

# Not All Attention is Equal

Real World Attention Meets Digital Attention

# Meet today's speakers



**Alban Duron**

Marketing Director

JCDecaux France



**Chris Felton**

Director of Data and Insight

JCDecaux UK

# Attention matters

- Strong Correlation Between Attention and Profitability
- Strategic Precision with Attention Insights
- Attention as a Planning Guide

## ATTENTION AND BRAND PROFIT ARE STRONGLY LINKED, NEW STUDY FINDS

WPP-backed study from Lumen and Ebiquity disputes the notion of attention as a vanity metric

By [Jack Neff](#), Published on October 31, 2024.

➔ [Share article](#)



# Attention is plural

Caution

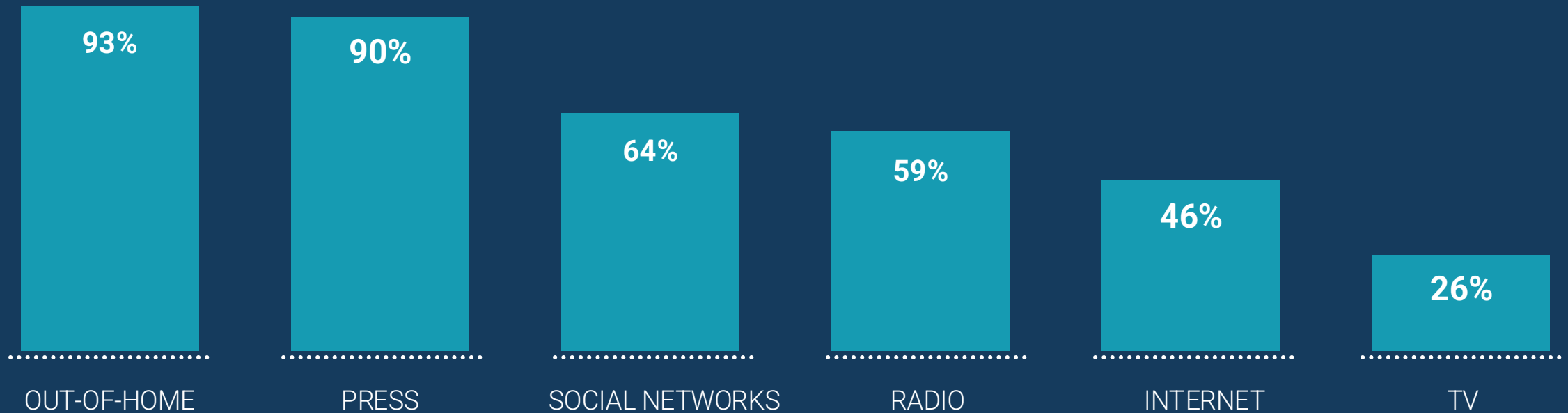
Care



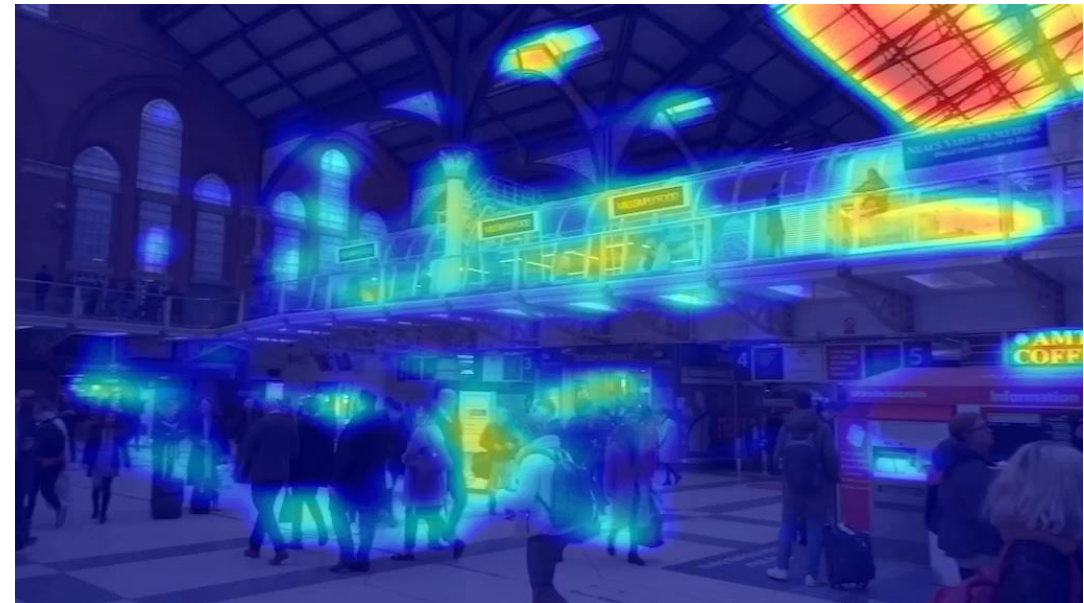
**« STOP TO STIMULATE ATTENTION  
WHATEVER IT TAKES »**

# OOH attention is different

Media where advertising is the least disruptive and interruptive in terms of experience.



# OOH attention is different



# JCDecaux's culture of attention benefits both its advertising activity and its societal vocation



## QUALITY

64%

The street furniture **are well integrated** in the city.



## TRUTHFULNESS

6 / 10

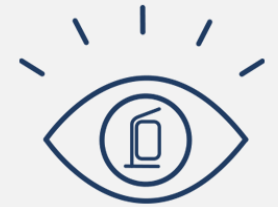
Trust the messages on a poster in the street.  
(vs 2 / 10 for the Social networks)



## PROXIMITY

62%

The street furnitures are **a landmark** in the city.



## UNIVERSALITY

86%

Notice the street furniture in their daily journey.

# Today we bring 2 studies

- From France
  - Innovating with a real world research from Strasbourg
  - Coding 4,500 advertising points of contact (street furniture and billboard)
  - Ipsos & Tobii technology (eyeglasses)
- From the UK
  - Exploring different behaviours
  - Driving, Walking and Waiting
  - Lumen
- How JCDecaux can help you with attention

# Method



Study conducted in Strasbourg from April 10 to 23, 2024



97 pedestrians and drivers aged 18 to 60  
82 urban street furniture and billboard (Bus shelters, CIP 2m<sup>2</sup>, Large format 8m<sup>2</sup>, Digital Street furniture)  
26 campaigns posted (OOH) or displayed (DOOH)



More than 4,500 points of contact recorded and coded



At the end of the journeys, a 5-minute questionnaire was administered to the respondents to test indicators such as awareness, brand recall, travel habits, ad perception, etc.

