



The 20th CMO goes TECH meetup

Prove your value as CMO – Attention

May 25th, 2023

The Events starts at 17.00



Björn Ivarsson

*Media Manager, Spendrups
Bryggeri AB*



Carl-Johan Runer

Business Director Attention, Odyssey



Jacob von Segebaden

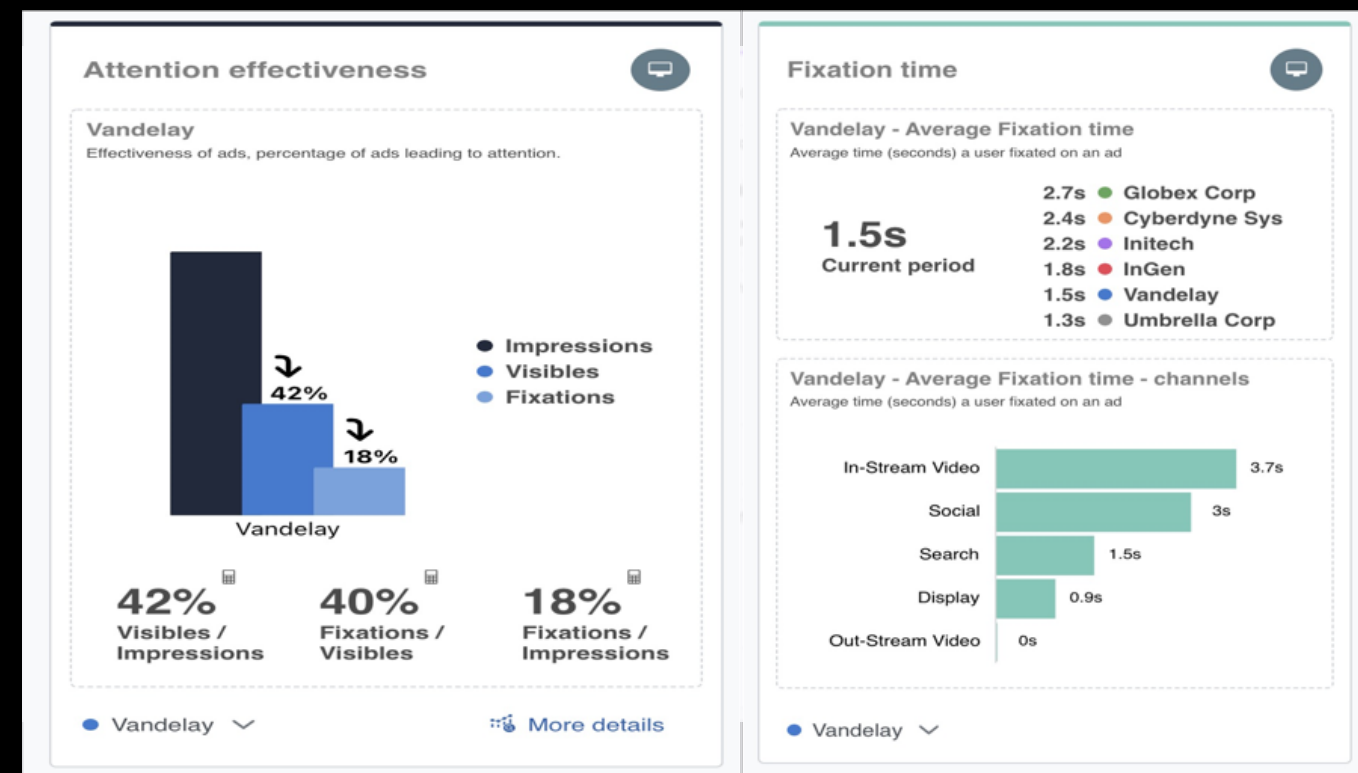
*Senior Insight Manager & Attention Lead
dentsu*



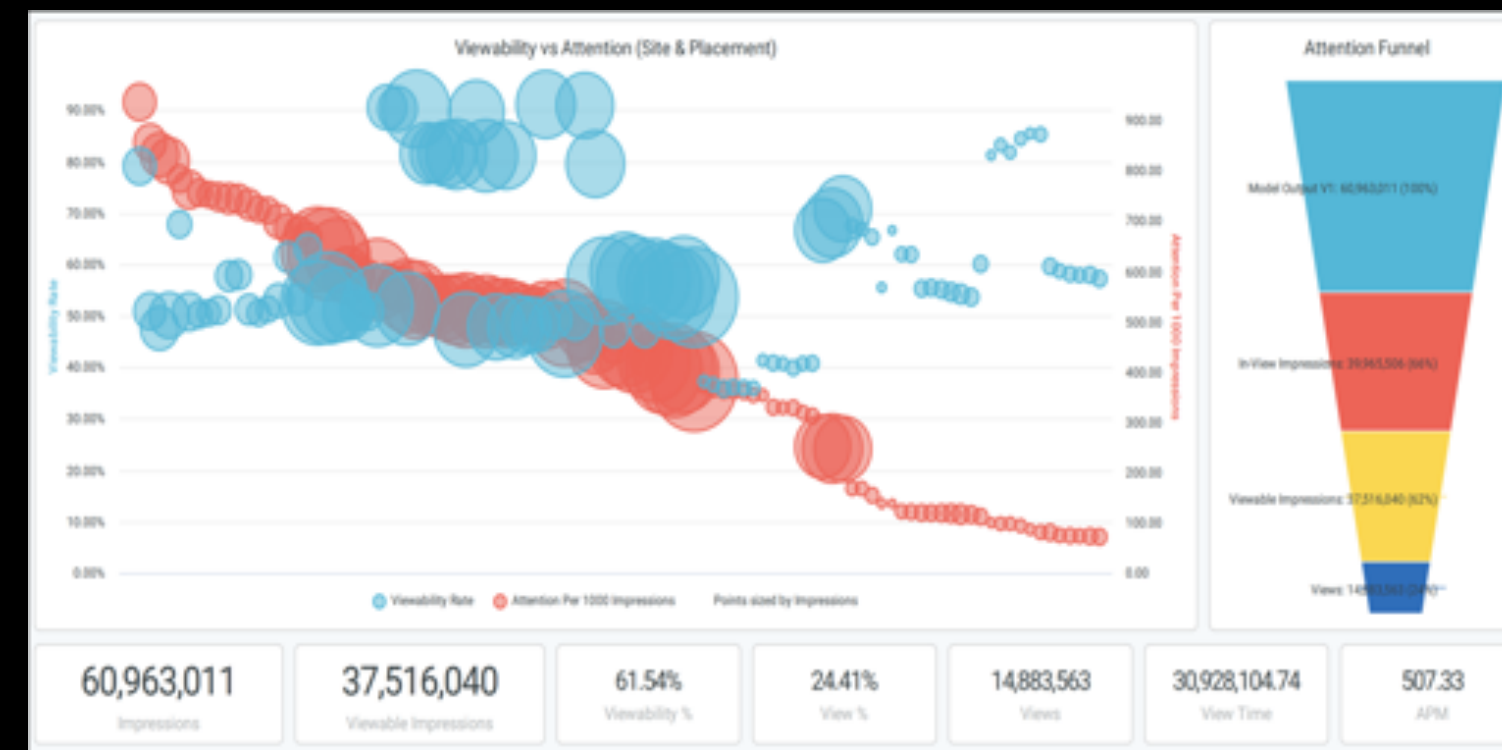


TOOLS

MEASURING THE SUCCESS OF YOUR MEDIA MIX.



ATTENTION PERFORMANCE BY CHANNEL



ATTENTION PERFORMANCE BY DOMAIN



REAL MEDIA ROI

THE NEW KPIS

1

Share of Search

Understanding how your brand search matches up against your competitors to gauge in market interest

2

Attention as a 'real reach'

How much of your inventory will really be seen

3

Total Attention time or 'dwell'

We know that the greater the attention time, the greater the impact on the outcome

4

Effective Attention - attention that is paid for long enough to drive effect

All attention is created equally - are you optimising toward the most valuable attention?

5

Net zero Carbon Footprint

Sustainable PMP's + Attention Optimisation + Carbon Tags e.g Good Loop

6

Total Media ROI

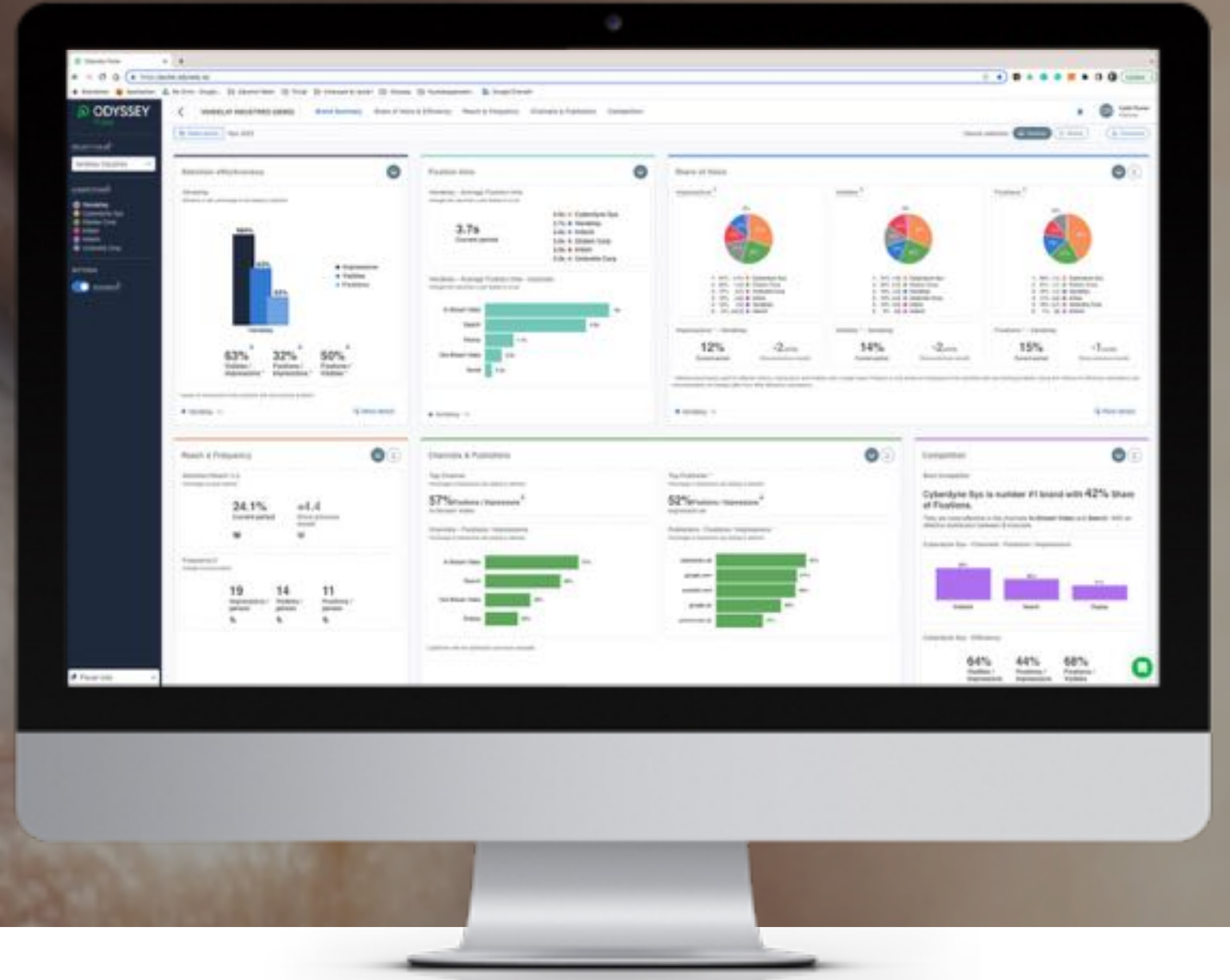
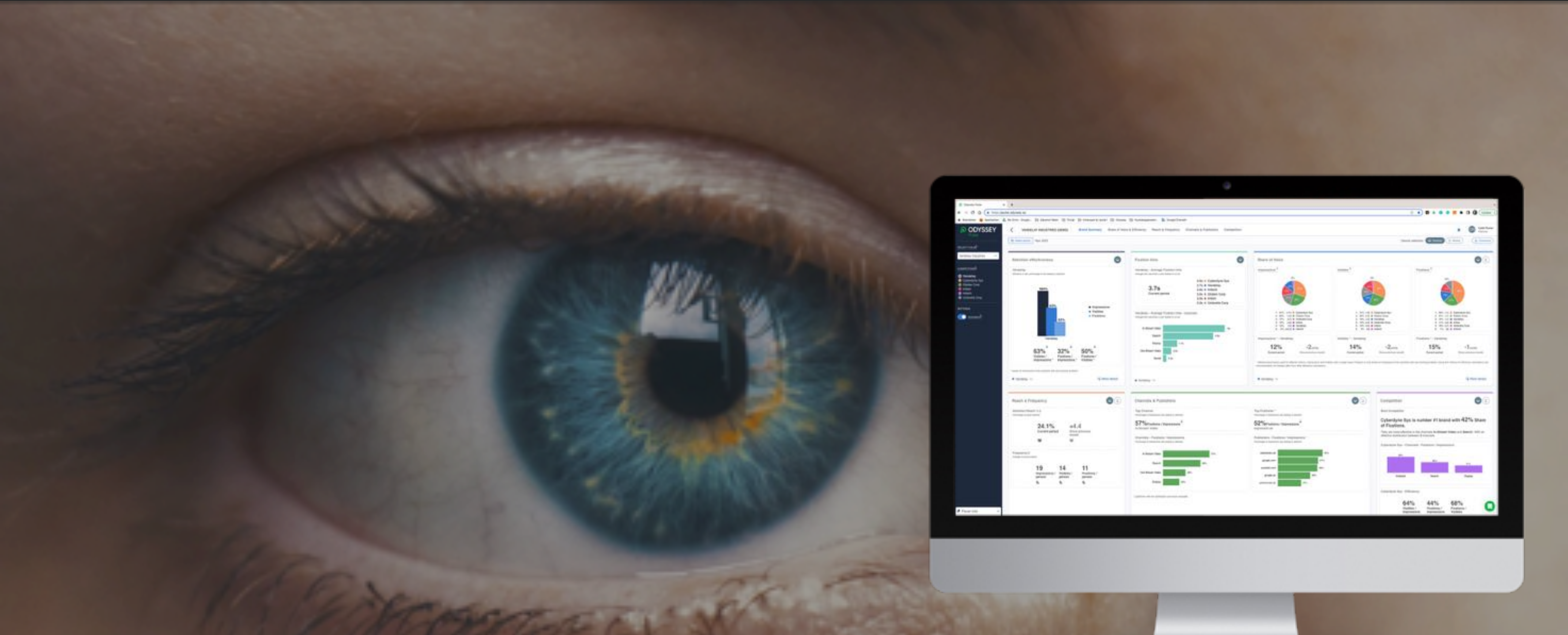
Returning to Total Media ROI to understand the value each channel is driving without relying on deeper analytics no longer available in a cookieless world

