**JCDecaux** 

## Not All Attention is Equal

Real World Attention Meets Digital Attention

1

### Meet today's speakers



Alban Duron

Marketing Director

JCDecaux France



Chris Felton
Director of Data and Insight
JCDecaux UK

#### **Attention matters**

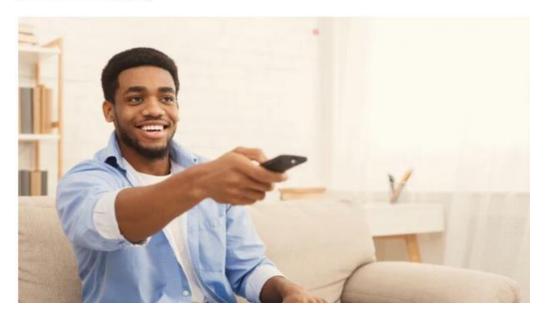
- Strong Correlation Between Attention and Profitability
- Strategic Precision with Attention Insights
- Attention as a Planning Guide

## 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.

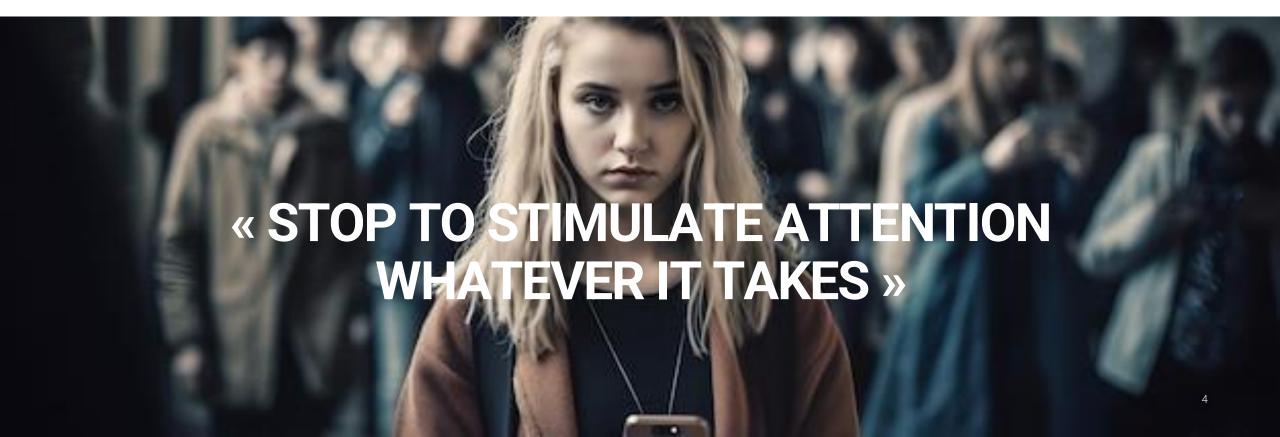
→ Share article



#### **Attention is plural**

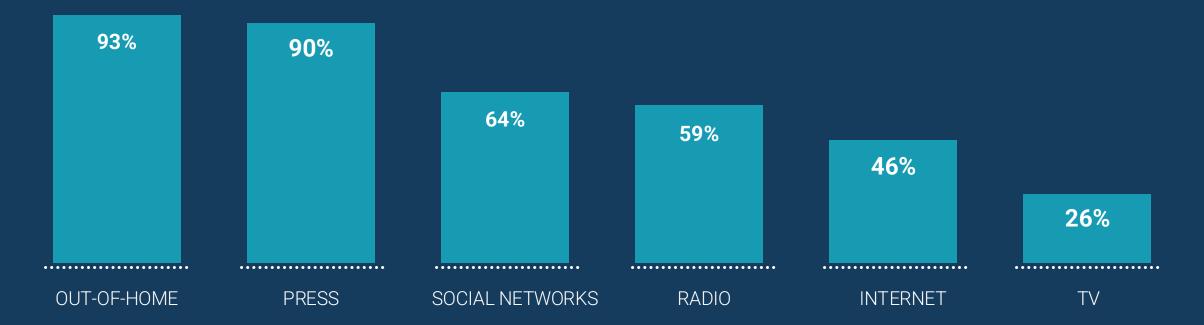
Caution

Care



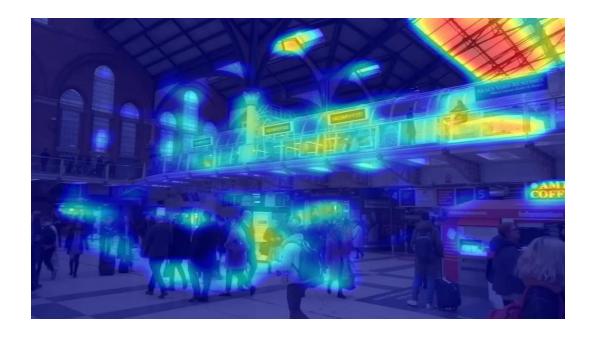
#### **OOH attention is different**

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



64%
The street furniture are well integrated in the city.



6 / 10

Trust the messages on a poster in the street.

(vs 2 / 10 for the Social networks)



62%
The street furnitures are a landmark in the city.



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 2m², Large format 8m², Digital Street furniture)

26 campaigns posted (OOH) or displayed (DOOH)



More than 4,500 points of contact recorded and coded

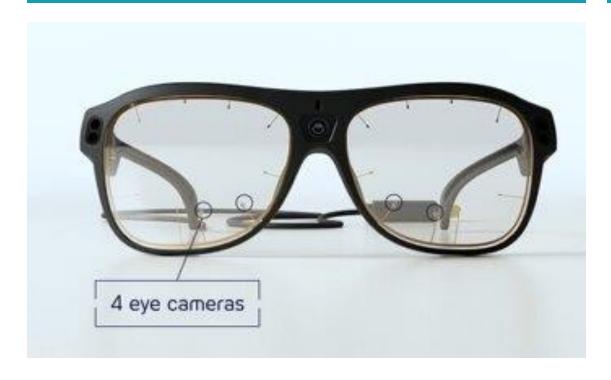


At the end of the journeys, a 5-minute questionnaire was administered to the respondents to test indicators such as awereness, brand recall, travel habits, ad perception, etc.

