

The Attention Economy.

Social & Content Marketing Techniques
to Attract & Engage Your Audiences

V1.0

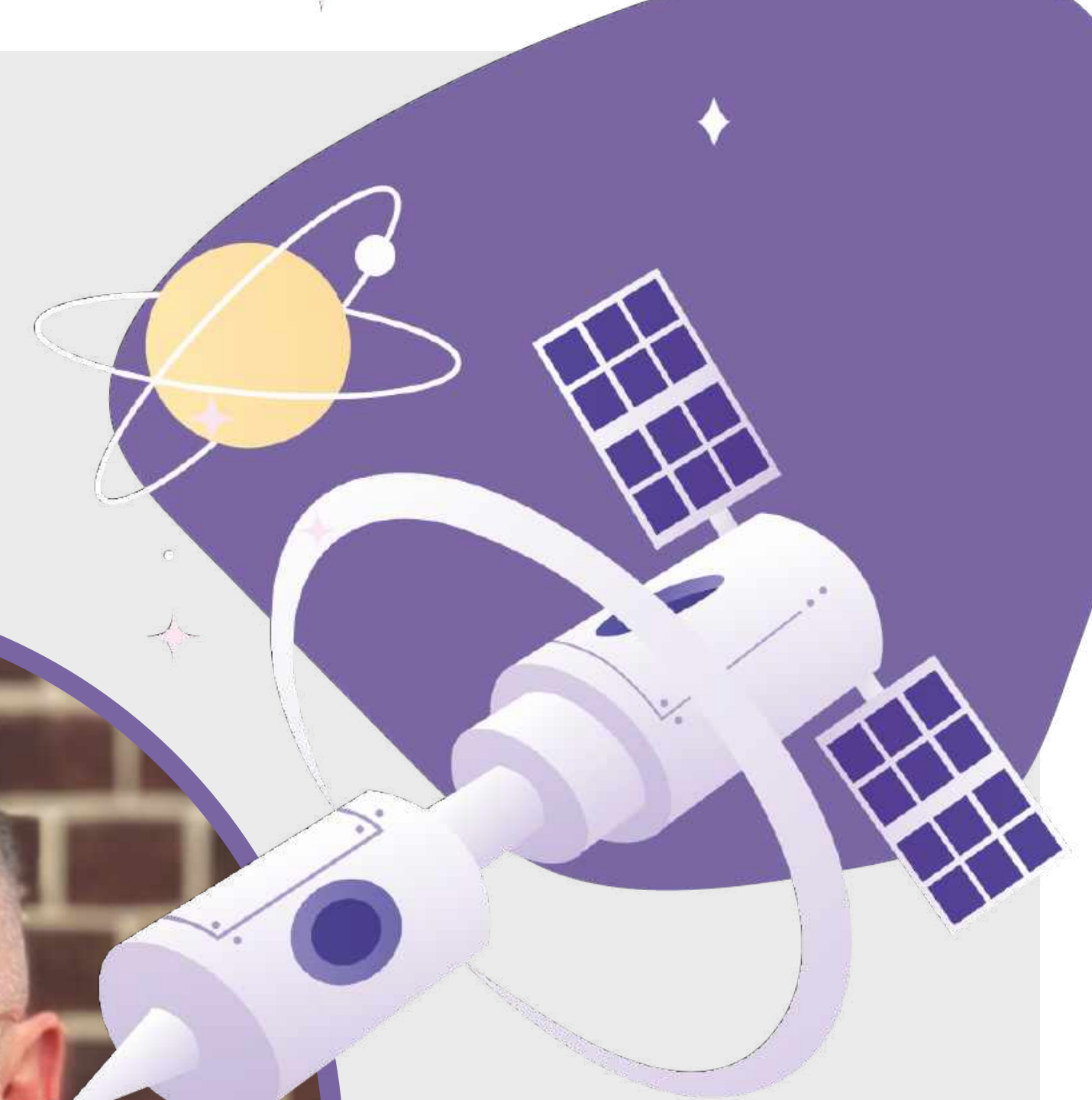
Webinar 30th July 2021



The Attention Economy

Introductions

Thom Shardlow
Head of Client Strategy



Introductions



Ann Stanley
Founder & CEO



Darren Wynn
Managing Director

Directors



Randhir Singh
Finance



Angie Longman
Client Services

Commercial & Client Services



Angie Padfield
New Business



Amy Hayward-Paine
PR & Content



Holly Kelly
Paid Media

Project Delivery & Team Managers



Ed Truman
Analytics & Data

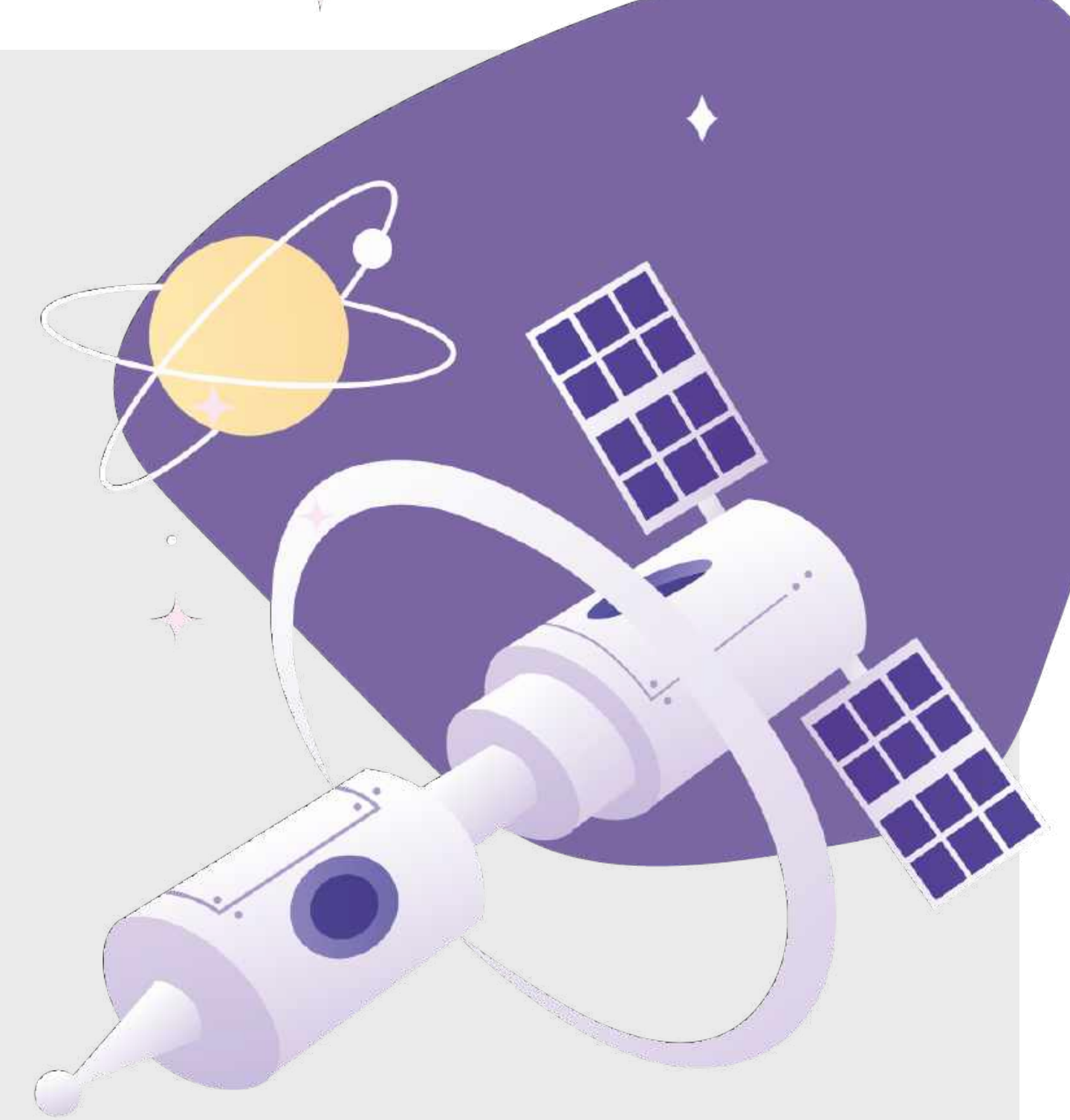


Sukh Singh
SEO

Strategy & Technical Specialists



Thom Shardlow
Client Strategy
& Social



The Attention Economy

About Anicca

2007
Est

26
Staff

40+
Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

anicca



Where & When You Need Us.

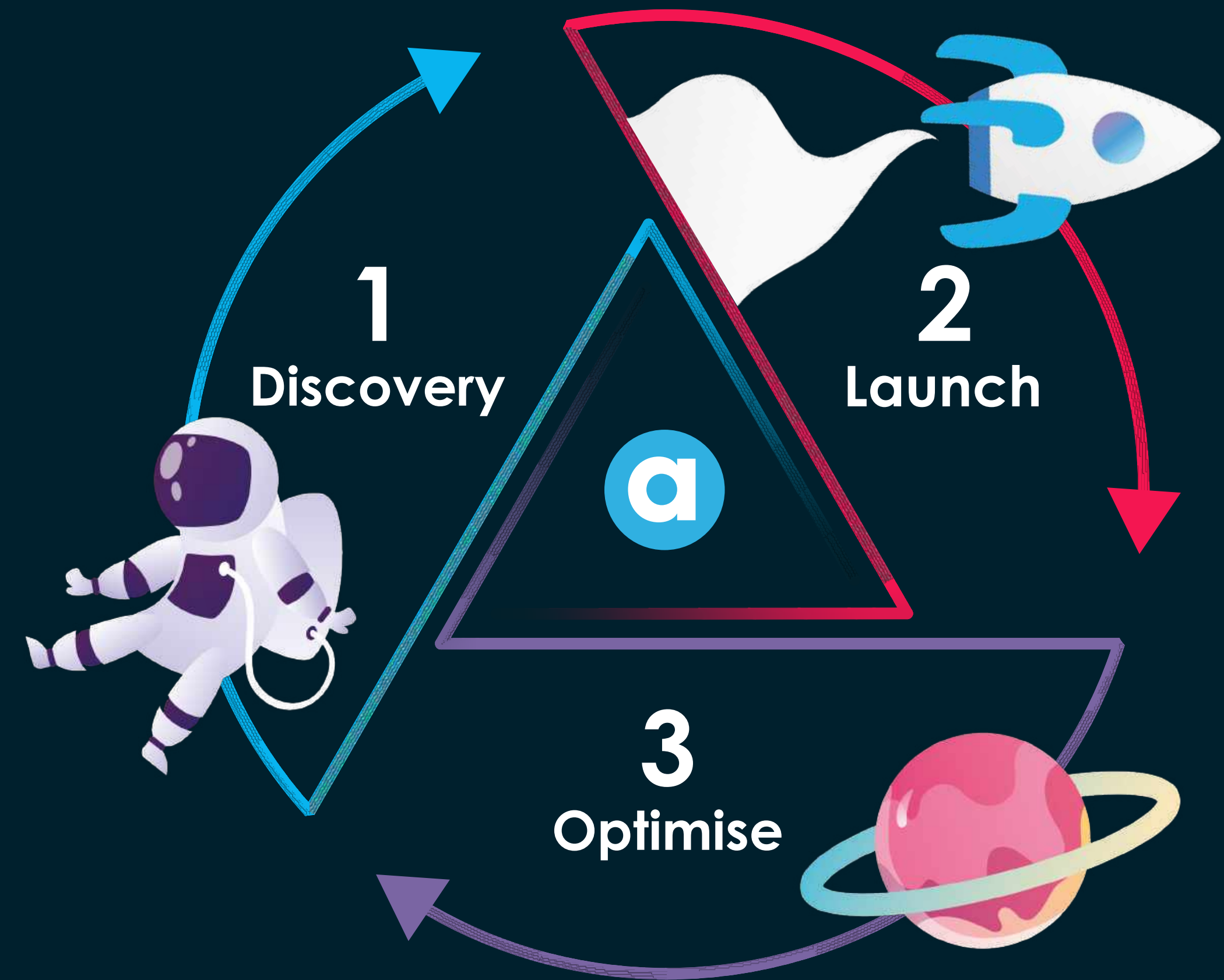
Ready when you are.