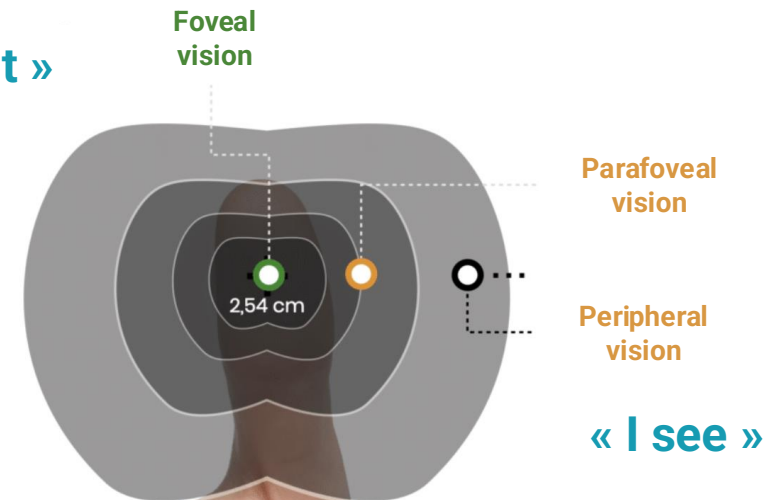
# A world first for OOH

Eye-tracking in real-life street context



Foveal Vision

« I look at »



tobii

# Massive data collection





# NATURAL ATTENTION

A NEW CONCEPT

100%

Contacts and Impressions  
actually viewed

Strasbourg



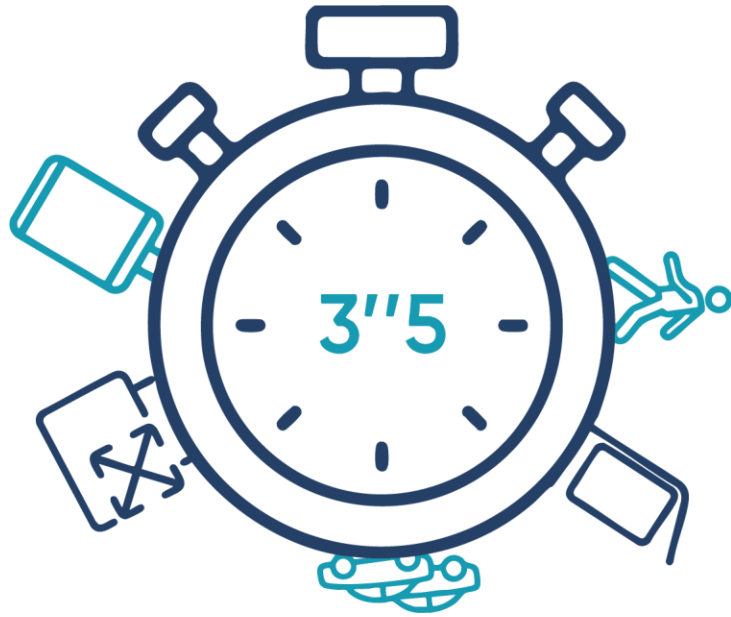
Strasbourg

# 29 GAZES

**DURING THE 30 MIN TESTING  
EXPERIENCE**

Frequency is power

# OOH, a medium of attention



## 3.5 seconds

Average attention span per advertising frame seen in real conditions

The attention span exceeds 5 seconds for nearly a quarter of contacts.

# Enhanced attention for DOOH

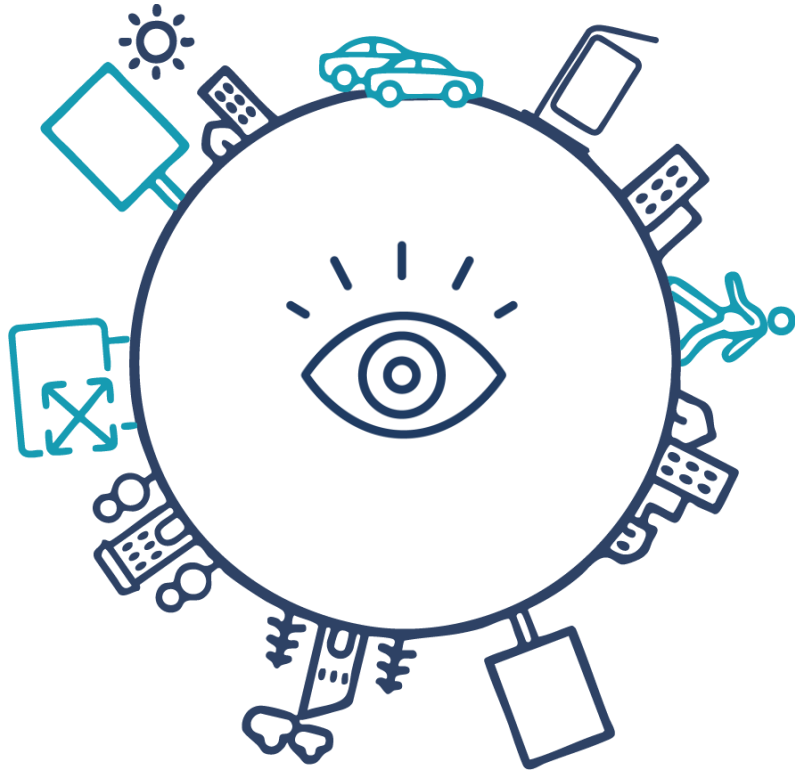


Focus DOOH

## 4.5 seconds

Average attention span by digital street furniture seen in real conditions

## Almost instantaneous memorisation



**In just 30 minutes,  
Nearly 1 out of 2 campaigns  
is memorized**

“JCDecaux, the outdoor medium that transforms an opportunity to see into **meaningful and valuable attention.**”

Alexandre Guérin, CEO Ipsos France

# The longer the attention span, the greater the advertising impact

Brand awareness

**x 1,5** 

Brand recall

**x 2,2** 

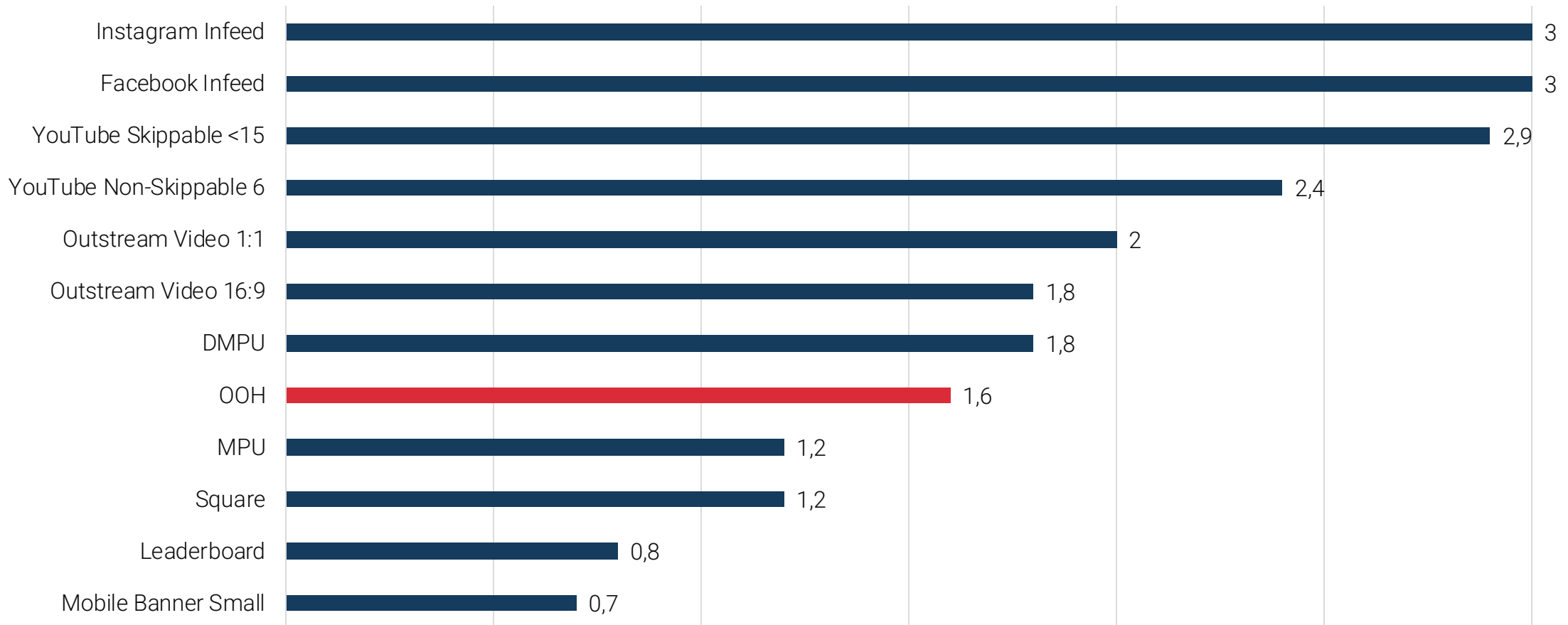
When attention duration is above average

