

IAB Ireland

Lumen Attention Study

November 2022



Let's get started

This report is divided into the following sections

1. Background and methodology
2. Executive summary
3. Overall findings
4. Creative Tests



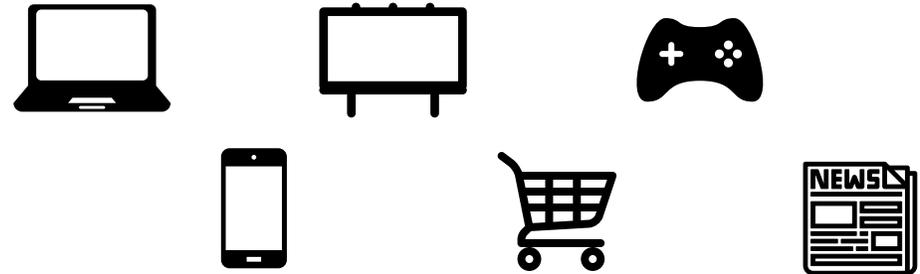
Background & methodology



Lumen: Attention technology

Lumen uses eye tracking to help brands and publishers measure and buy attention

Lumen Spotlight* testing:



Initial creative and media optimisation clients:



Award nominations:



*in-context lab testing for digital, print, OOH, and gaming.

Research background

Objectives

This research study was undertaken by **Lumen Research** for **IAB Ireland** and was conducted with the aim of understanding the following:

1. Conduct some controlled tests to understand different creative outcomes when testing on Irish sites:
 - a. Impact of localised creative
 - b. Impact of creative recency
 - c. Impact of format
 - d. Impact of context

Understanding the drivers of attention to advertising on Irish publishers will come from data collected through LAMP (Lumen attention measurement platform)



Methodology

Study flow



12-minute online survey with the **300 respondents** living in the Republic of Ireland, age 18+. They accessed Lumen software via their computer, turning their device into an eye tracking camera.



Respondents browsed five articles from Irish quality content and news sites, representative of IAB Ireland's publisher council. Each article included one test ad and some clutter **from several different brands and categories.**



All groups then answered a questionnaire to measure: **spontaneous and prompted brand recall, message takeout, brand favourability and perceptions of advertising on these sites.**

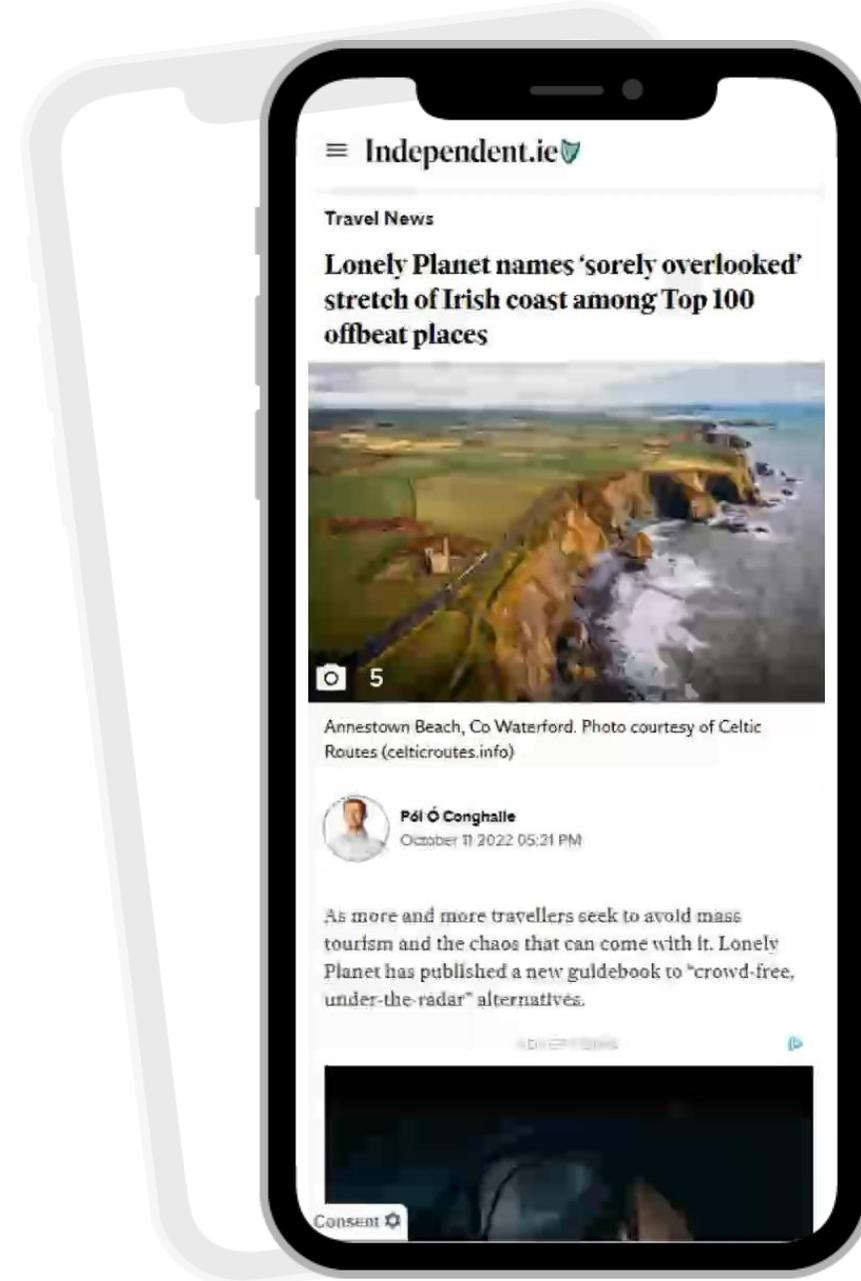


Methodology

Research environment

Lumen specialise in creating ultra realistic in-context testing environments. In these environment every element, from the content to the ads, can be entirely manipulated by Lumen.