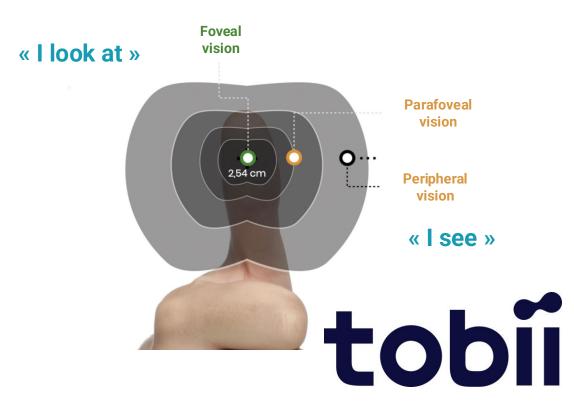


#### A world first for OOH

#### Eye-tracking in real-life street context

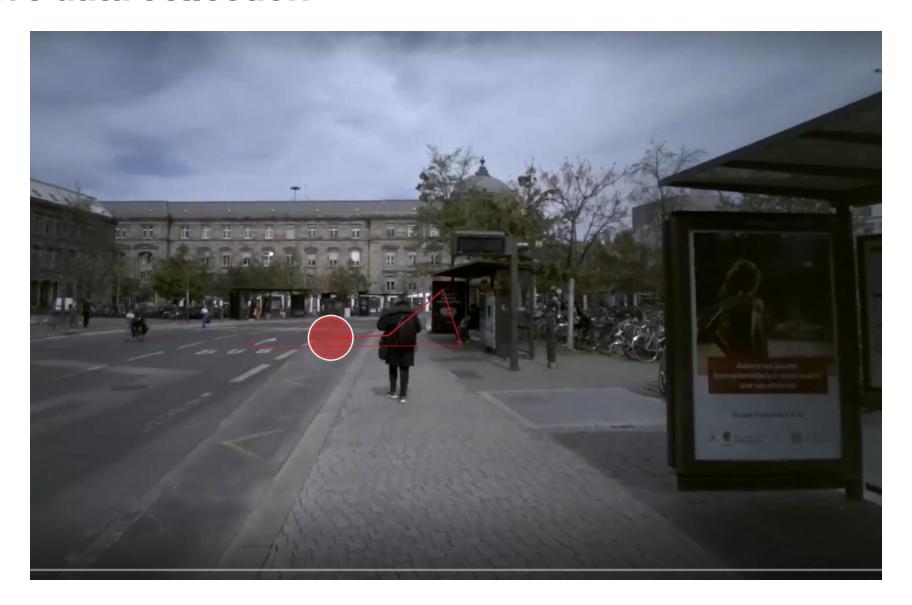


#### Foveal Vision





#### Massive data collection







## NATURAL ATTENTION

A NEW CONCEPT

100%

Contacts and Impressions actually viewed





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**



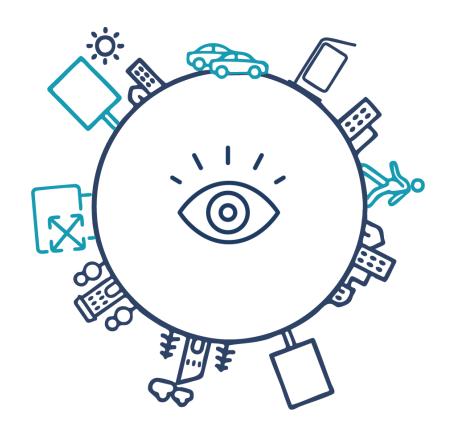


## 4.5 seconds

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

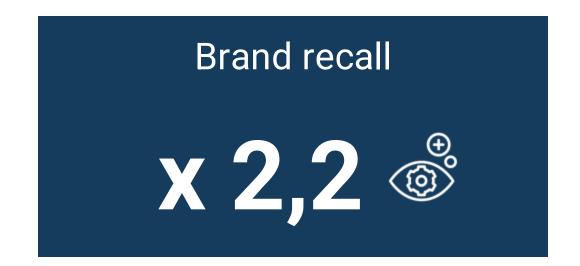


"JCDecaux, the outdoor medium that transforms an opportunity to see into **meaningful and valuable attention**."

Alexandre Guérin, CEO Ipsos France

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





When attention duration is above average

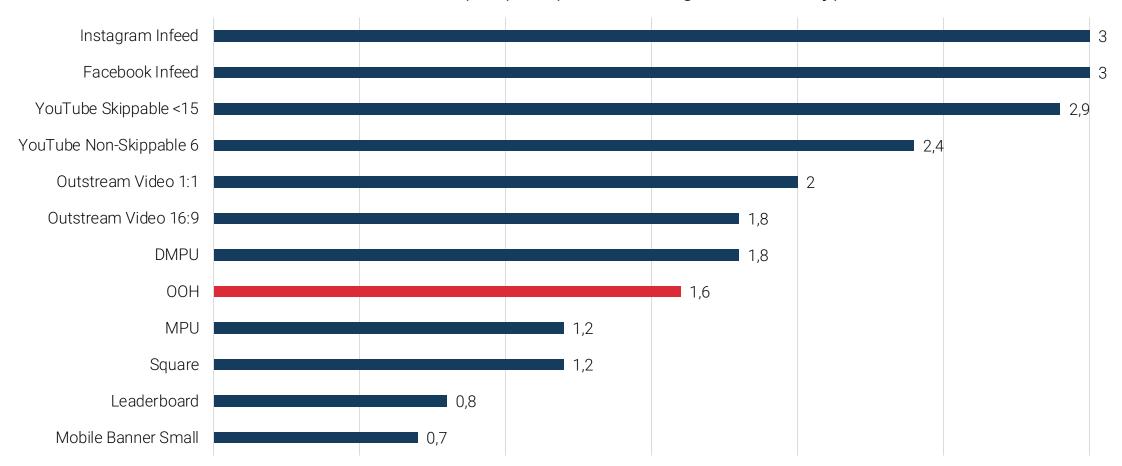


**JCDecaux** 

The UK Study
"How Does Consumer Behaviour Effect Attention"

### **OOH with Digital Media**

How much time people spend looking at various types of media



Source: Lumen

#### **JCDecaux**

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



MED/AHUB









dentsu













(\*) the Trade Desk\*

T»VISION

Google



Instagram

facebook.