# The UK Study

*“How Does Consumer Behaviour Effect Attention”*

# OOH with Digital Media

How much time people spend looking at various types of media



JCDecaux

*"Lumen is an end-to-end attention technology company that drives better performance for advertisers, publishers, and brands with next-generation attention solutions"*

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M E D / A H U B



KINESO

IAS



dentsu



Teads



T»VISION

Google



Instagram

facebook



Pinterest

# Lumen method



450 Respondents



Survey



'As live' engagement



Insight report

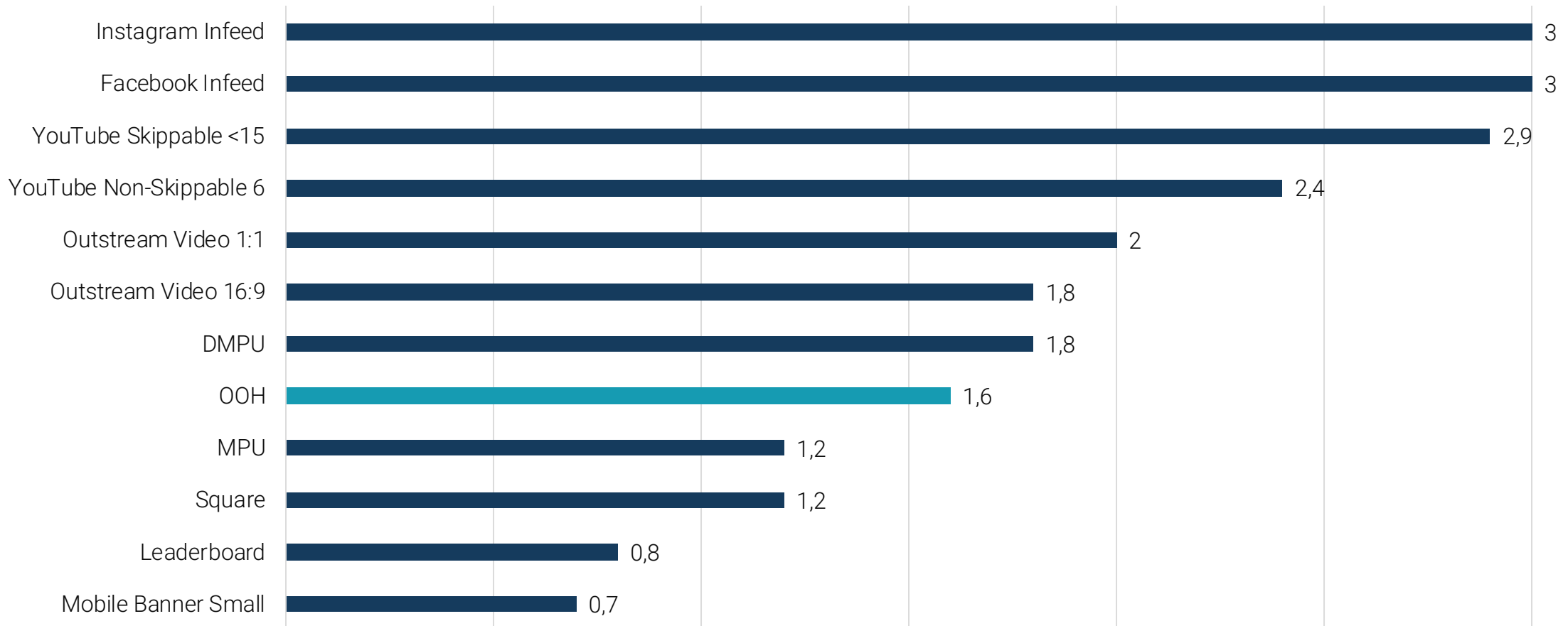






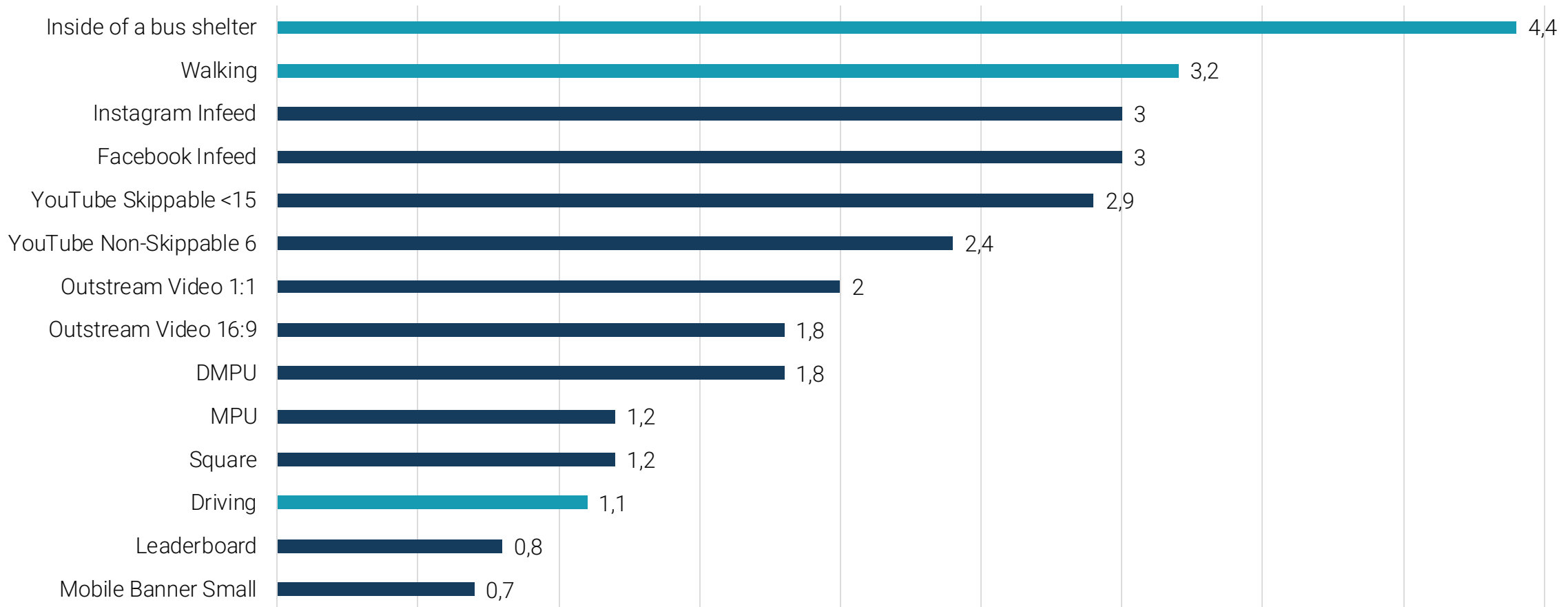
# OOH with Digital Media

How much time people spend looking at various types of media



# OOH with Digital Media

How much time people spend looking at various types of media

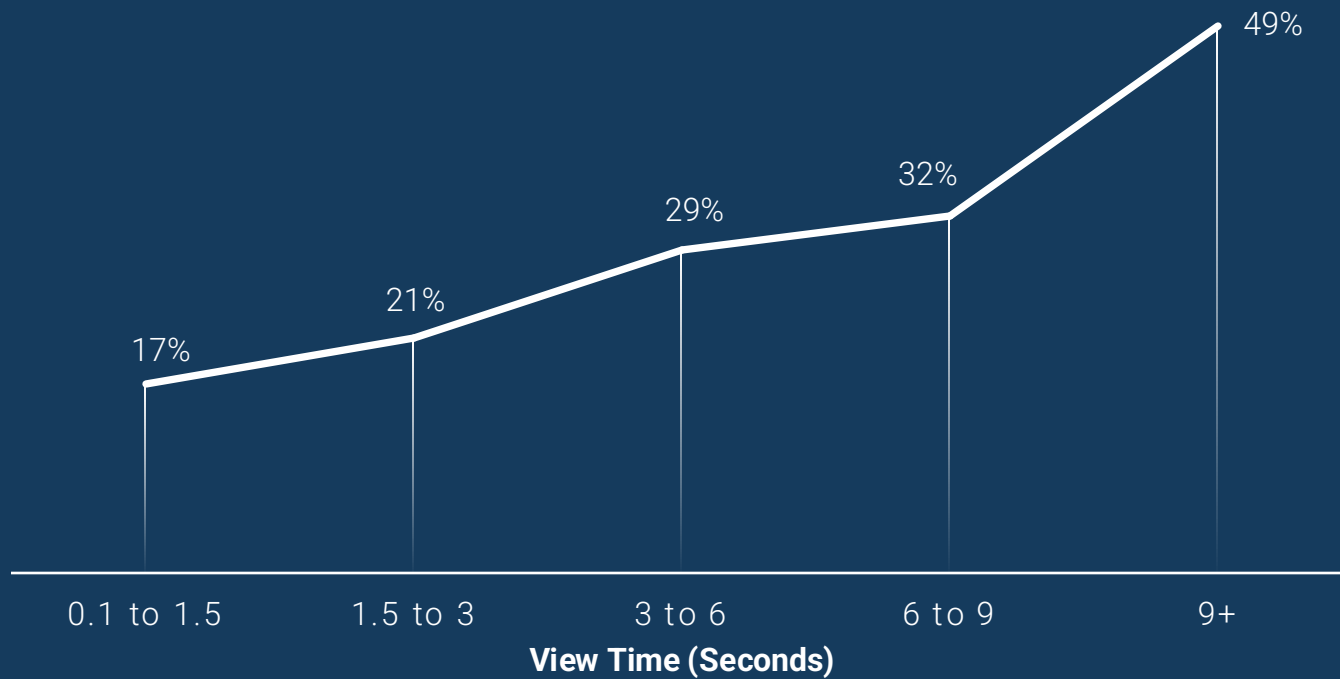


# The Bus Shelter Delivers 4.4 Seconds of Attention



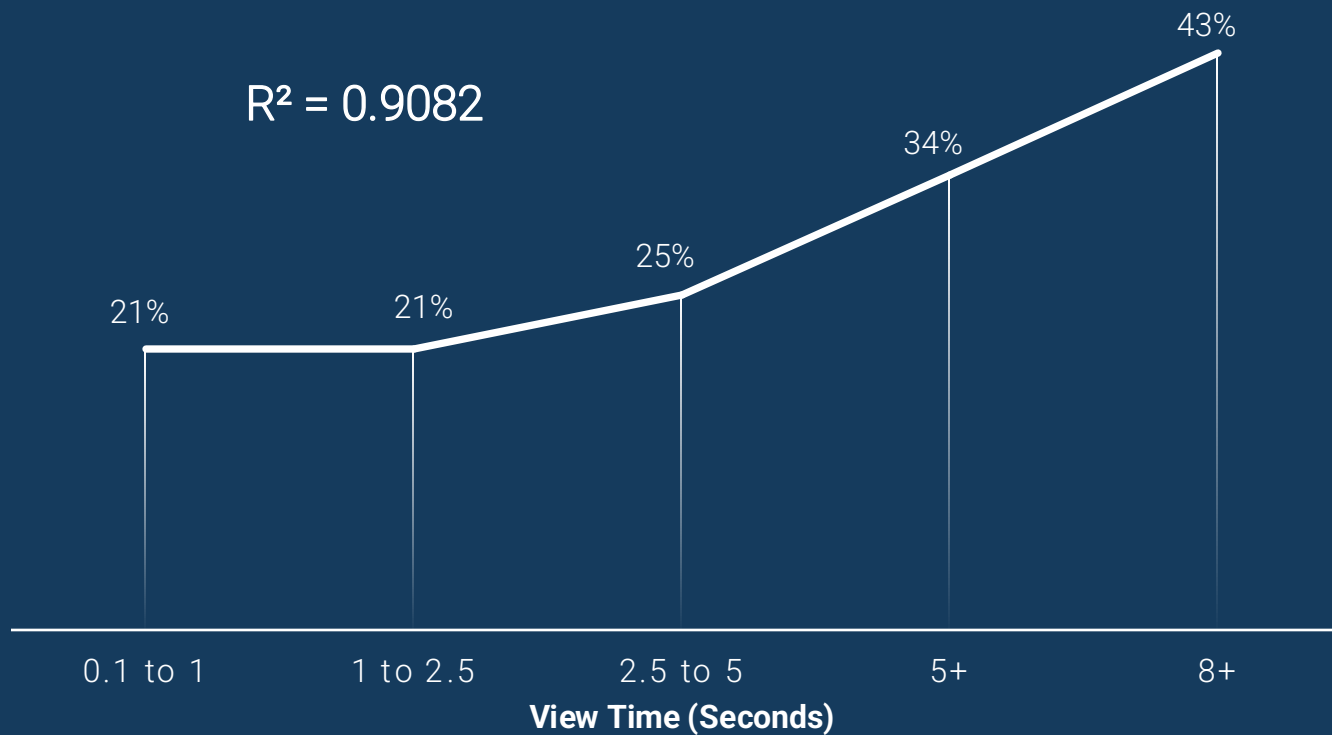
# Who Cares?

Spontaneous brand recall increases with attention

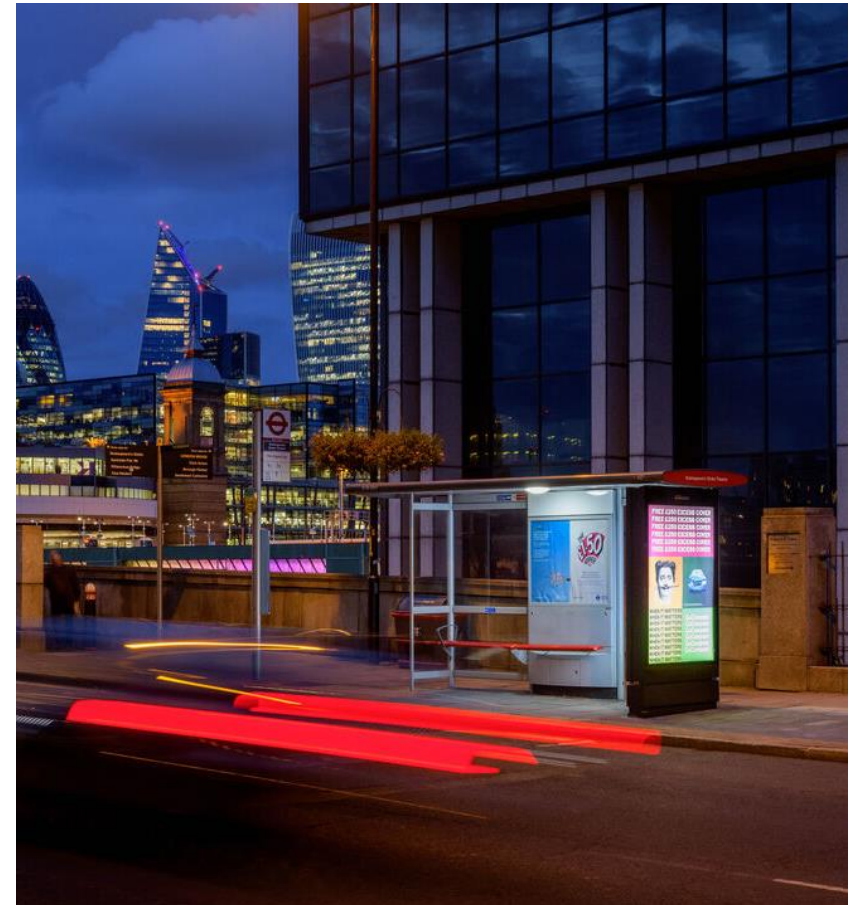
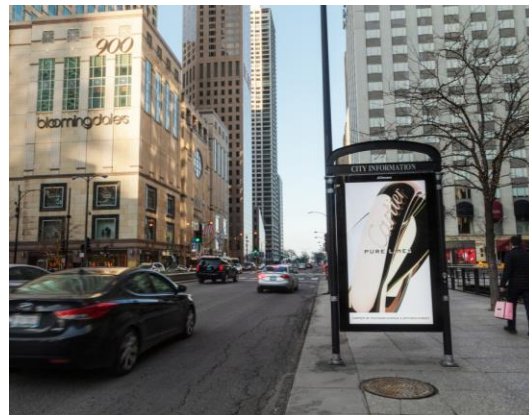