1 Discovery - The first phase in understanding a market or audience pre launch

2 Launch - Deployment and fulfilment of your digital marketing requirements.

3 Optimise - Adapt and tweak your campaign to drive deeper engagement

4 Manage - Here every step of the way to help you realise success.



So What's The Attention Economy?

Back to basics

'Nobel' beginnings

Herbert A. Simon,
Psychologist, economist, and Nobel Laureate

"The bottleneck of human thought that limits both what we can perceive in stimulating environments and what we can do."

1971



What is attention?

Attention: a selective focus on some of the stimuli that we are currently perceiving while ignoring other stimuli from the environment.

‘PAY’ Attention

When we “pay” attention to one thing, we deplete our budget of mental resources.

“A wealth of information creates a poverty of attention.”

Attention vs Time

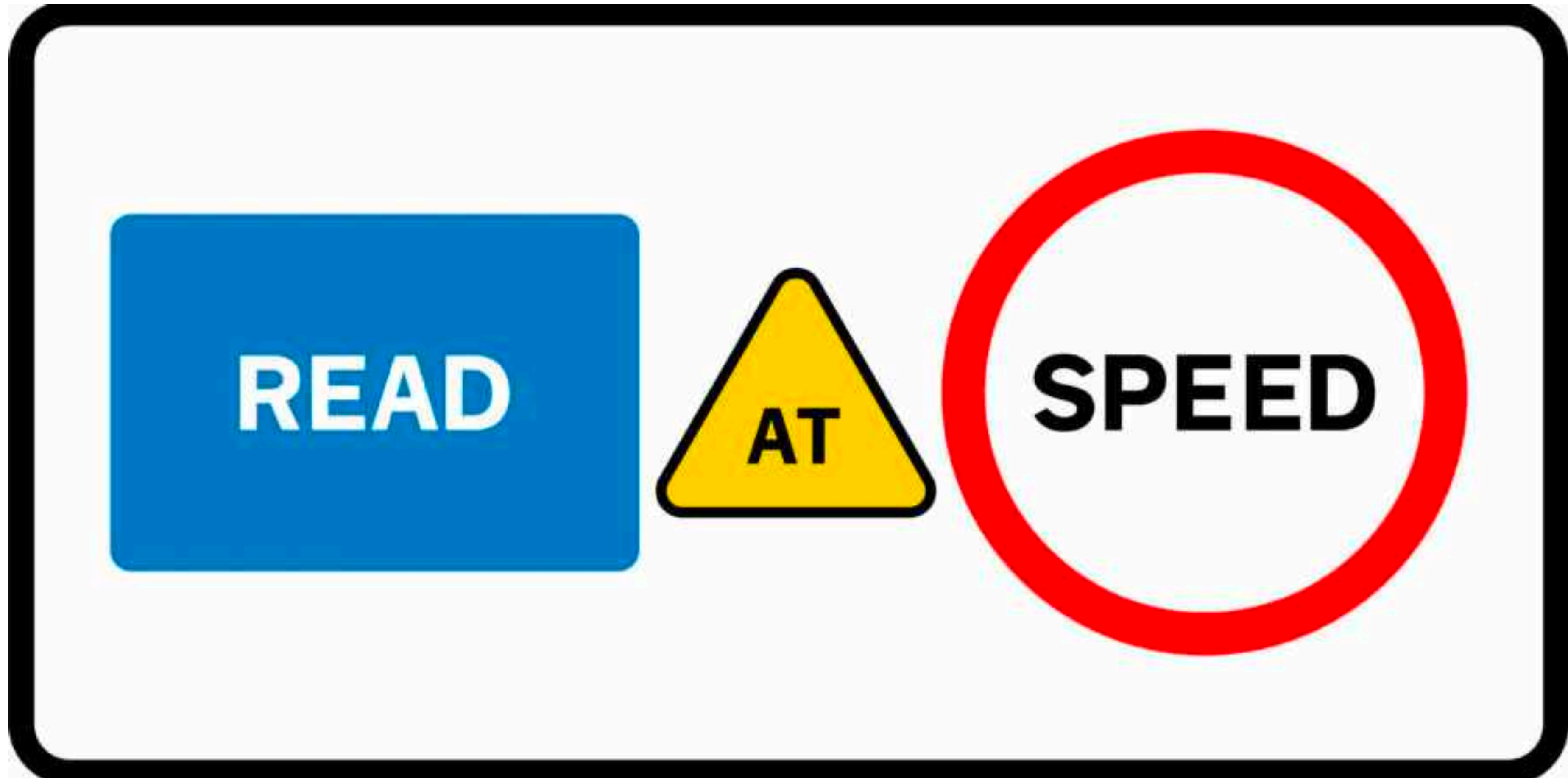
Our Need for Speed

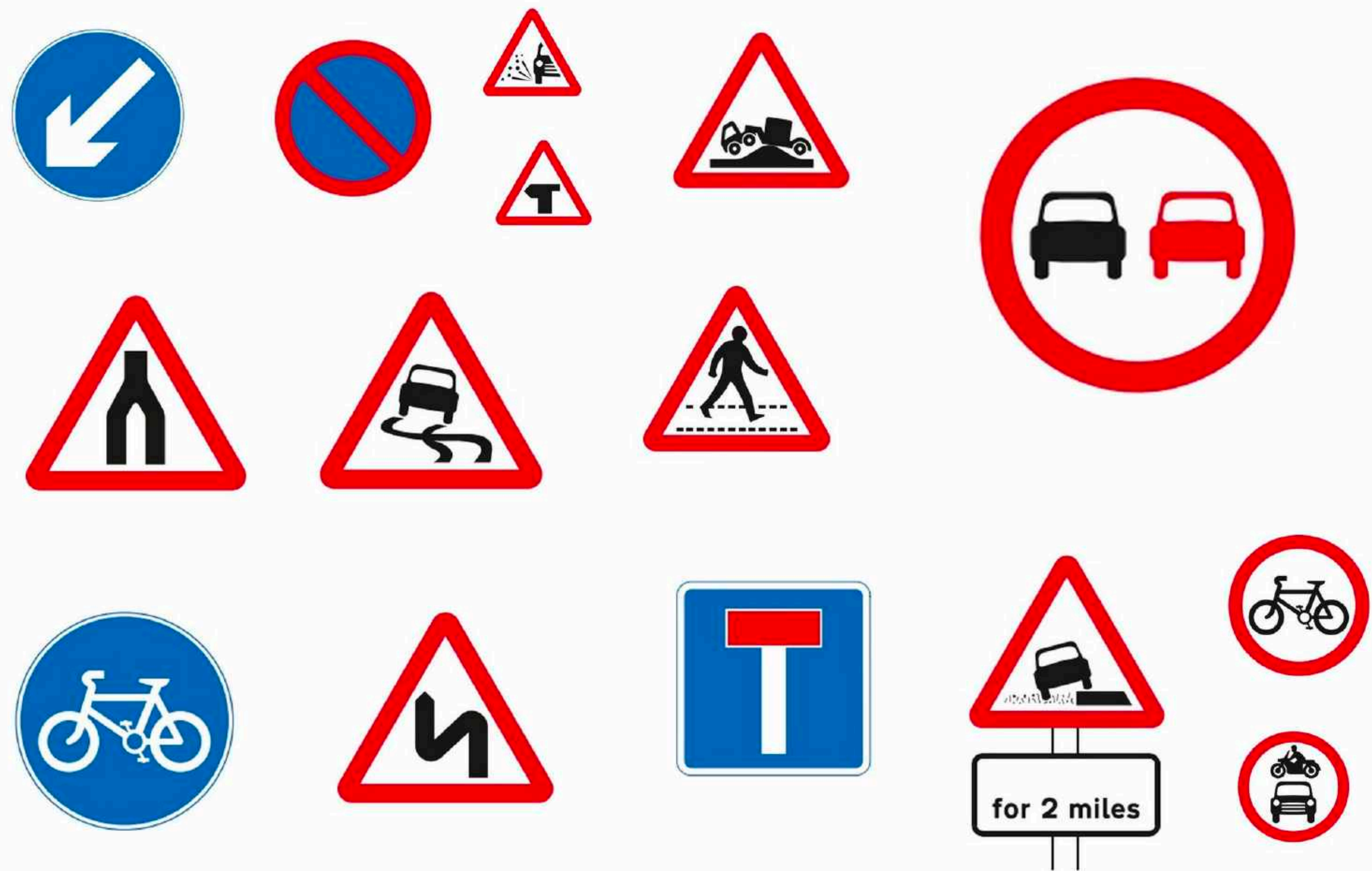


↖ Shops
↖ Restaurant 
↖ Nursery 

↖ Departures 
 Left
baggage →

Departures
Left
baggage









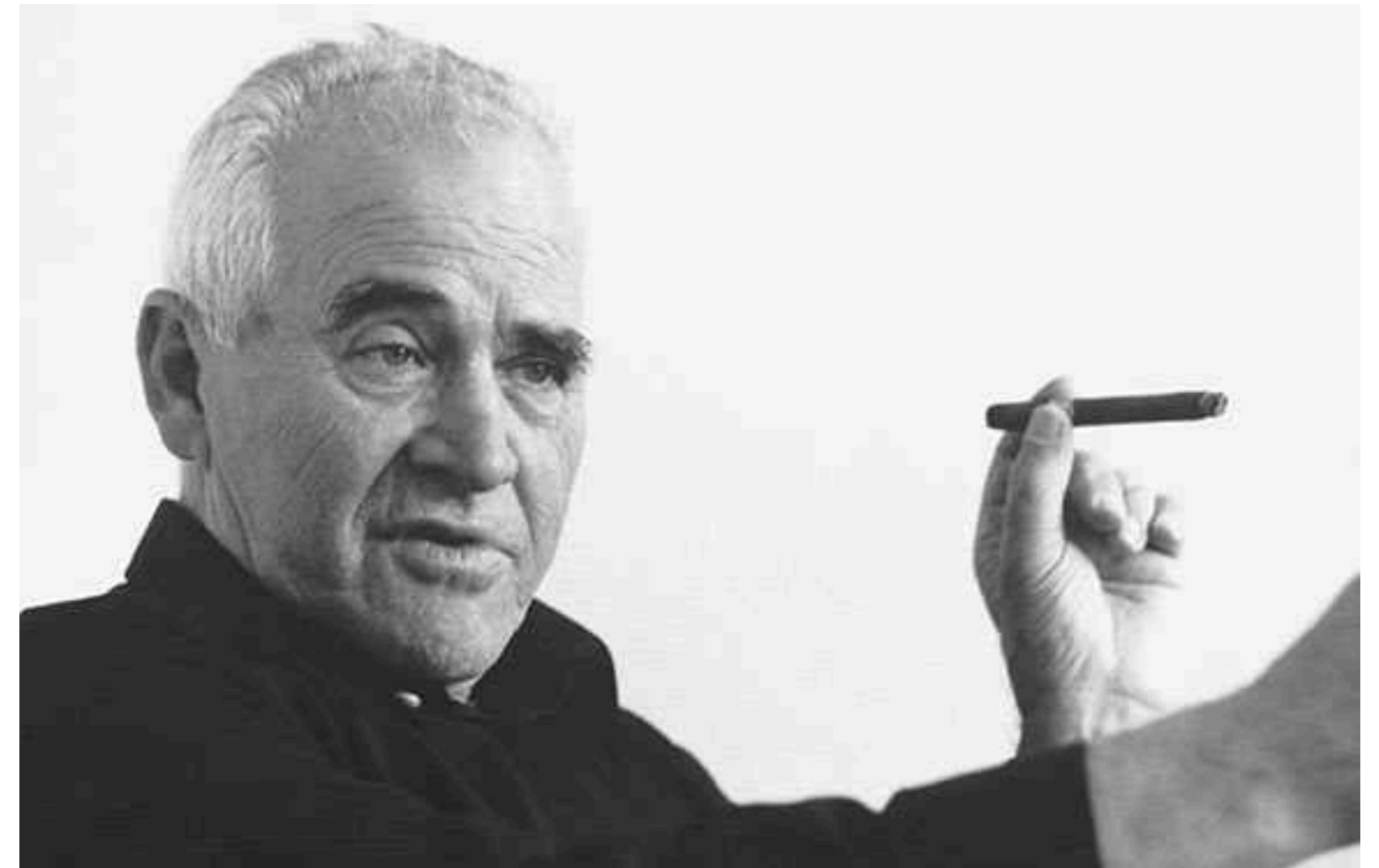
Otto Neurath
Isotype creator

Break down language
barriers & speed up
