Meaningful Attention

...Because *just* Attention is not enough

Jeff Ephraim Bander
PRESIDENT eye square INC

Dr. Matthias Rothensee
CHIEF SCIENTIFIC OFFICER & PARTNER
eye square GmbH

Our goal is to identify attention that is...

- **important**
- **focused**
- **purposeful**
- **processed deeply**
- **effective**
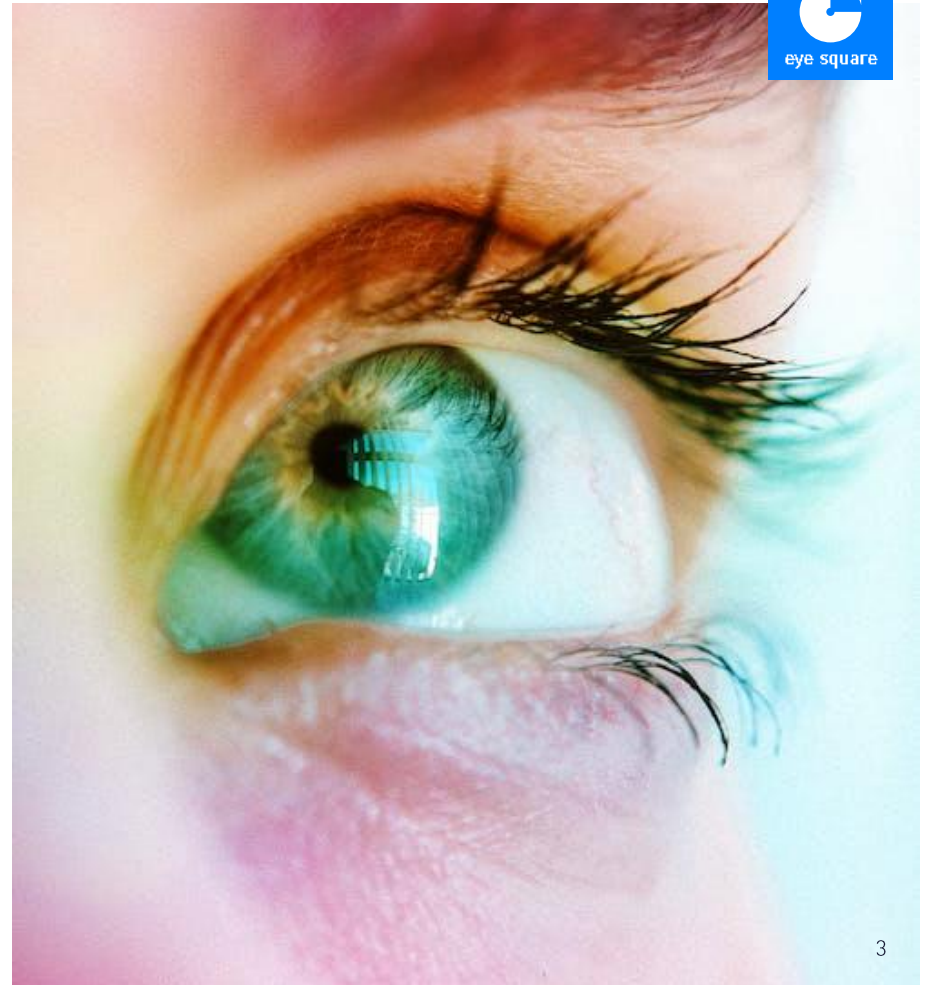
and leads to long-term customer retention