**Pinterest** 

#### **Lumen method**



450 Respondents



Survey



'As live' engagement



Insight report

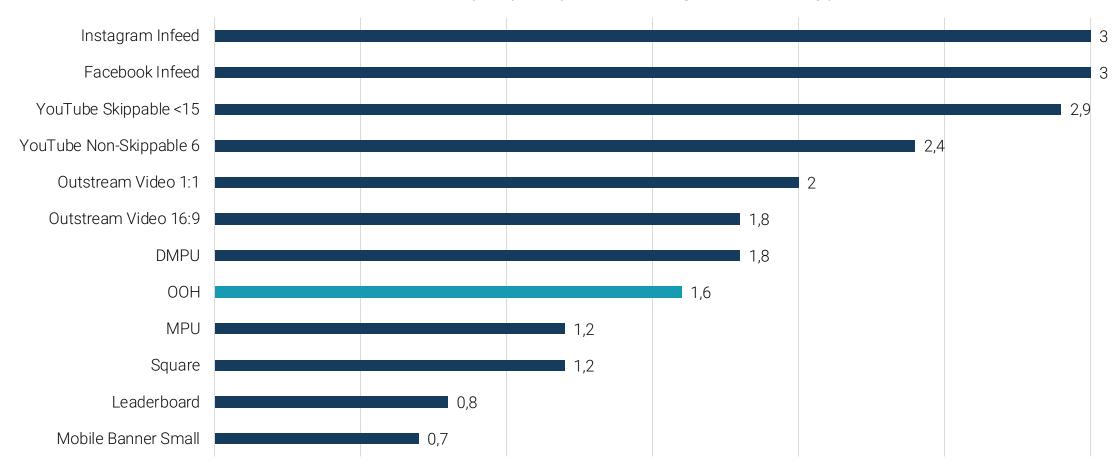






### **OOH with Digital Media**

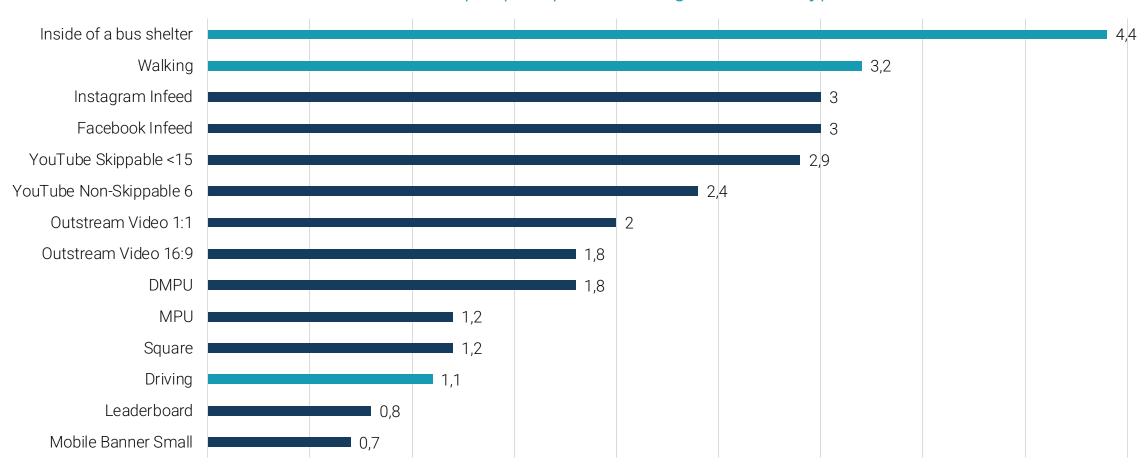
#### How much time people spend looking at various types of media



