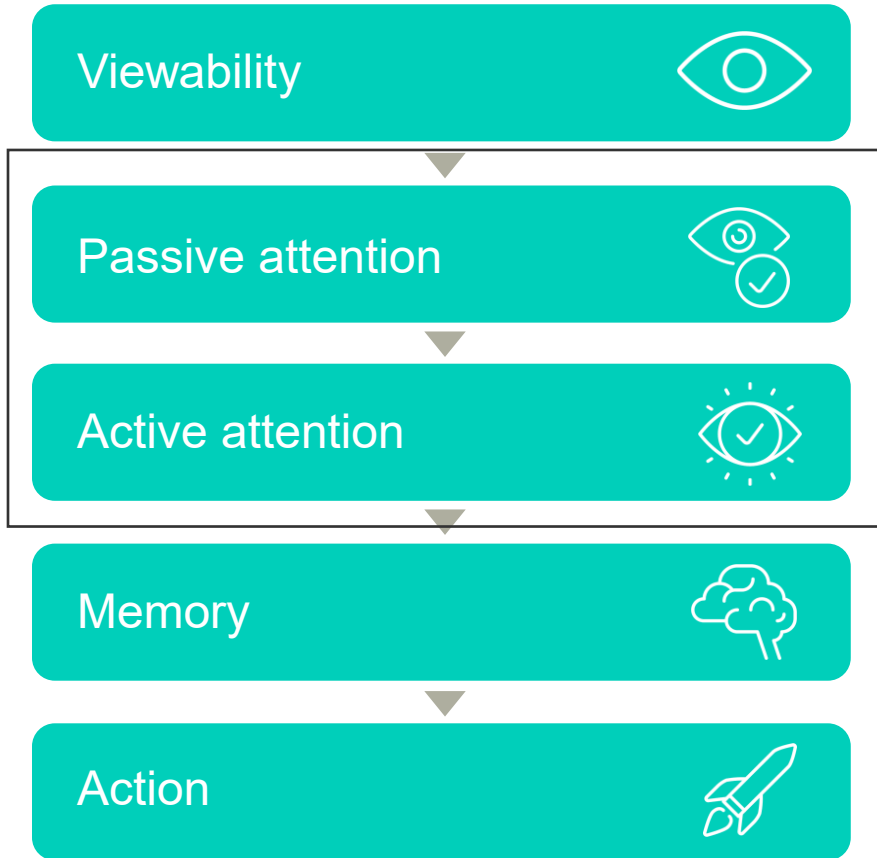


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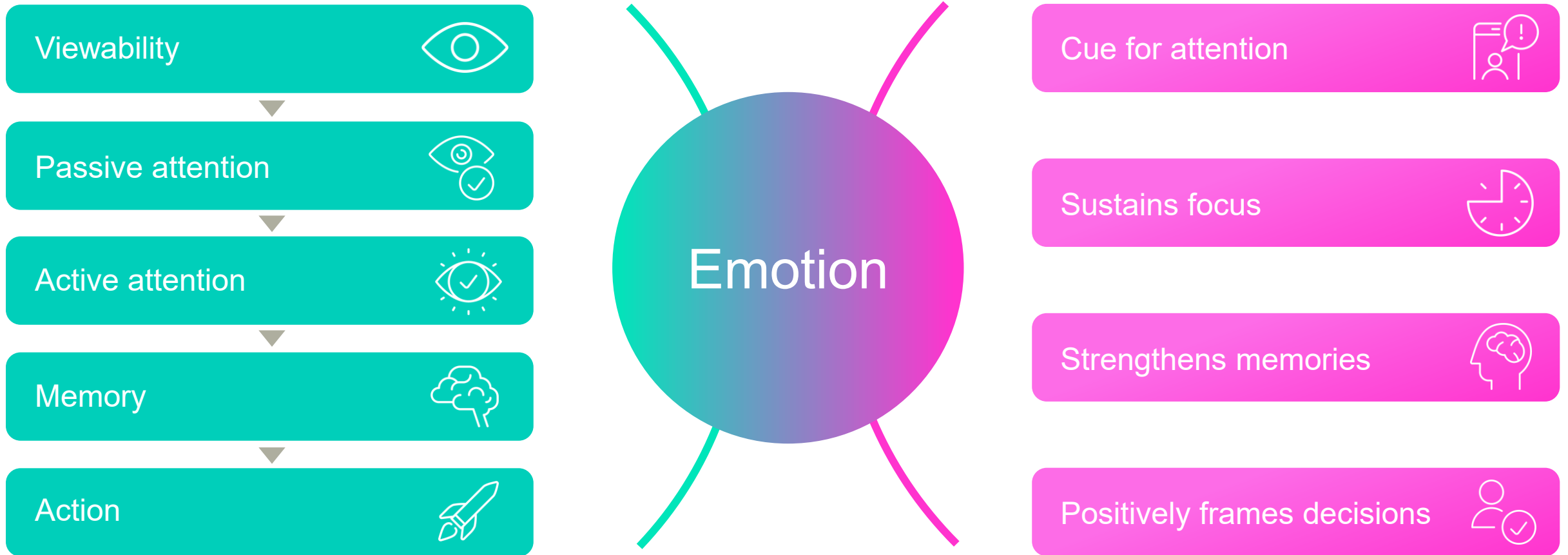
**Mitä aktiivinen
huomio tarkoittaa
mainonnassa?**



