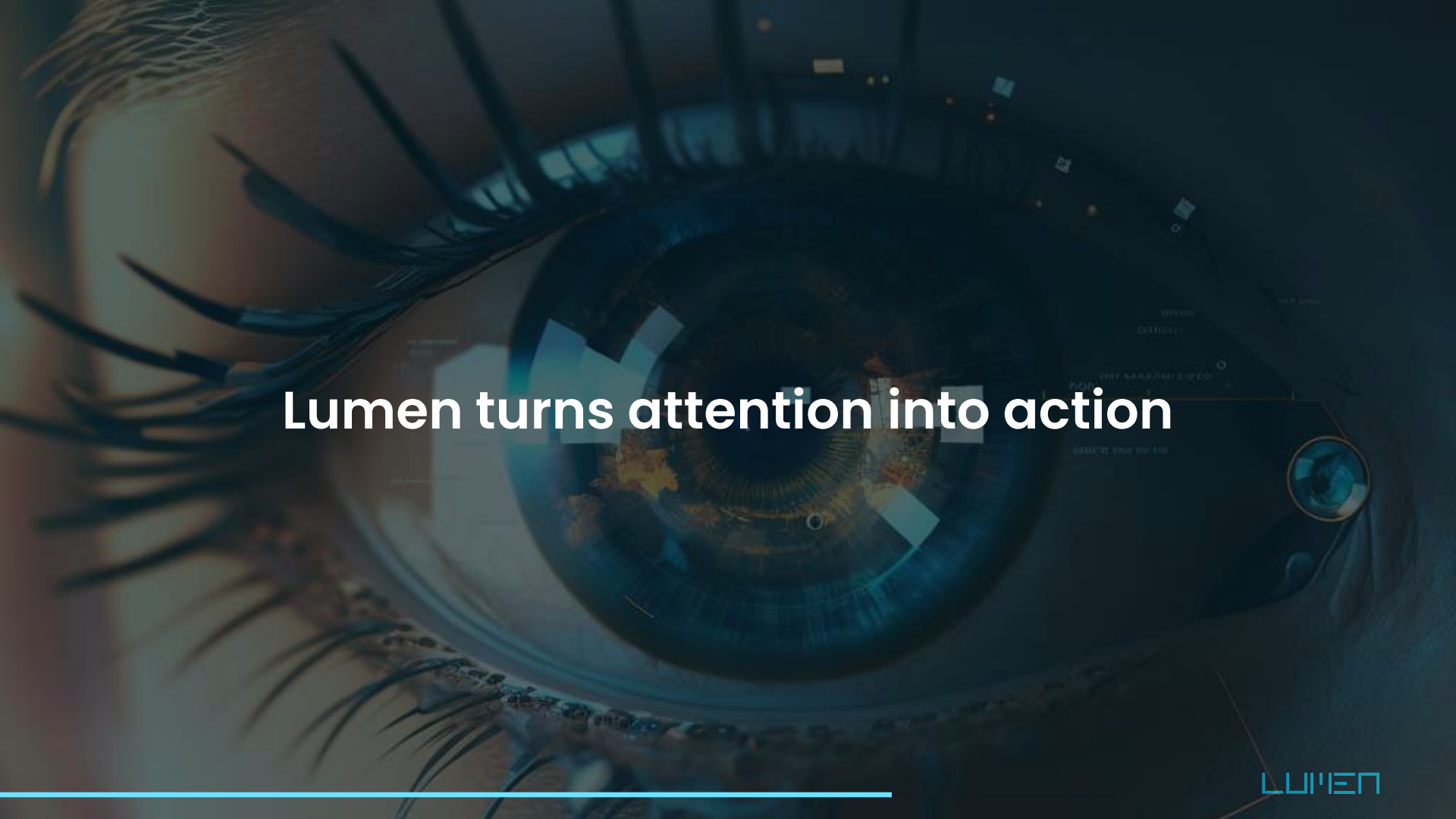


Lend me your ears

Audio attention and Irish advertisers

Mike Follett – Lumen Research





Lumen turns attention into action





EXPRESS EXPRESS

Talk about making a plan for an emergency. Then go back to not talking.

101 NYC CONCRETE
ON CALL 201

ADWAY.COM

EXPRESS

THE SQUARE CAN REALY
THANK YOU FEEL ALIVE!

BEETLE

MEANINGLEY GOOD

LUGGAGE

Make y ur day.

White Label
America's
Brew for the
day?

Levi's

MARRIOTT MARQUIS

But nobody gets there alone.