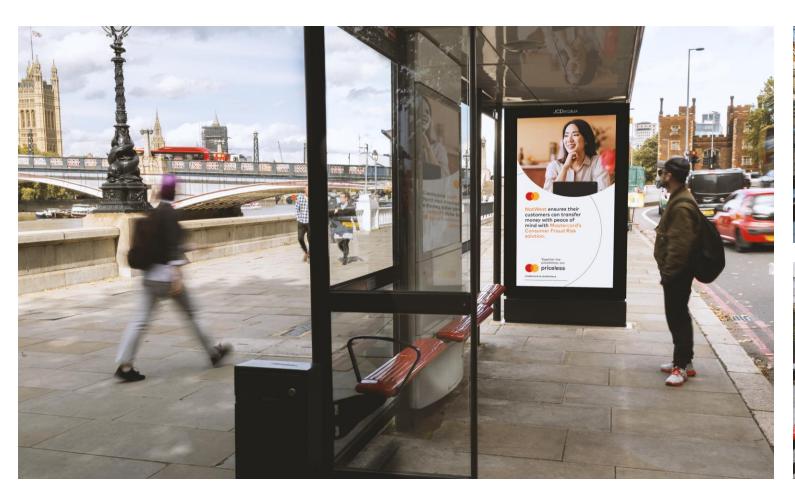
Source: Lumen

#### **OOH with Digital Media**

#### How much time people spend looking at various types of media



#### The Bus Shelter Delivers 4.4 Seconds of Attention

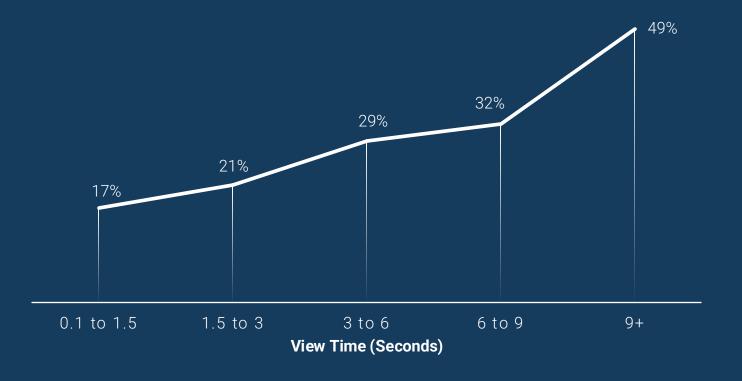






#### **Who Cares?**

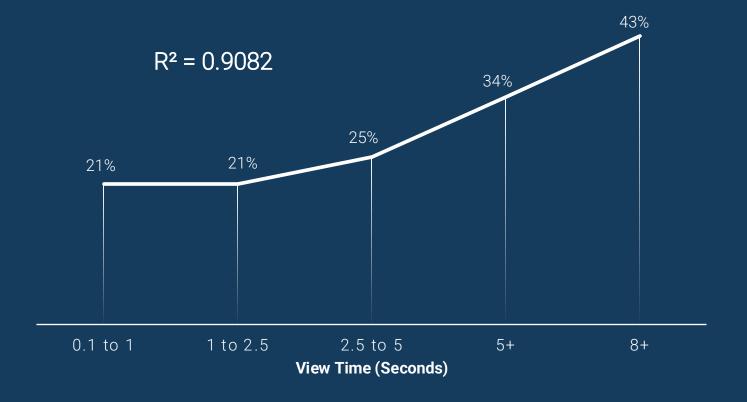
Spontaneous brand recall increases with attention





