EYE TRACKING STUDY OF ADVERTISING ATTENTION
“ATTENTION HAS BECOME THE MOST VALUABLE CURRENCY IN THE MEDIA WORLD.” – FORBES 2015

“ATTENTION IS THE NEW ECONOMY. IT IS THE WORLD’S MOST VALUABLE RESOURCE” – JOE MARCHESE, FOX NETWORKS 2016

THE RISE OF THE ATTENTION ECONOMY
Fairfax Media commissioned Gateway Research to review visual attention and usage behaviour for the Sydney Morning Herald desktop and smartphone audiences with particular focus on the cut-through and effectiveness of different advertising types.

DOES YOUR ADVERTISING CAPTURE ATTENTION?

We wanted to find out what gets attention and drives more effective digital advertising in terms of ad size, screen position, creative elements and branding.
Eye tracking allowed us to move beyond self-reported and viewability measures, by examining more precisely how much visual attention is paid to advertising.
EYE TRACKING RESEARCH METHODOLOGY

EYE TRACKING
Eye tracking sessions and qualitative interviews in Gateway Research’s labs

DESKTOP N=50
SMH desktop visitors (50% at least daily, 50% 1-4 times per month).
Age representative of SMH audience.

• Natural news surf on desktop site
• 5 Brand Discover articles
• Qualitative discussion
• Ad recall exercise

MOBILE N=50
SMH mobile site visitors (50% at least daily, 30% at least weekly, 20% at least fortnightly) 60% iOS/40% Android

• Natural news surf on mobile site
• Mobile test pages with range of ad creative
• Qualitative discussion
• Ad recall exercise
OPTIMISE CREATIVE

You have milliseconds to communicate your ad message. Quality creative is important in driving attention.

Ads with simple layout, clear messaging and strong brand identity are more effective.

INVEST IN PREMIUM PLACEMENTS ON MOBILE OR DESKTOP

Top of page ad placements are more important than ad size.

These placements have comparable attention on mobile and desktop.

ENGAGE WITH CONTENT

Brand discover articles can deliver 20X greater cut-through than standard ad.

Content needs to be relevant, on brand and use great visuals to maximise attention.
Consumers use digital sites and apps to do many tasks, along their journey they give their attention to some ads more than others.

Applying some key creative guidelines to advertising such as ensuring strong brand identity and simple ad messaging can improve the chances of ads getting attention.
Consumers can eye a lot of content online very quickly.

These eye tracking heat maps of the SMH smartphone and desktop homepages demonstrate what gets consumers attention in the first 10 seconds of being on the page.
Consumers can eye a lot of content online very quickly. These eye tracking heat maps of the SMH smartphone and desktop homepages demonstrate what gets consumers attention in the first 10 seconds of being on the page.
Due to the much faster paced session on Smartphone, advertisers have even less time to attract consumers attention.
CREATIVE QUALITY IS THE FOREMOST DRIVER OF AD ATTENTION EFFECTIVENESS

According to a study by Millward Brown in 2009, creative quality is important in driving critical brand metrics including brand favourability and purchase intent – poor banners don’t merely perform worse, they can negatively impact brand metrics.

Source: Millward Brown/Dynamic Logic Market Norms 2009
Percent Impacted – exposed - control
FLIGHT CENTRE ADS ATTRACTED THE MOST ATTENTION DUE TO CLEAR, SIMPLE MESSAGING AND STRONG BRANDING.
NSW government towards zero ‘we’re here for safe drivers too’

Tiffany & Co.

David Jones

Wolf Blass

McDonald's

Bank West

Freedom

Audi A1 Sportback

ATTENTION HOTSPOTS ON MOBILE AD CREATIVE
GUIDELINES TO MAXIMISE AD ATTENTION

• Use contrasting colour or brand colour affiliation
• Be concise - keep messaging simple and succinct
• Be clear – fewer elements to avoid looking cluttered
• Prominently use logo and other brand symbols
• Every frame should communicate on its own as consumers only glance at your ad for a moment
• Synchronise ads across digital screens and with offline creative - frequency drives higher ad recall
• Use targeting – higher ad recall for those in target audience
INVEST IN QUALITY CREATIVE

Advertisers who invest more time and money to develop quality creative for the format will win attention and positively impact brand metrics.

Use creative testing and create benchmarks to optimise banner effectiveness.

ADHERE TO CREATIVE GUIDELINES

Advertisers who invest more time and money to develop quality creative for the format will win attention and positively impact brand metrics.

Use creative testing and create benchmarks to optimise banner effectiveness.
The size of the ad is important in getting attention, but position on the page is even more so.

Key placements can get similar levels of attention on mobile and desktop screens. Fairfax have identified the sizes and placements that get more attention, in particular those that are less intrusive.
MOBILE AD FORMAT EFFECTIVENESS

THE LARGE SCREEN REAL ESTATE OF A BREAK-UP EXECUTION DELIVERS 81% MORE EYE GAZE THAN A STANDARD BANNER.

Ad view length and % of people who viewed an ad in their 1st home page visit in a natural surfing exercise.

