

The Attention Game

CHAPTER 1

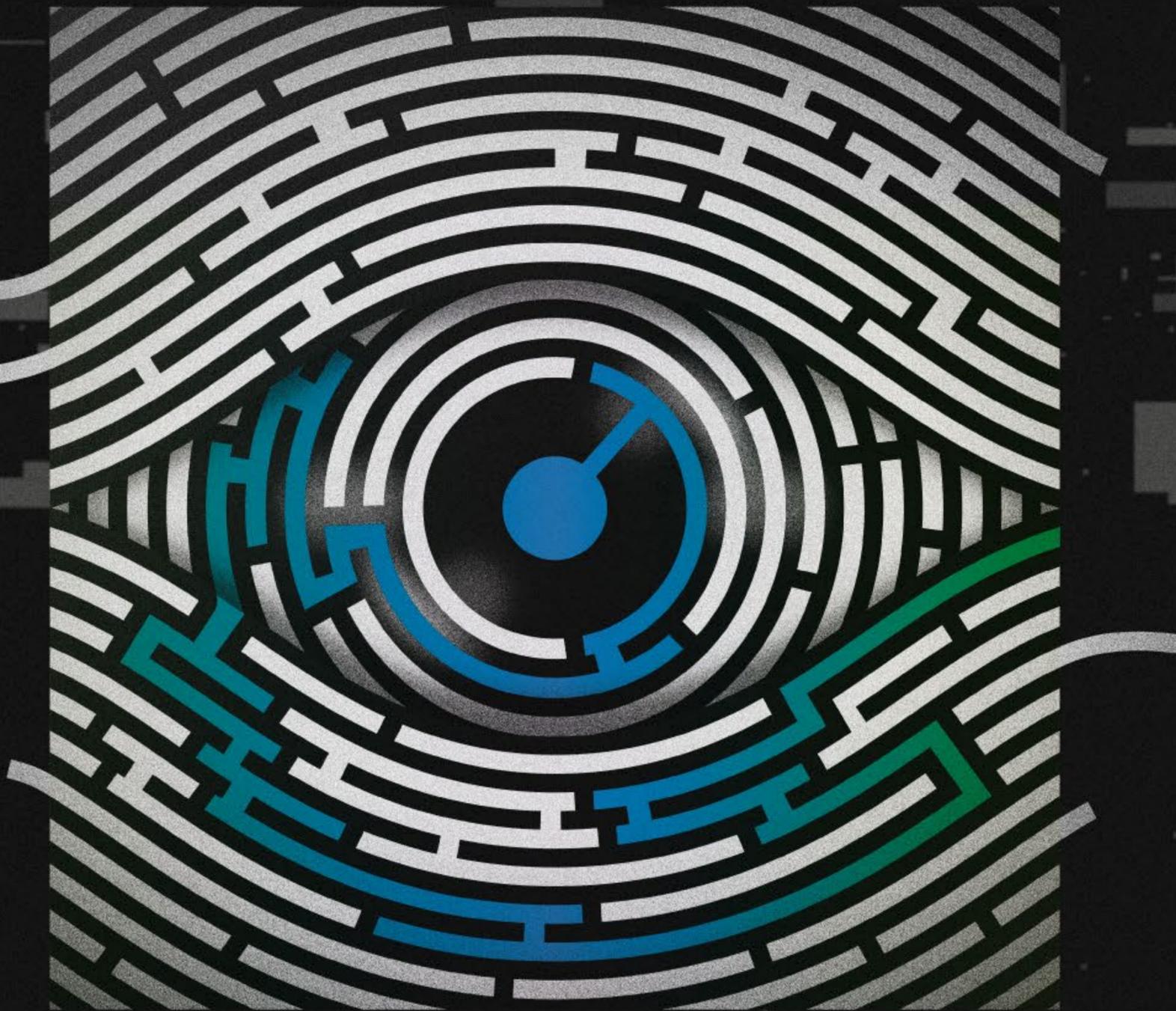
THE POWER OF VIDEO

MILANO

23.11.23