Carl-Johan Runer

Business Director Attention, Odyssey

Attention please! Not seen=no effect.





Understand the quality of your media.



Everyday...

Consumers are exposed to 4,000 messages a day
and spend 3 hours 32 minutes online* ...

How do we know what's had an impact?



Where everything with marketing begins...

Visibility **Perception** **Sales**

NOT SEEN, NO EFFECT.

EFFECT IS DEPENDENT ON ATTENTION.



By analyzing whether your impressions become **actually seen* ads**, we can calculate your brands digital foot print and effectiveness.



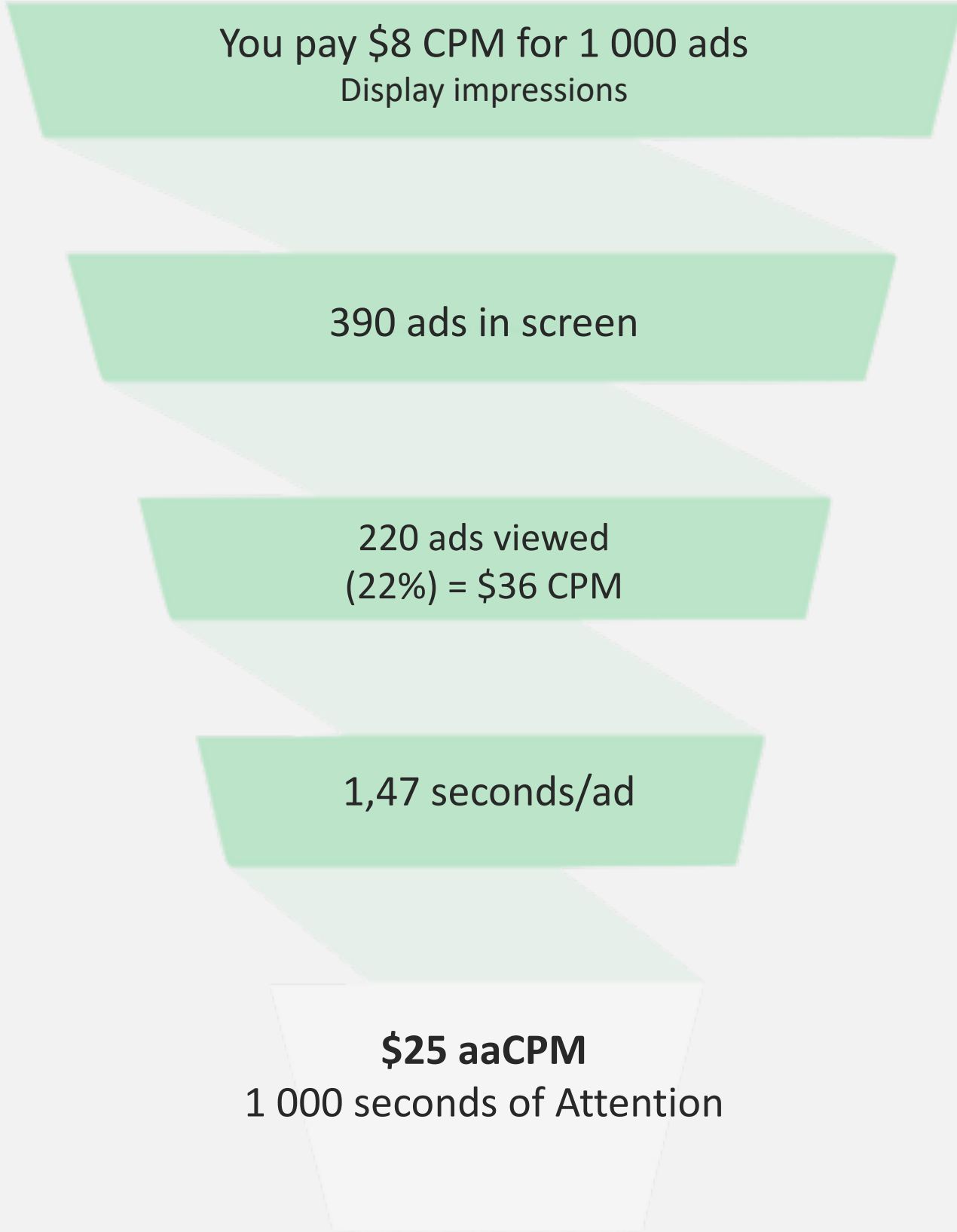
*Real Human Attention validated with eye-tracking technology

“It’s all about how much **human attention** you get for your money”.

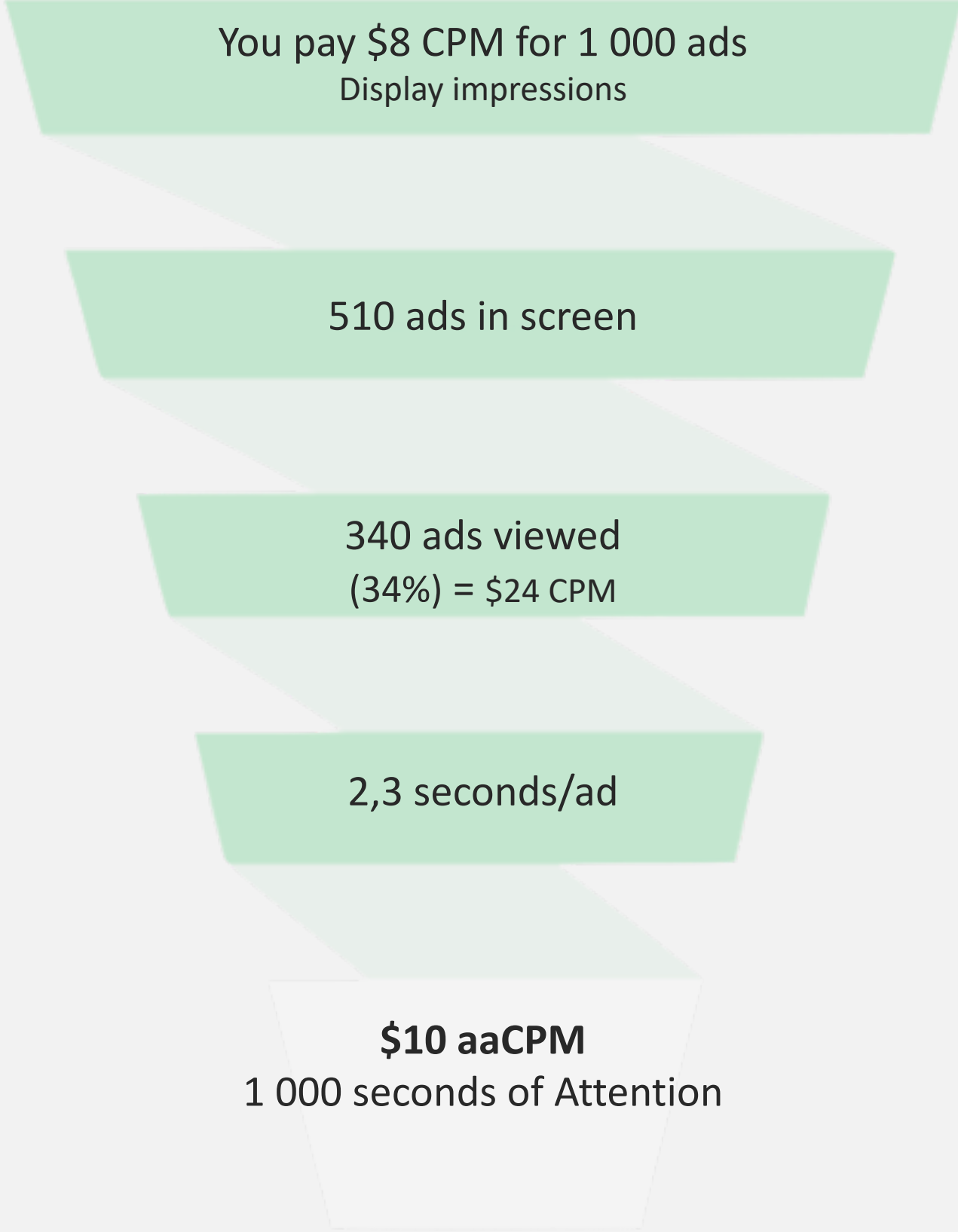
Karen Nelson-Field

+2,5x times the outcome of your investment.