Meaningful Attention

- Involves engagement
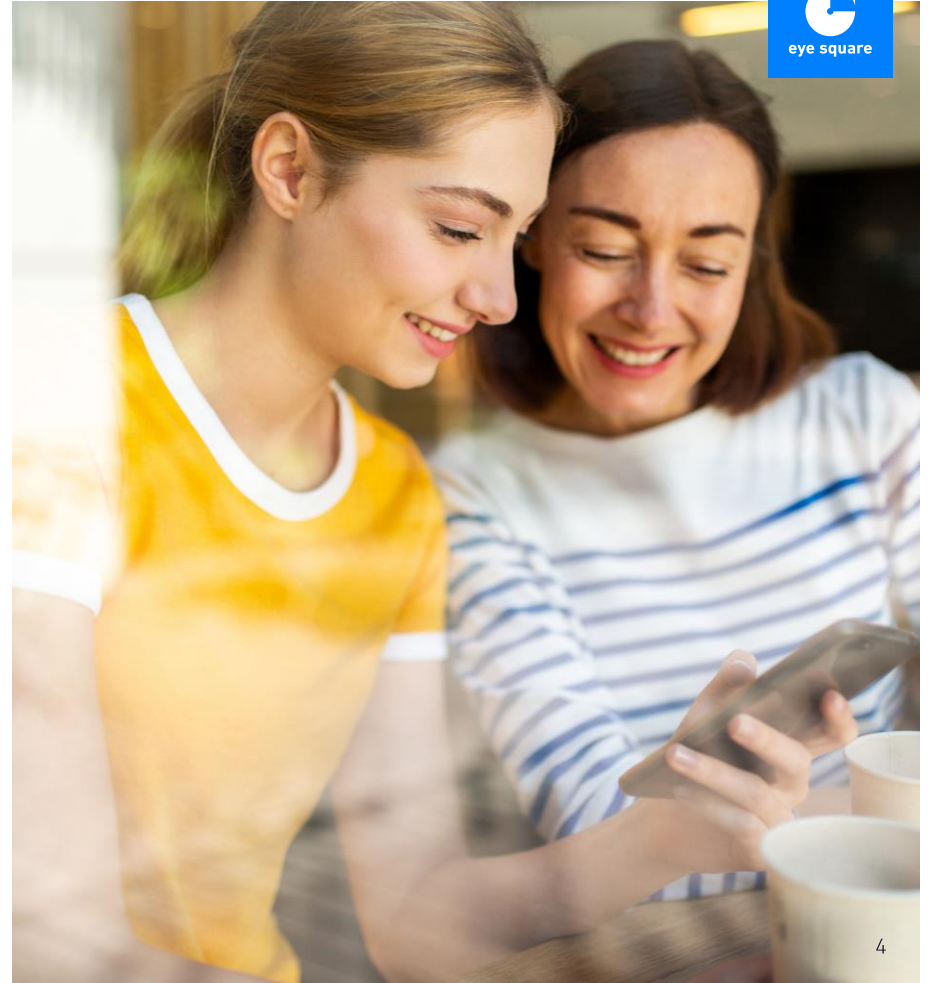- Deep processing of stimuli
- Better comprehension
- Retention

Effective Perception

PERCEPTION MOMENTS
(Sys0 (via sys1 and/or sys2) = > DESIRED ACTION

3

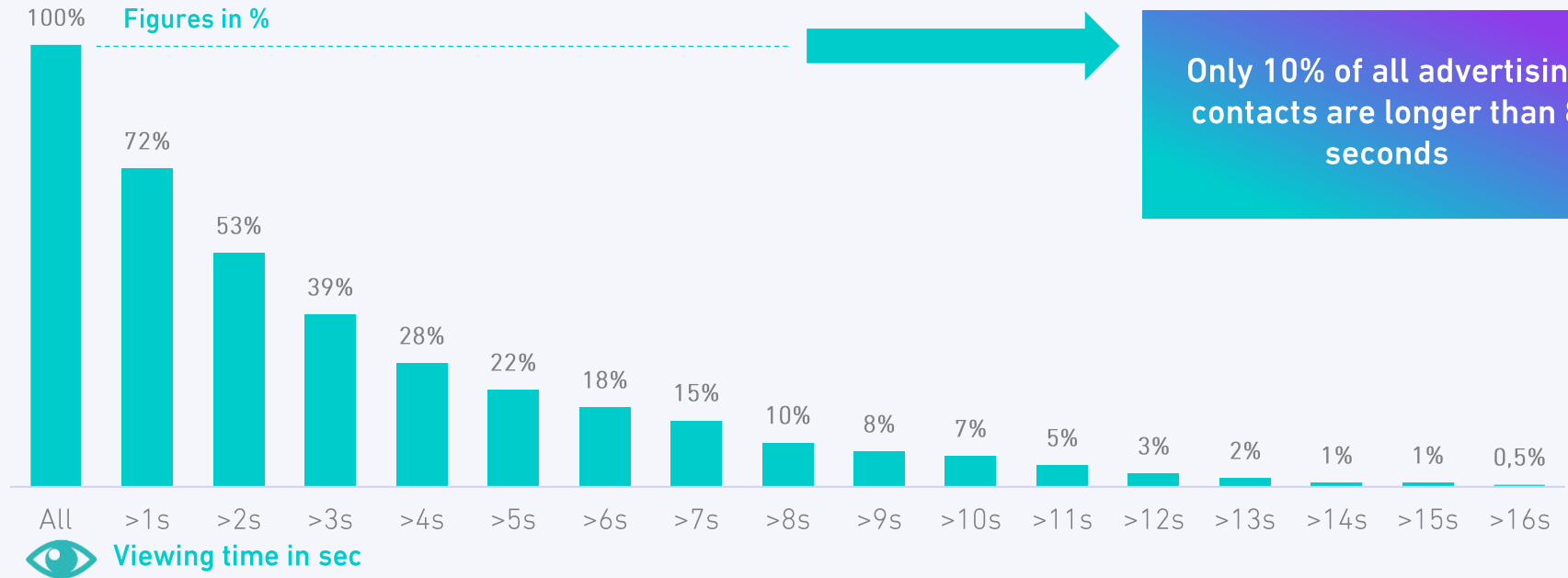# How can we measure on a more practical level what was meaningful?