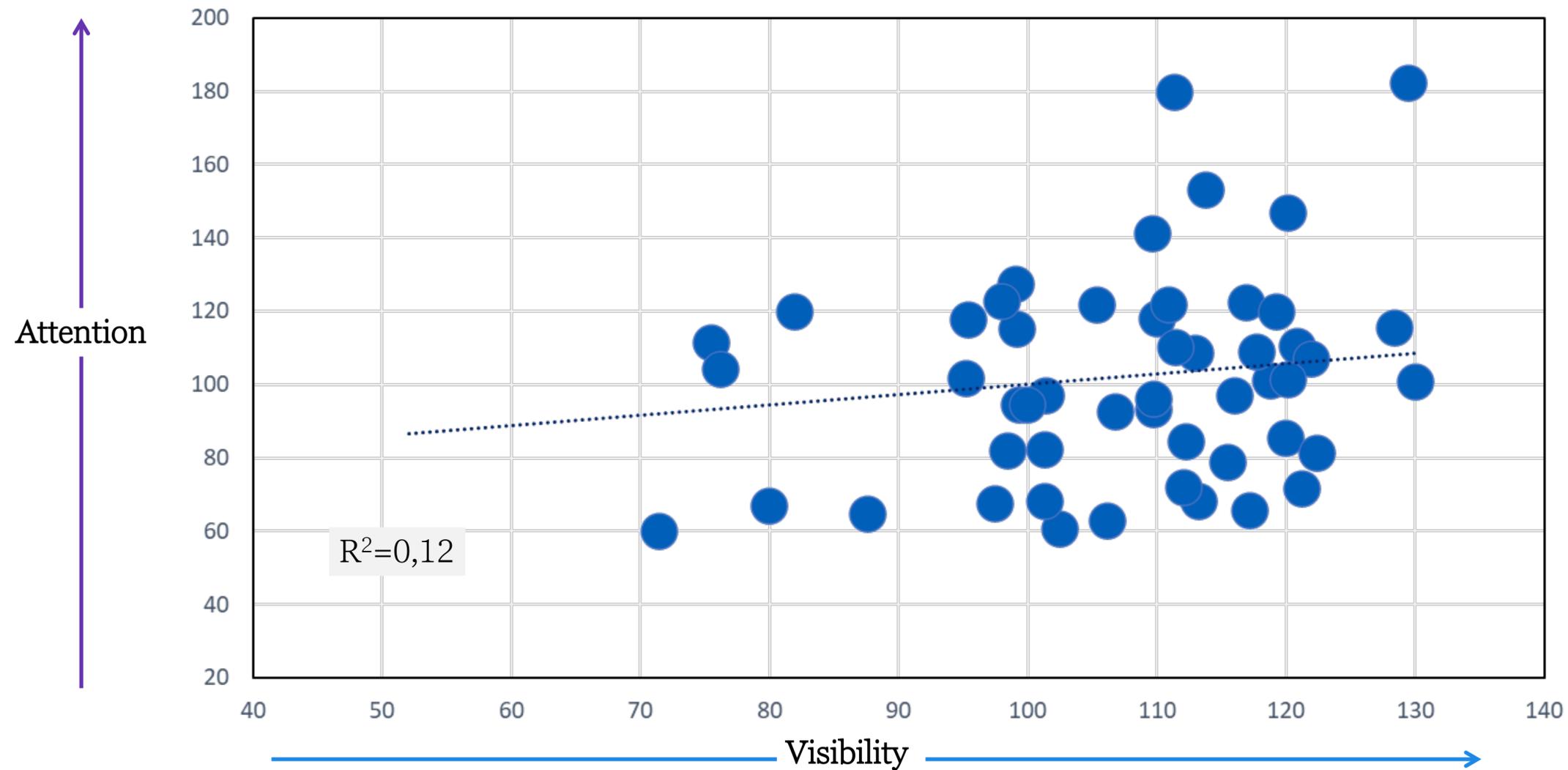
ROMA

27.11.23

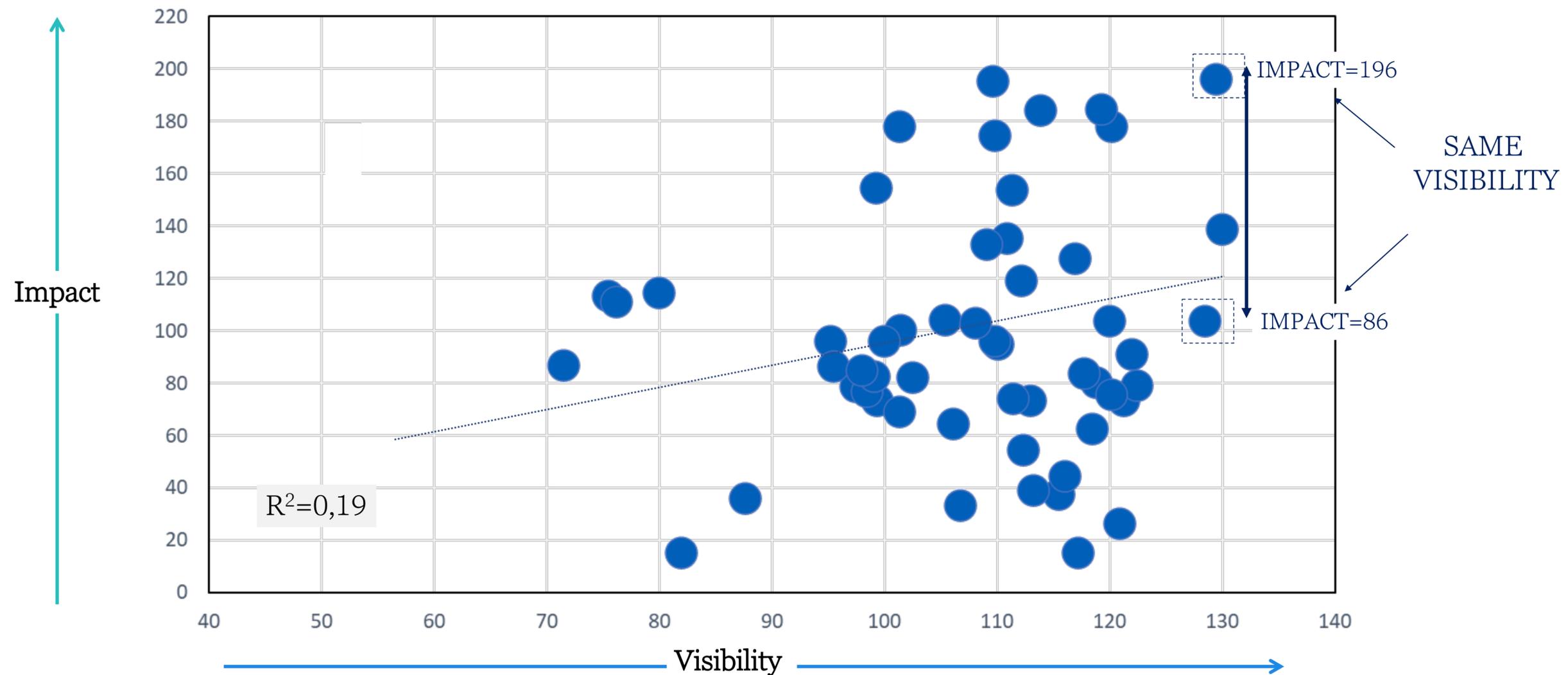


Presentato da: **Wavemaker** group^m In collaborazione con: **KANTAR**

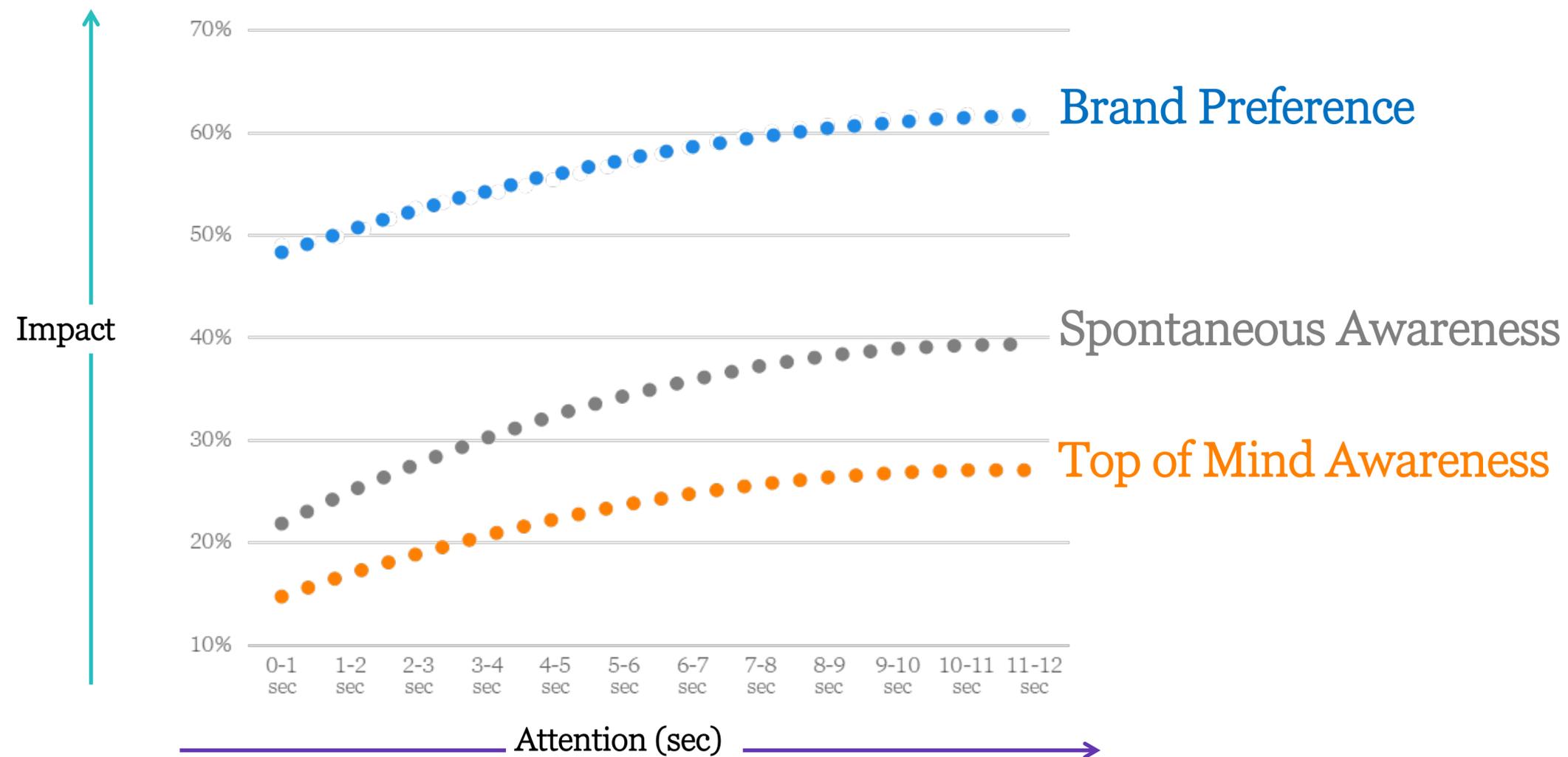
La Visibilità non è Attenzione