Your existing funnel



Your potential funnel



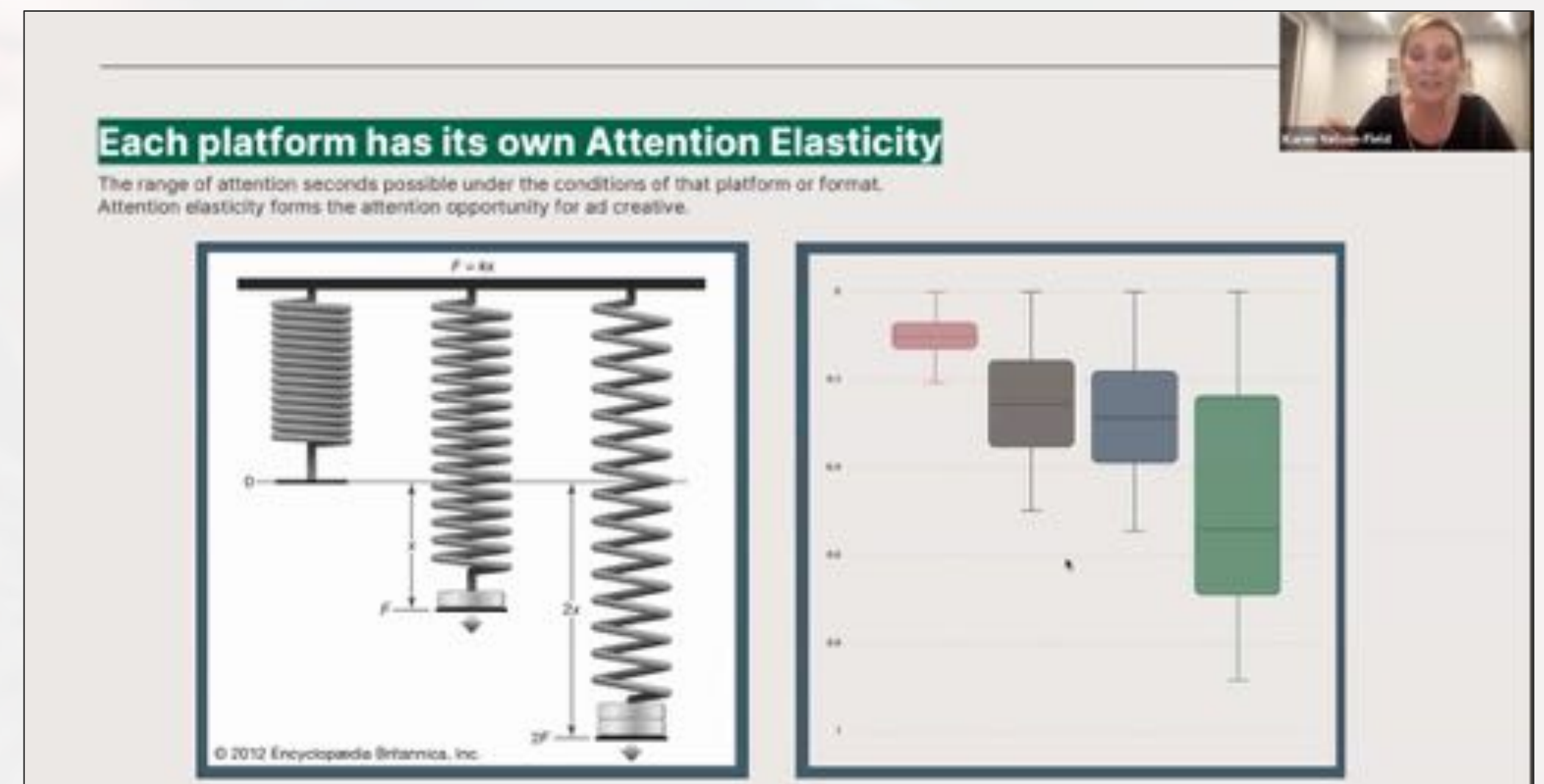
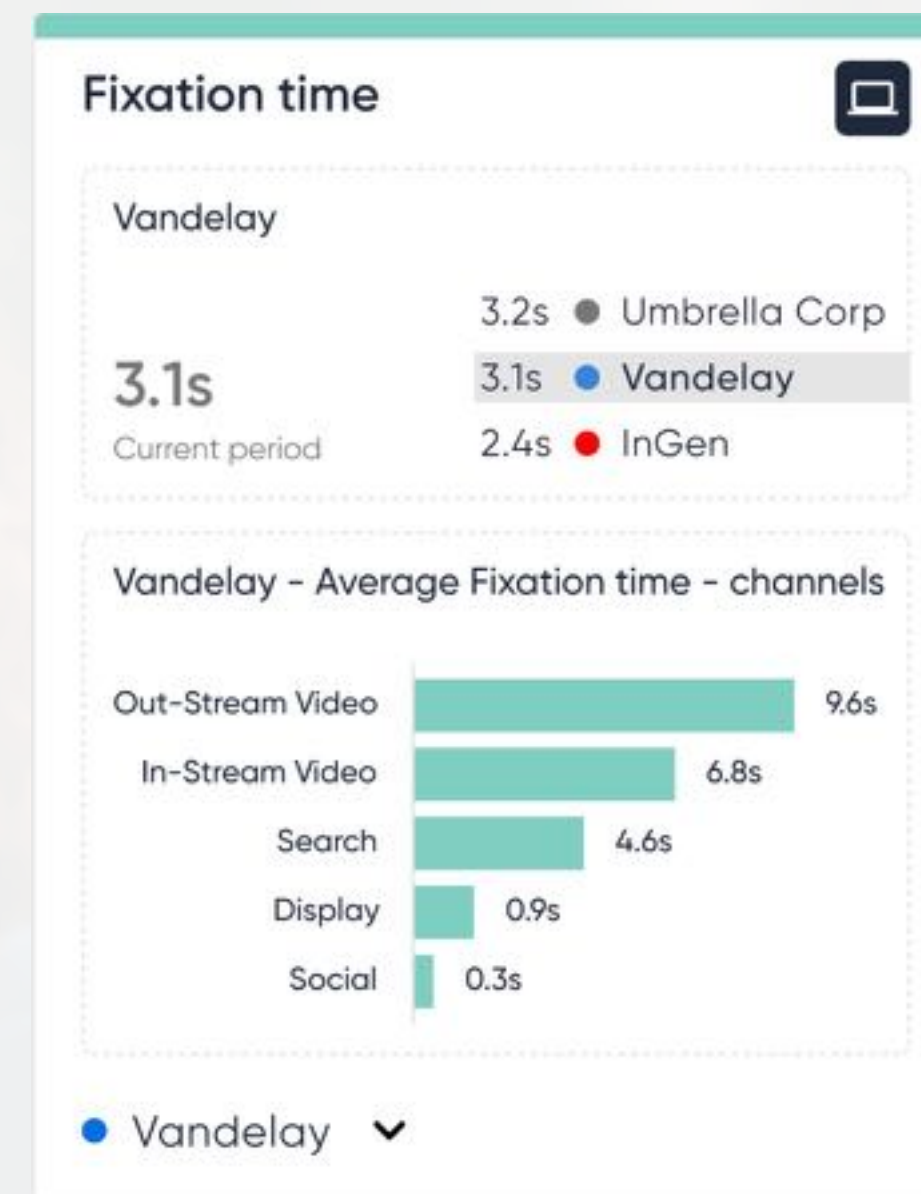
*Example calculated on display, mixed formats, medium size, desktop

“Choose digital platforms and placements based on the size of the task, i.e what you want to achieve. And adapt your message accordingly”.

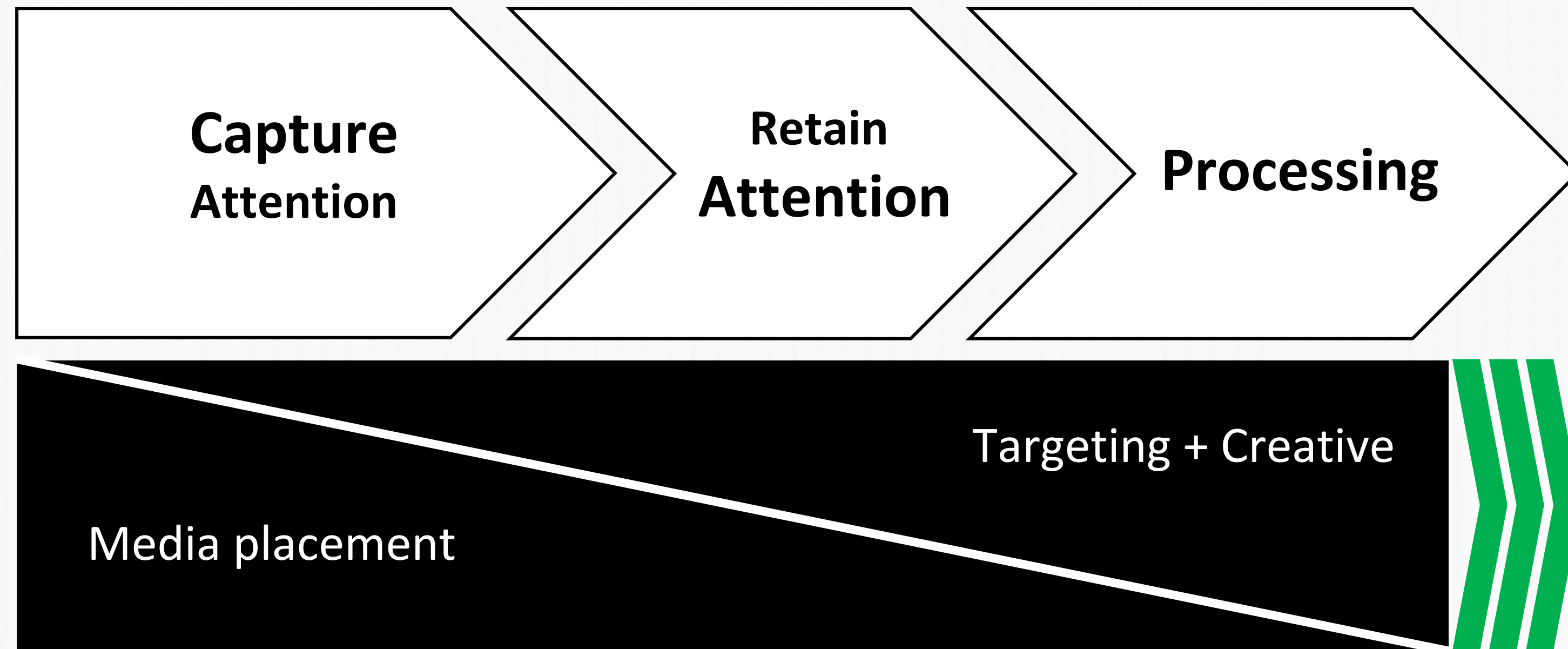
Erik Modig

Ad-platforms & publishers have different capabilities* for delivering attention.

And you can't change this (with your ad-creatives).



Media is dominant but transfers the task of delivering the brand message to the creative along the way.



”It’s all about how much **human attention** you get for your money”.

Karen Nelson-Field

”Choose digital platforms and placements based on the size of the task, i.e what you want to achieve. And adapt your message accordingly”.

Erik Modig

Carl-Johan Runer
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Björn Ivarsson

Media Manager, Spendrups Bryggeri

How Spendrups Brewery work with attention



SPENDRUPS 1897

1897

the family firm Spendrups Bryggeri was established. We are an independent Swedish brewery in the fourth generation.