# Who Cares?

Message recall increases with attention



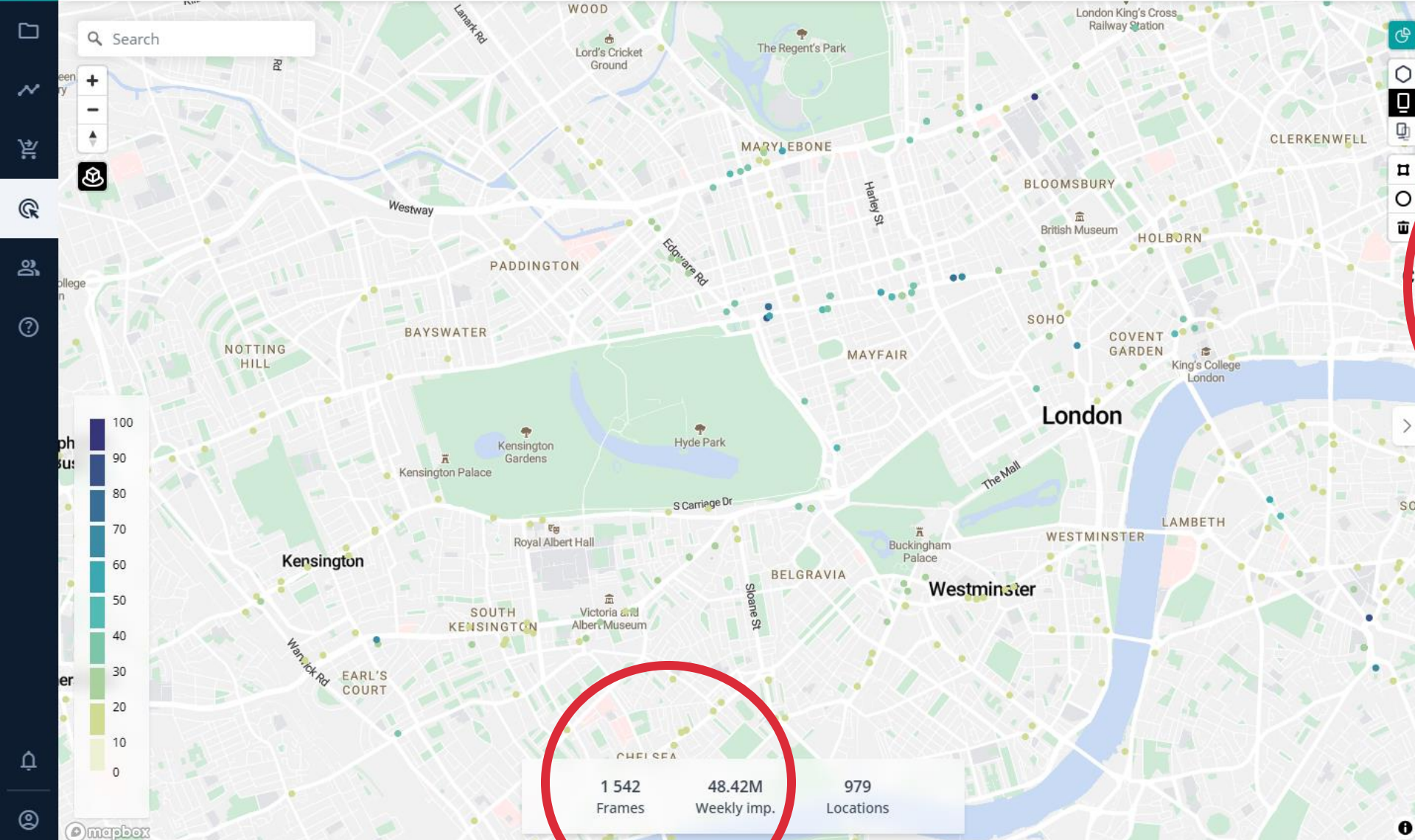
# JCDecaux Deliver Bus Shelters – Globally



# Our Platform Allows Customers to Select the Highest Attention Sites



## Data Stories



[Go back to data stories manager](#) [Next](#)

**Filters**

**Venue types**

- ✓ outdoor.urban\_panels
- ✓ outdoor.bus\_shelters

**Frames types**

- ✓ Digital (moving image)
- ✓ Digital (still image)

**Search**

Search filters. Cities, venue types...

**Frame types**

Digital (moving image)

Icon	Count	Size
📱	3045	219.94M

Digital (still image)