asana

Make design accessible to everyone

Write new product spec doc

Roll up that sales forecast

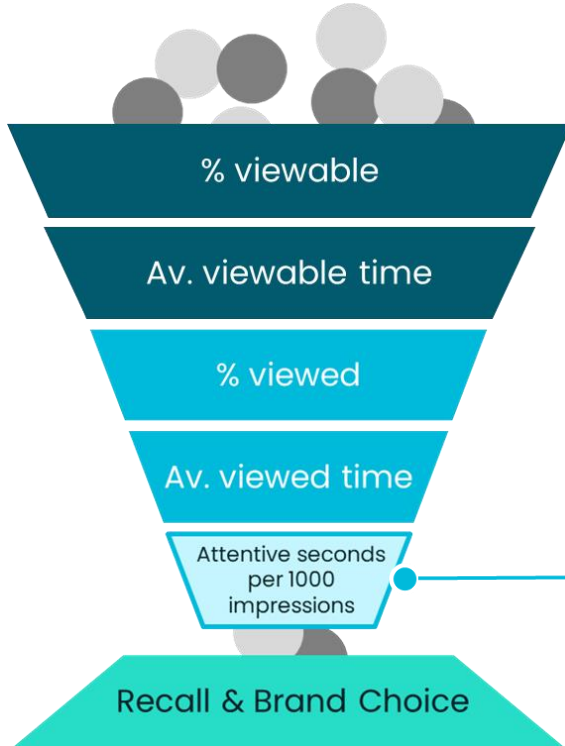
Levi's

SOME 5G SIGNALS ONLY GO BLOCKS

SOME 5G SIGNALS ONLY GO BLOCKS

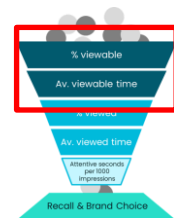
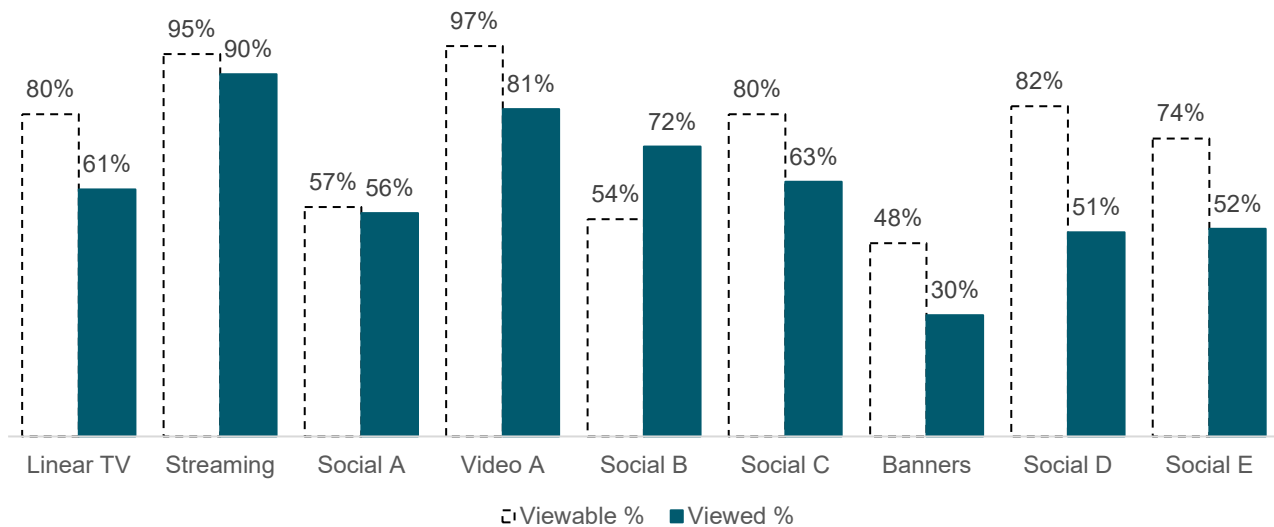


What do we mean by attention?



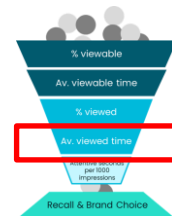
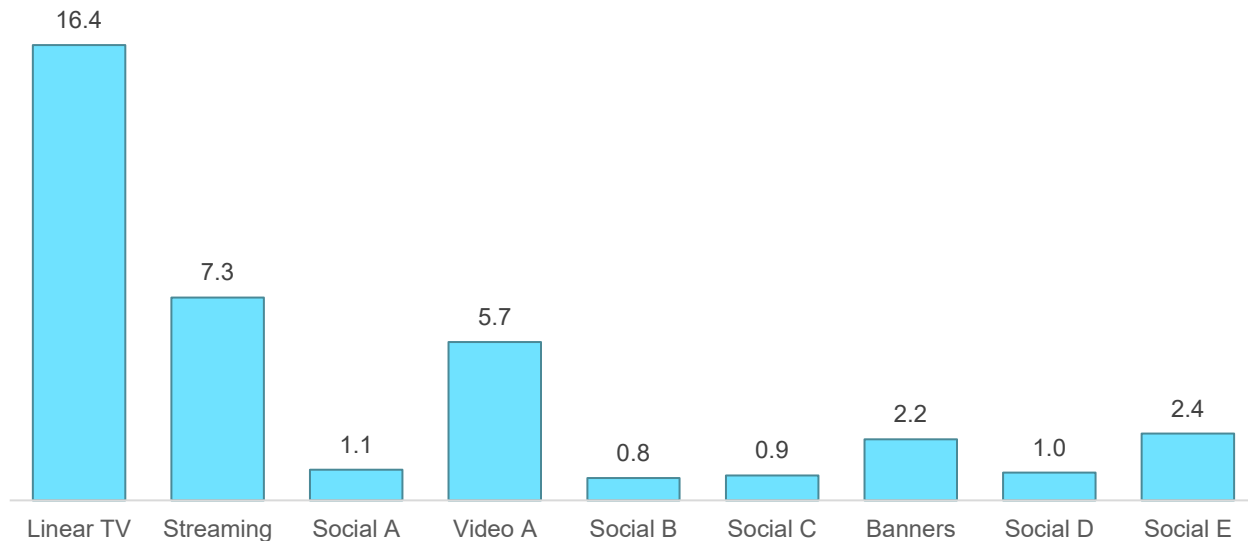
How many seconds of **ATTENTION** we expect an ad to generate for every 1,000 impressions served ($\% \text{ viewed} \times \text{av. Viewed time} \times 1000$)