#### **Who Cares?**

Message recall increases with attention





## JCDecaux Deliver Bus Shelters – Globally







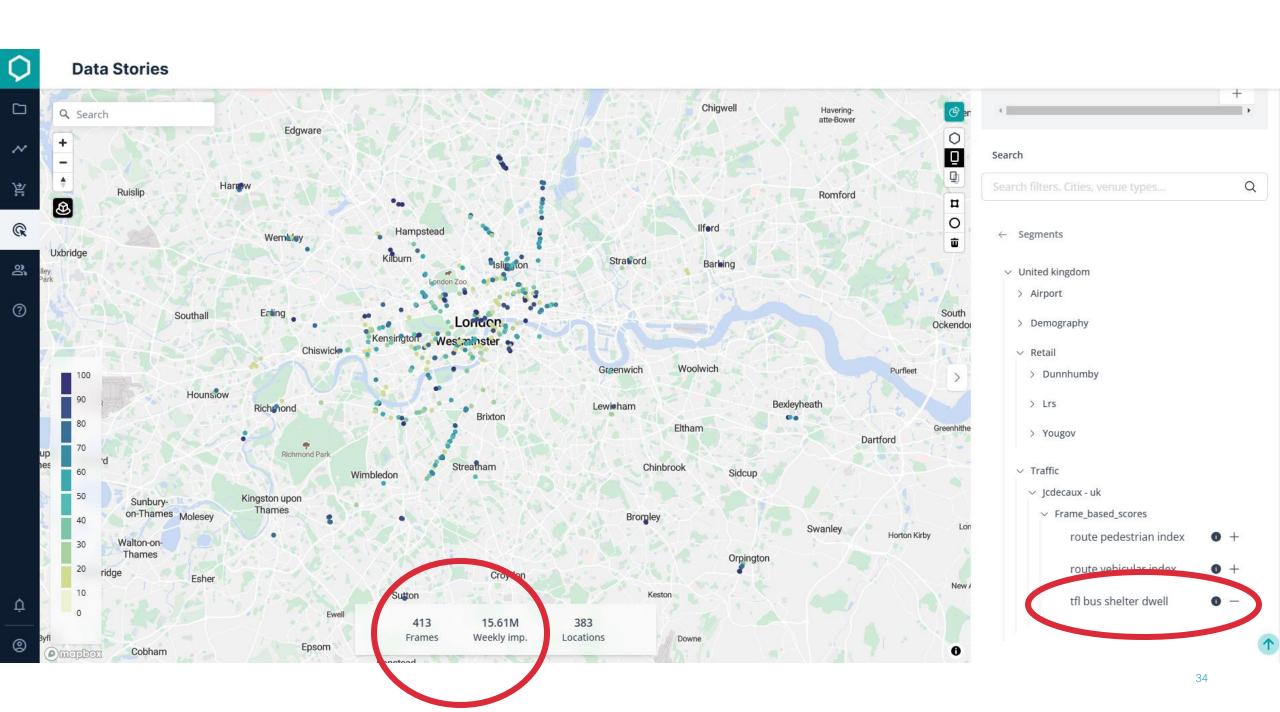




**JCDecaux** 

# Our Platform Allows Customers to Select the Highest Attention Sites

#### **Data Stories** London King's Cross Railway Station Q Search ← Go back to data stories manager Next → The Regent's Park Lord's Cricket Ground 0 Filters CLERKENWELL MARYLEBONE п Venue types BLOOMSBURY . 0 outdoor.urban\_panels X m outdoor.bus\_shelters × HOLBORN 2 PADDINGTON Frames types ✓ Digital (moving image) SOHO × BAYSWATER COVENT NOTTING √ Digital (still image) GARDEN MAYFAIR HILL King's College London Hyde Park \*\* Kensington Kensington Palace 80 Search Fig -WESTMINSTER Royal Albert Hall Buckingham Kensington Palace BELGRAVIA Westminster Victoria and Albert Museum ← Frame types SOUTH KENSINGTON Digital (moving image) 30 EARL'S COURT 3045 @ 219.94M 20 Digital (still image) 10 □ 1780 74.52M CHEICEA 1 542 48.42M 979 Static Weekly imp. Frames Locations 25282 @ 1.58B



#### **Data Stories** St. George's British Library The Regent's Park Cathedral Euston Railway Q Search Station ← Go back to data stories manager Next → SHOREDITCH Moorfields ST PANCRAS Eye Hospital Foundling 13 Filters $\overline{\mathbf{A}}$ CLERKENWELL MARYLEBONE University College London Charles Dickens The Portland Museum FINSBURY Hospital University of BLOOMSBURY п BTTower kingdom Westminster SPITALFIELDS 0 nited kingdom / traffic / jcdecaux - uk Barbican Centre FITZROVIA Hilton