eye square

4

eye square
Human Experience Research

Meaningful Attention

Adding consumer interest to attention

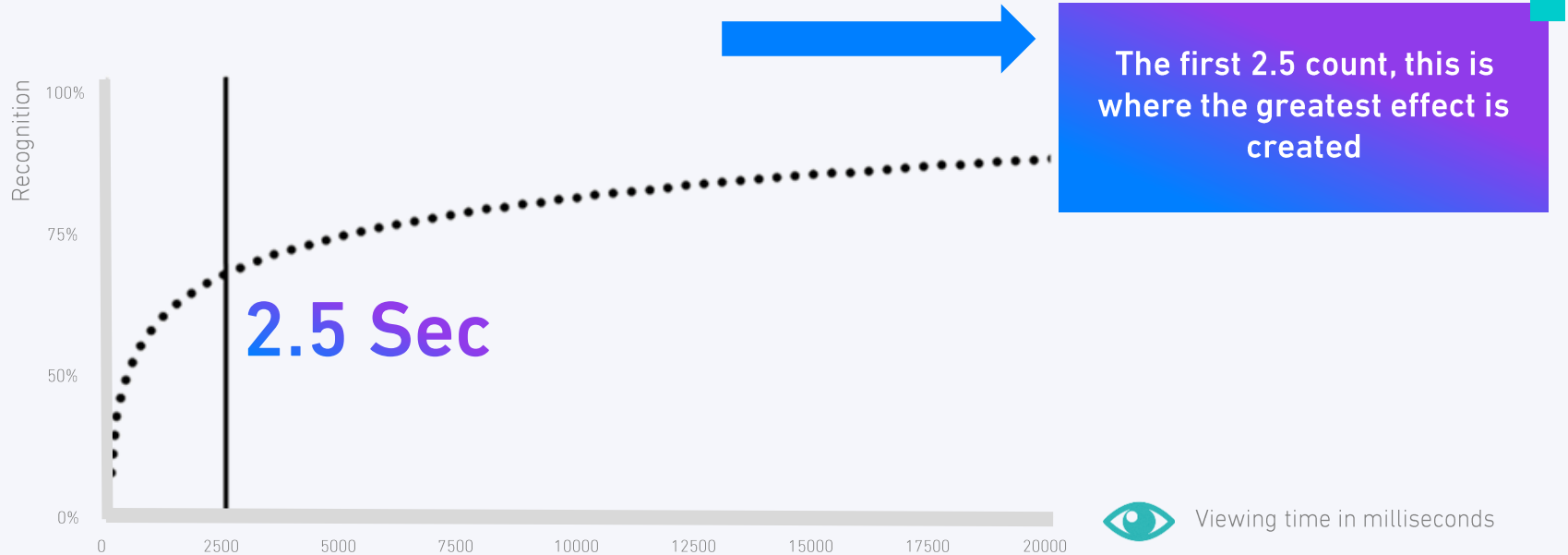# Different amounts of time for the advertising messages

Proportion of advertising media with the respective viewing period

100%

Figures in %

Only 10% of all advertising contacts are longer than 8 seconds

72%

53%

39%

28%

22%

18%

15%

10%

8%

7%

5%

3%

2%

1%

1%

0,5%

All >1s >2s >3s >4s >5s >6s >7s >8s >9s >10s >11s >12s >13s >14s >15s >16s

Viewing time in sec

The relationship between attention and Recognition is **not linear**

Regression Model: Viewing Time ➜ Recognition

The first 2.5 count, this is where the greatest effect is created

2.5 Sec

Recognition

100%

75%

50%

0%

0   2500   5000   7500   10000   12500   15000   17500   20000

Viewing time in milliseconds

The diagram shows the influence of viewing time on the memory. The strength of this influence is determined by The slope of the regression curve with the course of the x-axis is clear.

eye square

Meaningful Attention

\# Technical measurement very mature – valid data are available

\# Now it's about appreciation and combination to understand attention and its effect even better

\# Making communication even more effective and beautiful for brands and consumers