Viewability ≠ viewing

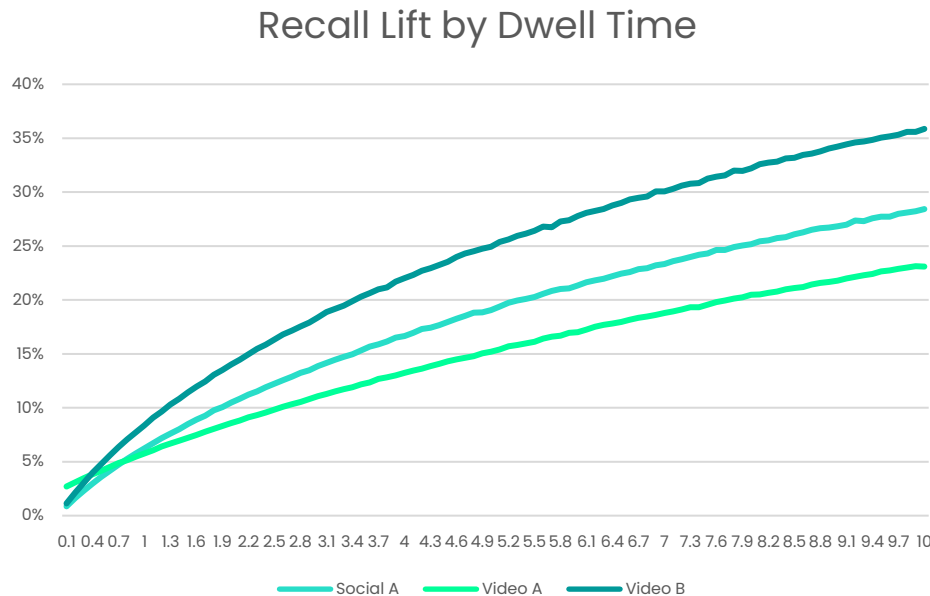
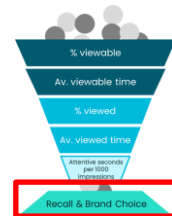


Time spent watching matters

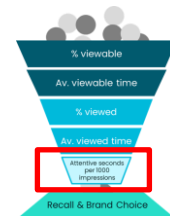
Average View Time



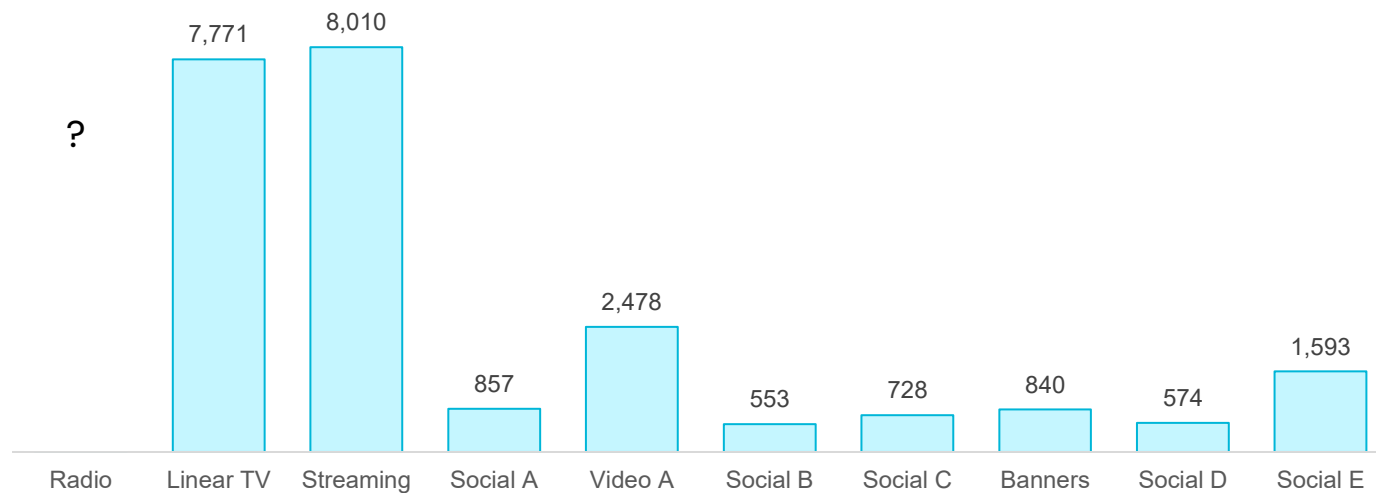
Different media convert attention into recall more or less efficiently