Attention's role in advertising is heavily influenced by emotion

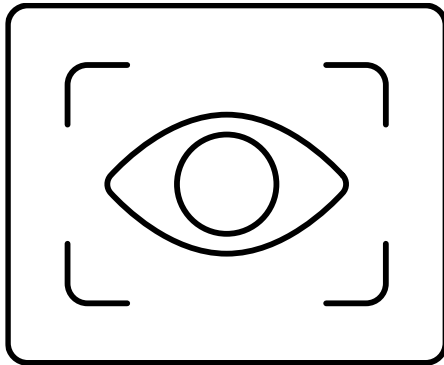


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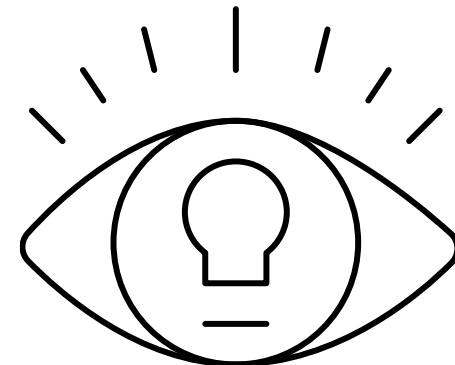


The difference between passive and active attention..

Passive Attention = Are they even looking?



Active attention = Are they emotionally engaged?



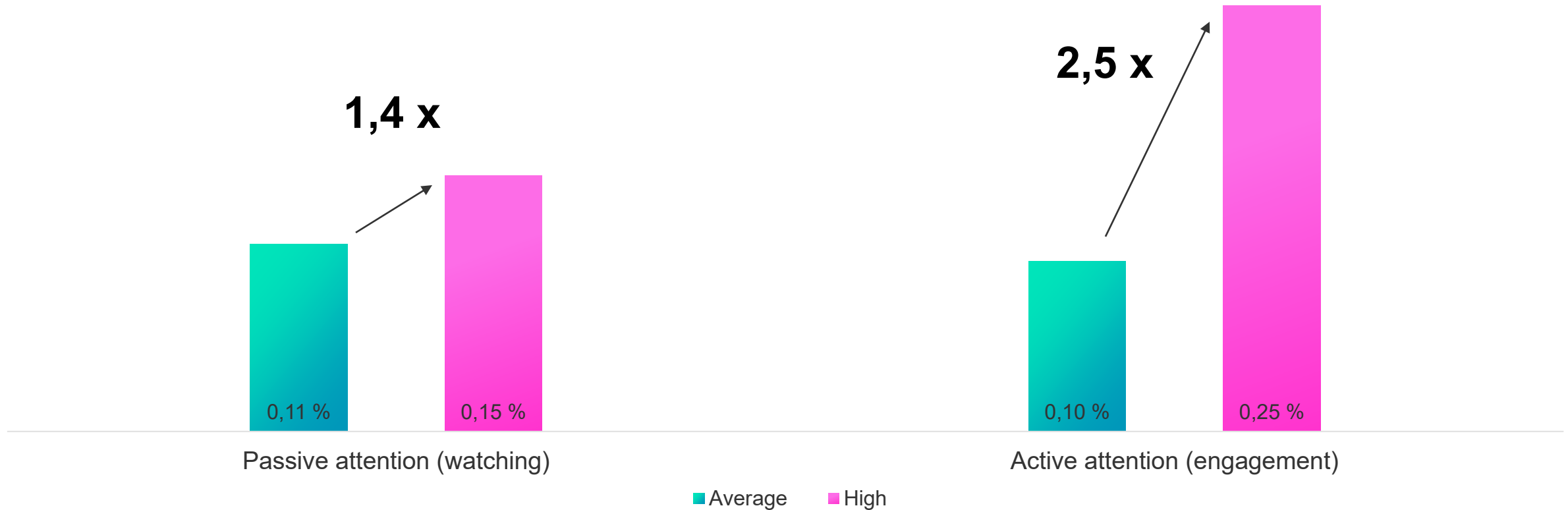
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**Miksi se on tärkeää
mainonnan
tuloksellisuudessa?**