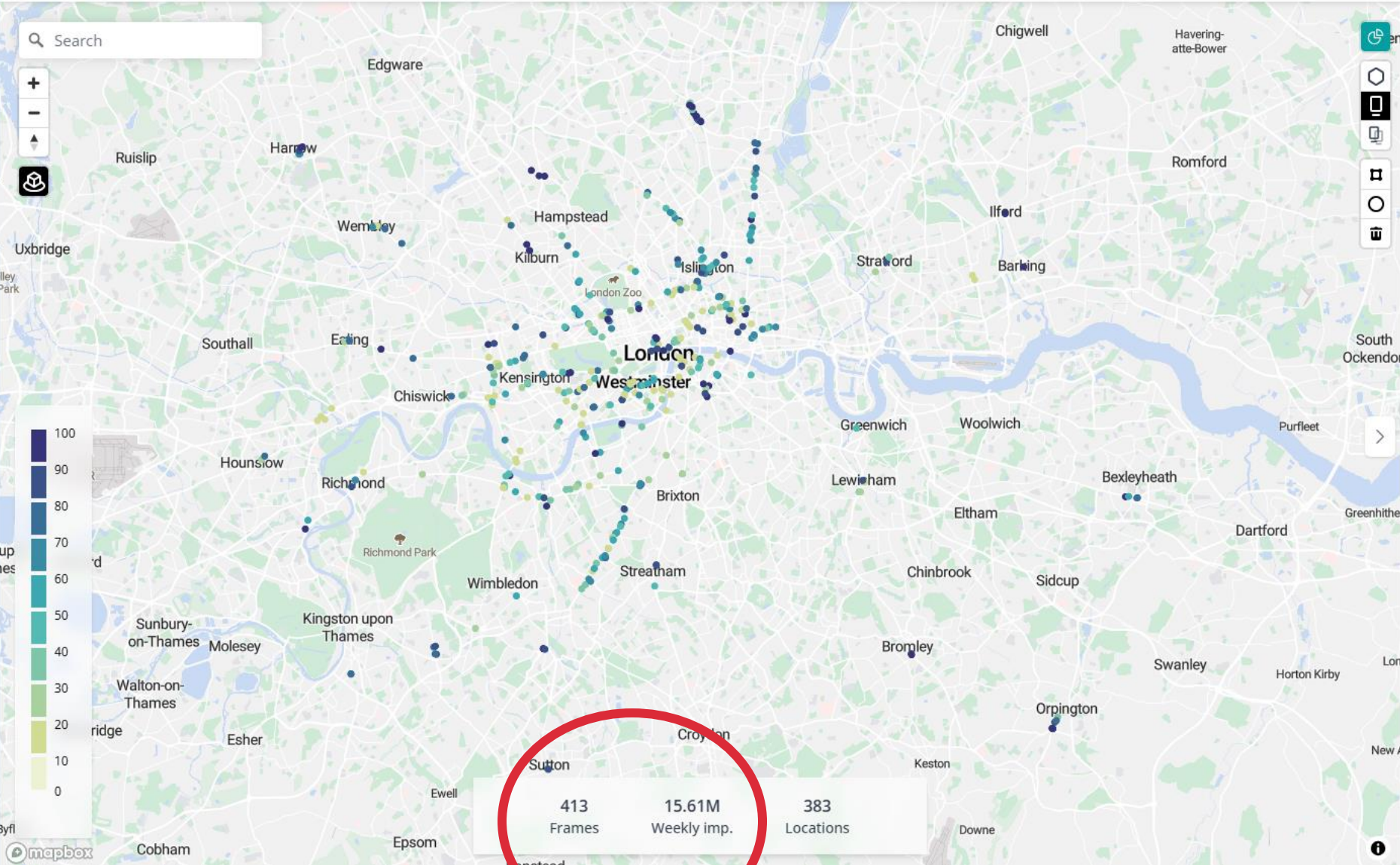
Icon	Count	Size
📱	1780	74.52M

Static

Icon	Count	Size
📱	25282	1.58B



Data Stories



Search

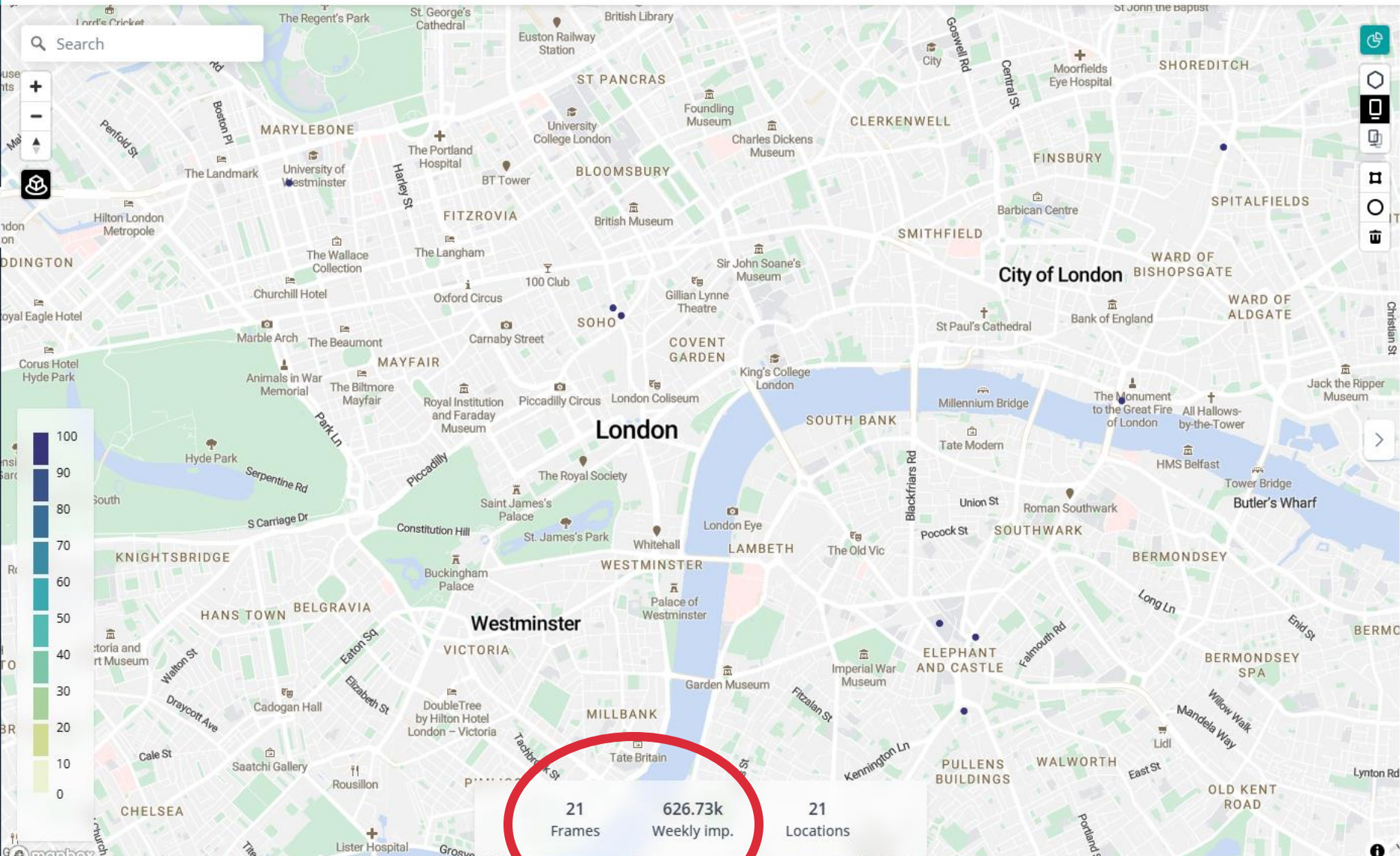
Search filters. Cities, venue types...

Segments

- United kingdom
  - Airport
  - Demography
- Retail
  - Dunnhumby
  - Lrs
  - Yougov
- Traffic
  - Jcdecaux - uk
    - Frame\_based\_scores
      - route pedestrian index
      - route vehicular index
      - tfl bus shelter dwell



# Data Stories



21  
Frames

626.73k  
Weekly imp.

21  
Locations

[Go back to data stories manager](#)

[Next](#)

## Filters

United kingdom  
United kingdom / traffic / jcdecaux - uk  
/ frame\_based\_scores / tfl bus shelter dwell  
Locations where the impression rankings for the targeted population is at least 95

0 20 40 60 80 100

## Venue types

- ✓ outdoor.urban\_panels
- ✓ outdoor.bus\_shelters

## Frames types

- ✓ Digital (moving image)
- ✓ Digital (still image)