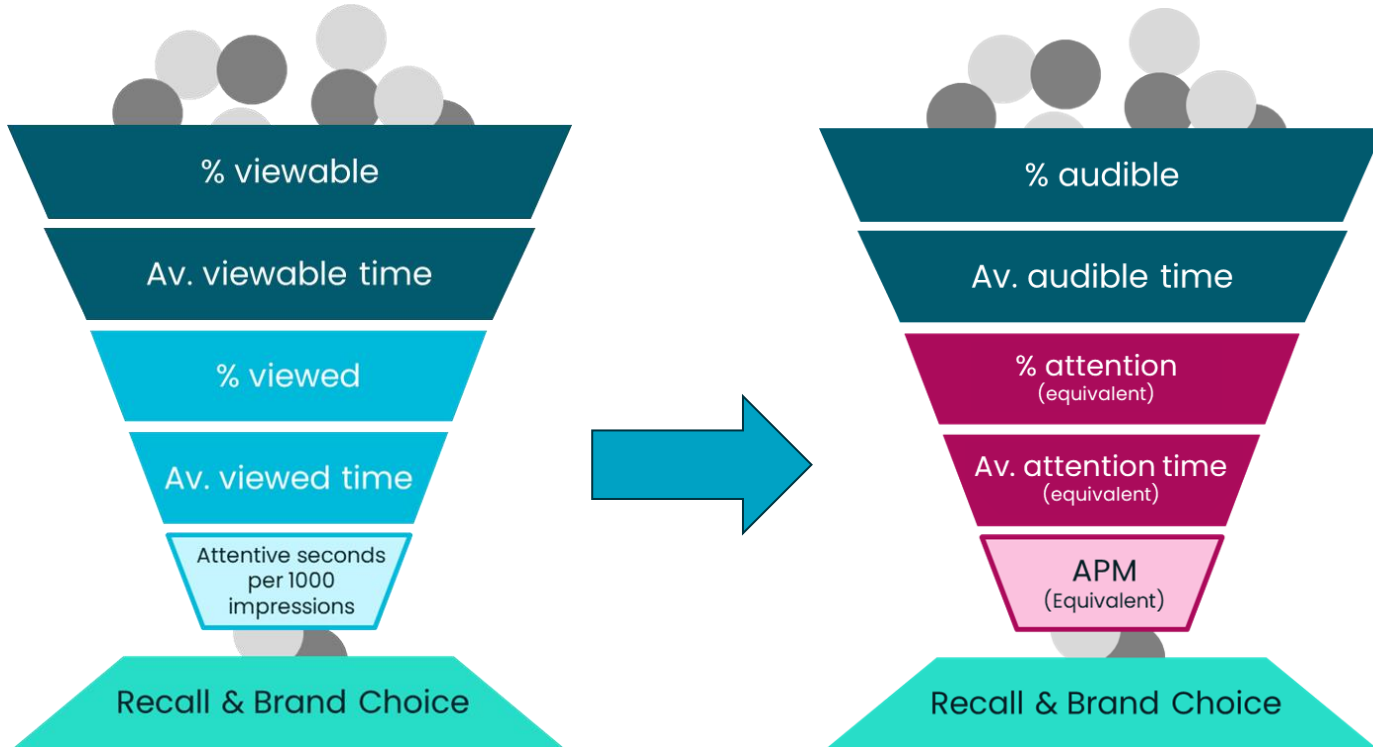
What about audio?



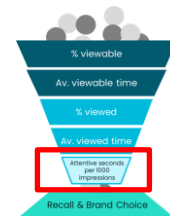
Attention Per Mille - Global Benchmarks



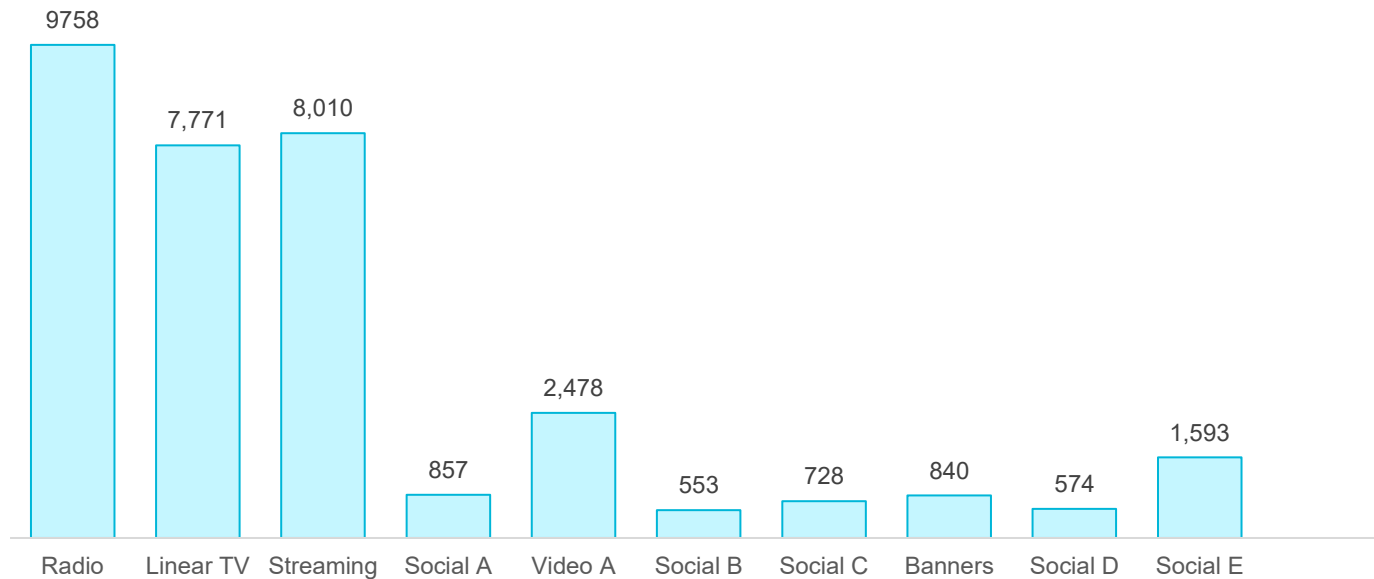
Using visual attention patterns to infer audio attention