370

million litres of beverages are produced every year in our breweries

11000

employees

4

Brewery locations

Grängesberg, Hällefors, Visby and Stockholm

5

Subsidiaries

Spring Wine & Spirits, Gotlands Bryggeri, Hällefors Bryggeri, OMAKA and Grythyttans Glöggfabrik

390

MEUR

Turnover

Domestic brands

International brands



4 things we learned from working with **Attention**

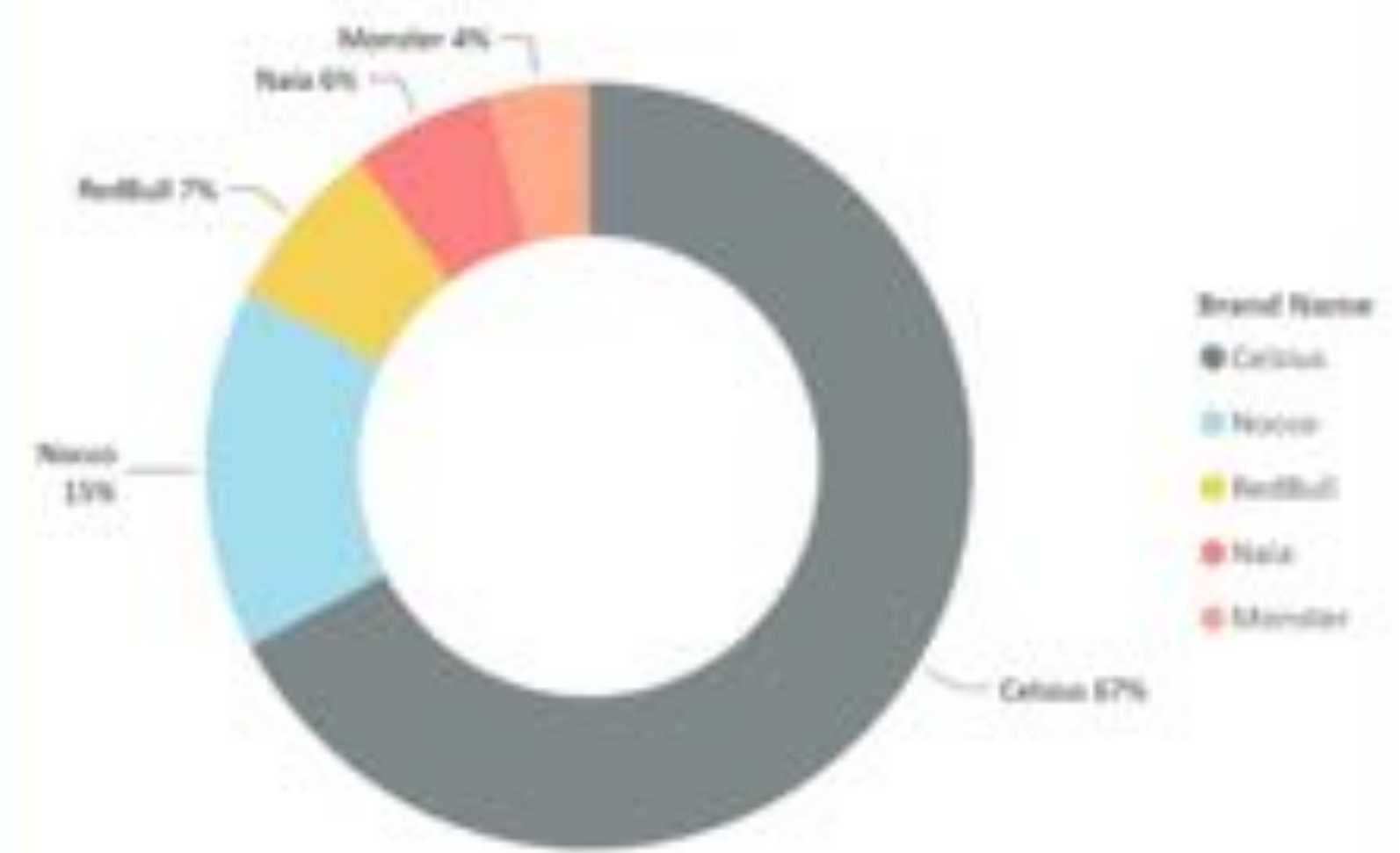


**A better
understanding
of our actual
SOV.**

Share of spend (RM)



Share of voice (Pulse)



**Media
decides
how much
Attention
you can
get.**



Applåder för

- 22.06 LINKÖPING
Polisen utreder våldtäkt och frihetsberövande
- 21.52 USA
Uppgifter: DeSantis går ut med sin kandidatur imorgon
- 20.17 NYHETER
Larm om skottlossning i Västerås
- 19.52 NYHETER
Amerikanska bombflyg närmade sig ryskt luftrum
- 18.34 VÄNERSBÝ
Tre döda efter singelolycka

VISA FLER

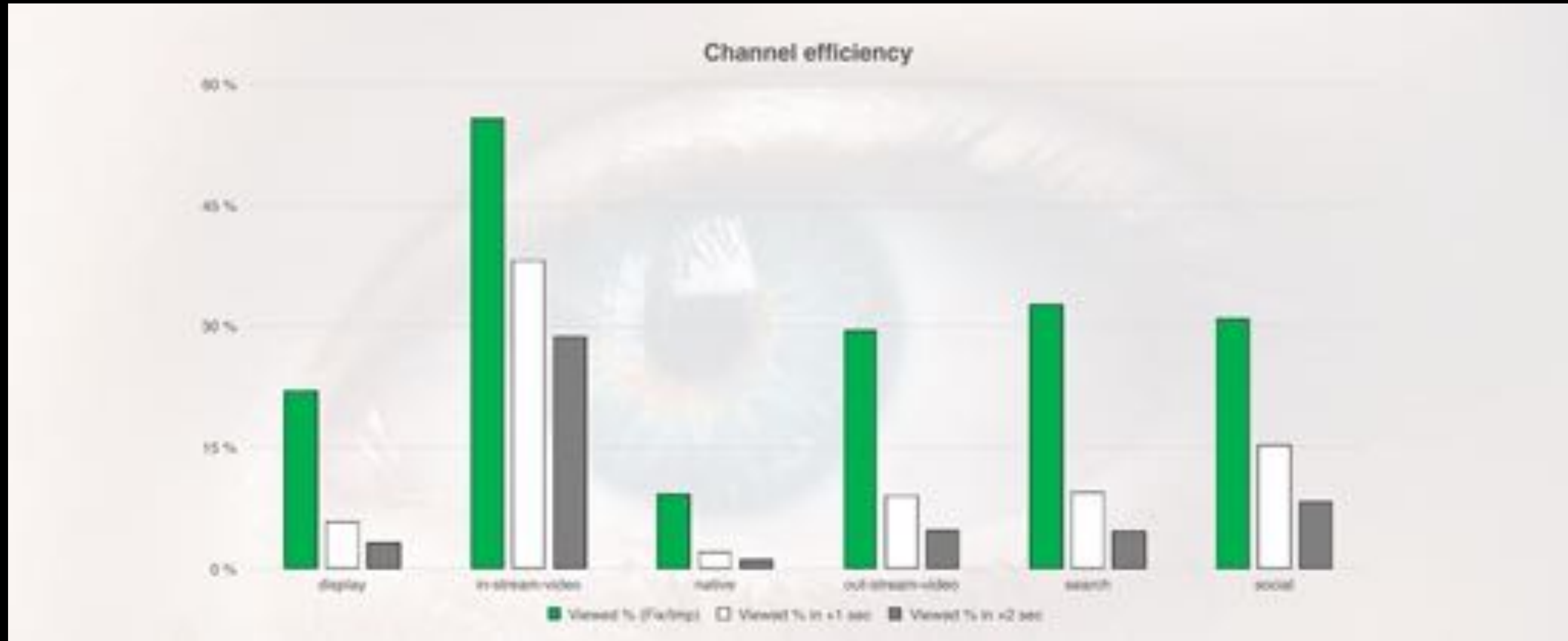
Samla dina lån
och jämför
samlingslån
på lendo.se

Ansök nu!



Lendo.se

The Attention you get is set by the platform/publisher (not by the creative)



Source: Odyssey



**Create for
the
Attention
you can
get.**

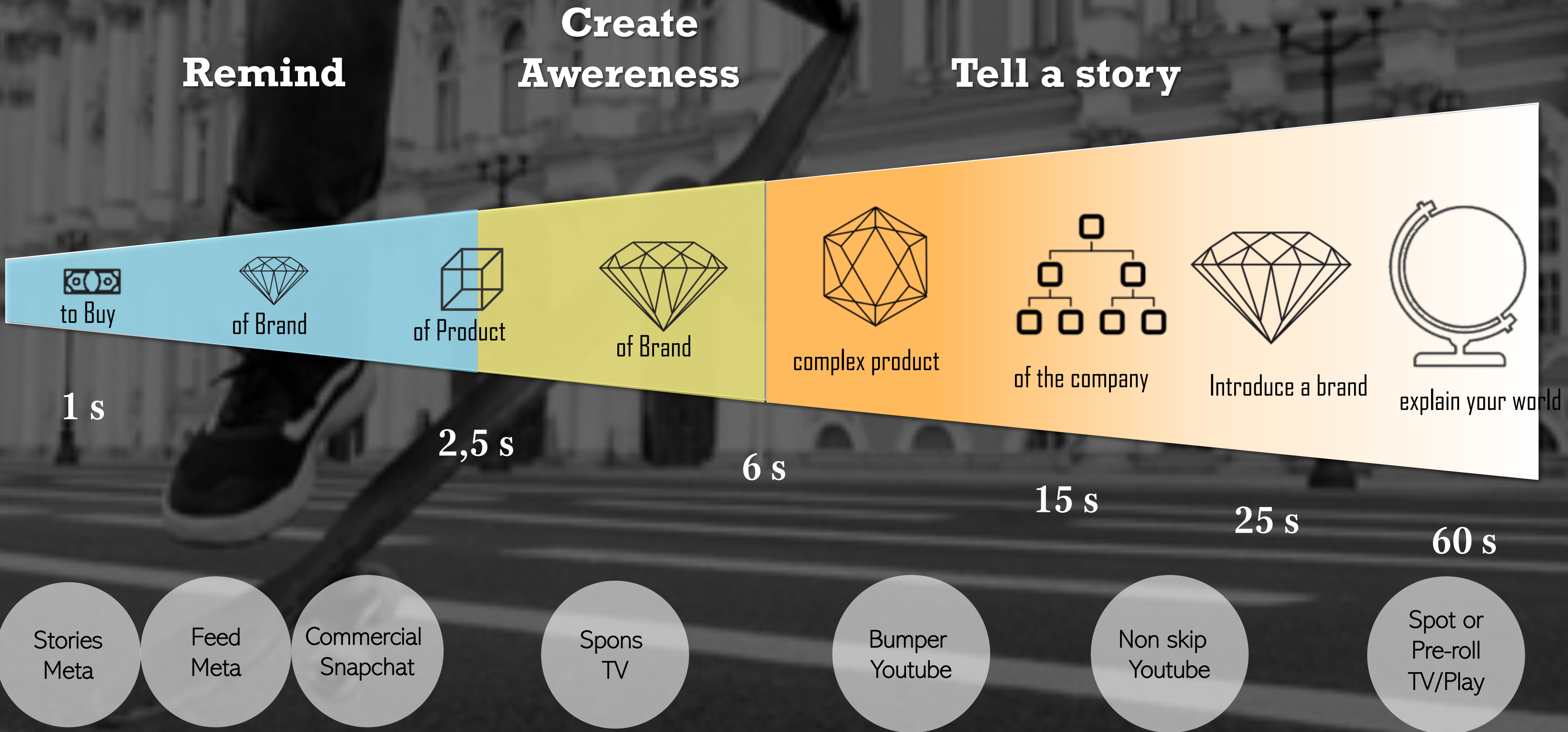




The 180° perspective

- More attention for our
money

Different tasks require different attention



Thank you!

Jacob von Segebaden

Senior Insight Manager & Attention Lead at dentsu

Attention in Practice





Attention in Practice

dentsu

Cogito, ergo sum



René Descartes
1596-1650



Kristina Augusta
1626-1689



***To know what people really think, pay attention
to what they do, rather than what they say***

- René Descartes



Attention - How, where, when?