Understanding the depth of attention takes the prediction of ad effectiveness a step further...

Contribution to short term sales



...and **Active attention** becomes even a better indicator when combined with **survey metrics**

Contribution to short term sales

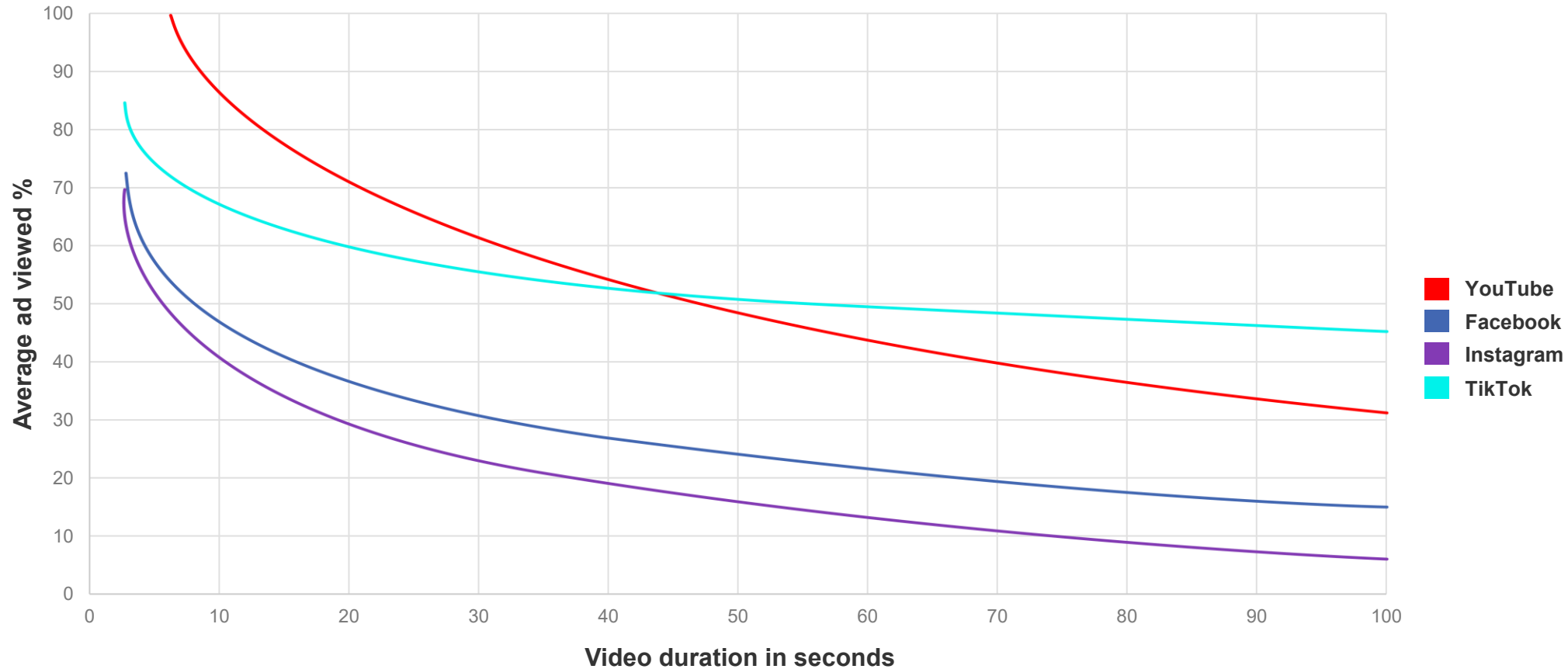


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**Mitä oppeja
mainonnan tutkimus
antaa huomiosta?**