immigration



Margaret Calvert & Jock Kinneir
Gatwick airport & British road signs

Read at Speed
& safely navigate



Otl Aicher
1972 Olympics Iconography

Style & Substance to Navigate

The Attention Economy

Time saving



The Attention Economy

Time saving



The Attention Economy

Time saving

Time saving



Social Media was born

And someone said 'monetisation'

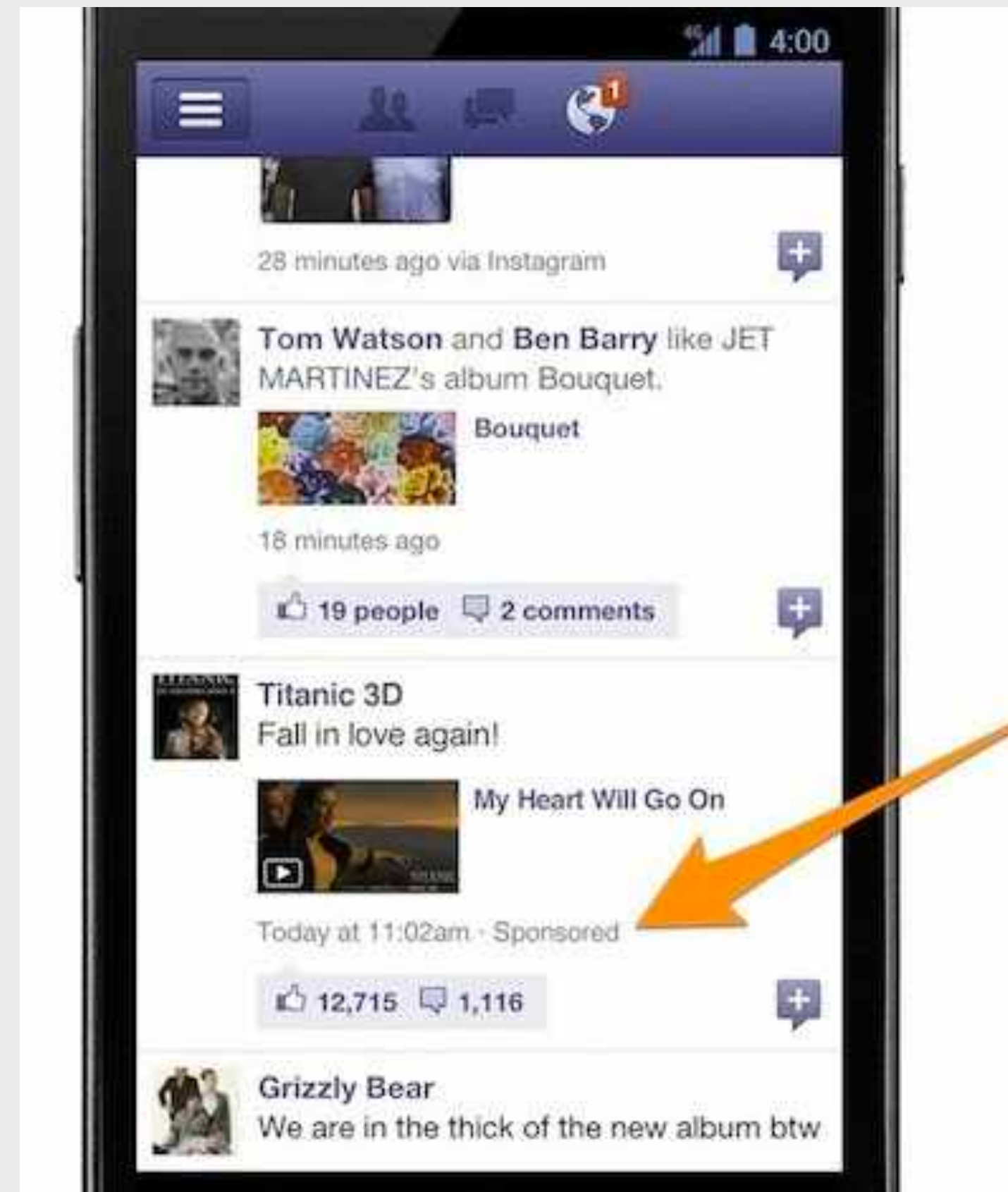
Facebook Flyers 2007



Sponsored Stories 2008



Mobile sponsored 2010



The first Facebook ad 2012



The first Facebook ad 2012

90 seconds long
No brand until 40 seconds
Landscape format
Sound dependent
Gradual lead in
Traditional

That gets us here

Attention Span

User Experience

A better designed experience allows for a more compelling relationship with the user...

...Thus grabbing their attention



2 HOUR PARKING
NO PARKING
SUN 10 AM - 6 PM

NIKE BY MELROSE
IS HERE FOR YOU
TEXT US AT
424-277-NIKE

bike WeHo



MEMBERS
UNLOCK
MORE WITH
THE NIKE APP



**RESERVE
PICK-UP**

SCAN YOUR
MEMBER PASS
TO PICK UP
YOUR GEAR



**WELCOME
NIKEPLUS MEMBERS
WE GOT YOU!**







amazon go

...and whilst the world was resting

Digital experience needed to fill the gap

I want to learn...