Case 1 – E-commerce



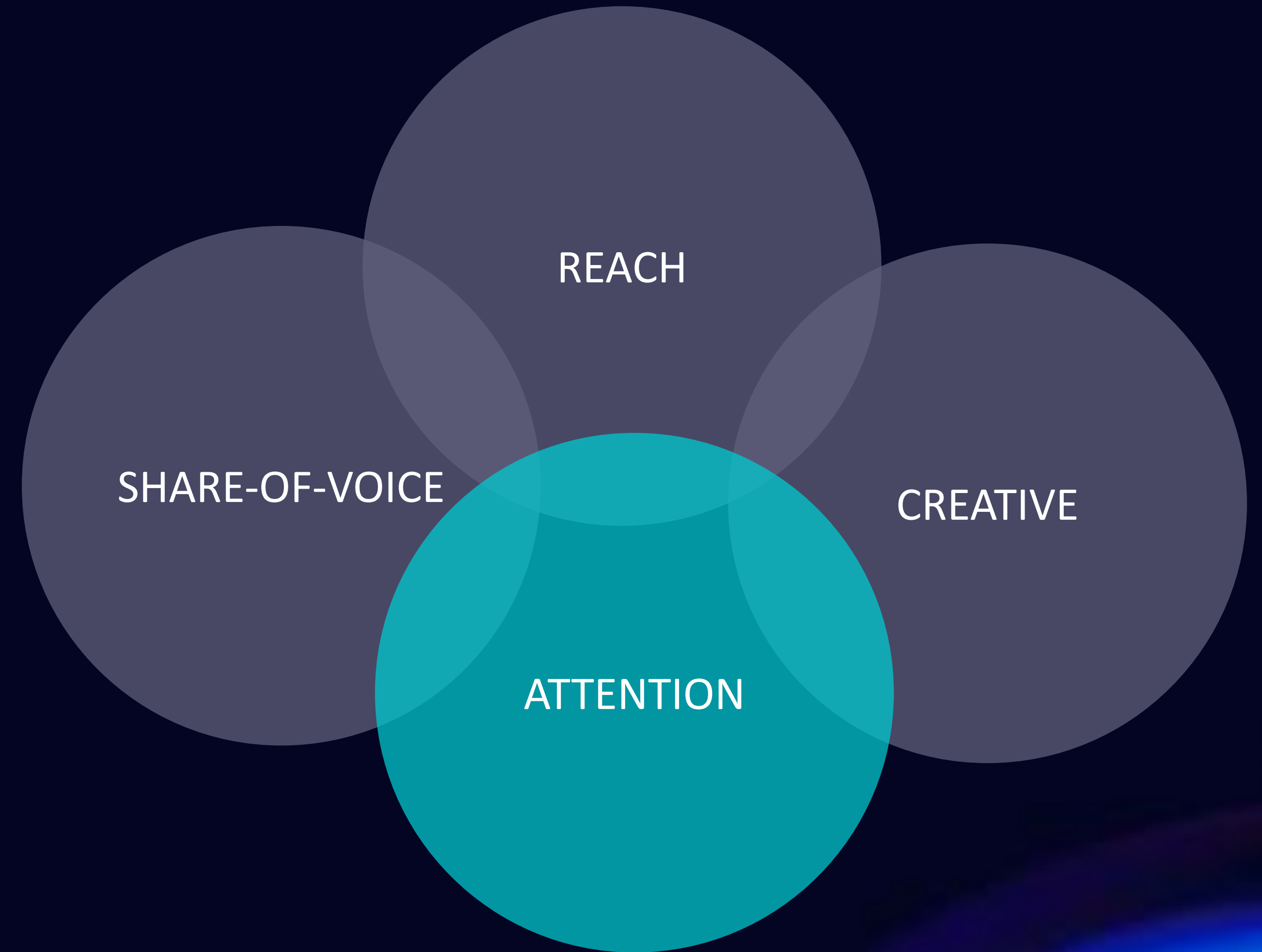
Case 2 - Shampoo

Media planning & Attention @ dentsu

Creating mental availability

Success-drivers

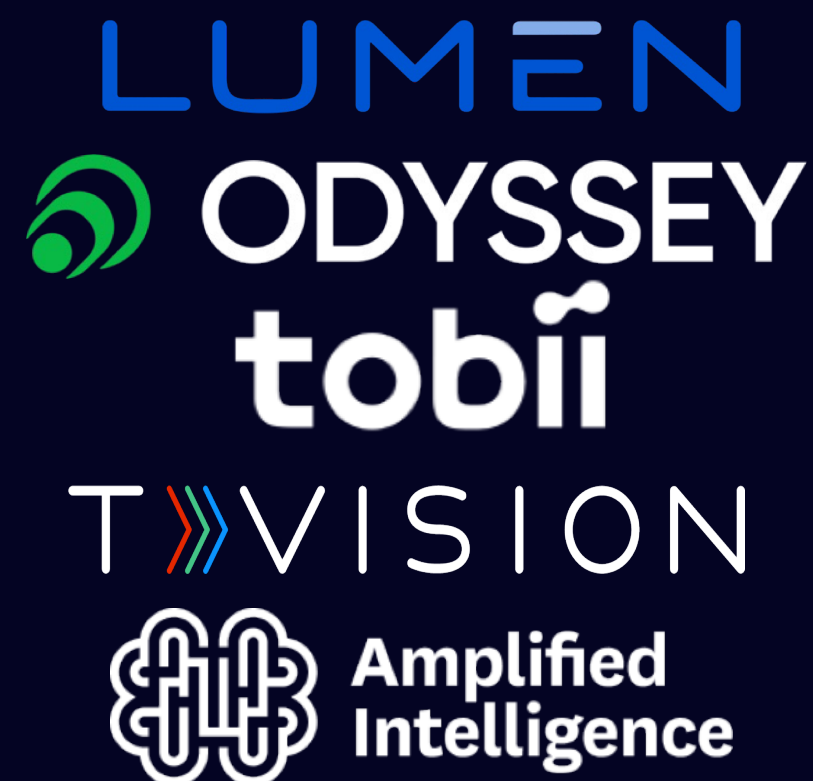
- Already biased or used to a brand
- What brand was bought last
- Physical availability – Shelf-space
- **Mental availability →**



5 years of commitment to get to where we are today



+5 Research Partners



20+ Media Partners



Global recognition



Media Research Society
- Best research (2021)



Media Week Awards
- Best Use of Research Insight / Bronze Award (2021)



Mediatel Media Research Awards
- Best Research Project (2022)

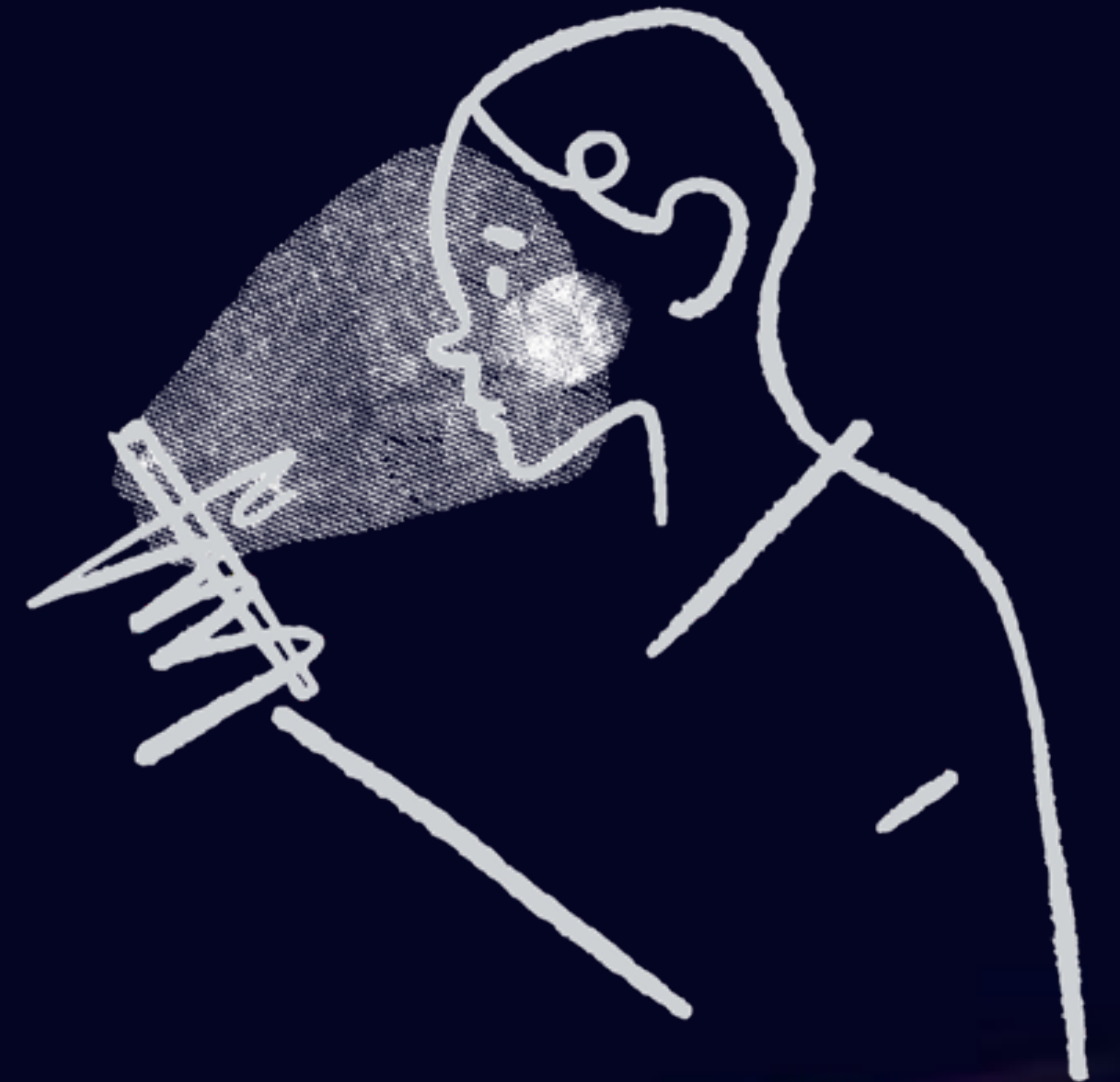
2018 - Present

The Goals of dentsu's Attention Economy:

**develop capabilities
to allow brands to
measure and
optimize towards
attention**

**move from planning
towards technical
reach or viewability
to attentive reach**

**minimize waste and
increase
effectiveness of
media plans**



Where attention is applied



Where attention is applied



Where attention is applied



Planning

Leverage theory and attention metrics benchmarks from our studies and feed into our planning tools and process



Optimization

Observe attention metrics throughout the campaign and optimize investments towards efficient placements and creatives



Evaluation

Follow up with digital campaign measurements & continuous attention tracking with competitor analyses to evaluate results