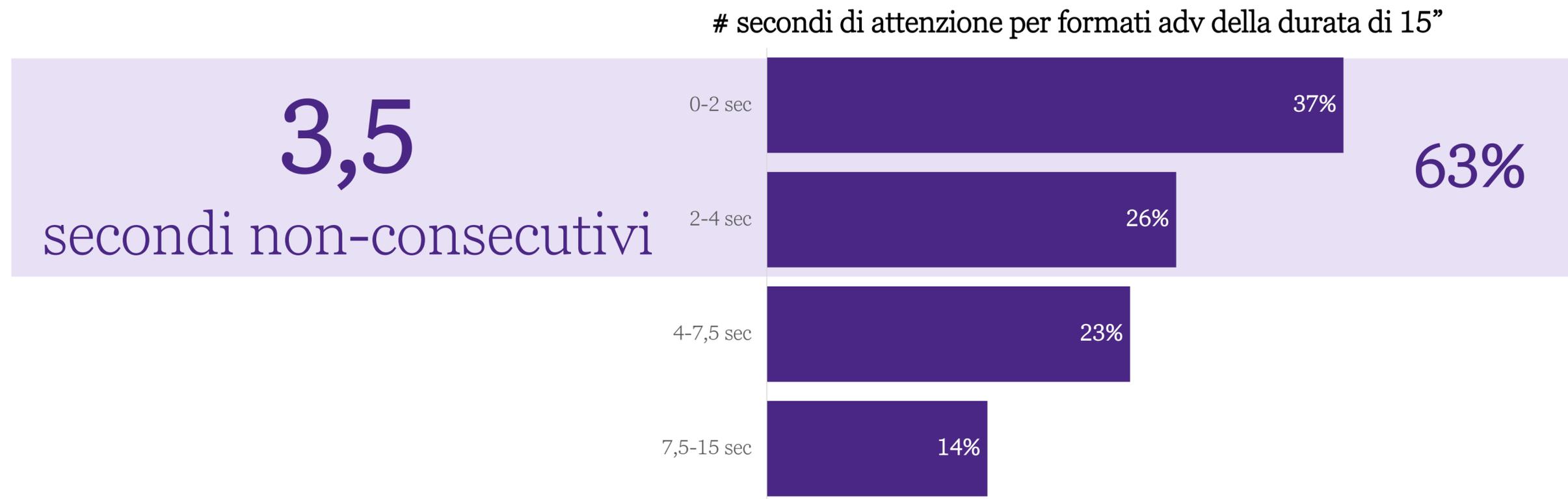
La Visibilità è condizione necessaria ma non sufficiente