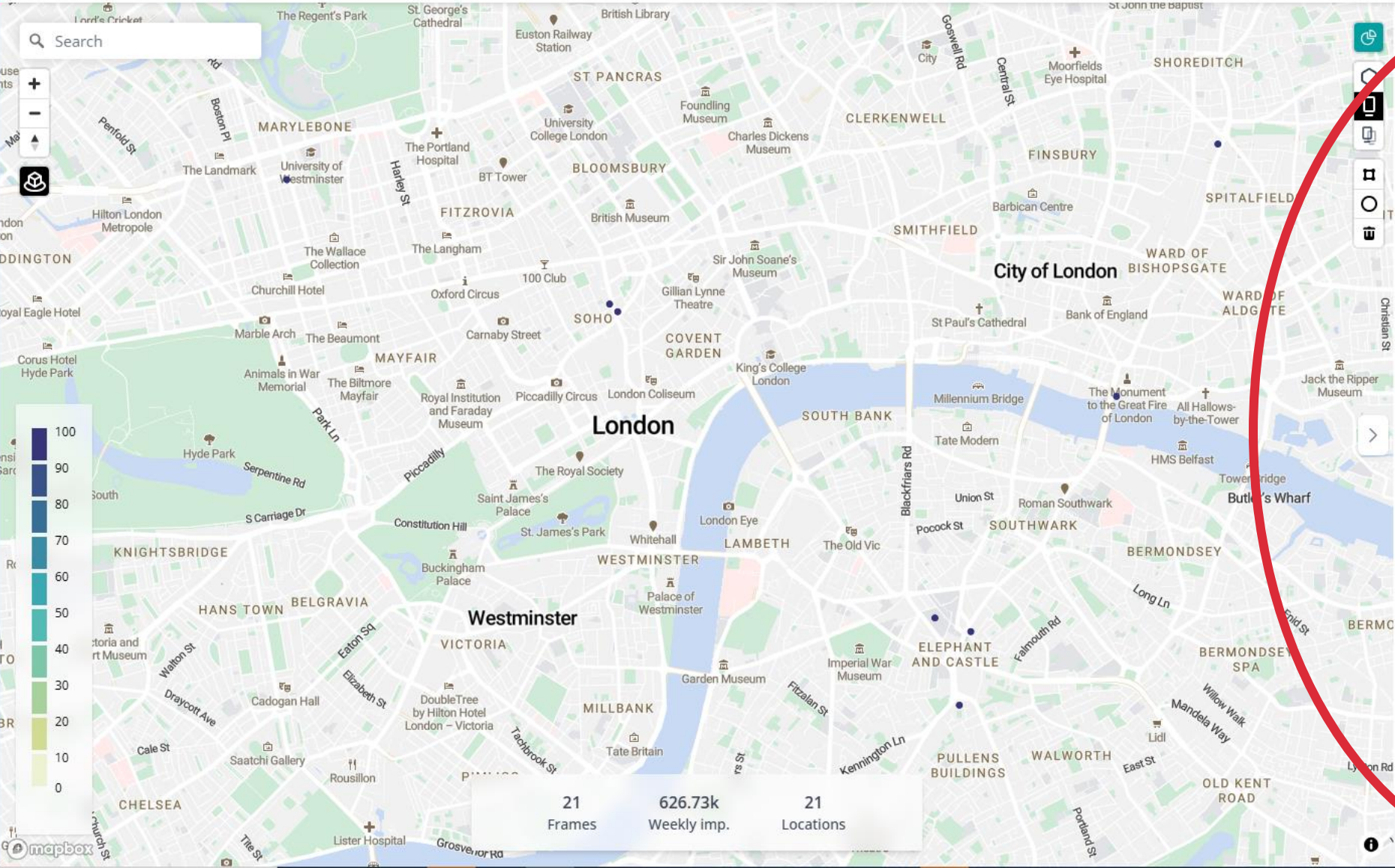
## Search

Search filters. Cities, venue types...

← Segments



Data Stories



[Go back to filters](#)

Data story details

Name \*

Name

Sharing page set-up

Description

This description will be displayed on the sharing page.

Contact (optional)

Select contact...

Email

First name

Last name

Cancel

Save

# Attention For Creative

# DOOH: Short contents for better advertising effectiveness



Urban DOOH

Awareness

30%

5 SECONDS

Awareness

24%

10 SECONDS

# DOOH: very slow motion for better Recognition



Urban DOOH

18%

STATIC



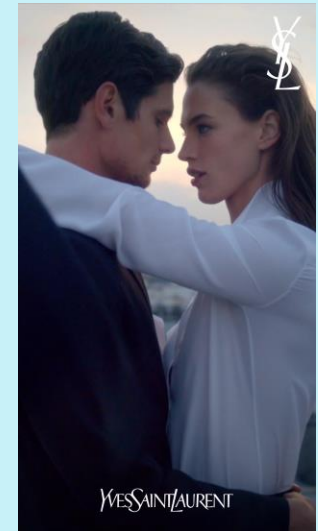
45%

SLOW MOTION



20%

URBAN MOTION



# Introducing the JCDecaux Attention Tool

OPTIX

# OPTIX DEMO – 2 x CREATIVES



# CREATIVE HEAT MAP



# ATTENTION SCORES – LOGO AT THE TOP



Tagline  
23%

Product  
62%

Branding  
9%



Branding  
39%

Product  
53%

Tagline  
5%

+30pp

# The Creative Research

A New Suite of Testing Tools.  
50 00H Posters.  
7,500 Respondents.  
**The Perfect Digital Poster.**



# 1

## Demand Attention.

2 seconds of attention.

Max 3 sections.





# 2

## Be Brand Bold.

Ensure your brand is in a **prominent position**.

Logos at the top deliver **+32% brand recall**.