Spanish

88.6M learners



French

52.5M learners



German

32.5M learners



Italian

20.7M learners



English



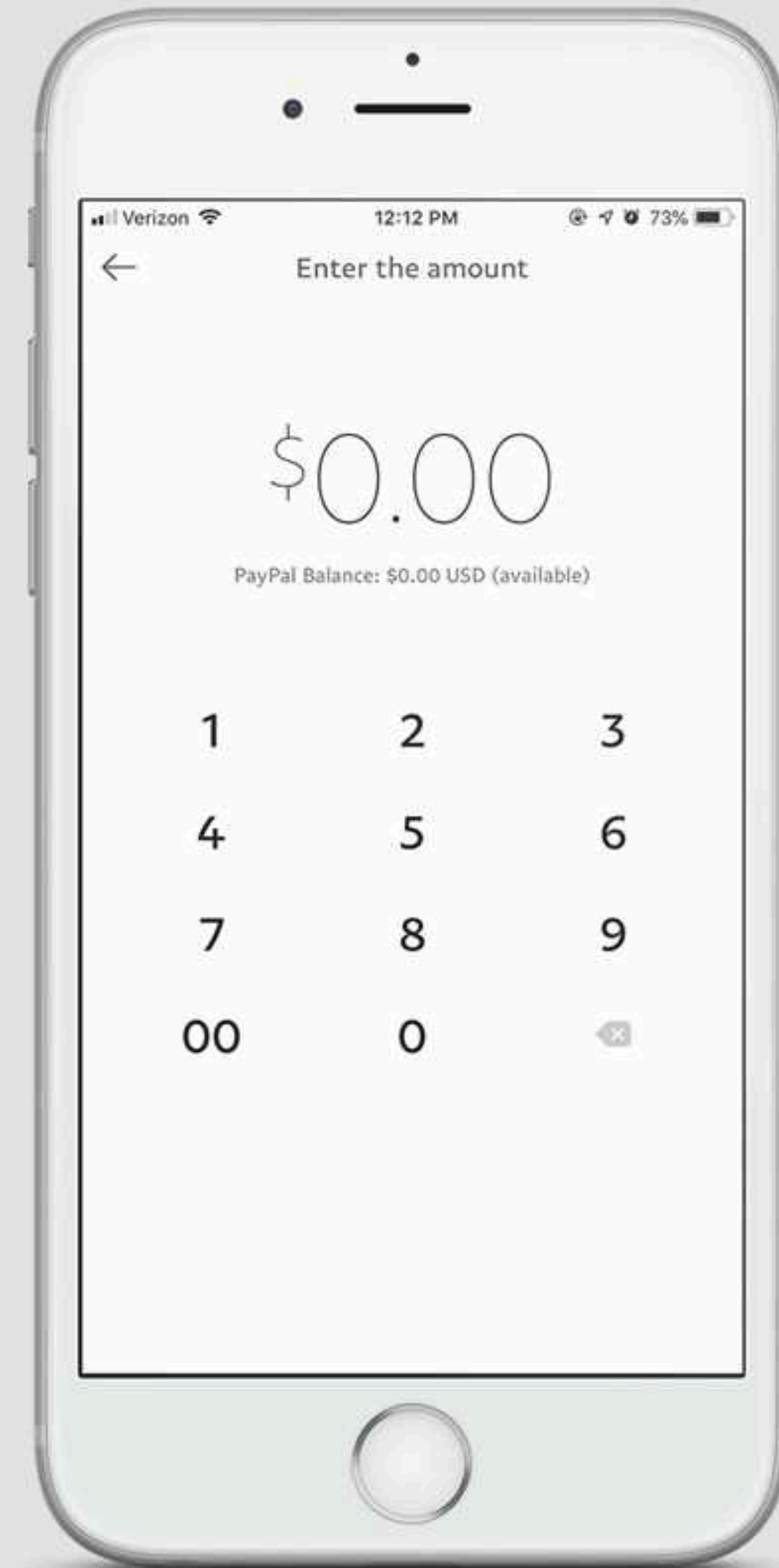
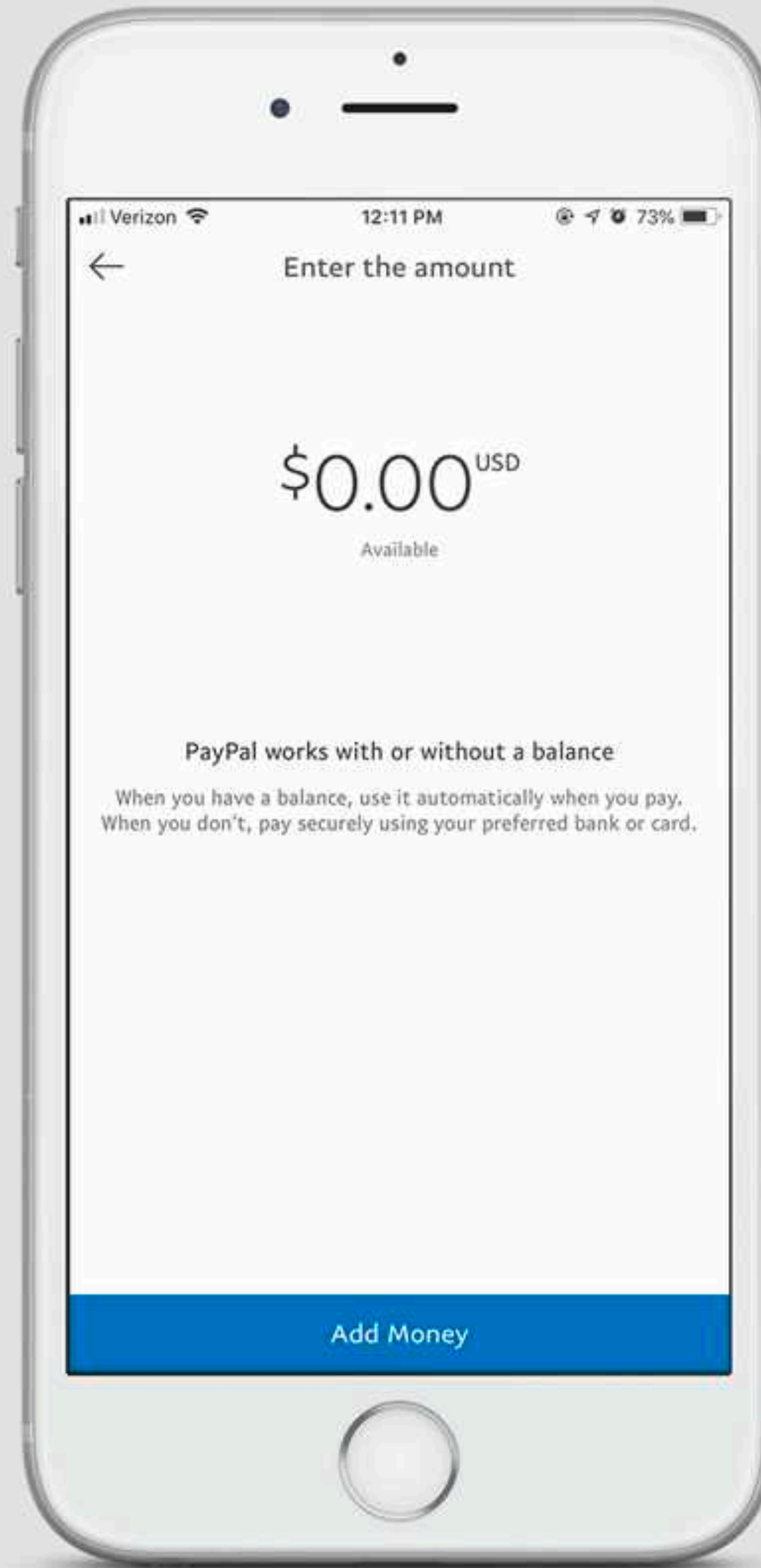
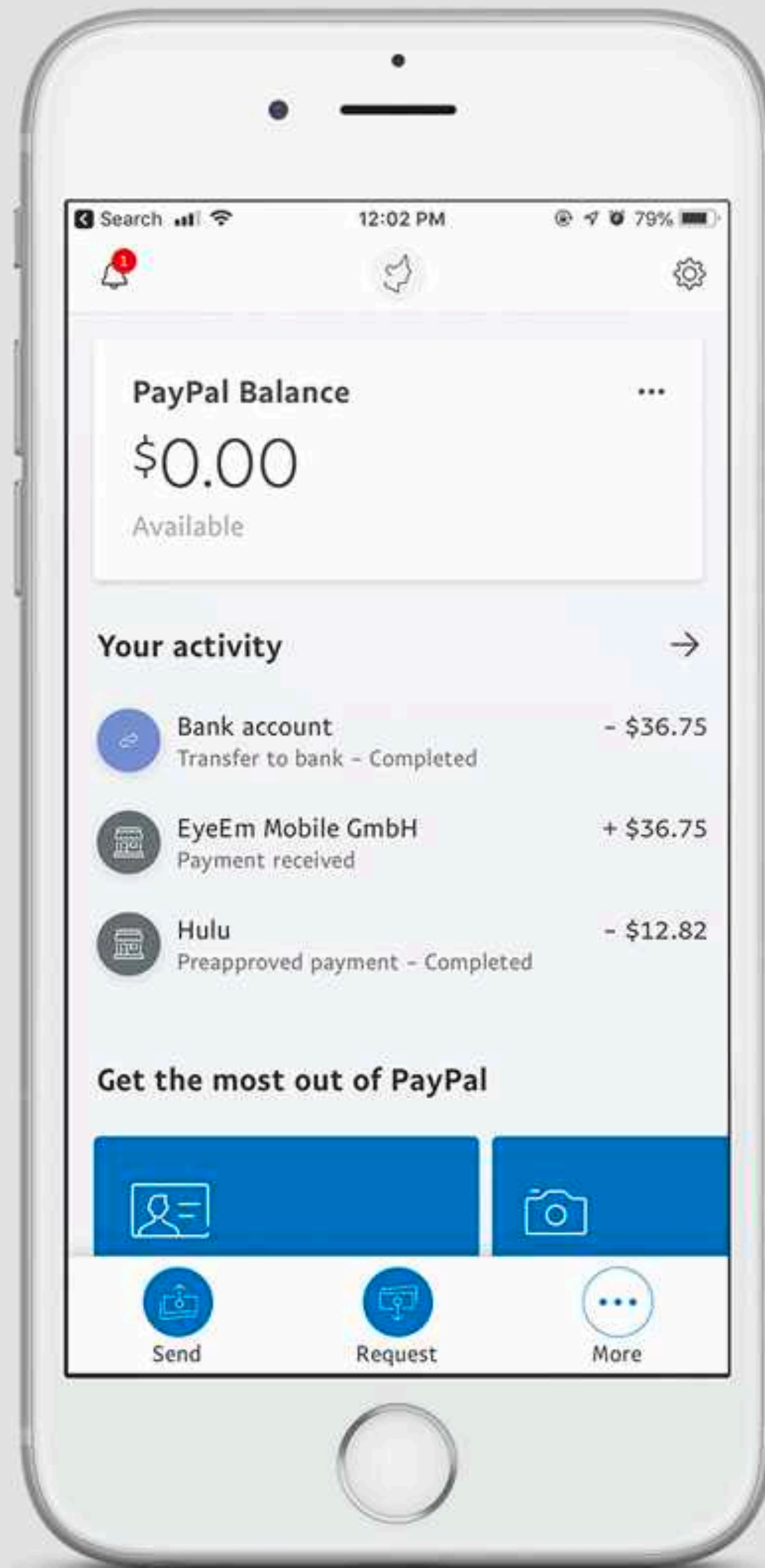
Portuguese