Case 1 – E-commerce

Client faced two main challenges when attention-planning

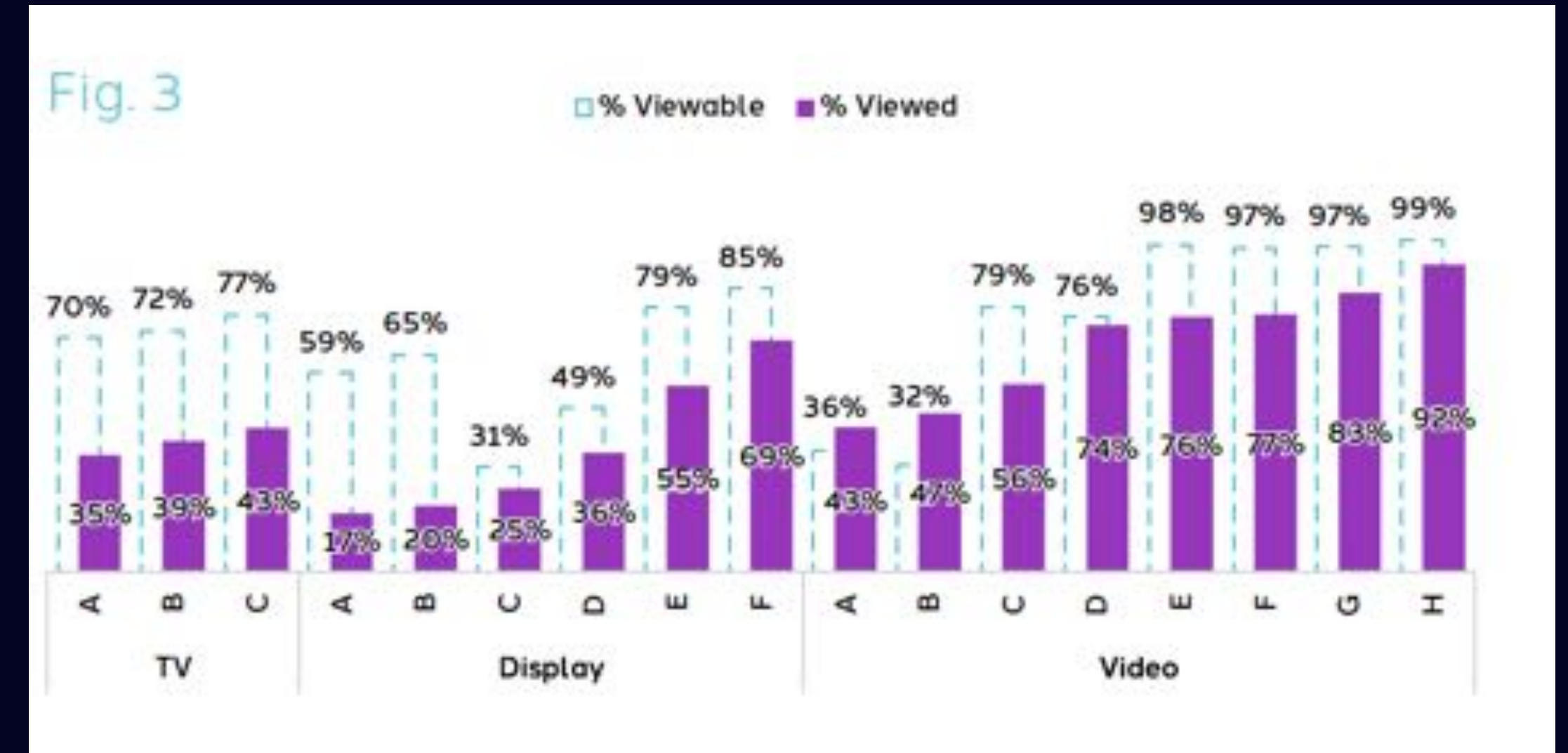
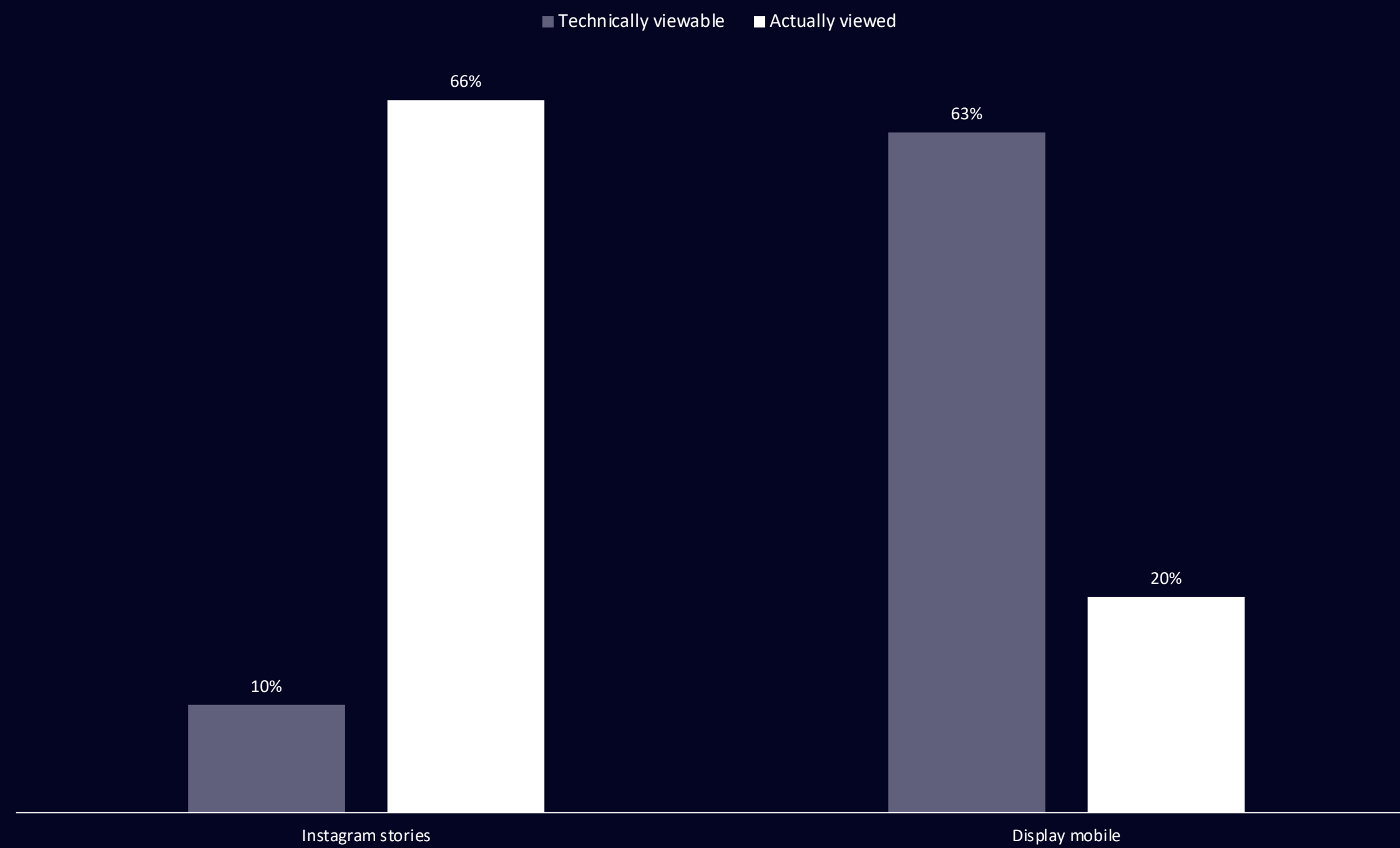


Missing attention-metrics from
Snapchat

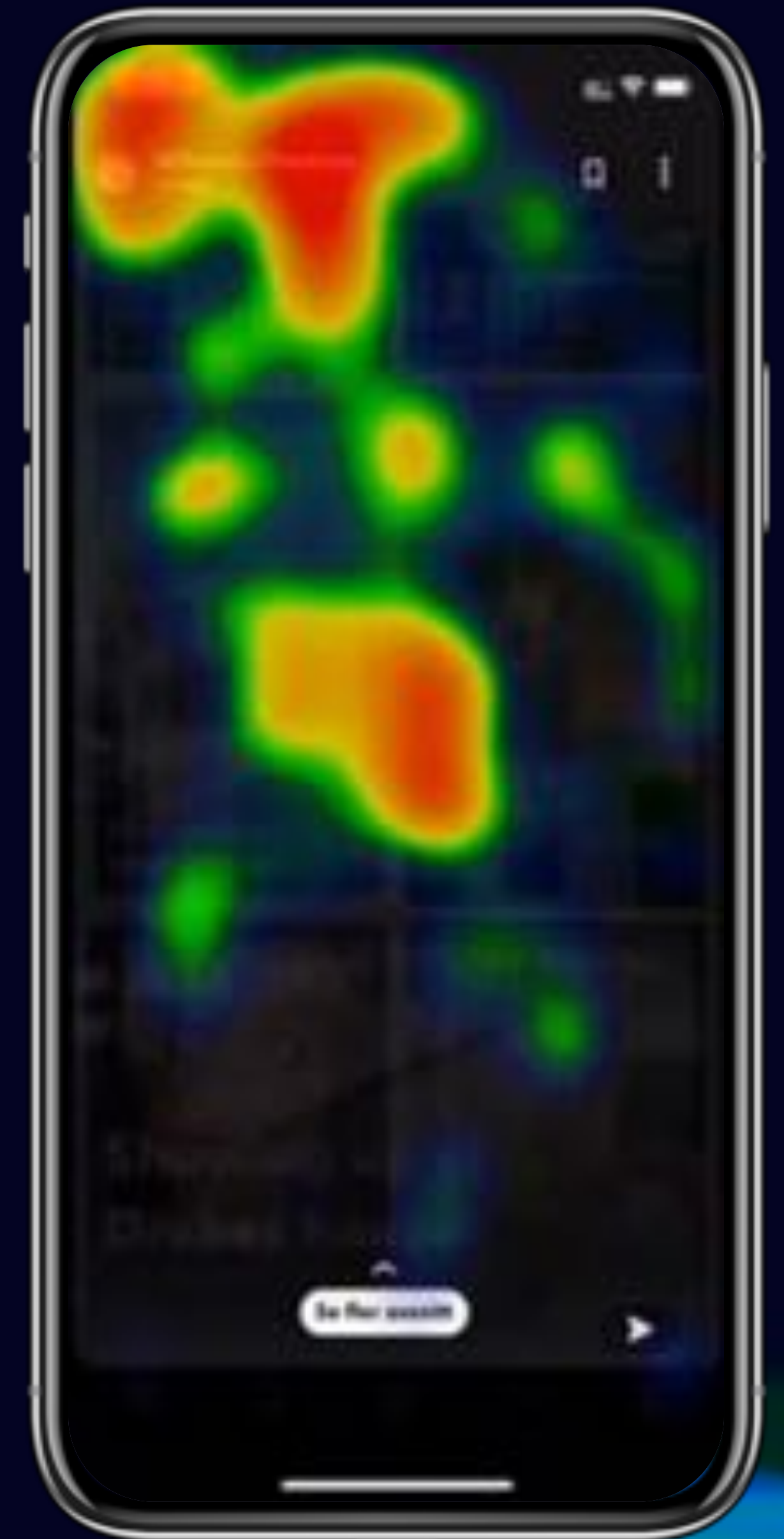
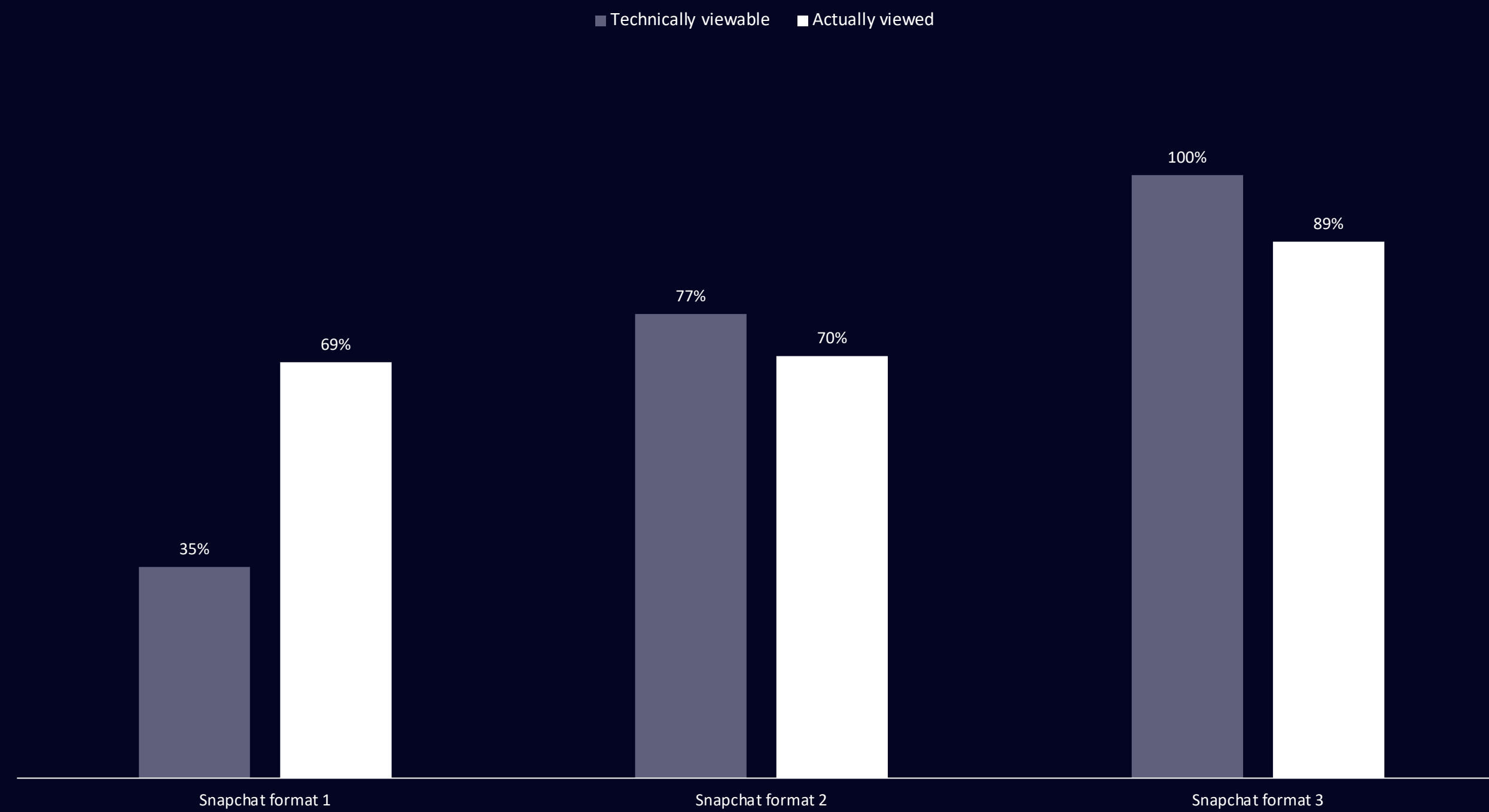