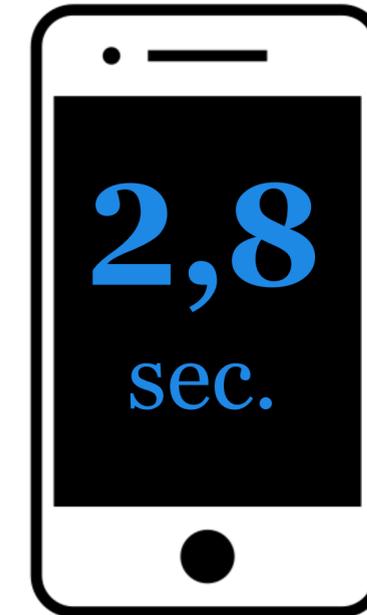
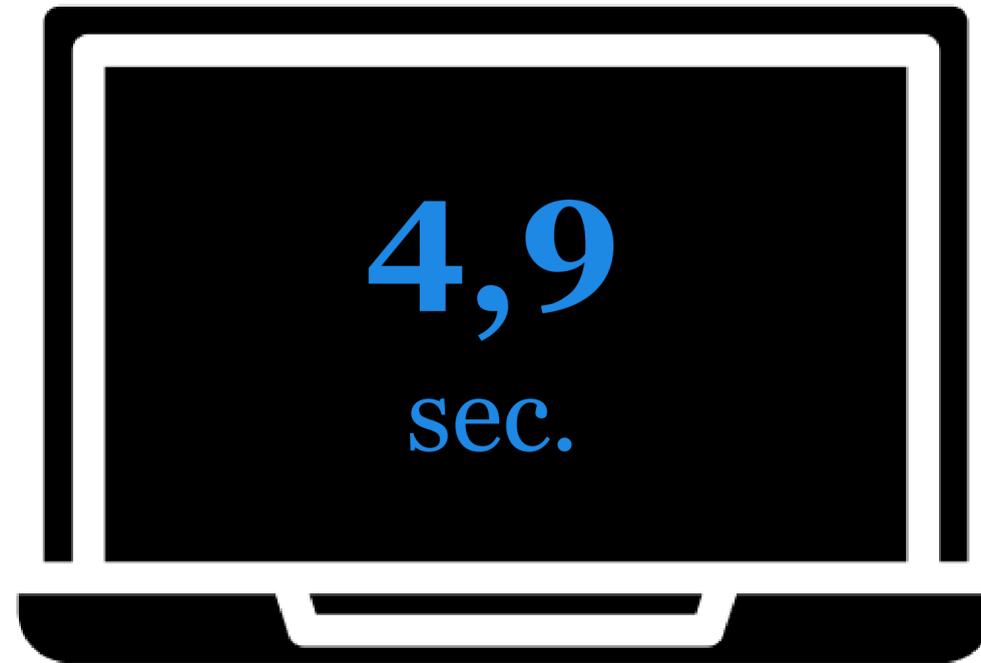
L'Attenzione determina una reazione cognitiva