Radio grabs attention

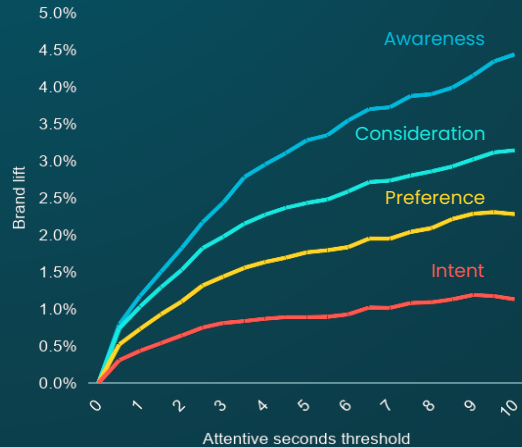


Attention Per Mille - Global Benchmarks

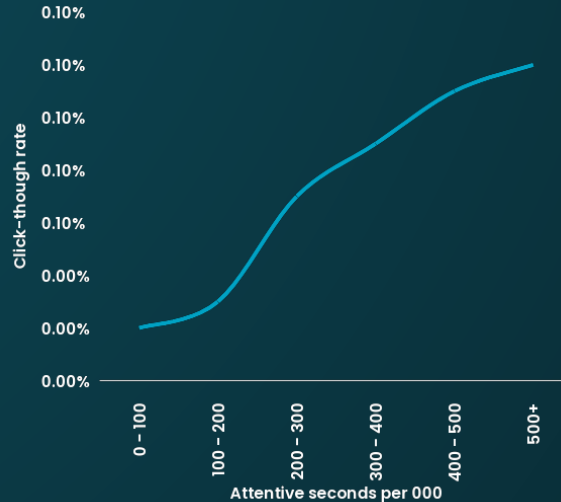


Attention drives outcomes

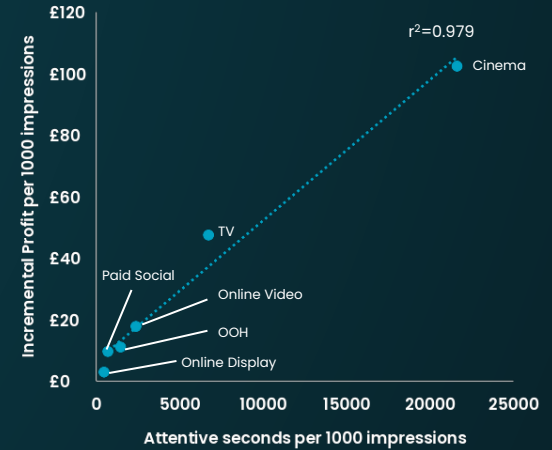
HAVAS BRAND¹



pwc PERFORMANCE²



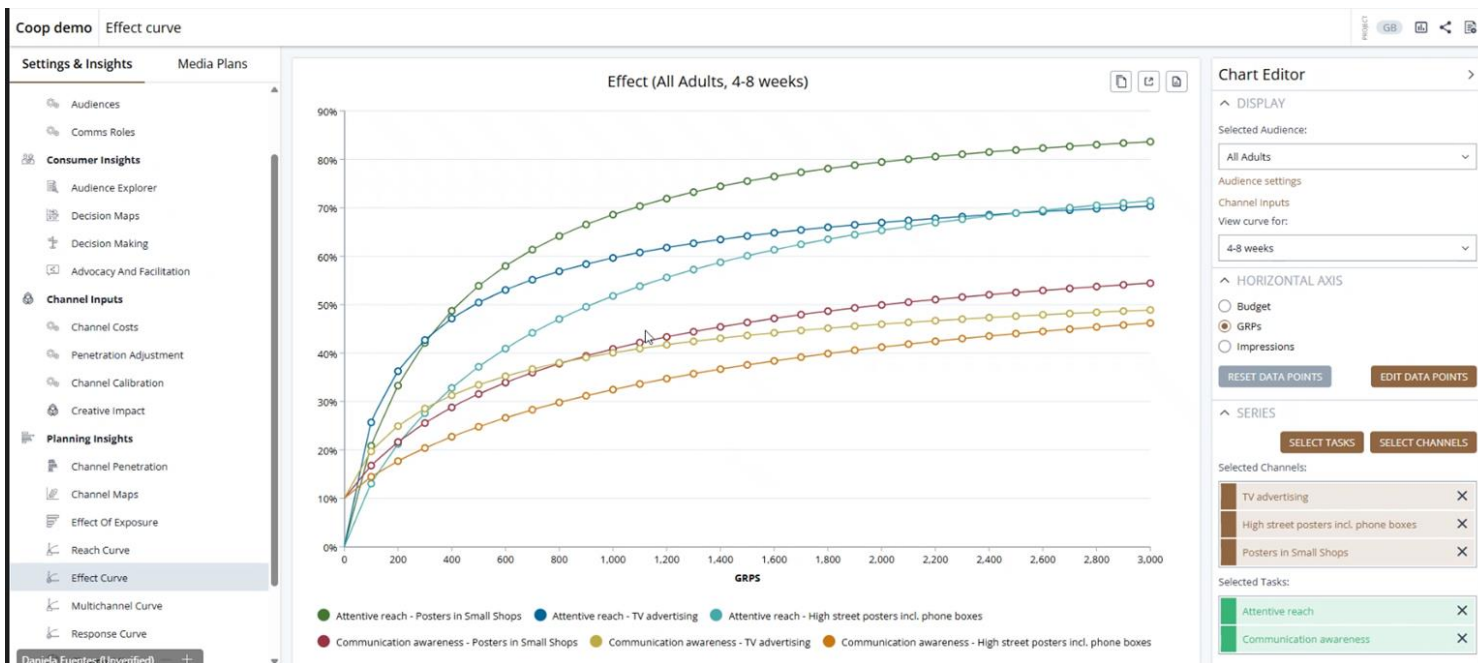
ebiquity PROFIT³



1. What do 9000 Brand Lift Studies teach us about Attention and memory? BrandMetrics, Lumen & Havas (2024). <https://havasmedianetwork.com/app/uploads/2024/09/whitepaper-lumen-x-brand-metrics-x-havas-september-2024.pdf>. Brand lift = % points lift versus campaign average for respondents where Attention exceed threshold
2. Lumen-PwC Attention Methodology and Case Study Review (2023). <https://lumen-research.com/blog/lumen-releases-report-from-pwc-on-the-roi-of-Attention-technology/>
3. Maximising Profit through Attention New Insights for Media Leaders (2024). <https://ebiquity.com/news-insights/research/lumen-research/>

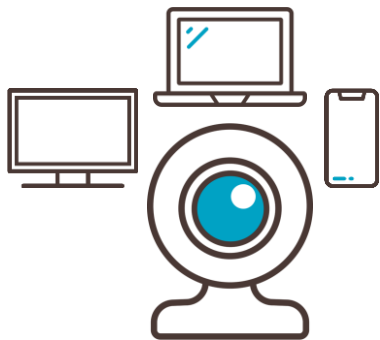
Planning on attentive reach

dentsu



LIEN

Live measurement and activation



Groundtruth Attention and Recall Data

Data collected from real-world eye-tracking technology across TV, desktop, and mobile