London British Museum / frame\_based\_scores / tfl bus shelter dwell Metropole SMITHFIELD ŵ **=** The Langham The Wallace WARD OF Locations where the impression rankings for the targeted DINGTON Sir John Soane's Collection City of London BISHOPSGATE Museum 100 Club population is at least 95 Churchill Hotel Oxford Circus Gillian Lynne WARD OF Theatre oyal Eagle Hotel ALDGATE Bank of England SOHO 80 St Paul's Cathedral Marble Arch The Beaumont Carnaby Street COVENT 53 GARDEN MAYFAIR Corus Hotel Ver ue types King's College Animals in War Memorial The Biltmore Hyde Park Jack the Ripper London Ē 0 Memorial Royal Institution Piccadilly Circus London Coliseum The Monument + Mayfair Millennium Bridge oute or urban panels to the Great Fire All Hallowsand Faraday SOUTH BANK of London by-the-Tower Museum London outdoor.bus Tate Modern HMS Belfast 90 The Royal Society Tower Bridge Frames types Saint James's Union St Butler's Wharf Roman Southwark 0 Palace S Carriage Dr Digital (moving image) London Eye Constitution Hill St. James's Park Whitehall Digital (still image) LAMBETH The Old Vic KNIGHTSBRIDGE BERMONDSEY WESTMINSTER Buckingham Palace HANS TOWN BELGRAVIA Palace of Westminster Westminster toria and VICTORIA ELEPHANT m BERMONDSEY rt Museum Imperial War AND CASTLE SPA Garden Museum Museum Search Cadogan Hall DoubleTree MILLBANK by Hilton Hotel London - Victoria WALWORTH PULLENS Saatchi Gallery Lynton Rd BUILDINGS Rousillon OLD KENT ROAD 21 626.73k 21 CHELSEA ← Segments Frames Weekly imp. Locations Lister Hospital