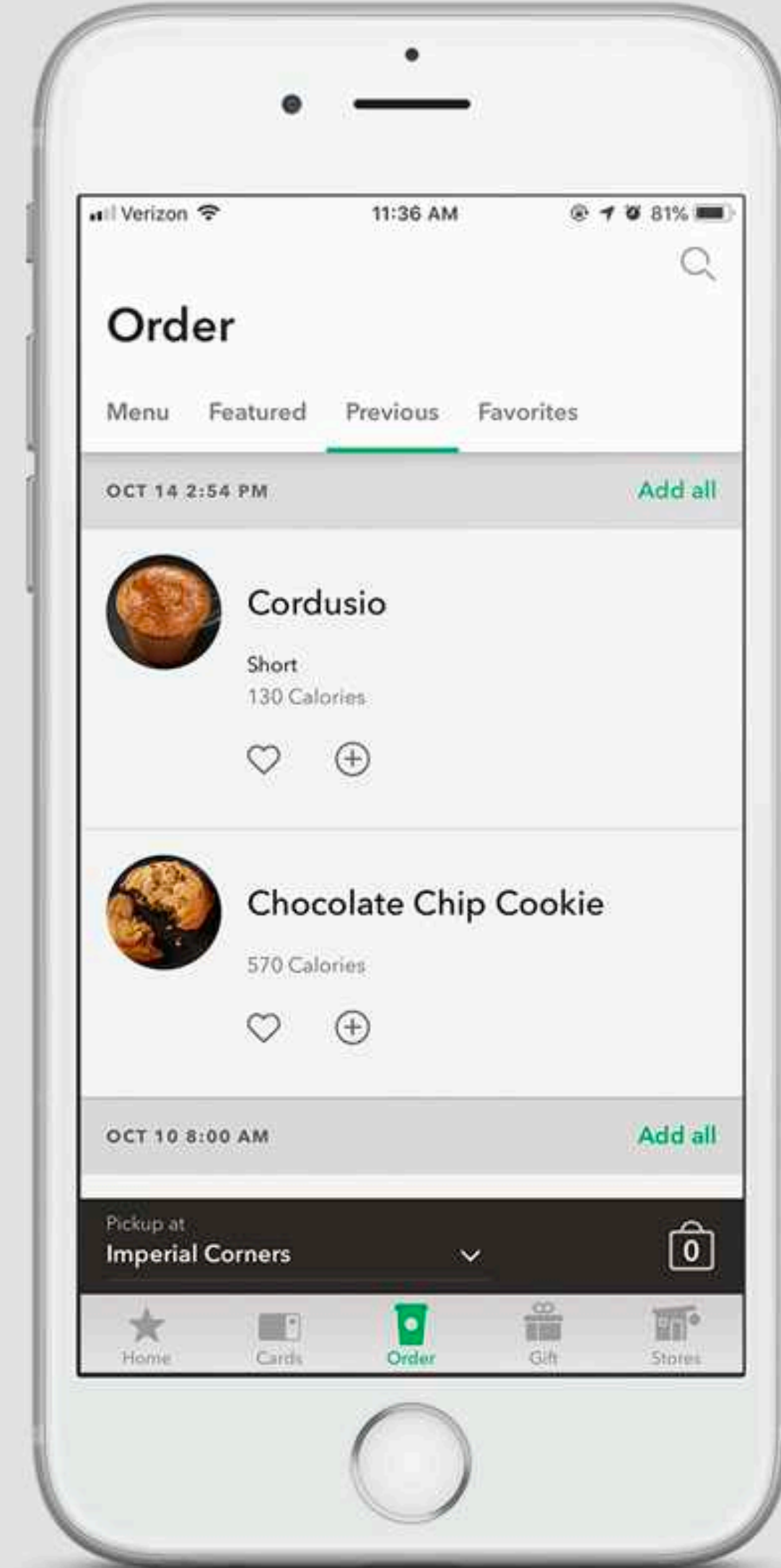
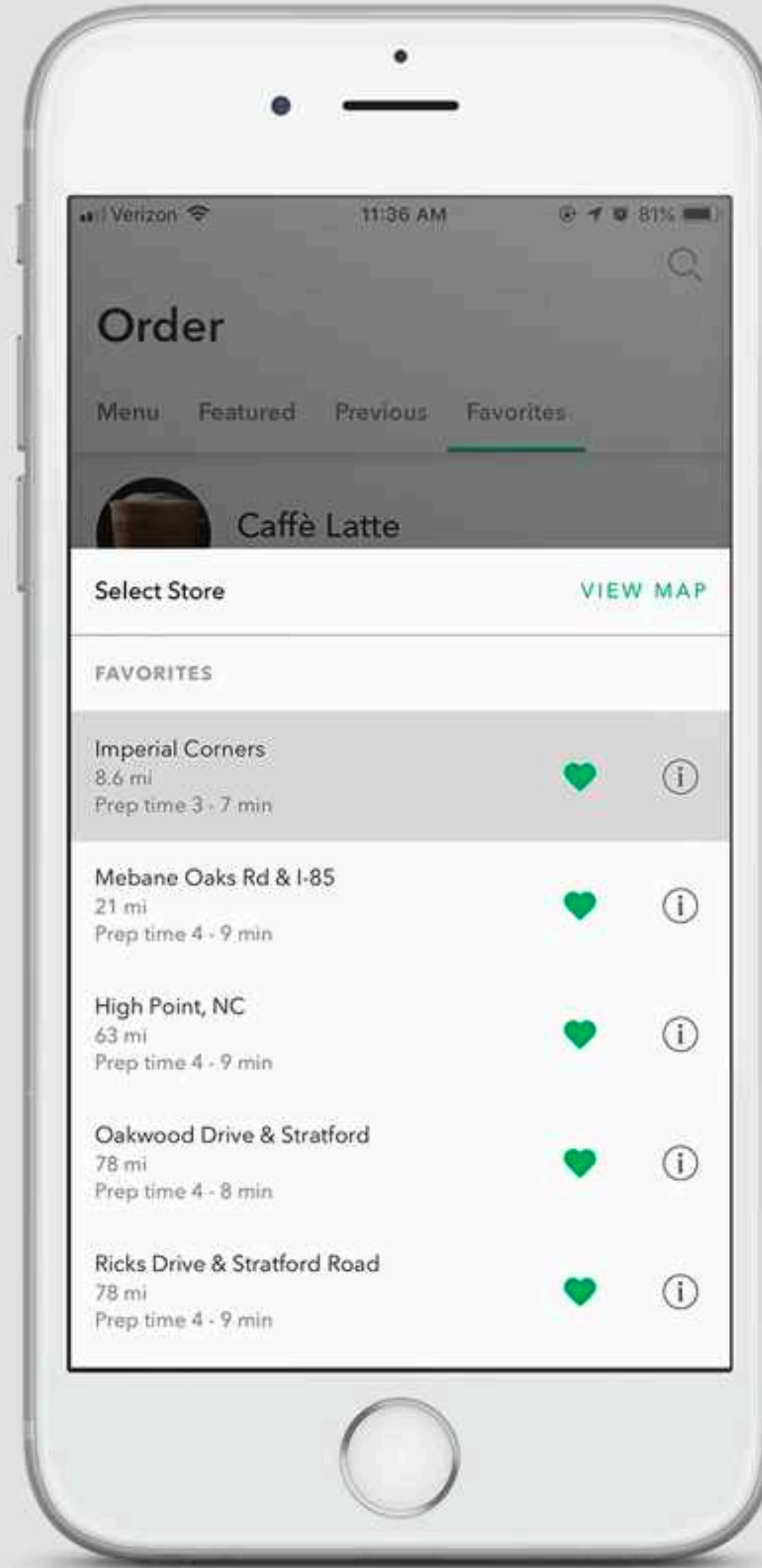
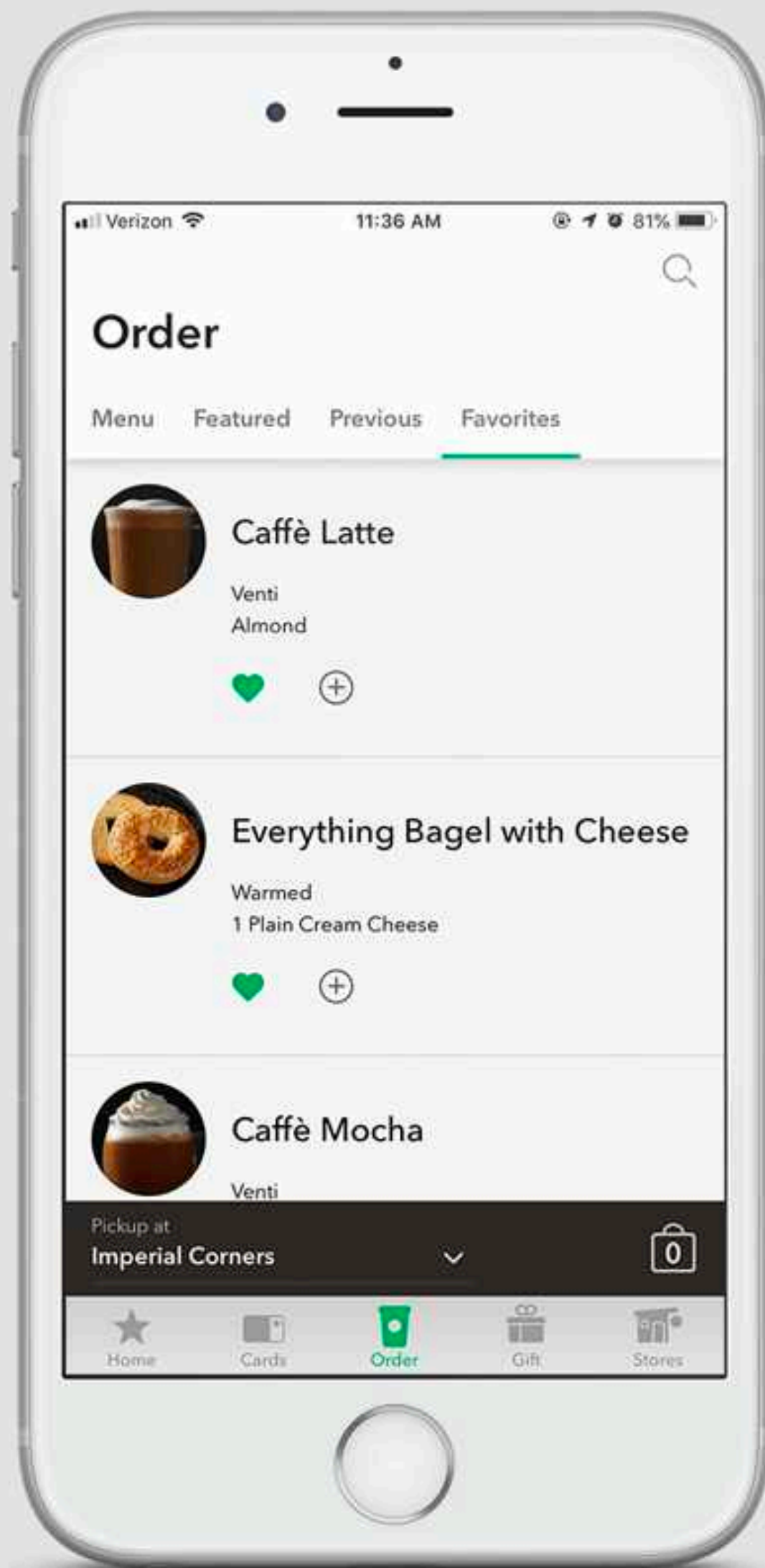