Missing information on the
attention impact of contextual
placements

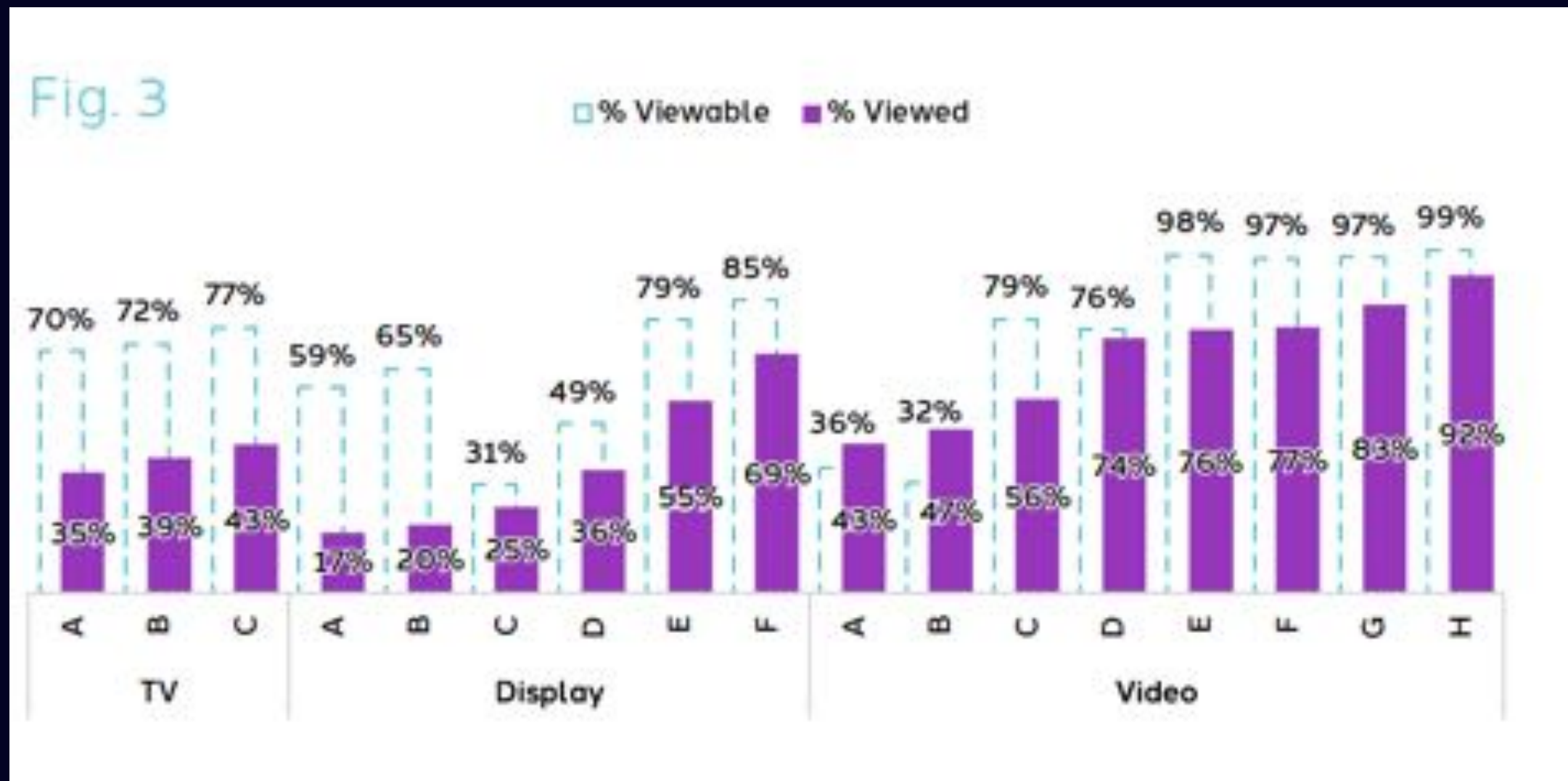
A key finding in the dentsu Attention Economy Study