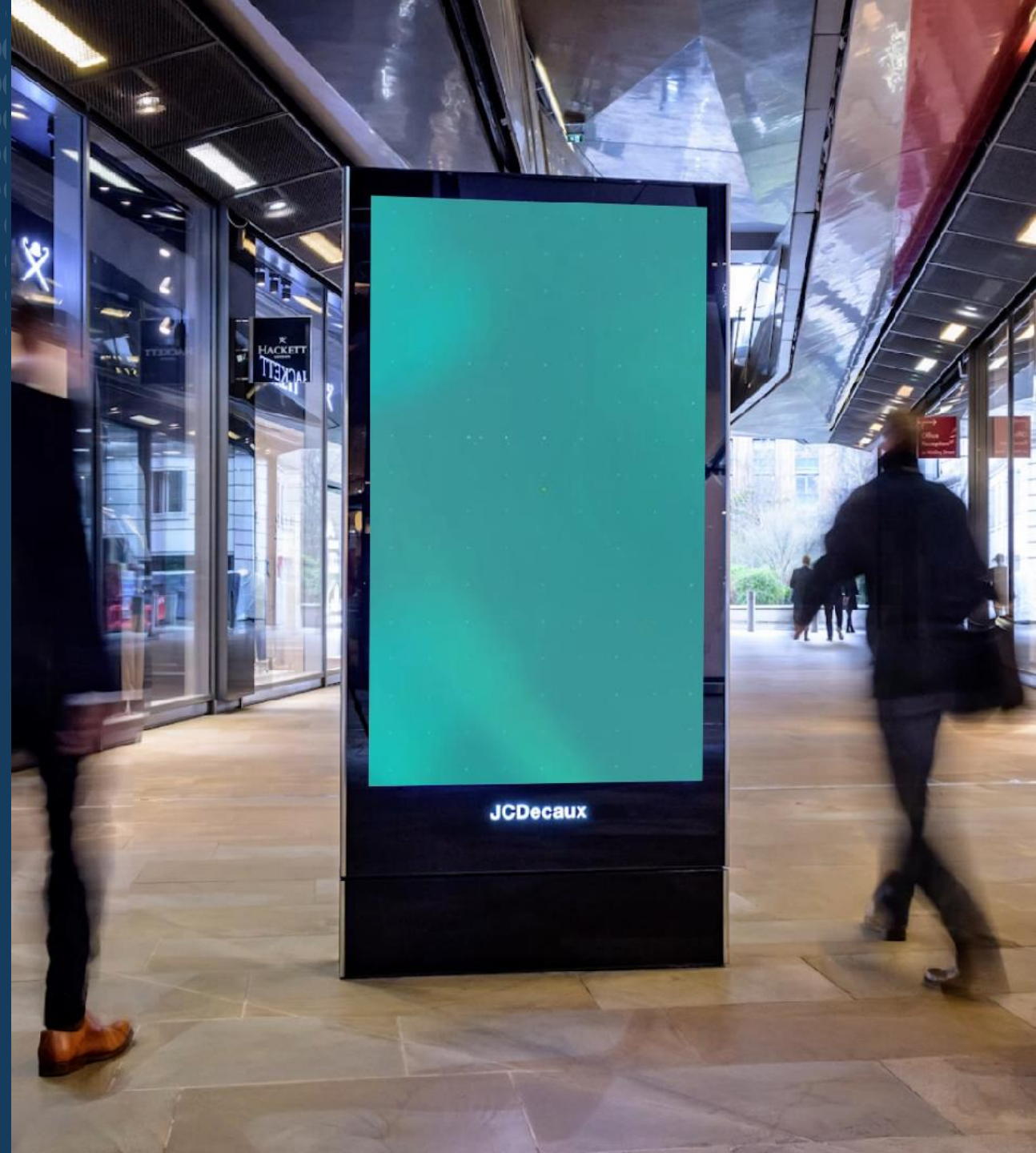
# 3

## Drive Familiarity.

**Simple colours** aid brand recall.

**Top performing Ad.**

**93% fast fluency.**





4

# Deploy Fluent Devices.

Using a Fluent Device makes your creative  
**1/3 more effective!\***

\*Meaning fluency and emotion

# 5

## Showcase Faces.

**Faces attract attention.**

Ensure that you position them to support the rest of your messaging.





# 6

## Expand Product Images.

Products that take up **>50%** of the creative.

Deliver **38%** more attention (2.28s).

Products at **<50%** size are viewed for only 1.65s.

# 7

## Shorten Copy.

More than **10** words means people are  
**30% less** likely to remember who you are.





8

# Shout Your Call to Action.

Doubling the size of the CTA, doubles the dwell.

# 9

## Sell, Sell, Sell.

Bottom sections that are **smaller than 10%** of the creative, deliver **24%** less attention.



# Client Case Study

# CUSTOMER CASE STUDY

## Integrated product & branding



## Product-led creative



## People-led creative



# ADS WERE SCORING ON AVERAGE 2.8 IN PRE TESTS

Integrated product  
& branding

2.7



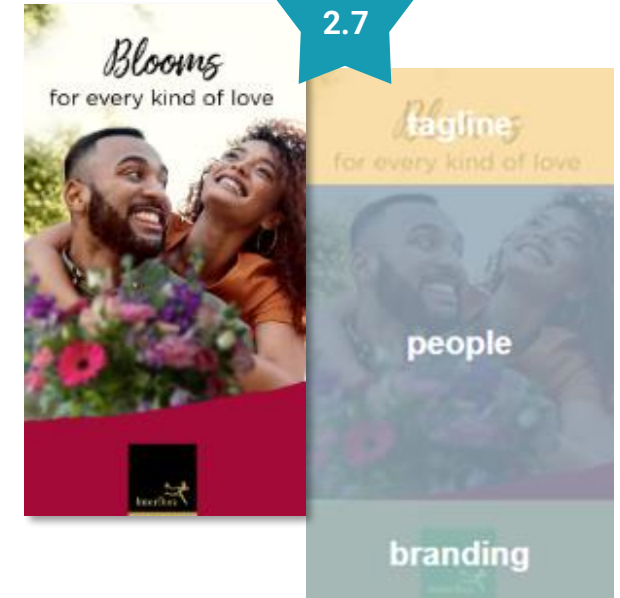
Product-led creative

2.8



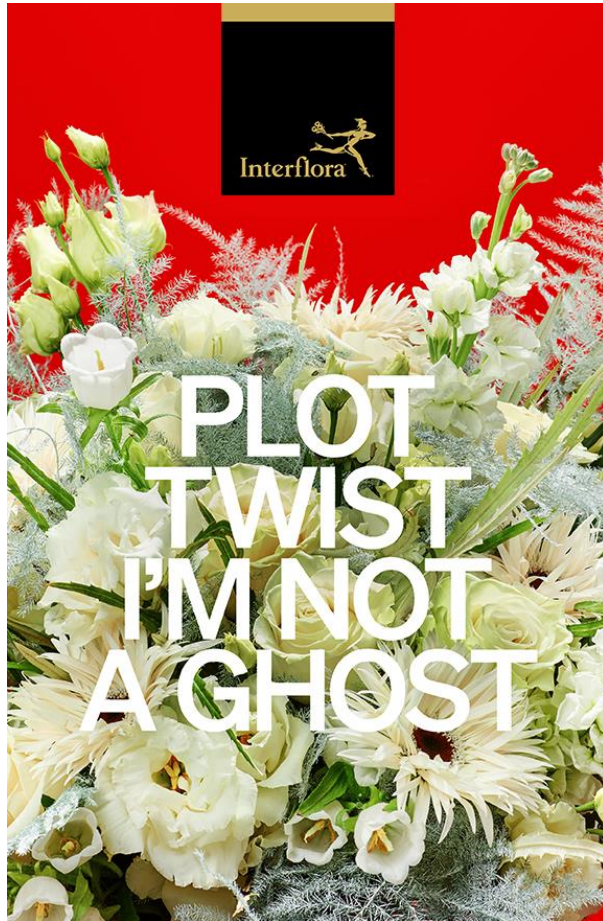
People-led creative

2.7



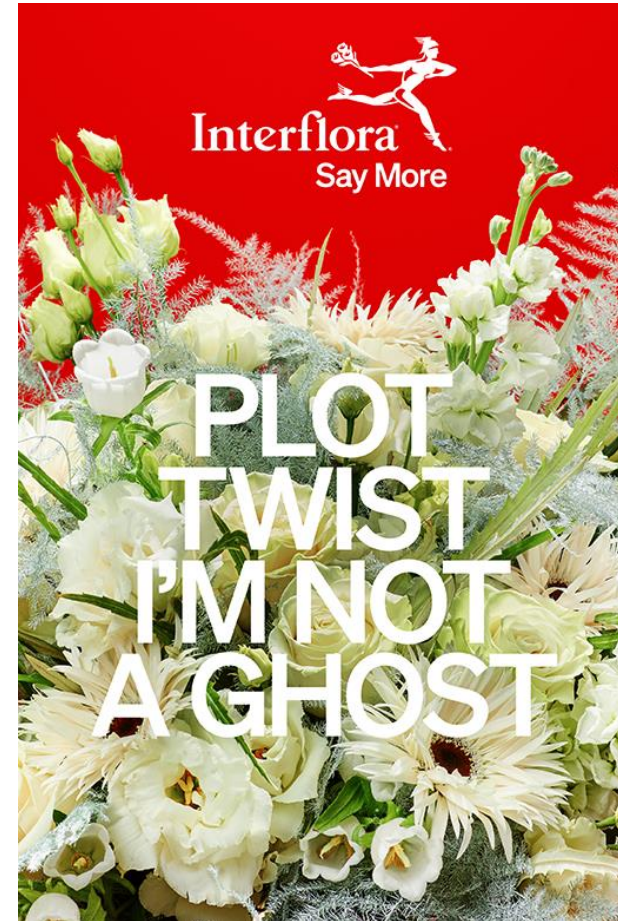
# OPTIX TOOL TESTED THE LOGO

BLOCK LOGO



vs

WHITE LOGO



# NEW LOGO DELIVERED MORE ATTENTION

ATTENTION ON BRANDING **+9PP**



# THE NEW LOGO ADS SCORED HIGHER IN PRE TESTING

6 SHEET



48 SHEET



3.6



Star rating

# ADS WORK BETTER ON THE STREET

PUBLIC DECLARATION



UNMISSABLE INVENTORY





# Summary

- OOH Attention is different
- Meaningful and Valuable attention
- Consumer behaviour effects attention walking, waiting and driving
- Pay attention to your creative – be relevant and use best practices
- Work with JCDecaux to test your ad before going live