Dutch



Irish

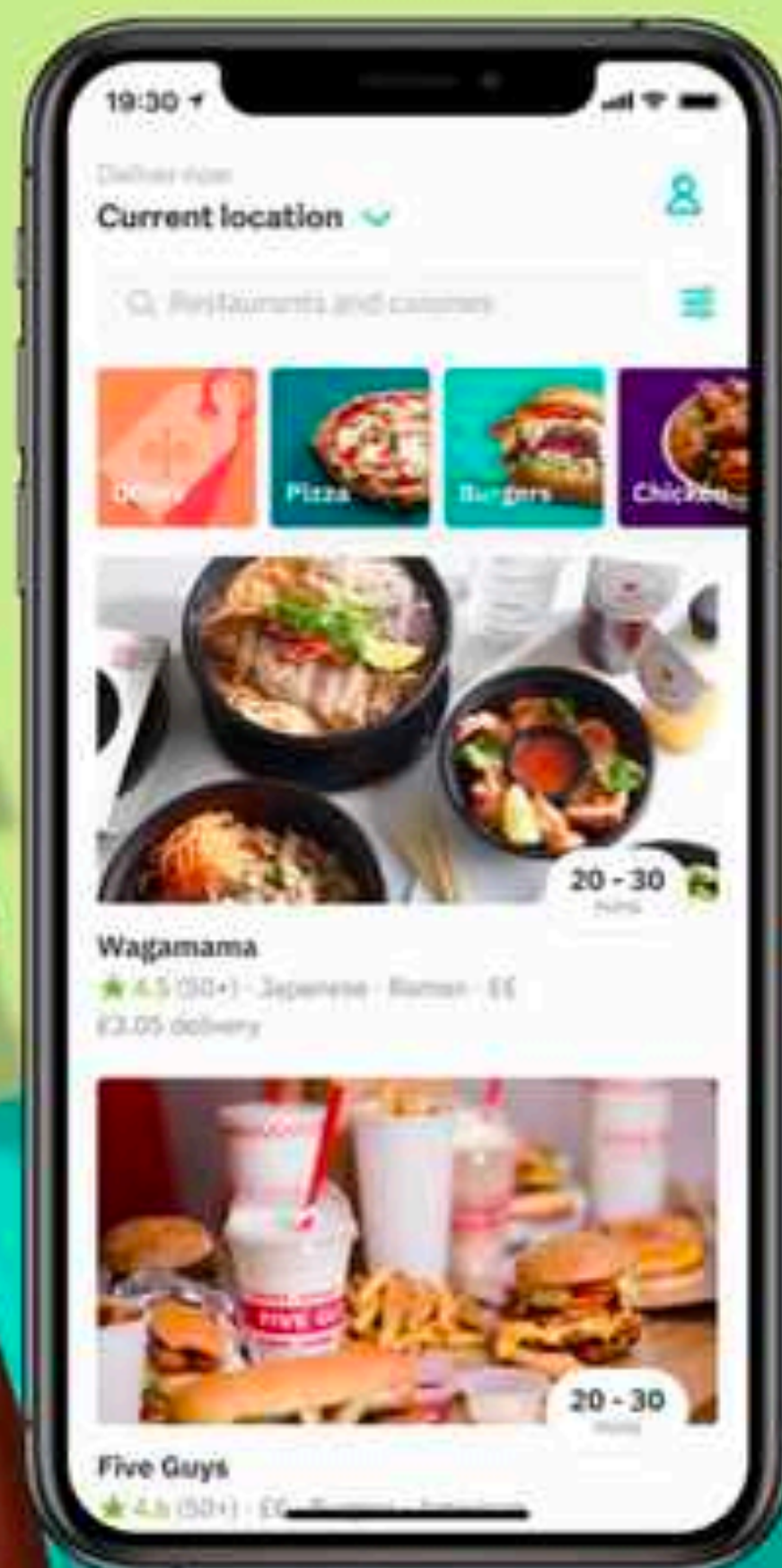




restaurant food,
delivered



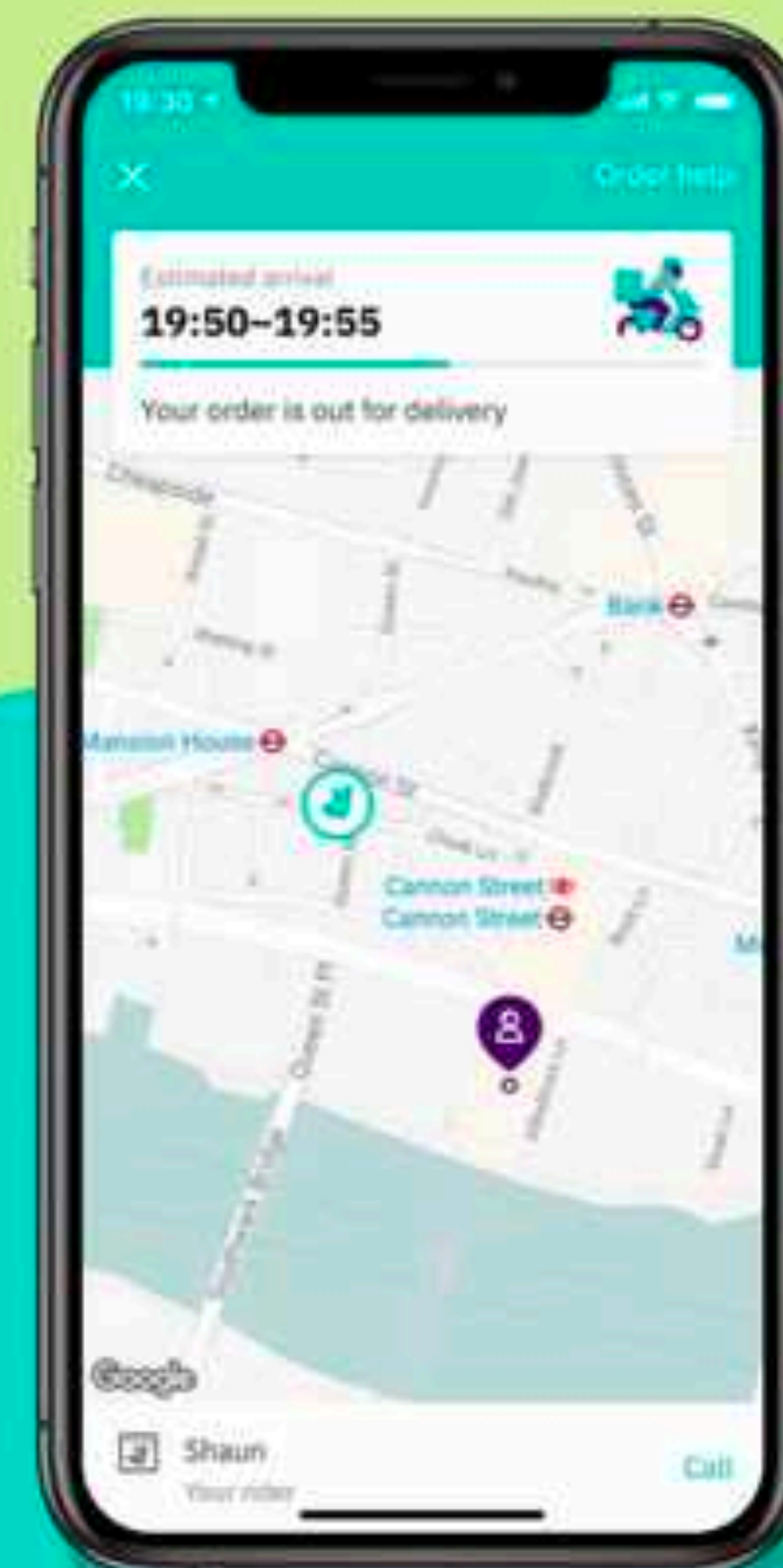
quickly browse great
restaurants near you



tap and add an item.
And another...



track your order right to
your doorstep





N SERIES

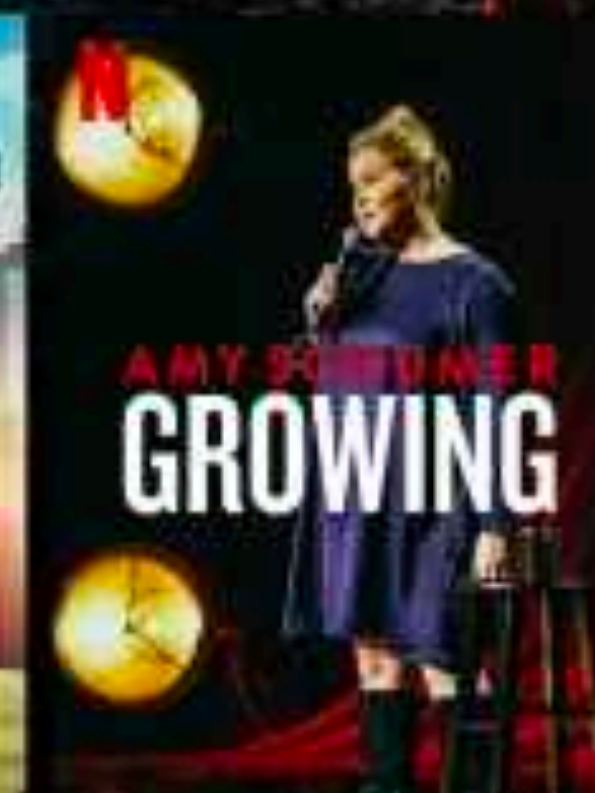
STRANGER THINGS

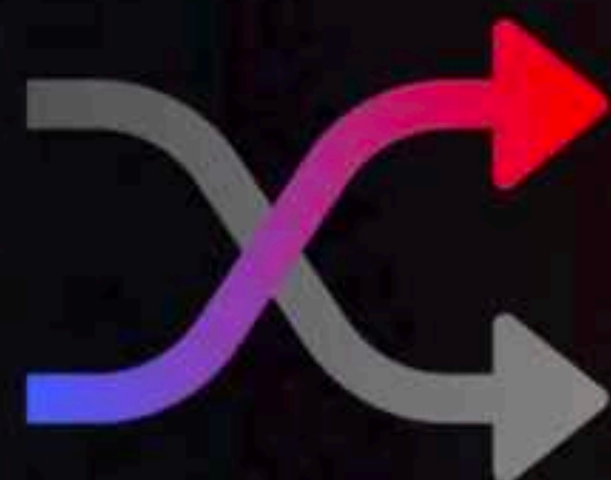
When a young boy vanishes, a small town uncovers a mystery involving secret experiments, terrifying supernatural forces and a strange little girl.

▶ Play

More Info

Trending Now





Not Sure What to Watch?

Choose Play Something and we'll pick things for you to watch based on your tastes.