Snapchat - Solution



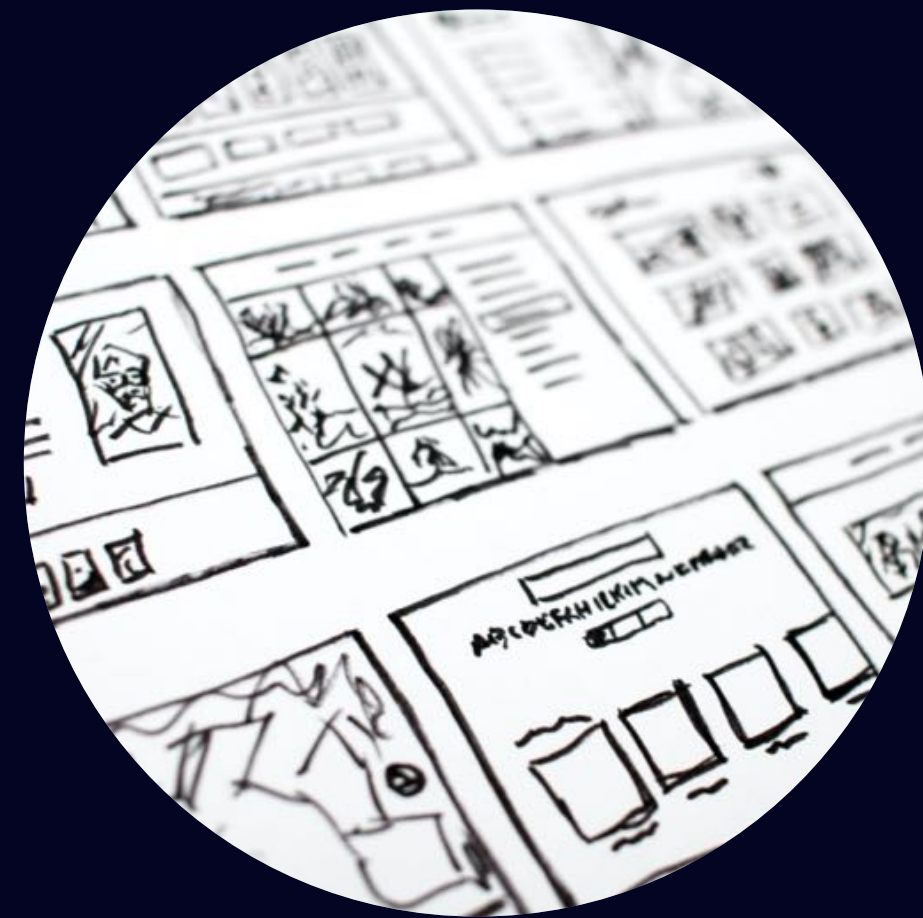
Programmatic challenge



Standard programmatic

Contextual programmatic

Programmatic - Solution

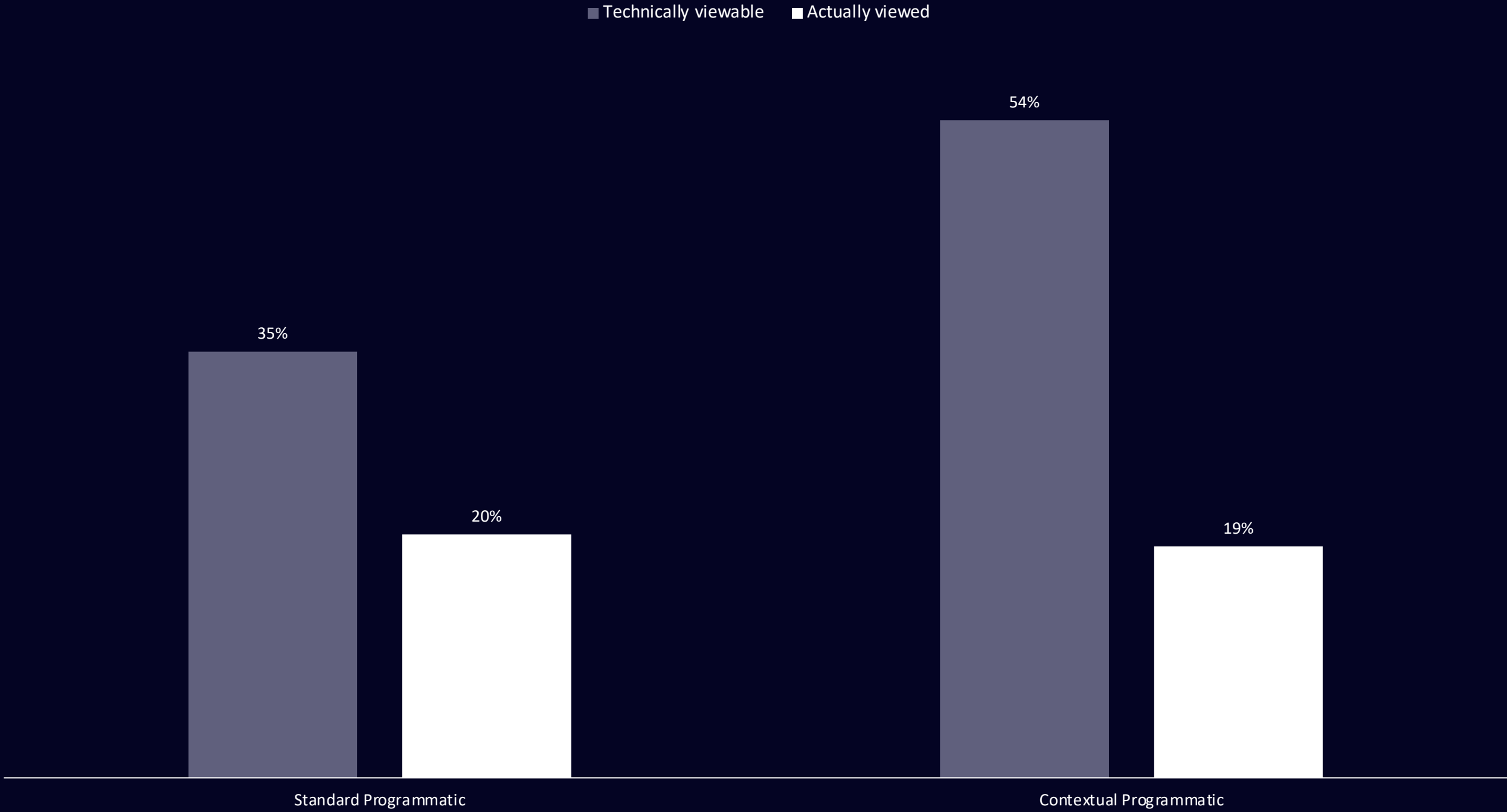


Programmatic campaign including both Standard and Contextual placements



Tracking pixel

Programmatic - Solution

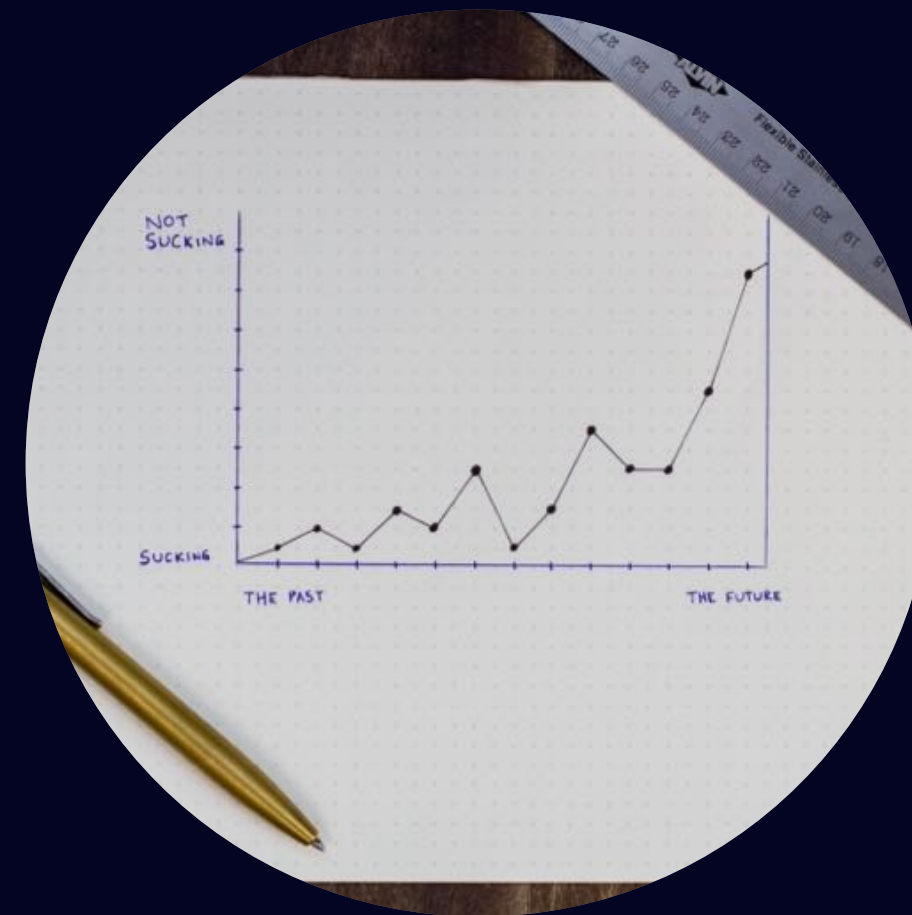


Case 2 - Shampoo

Client faced three challenges



Three different ad-types available for social media, how do they perform across audiences and how should we spit our budget?



When we change budget weights, does efficiency and brand recall improve?



Having little to no insight into competitors' digital presence and performance

Measuring the ad-types

Method:

Tobii-glasses in social media environment & follow-up interview

Result:

All three types differed in what audience got most engaged by it

Action:

Changing budget weights to match the sizes of the audiences they were trying to reach



Follow up on effect of changes

Continuously observe if attention and dwell time increases with changes and optimize

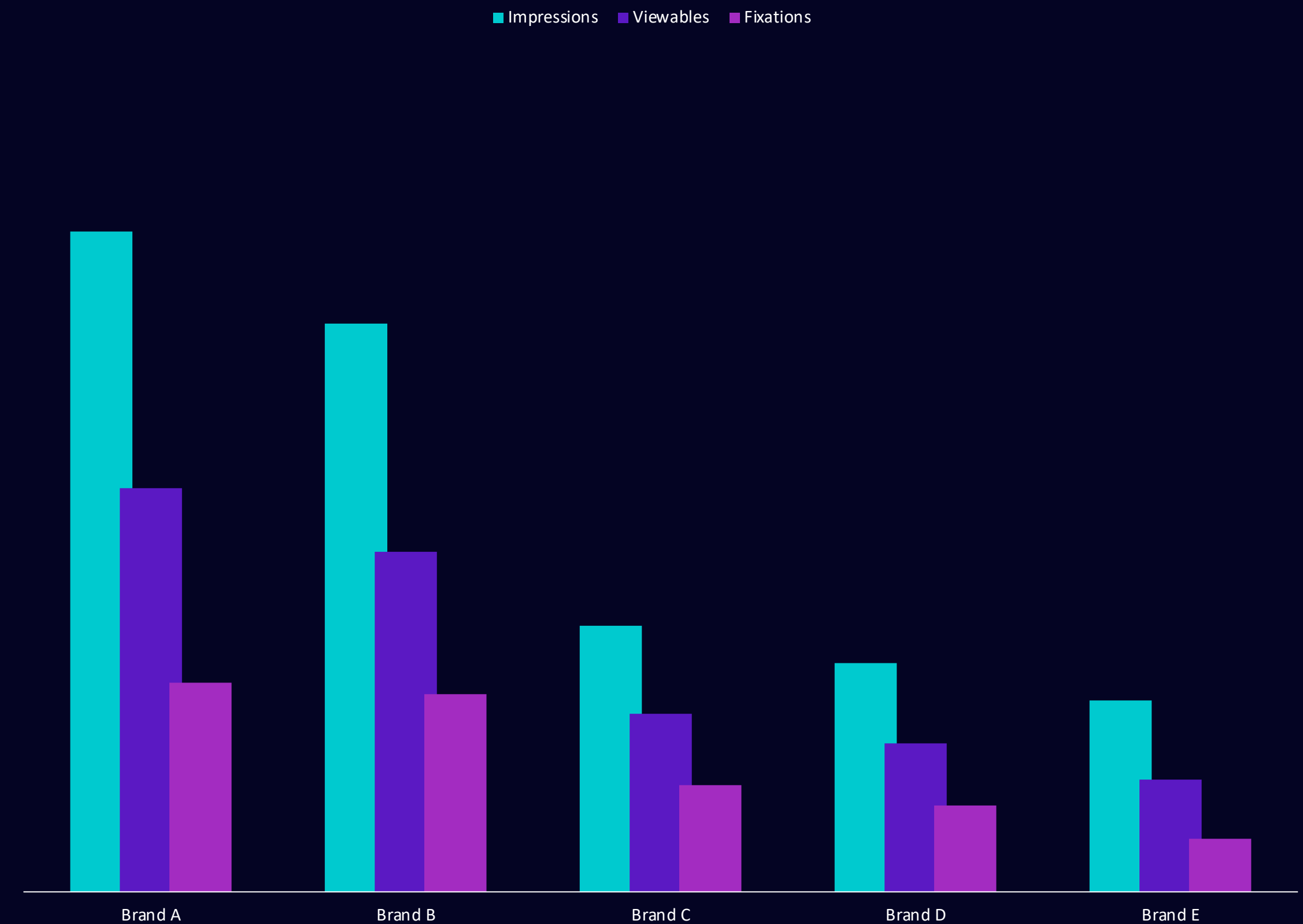
Follow audiences simultaneously in brand tracker to see the impact changes have on brand recall

Option to activate algorithm and target inventory likely to be seen, for the right amount of time

Tracking competitors online

To get competitors' attention-performance on:

- Channels
- Publishers
- Format
- Frequency
- Reach



Enabling us to take inspiration on what competitors do that contributes with the most attention

*To know what people really think, pay attention
to what they do, rather than what they say*



*Do you know what your audience does,
or just what they say they do?*



Thank you for listening

Jacob von Segebaden
Senior Insight Manager

dentsu

Q&A



Carl-Johan Runer
Odyssey



Björn Ivarsson
Spendrups



Jacob von Segebaden
dentsu



Martech report 2023

Link to the survey

<https://emea.focusvision.com/survey/selfserve/3927/230402?list=0#?>

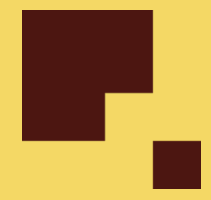
**New Martech report coming in September
Share your thoughts in the survey!**

SWEDMA

WIRAYA

 ODYSSEY

 CMO
GOES
TECH



Thank you!

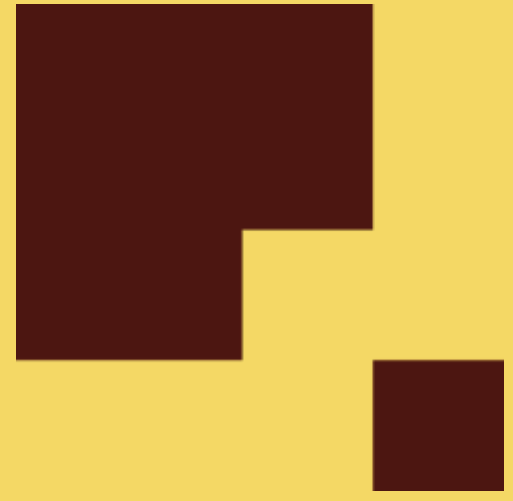
Next meet up in September

See you in September.

Update yourself and invite members on www.cmogoestech.com where you also find recording of this and previous events.

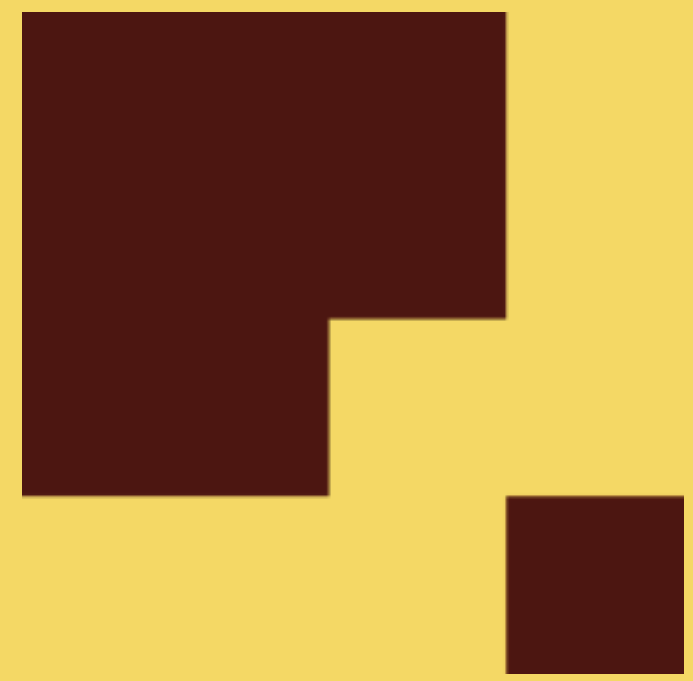
Have a great summer!

CMO goes TECH



The question

1. Where would you benefit the most from using Attention today and why would it be useful?



Mingler