L'Attenzione dura un battito di ciglia

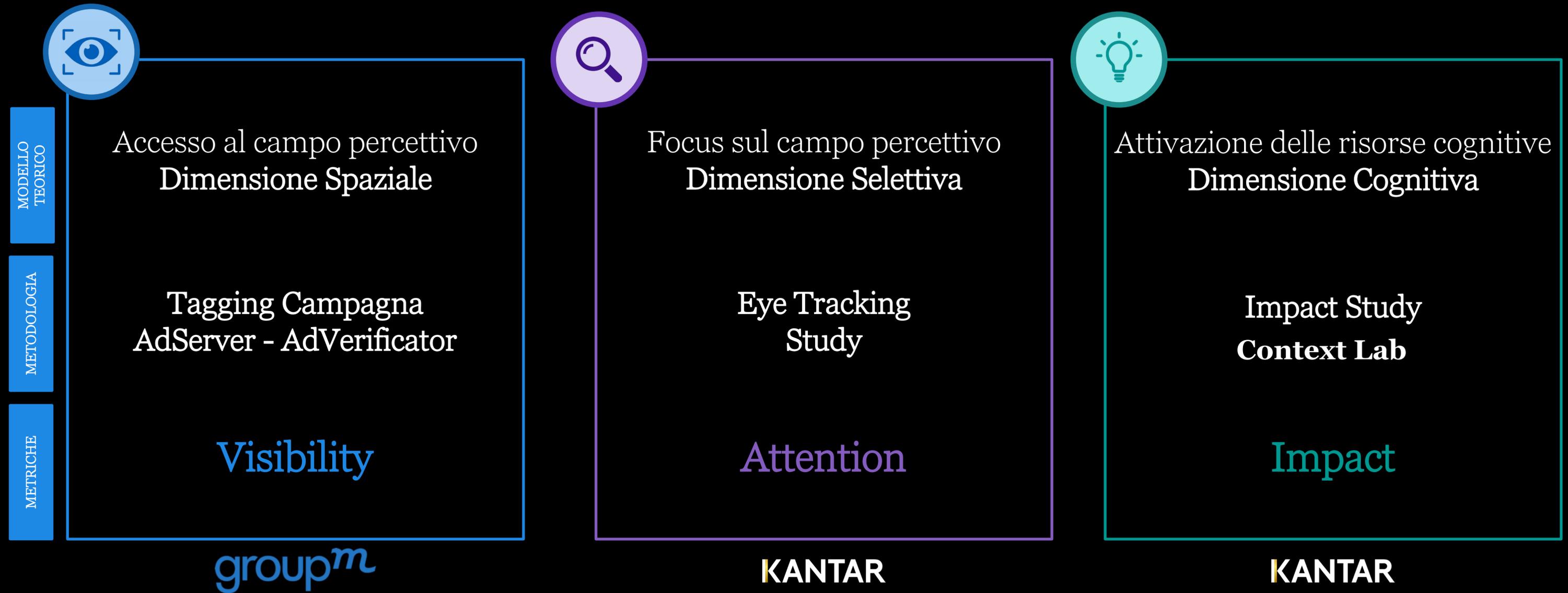


L'Attenzione si differenzia per device



secondi non consecutivi di attenzione per formati adv della durata di 15"

Framework





QES

Quality Effectiveness Score

$$\sqrt[n]{\text{Visibility} * \text{Attention} * \text{Impact}}$$