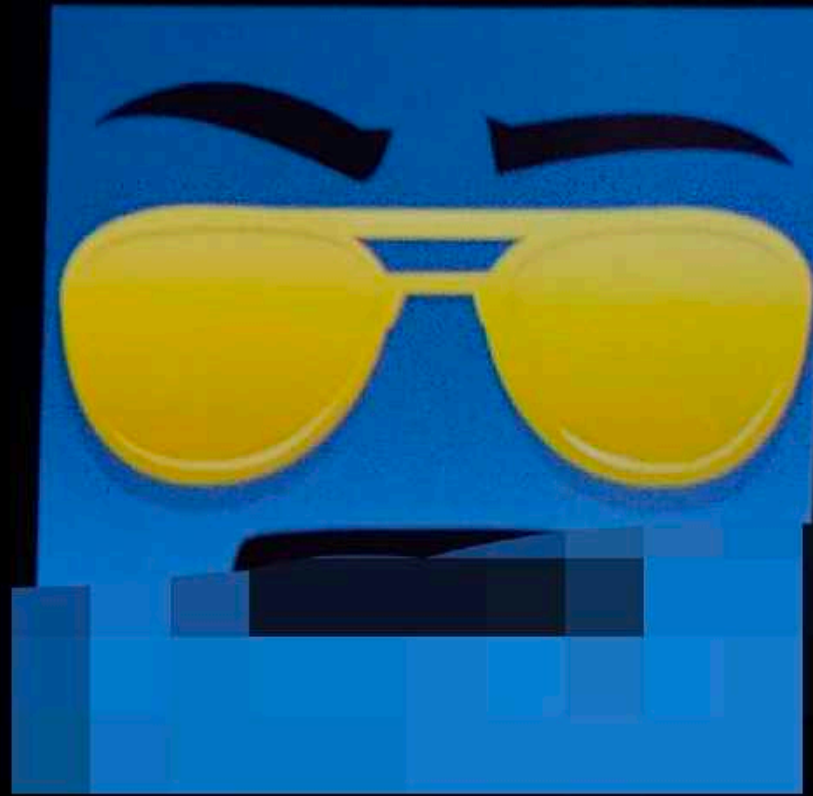


Play Something

TV Dramas



Who's watching Netflix?



Play Something

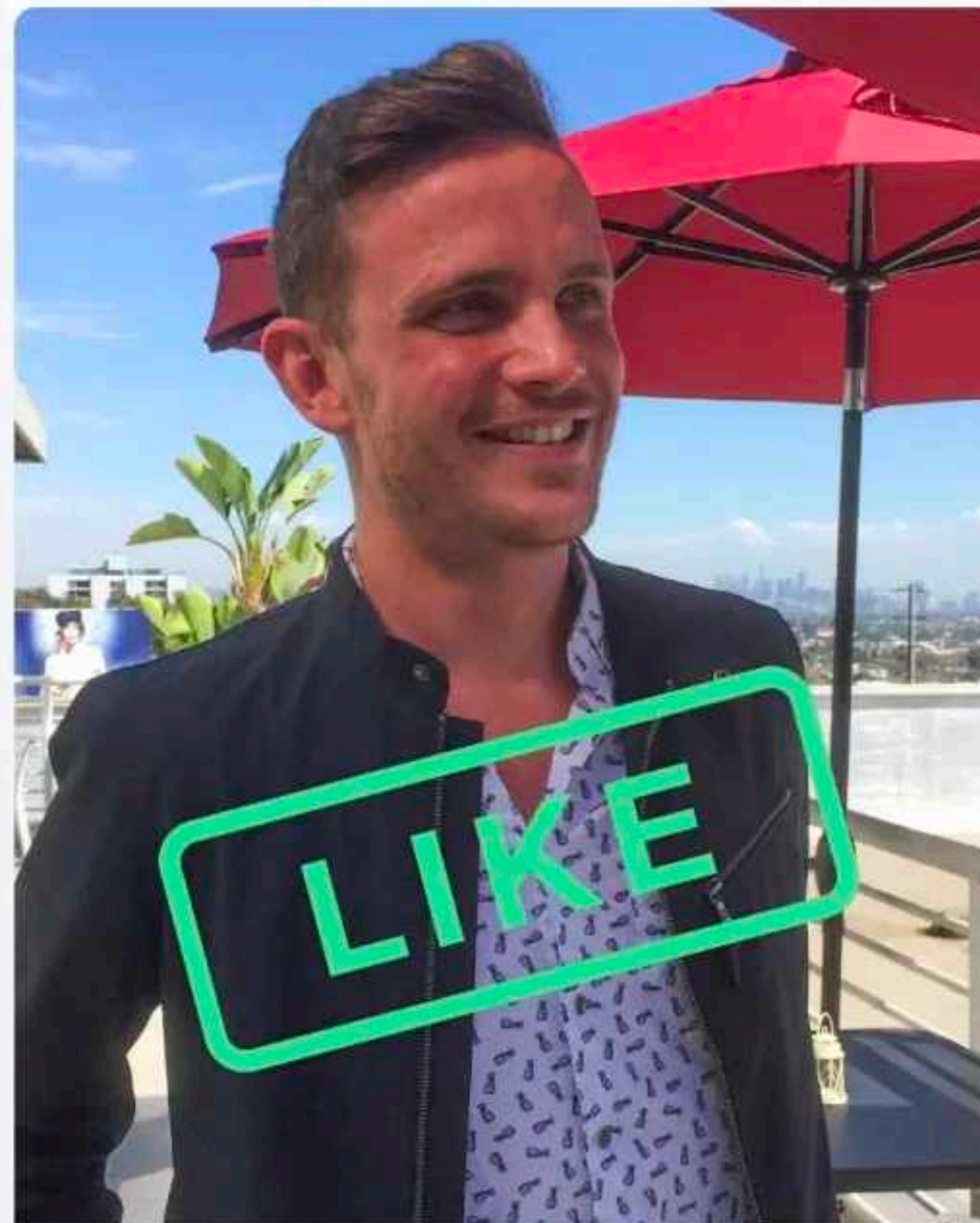


We're all 'Data Miners'

And good ones too



David, 26
CEO at New Ventures



David, 26
CEO at New Ventures



2011 vs 2021



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



<https://www.facebook.com/watch/?v=3223240734385674>

2011 vs 2021

Facebook's first ad 2011

90 seconds long
No brand until 40 seconds
Landscape format
Sound dependent
Gradual lead in
Traditional

Good example of today (Tenet)

6 seconds long
No brand until 4 seconds
Portrait 4:5 format
Sound optional
Straight in
User relevant

2011 vs 2021

Facebook's first ad 2011

90 seconds long
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Landscape format
Sound dependent
Gradual lead in
Traditional

15x
10x
9x

Good example of today (Tenet)

6 seconds long
No brand until 4 seconds
Portrait 4:5 format
Sound optional
Straight in
User relevant

Creative Techniques

Our best practice guide

Creative Best Practice

When creating assets, our SIX rules of creative best practice adhere to the latest platform ruling and engagement results. Users now make a decision to engage in just 0.6 seconds. So social first creative is paramount.



1 Branding

Showcasing your brand upfront
Display yourselves to stop users
thinking your the competition



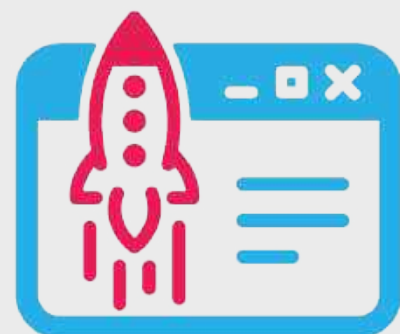
2 Timing

When is this going out? Make
sure the asset suits the
environment.



3 Sound

Videos are viewed 85% sound
off. So design for without. BUT
delight with sound on.



4 Format

Make sure your ad is getting the
best opportunity it deserves.
Design for the platform.



5 Attention

Keep the balance right.
Re-engage the user throughout
and don't over explain.

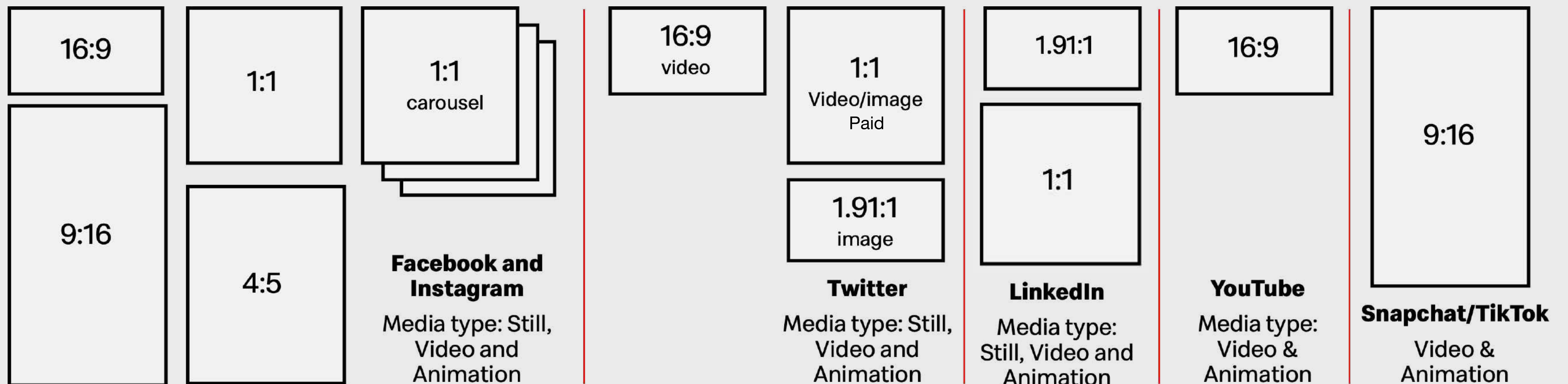


6 Explore

Play with platform limitations and
get creative to engage the user.
Be native and experimental.