#### **Data Stories** The Regent's Park Cathedral Euston Railway Q Search Station Go back to filters SHOREDITCH Moorfields ST PANCRAS Eye Hospital University Data story details Foundling Museum 🚊 CLERKENWELL MARYLEBONE College London Charles Dickens Name \* Hospital • The Portland Museum FINSBURY University of BLOOMSBURY BT Tower Name Westminster SPITALFIELD 意 British Museum Barbican Centre FITZROVIA Hilton London SMITHFIELD City of London BISHOPSGATE 面 Sir John Soane's <sub>管實</sub> Museum The Wallace The Langham Sharing page set-up i 100 Club Oxford Circus DDINGTON Collection Churchill Hotel Gillian Lynne Description Theatre Carnaby Street ALDG oyal Eagle Hotel This description will be displayed on the sharing page. Marble Arch The Beaumont COVENT à GARDEN MAYFAIR Corus Hotel King's College Animals in War Memorial The Biltmore The Monument + Jack the Ripper London Royal Institution Piccadilly Circus London Coliseum Museum Mayfair Millennium Bridge to the Great Fire All Hallowsand Faraday of London by-the-Tower SOUTH BANK London Contact (optional) Tate Modern Hyde Park HMS Belfast The Royal Society Tower tridge Butk 's Wharf Union St Roman Southwark Saint James's Select contact... Palace London Eye St. James's Park Whitehall KNIGHTSBRIDGE BERMONDSEY WESTMINSTER Buckingham HANS TOWN BELGRAVIA Palace of Westminster Westminster First name :toria and VICTORIA BERMONDSE rt Museum Imperial War AND CASTLE SPA Garden Museum Museum DoubleTree Cadogan Hall MILLBANK Last name by Hilton Hotel London - Victoria Â Tate Britain PULLENS BUILDINGS Rousillon OLD KENT ROAD 21 626.73k 21 CHELSEA Frames Weekly imp. Locations Lister Hospital 0

#### **JCDecaux**

### **Attention For Creative**

## DOOH: Short contents for better advertising effectiveness



Awareness

30%

5 SECONDS

Awareness

24%

10 SECONDS

### DOOH: very slow motion for better Recognition



18%

STATIC



45%

**SLOW MOTION** 



20%

**URBAN MOTION** 



Source: Lumen study for JCDecaux - Cannes France 2023

**JCDecaux** 

# Introducing the JCDecaux Attention Tool OPTIX

### OPTIX DEMO – 2 x CREATIVES





### **CREATIVE HEAT MAP**





### ATTENTION SCORES – LOGO AT THE TOP





### **The Creative Research**

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





# Demand Attention.

2 seconds of attention.

Max 3 sections.





### Be Brand Bold.

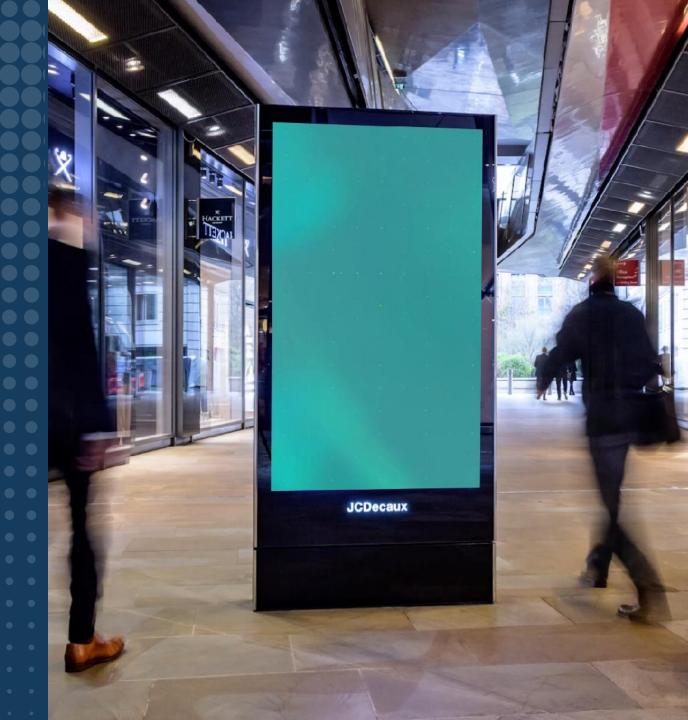
Ensure your brand is in a **prominent position**. Logos at the top deliver **+32% brand recall**.