Predictive Models

Machine learning attention models based on 1B+ impressions

Measure

Predict attention to radio ads in Ireland

Applying attention metrics in Ireland

Key Question

*Does Irish radio match
global norms?*

*How does Irish radio
compare to other
media?*

Activity



Irish-specific Radio Research

+

*Live measurement across all
other channels in the same
campaign*

Brands

electric
Ireland

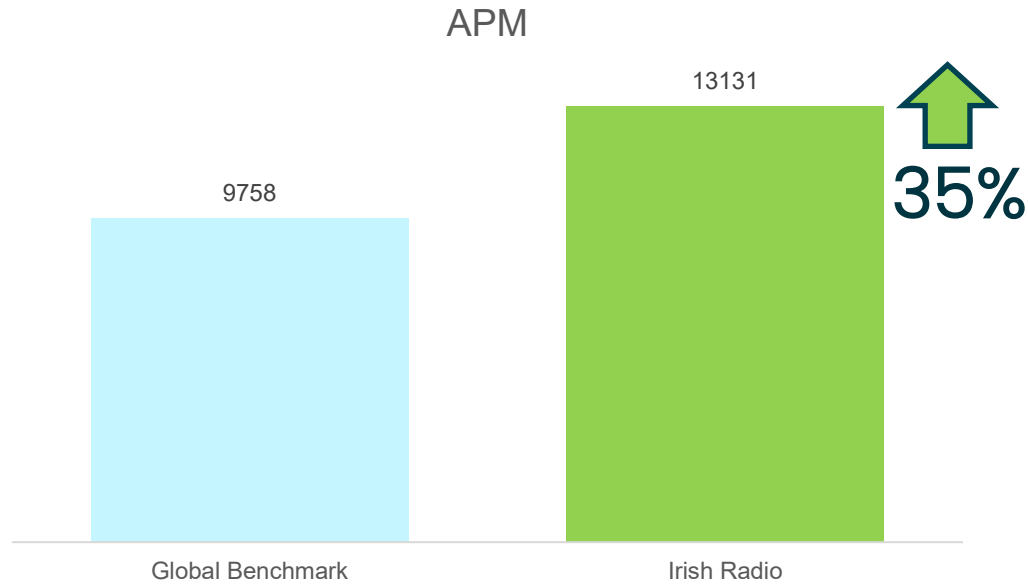
Keeling's

ESB NETWORKS

vodafone

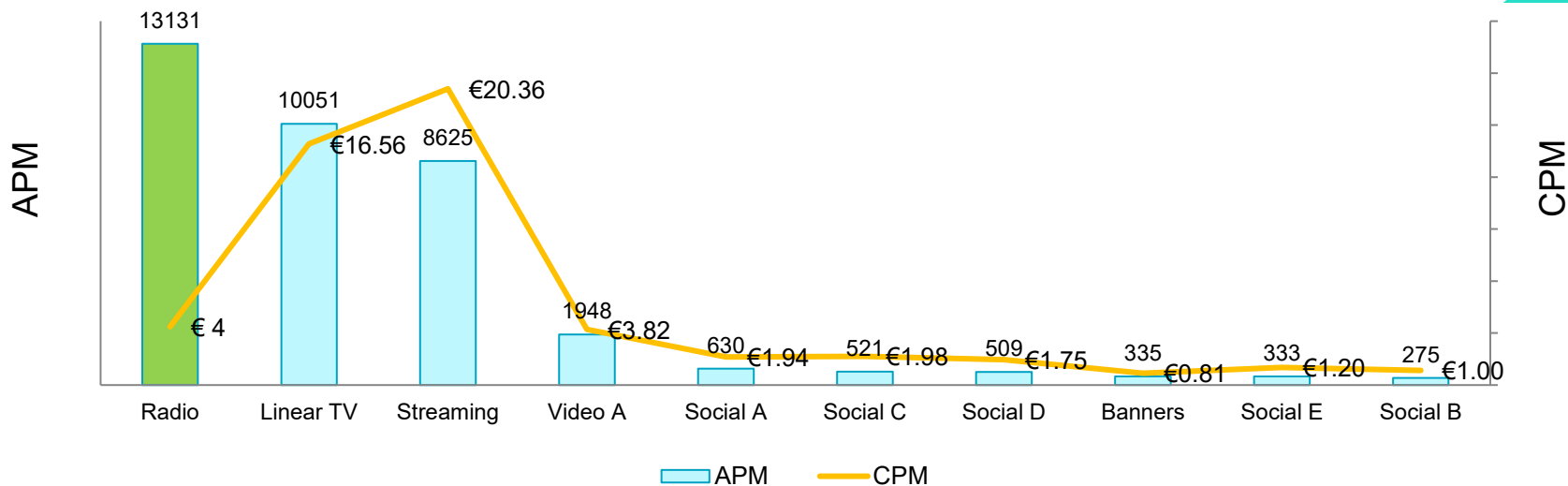
ptsb

Irish radio outperforms



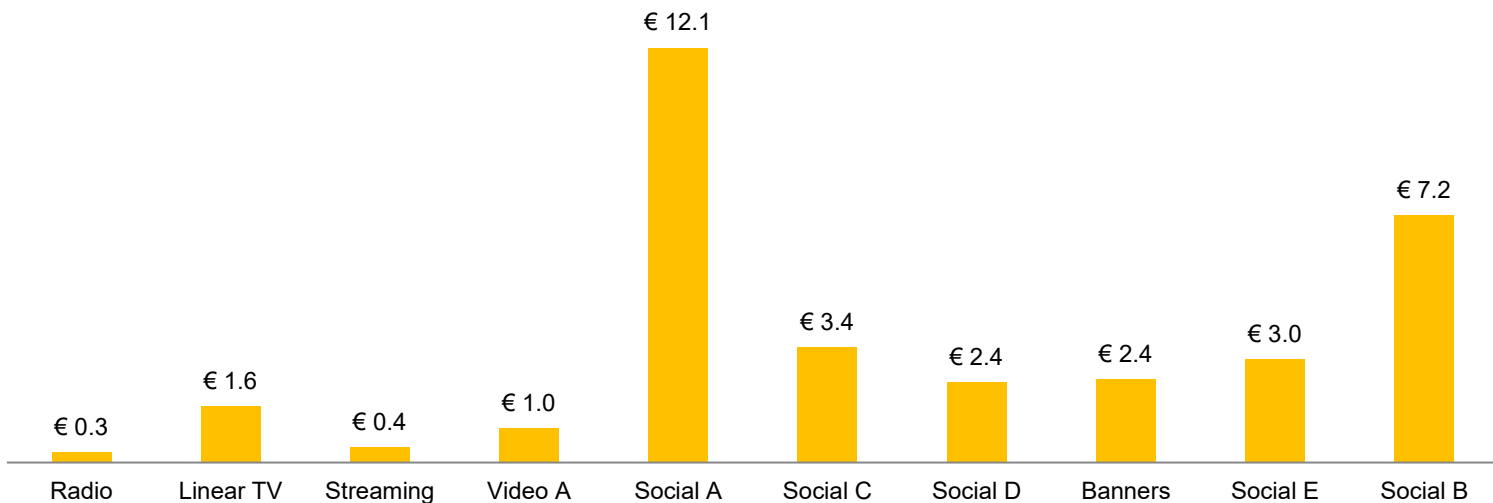
Putting a price on attention across media

Attention Per Mille and Cost Per Mille



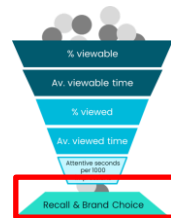
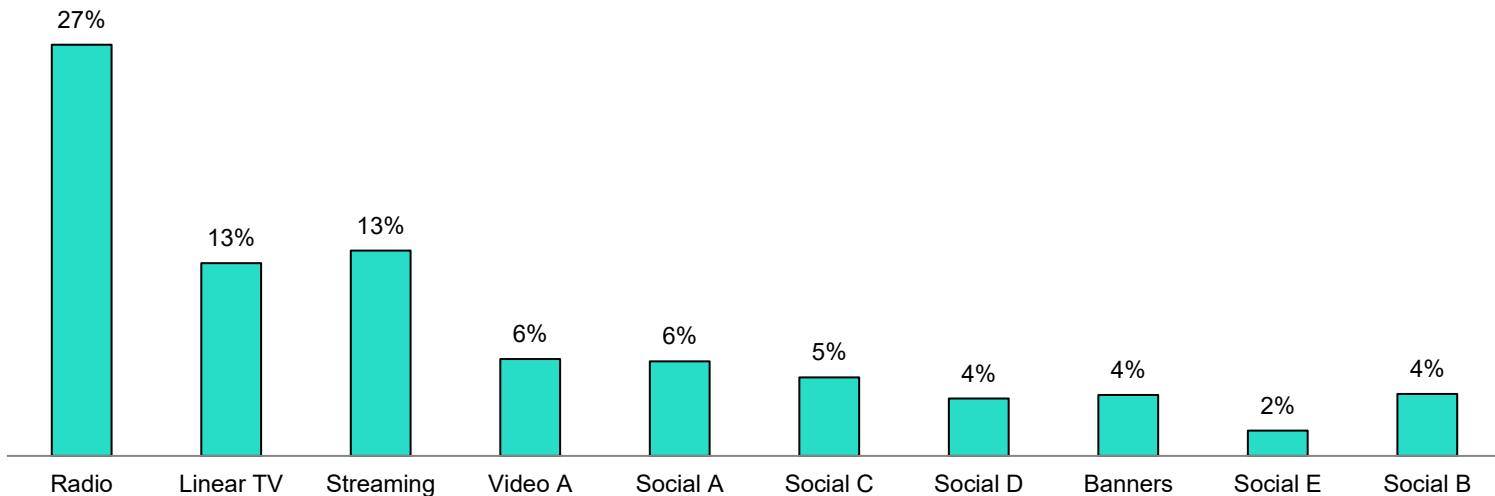
Radio is an attention bargain