<table>
<thead>
<tr>
<th>MOBILE</th>
<th>AV AD VIEW</th>
<th>VISUAL PENETRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Break-up Middle ad position</td>
<td>1.56</td>
<td>86%</td>
</tr>
<tr>
<td>Banner Top ad position</td>
<td>0.86</td>
<td>41%</td>
</tr>
<tr>
<td>Banner Middle ad position</td>
<td>0.56</td>
<td>14%</td>
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MOBILE AD FORMAT EFFECTIVENESS

LARGER AD FORMATS AND PERSISTENT ADHESION BANNERS ARE THREE TIMES MORE LIKELY TO GET ATTENTION

<table>
<thead>
<tr>
<th>MOBILE</th>
<th>AV AD VIEW (SECS)</th>
<th>VISIBILITY INDEX*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Break-up</td>
<td>1.18</td>
<td>3.5</td>
</tr>
<tr>
<td>Wide banner</td>
<td>1.14</td>
<td>3.4</td>
</tr>
<tr>
<td>Adhesion banner</td>
<td>1.11</td>
<td>3.3</td>
</tr>
<tr>
<td>MREC</td>
<td>0.73</td>
<td>2.2</td>
</tr>
<tr>
<td>Sushi Train</td>
<td>0.72</td>
<td>2.2</td>
</tr>
<tr>
<td>Standard banner</td>
<td>0.33</td>
<td></td>
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*Visibility index compared to standard banner
**DESKTOP AD FORMAT EFFECTIVENESS**

On desktop, the top position MREC attracts double the eye gaze than lower positioned MREC.

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<th>VISUAL PENETRATION</th>
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<tr>
<td>Gutters &amp; MREC</td>
<td>2.28</td>
<td>65%</td>
</tr>
<tr>
<td>Top MREC</td>
<td>0.64</td>
<td>30%</td>
</tr>
<tr>
<td>Middle leaderboard</td>
<td>0.16</td>
<td>30%</td>
</tr>
<tr>
<td>Middle wide rectangle</td>
<td>1.35</td>
<td>17%</td>
</tr>
<tr>
<td>Lower banner</td>
<td>0.50</td>
<td>9%</td>
</tr>
<tr>
<td>Lower MREC</td>
<td>0.32</td>
<td>4%</td>
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Ad view length and % of people who viewed an ad in their 1st home page visit in a natural surfing exercise.
## Premium Placements

Get similar levels of attention on mobile and desktop.

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Ad view length and % of people who viewed an ad in their 1st home page visit in a natural surfing exercise.
MOBILE ADS GET AS MUCH ATTENTION

Mobile ads in similar positions are viewed at least for as long as desktop ads.

On mobile the breakout execution and the less intrusive adhesion banner deliver significantly more attention than a standard banner.

TOP PLACEMENTS DOUBLE THE ATTENTION

The combination of gutters and top MREC delivers significantly more eye gaze than lower MREC alone.

The middle wide rectangle also delivers higher ad view length.

Ensure you apply creative guidelines outlined in creative insights section of this study to ensure you optimise attention.
NATIVE INSIGHTS
NATIVE INSIGHTS

Our audience will engage with native advertising if the content is relevant.

Great graphics also help drive attention.

Consumers are spending up to 1.5 minutes on some of our best Brand Discover advertising content. Brand Discover can deliver 20 times higher ad recall than standard banner creative.
BRAND DISCOVER

CONTENT ENGAGEMENT
There is overall acceptance of native advertising, if the content is good.

From our respondents' perspective:

The content must be of interest to our audience to gain attention.

Brand Discover content is written by Fairfax contributors with this in mind.

- It's an article: 10%
- It's an ad - would be suspicious of content: 30%
- It's an ad - but that's ok if content is good: 60%
MORE THAN HALF OF BRAND DISCOVER PAGE VIEWING TIME IS SPENT READING THE ARTICLE TEXT

Average time spent reading brand discover articles:

50 seconds
Brand Discover

Ad Recall

20X higher than desktop or mobile standard creative

8X higher than the frequency of three standard desktop or mobile creative
Ten reasons to visit WA

1. See the best of the south in style

Watch the sunset at Cottesloe Beach,head out for seafood and a glass of Fremantle wine through two毗邻 cities, and end the day overlooking the hills and the Caversham in Margaret River...
Best Performing Brand Discover Articles

Source: Simple Reach dashboard; October 2016 for campaign duration.
Future cars tackle global gridlock

BEST PERFORMING BRAND DISCOVER ARTICLES

Source: Simple Reach dashboard; October 2016 for campaign duration.
The five lifesaving skills teen drivers need to learn

1. Do you remember a thing learned after a test?
Source: Simple Reach dashboard; October 2016 for campaign duration.
ATHLETES FOOT

BEST PERFORMING BRAND DISCOVER ARTICLES

Source: Simple Reach dashboard; October 2016 for campaign duration.
RULES OF EFFECTIVE NATIVE ADVERTISING

• Be relevant
• Be on brand
• Use great graphics
• Don’t be too smart
• Don’t be too tricky
LONGER ENGAGEMENT WITH BRANDS

Brand Discover allows advertisers to educate and communicate much longer ad messaging that is not possible with standard banner advertising.

Rather than a glance of milliseconds, consumers will spend on average up to 1.5 minutes reading.

This delivers 20x higher ad recall than standard banner creative.

BRAND CENTRIC STORIES WITH REAL VALUE

Tell brand centric stories that are relevant, valuable and engaging to the reader.

Fairfax contributors can ensure content is relevant to the audience. Make sure the content is also brand relevant and don’t get too tricky with it.

Ensure the audience can find your article with a supportive media campaign and measure your brand results.
CONCLUSIONS

OPTIMISE CREATIVE

You have milliseconds to communicate your ad message.

Invest in creative.

Ads with simple layout, clear messaging and strong brand identity are more effective.

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