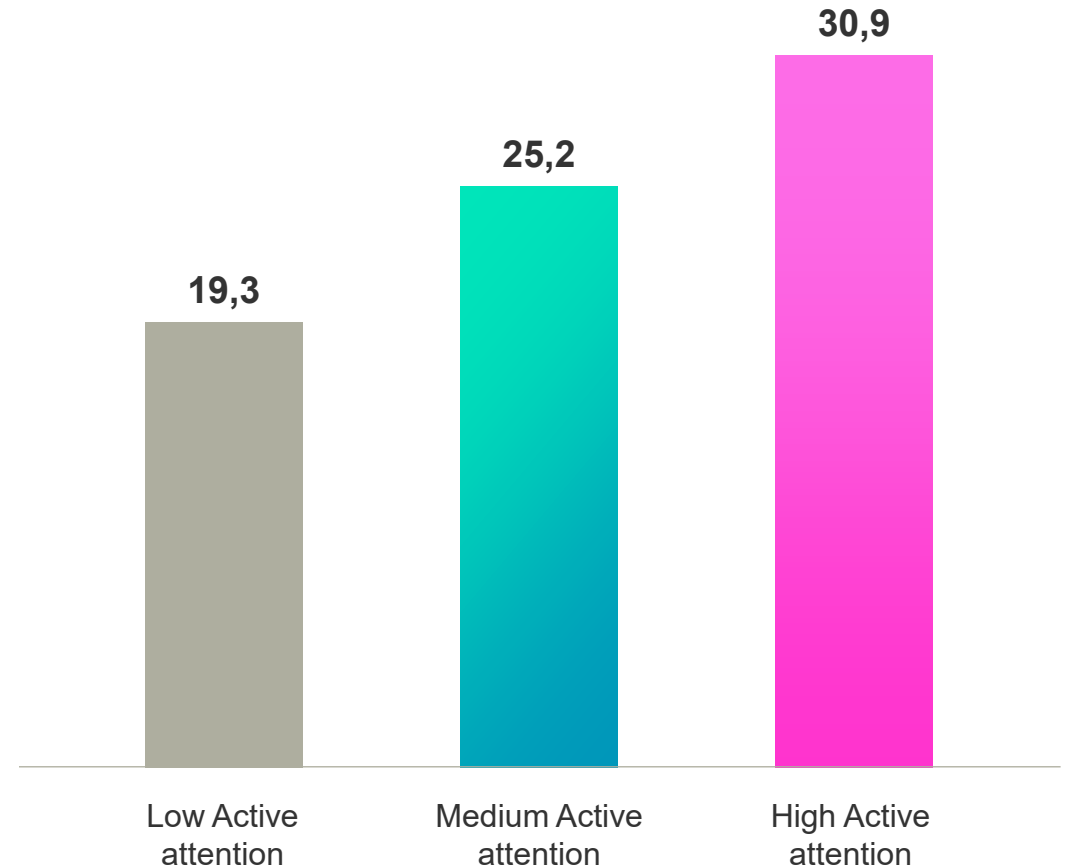


Don't make digital videos longer than they need to be



Ad length relates differently to active attention: Longer ads tend to generate more Active attention

Average ad length (seconds) by levels of Active attention



4 tips to get attention right

Understand the depth of attention your ad commands

To optimise your ads to command attention, it is also crucial to understand the depth of the attention beyond just catching the eye.

Aim for an emotion-rich experience

Viewability is not enough, and brands should aim for active attention to leave branded memories. Leverage creative elements that fits with your brand and creative objectives to generate a strong emotional reaction.

Not all attention is created equal

Different contexts demand different content tailored to the specific platform to truly stand out, and retain attention. Tailoring is key to the success.

Consider ad length carefully

Don't make digital ads longer than they need to be. It's important to find that sweet spot where your ad can retain attention and deliver the creative objective.

Questions?