### Drive Familiarity.

Simple colours aid brand recall.

Top performing Ad.

93% fast fluency.





# Deploy Fluent Devices.

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

\*Meaning fluency and emotion

# Showcase Faces.

Faces attract attention.

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







# 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.

## Shorten Copy.

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





# Shout Your Call to Action.

**Doubling** the size of the CTA, doubles the dwell.

## Sell, Sell, Sell.

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



### **JCDecaux**

### Client Case Study

### **CUSTOMER CASE STUDY**

Integrated product & branding



Product-led creative



People-led creative

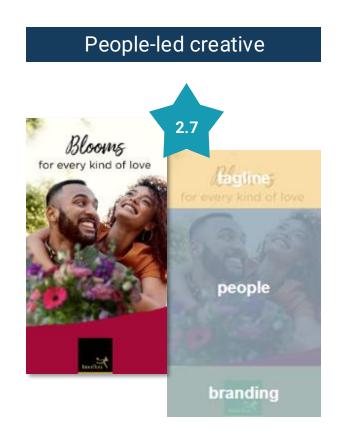




### **ADS WERE SCORING ON AVERAGE 2.8 IN PRE TESTS**





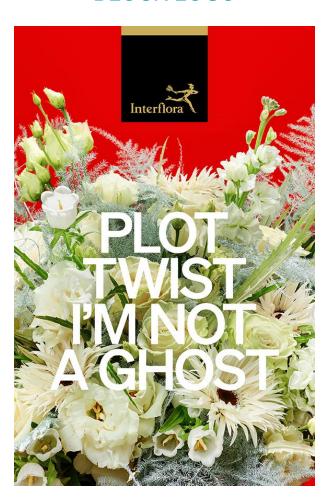






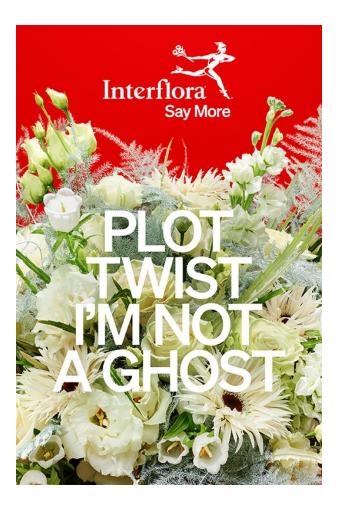
### **OPTIX TOOL TESTED THE LOGO**

**BLOCK LOGO** 



VS

WHITE LOGO





### **NEW LOGO DELIVERED MORE ATTENTION**

#### ATTENTION ON BRANDING +9PP

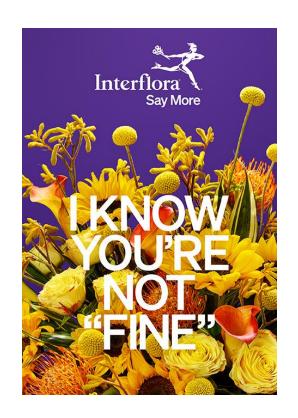






## THE NEW LOGO ADS SCORED HIGHERT IN PRETESTING

6 SHEET





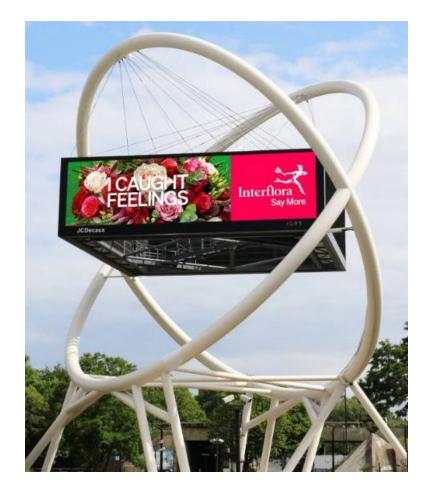


### **ADS WORK BETTER ON THE STREET**

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