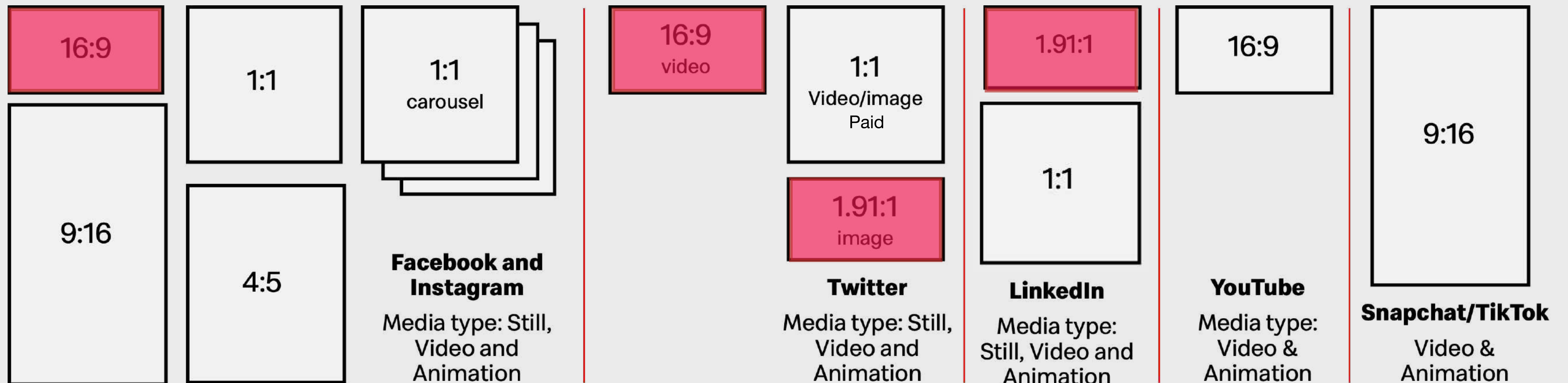
Format

Expanding format and platform for optimum engagement. These are the typical formats relevant within the most popular platforms.



Format

LET'S BAN ALL 16:9 CONTENT ON CHANNEL. The highlighted fields restrict engagement by at least 9x based on user behaviour and so should be avoided where possible. Meaning the vast majority of content produced should come in 3 size formats. MINIMUM 1:1



The Attention Economy

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Weather

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CBBC

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Business

Your Money


Market Data

Companies


Economy

Global Car Industry


Business of Sport




Shareholder dissent grows over Morrison's bid
🕒 11h | Business




Amazon predicts slower sales growth
🕒 9h | Business



Robinhood has a muted stock market debut
🕒 10h | Business




US economic growth 'disappoints' as Covid surges
🕒 16h | Business

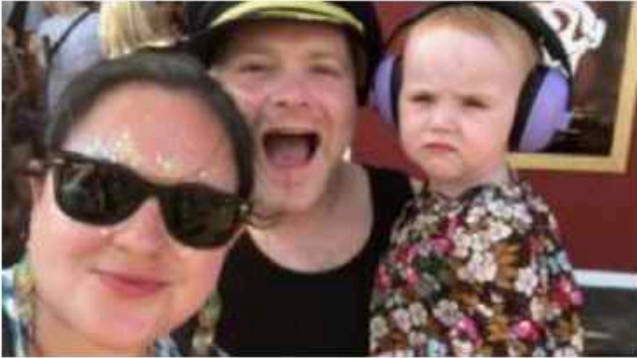


Fewest people on furlough since pandemic began
🕒 19h | Business


Features & Analysis




'My bakery lets you take a bite out of celebs'



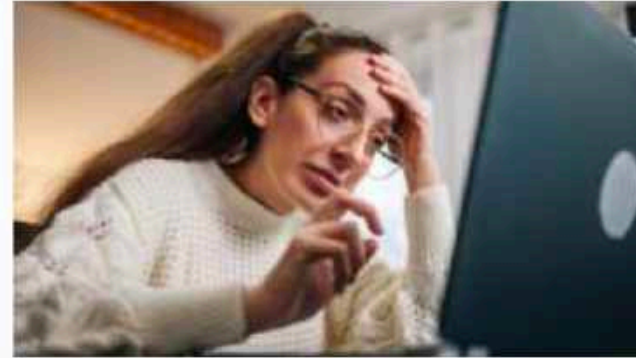
Live music events turn to streaming to reach fans



'It all adds up when you don't work from home'



'Don't call me 'Dad' on Zoom calls with clients'



Can more tech make video meetings less excruciating?

The Attention Economy

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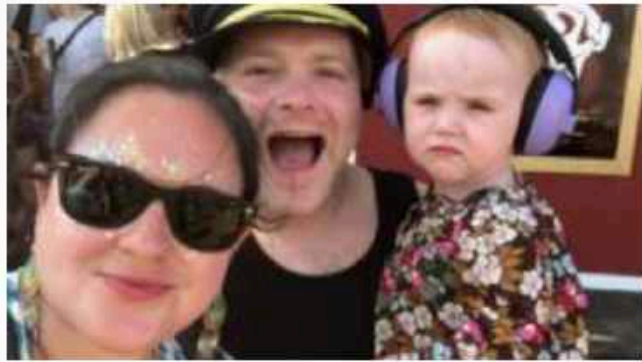
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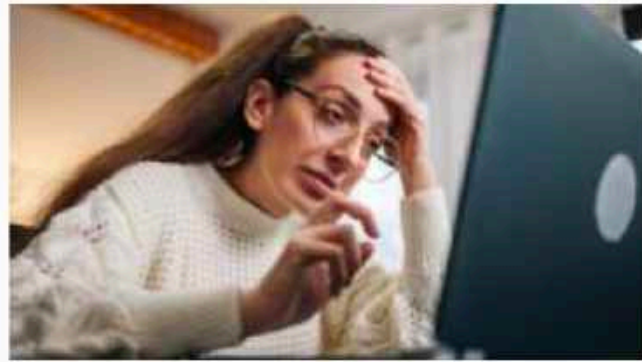
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The Attention Economy



Content isn't currently optimised.

Format is GOOD

No owned branding

Nothing to tie the image to the brand or the message.

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A few key changes.

Don't rely on too much copy and avoid the “See More”

Remember copy follows creative. It doesn't lead it.

And don't be afraid to add emojis for personality

The Attention Economy



A few key changes.

Add a Call to Action to attract users to follow up with your post.

Giving a reason behind your post

The Attention Economy

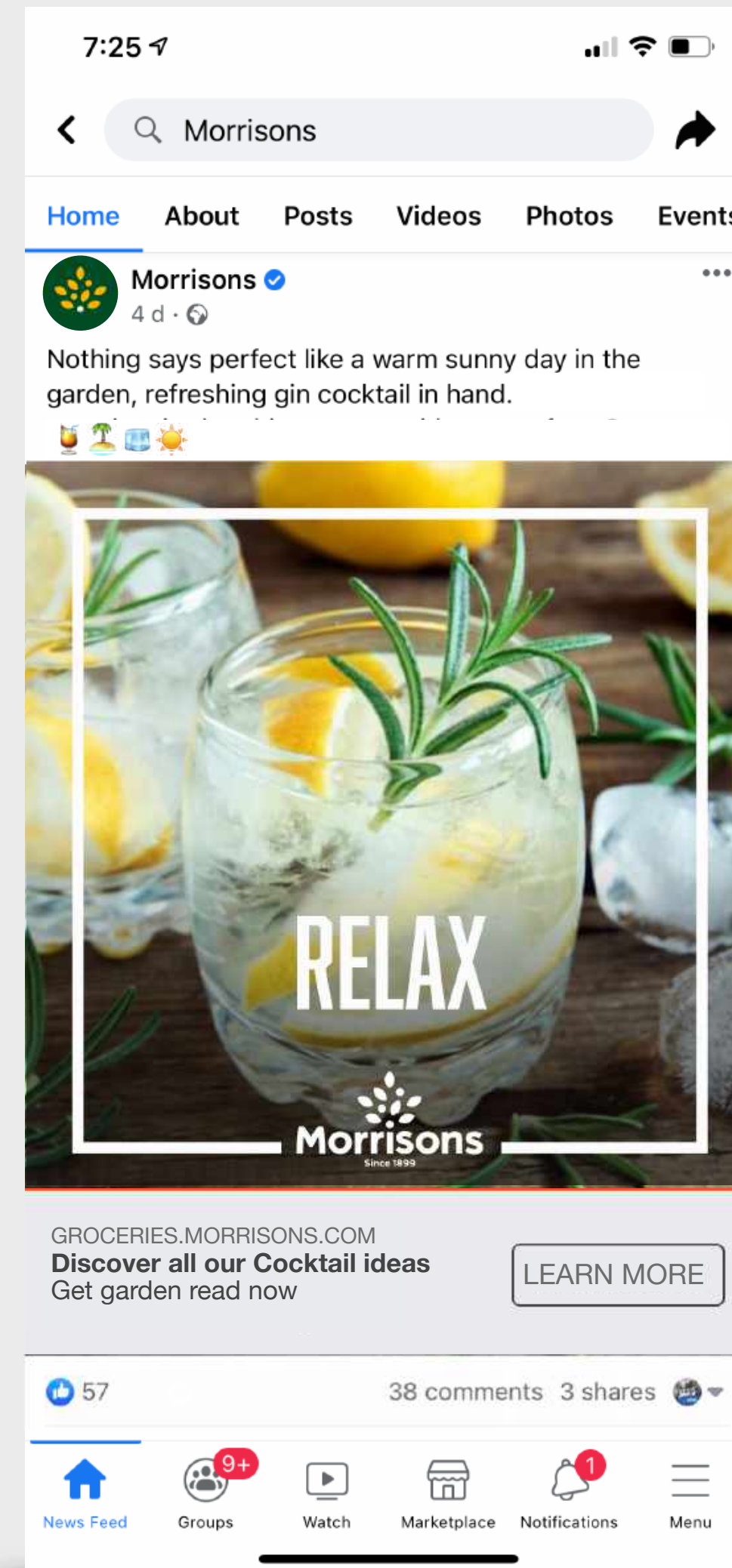


A few key changes.

Who are you?

Make sure your Profile Pic is ownable and easy to read

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A few key changes.

Owned creative that grabs the eye.

No doubt it's Morrisons
Wrapped in a border to draw the eye.

Clear reason for the post on the asset.

The Attention Economy

Before



After



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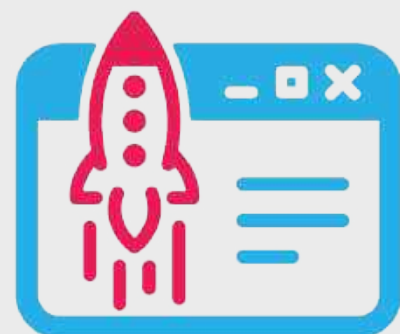
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The Future

Of the Attention Economy

Where next?

The Attention Economy 1971 - 2021

The ad-based revenue model that has dominated the creative industries in the 21st century and made the incumbent social platforms some of the most valuable tech companies in the world.

Manipulated Narrative
Guided journey
Mass targeting
Creation Gap

The Creator Economy 2021 - Present

Made up of the platforms, marketplaces and tools democratising creative expression and entrepreneurship; empowering an independent creative class to make a living on their passions.

Personalised & Custom Narrative
Multiple relevant journeys
Niche targeting
Accessible Creation

Thanks
Any questions?