aCPM - Cost per 1000 seconds of attention



Radio drives significant short-term brand lift

Recall Lift post-exposure



Accounting for the 'Irish Effect'

Why did Irish ads do so well?

1.

Local accents

2.

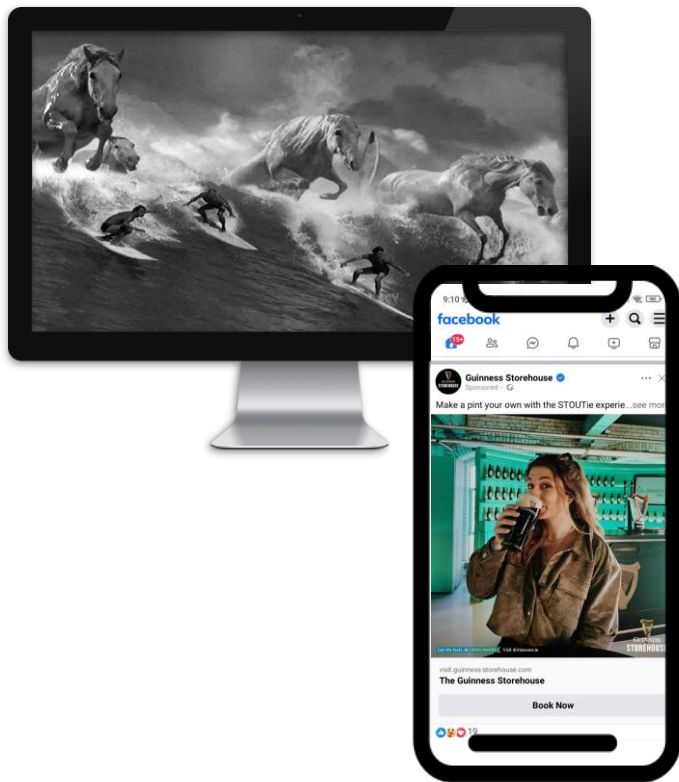
Local insights

3.

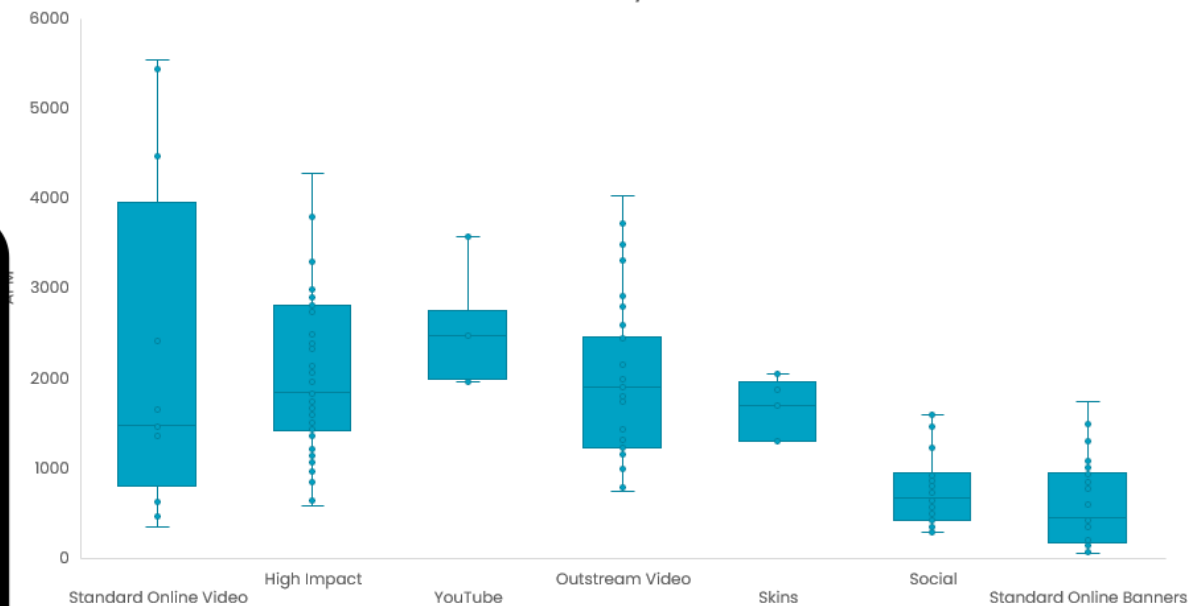
Local creative



Creative is crucial



APM Variance by Platform



An opportunity for advertisers

1.

Attention drives action

2.

Take media differences
seriously

3.

Buy Local – especially on
radio

A challenge for advertisers

An '**economics** of attention'



An '**ethics** of attention'