For this study Lumen created an online news article testing environment. Respondents were exposed to five different articles from the [irishtimes.com](https://www.irishtimes.com) and [Independent.ie](https://www.independent.ie) and were able to browse this article as they normally would all whilst **having their eye movements recorded.**



Methodology

Visual attention metrics

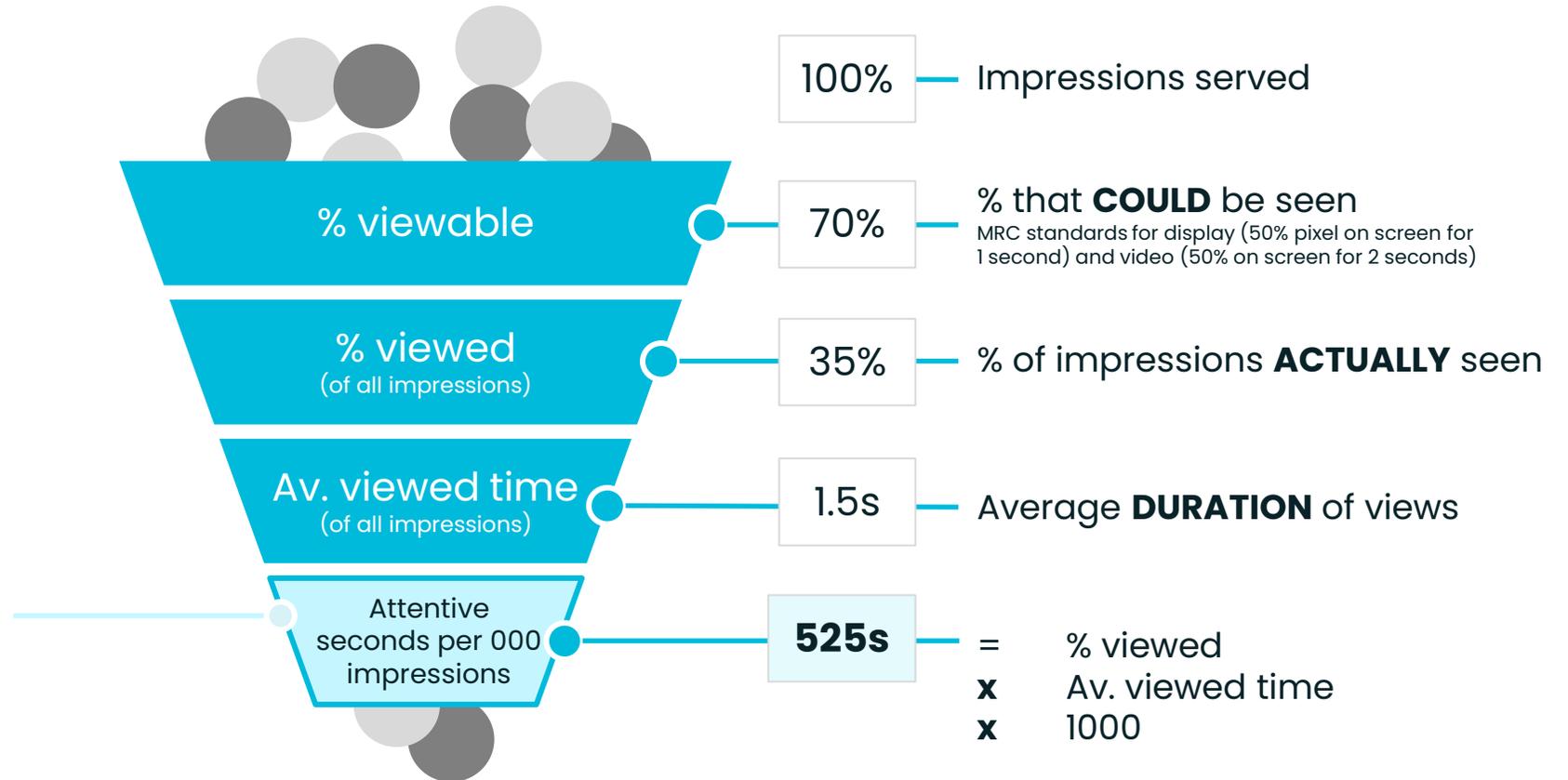
Why the funnel?

Existing verification tools are not effective in determining the attentive quality of media.

Lumen's attention funnel is built on eye-tracking based attention measurement metrics for media effectiveness.

Attentive seconds

This composite metric helps us understand the true power of advertising to deliver 'eye balls' for advertisers and can be used as a single metric to assess inventory quality across media channels.



*Data above is dummy data and not from this study

Executive summary



Key Findings

★
1

Attention to ads on Irish news brands was above Global & UK benchmarks

Most feel that ads on Irish news brands are **trustworthy and relevant**. Lumen panel data has shown a strong link between trusted sites and increased attention.

Creatives tested in this study achieved around **1.3x more attention** than **UK** benchmarks and **1.2x more attention** than **Global** benchmarks, highlighting a relationship between **attention and recall**.

★
2

Localised and more recent creative gain more attention

The Skoda creative, made specifically for an Irish audience, did manage to **capture more attention** and led to **better brand favourability** scores.

The latest Gas Networks Ireland creative was even more successful than the last. It captured higher levels of attention, helping to **increase prompted recall (10.5x)** and a **24% uplift in message takeout**.

★
3

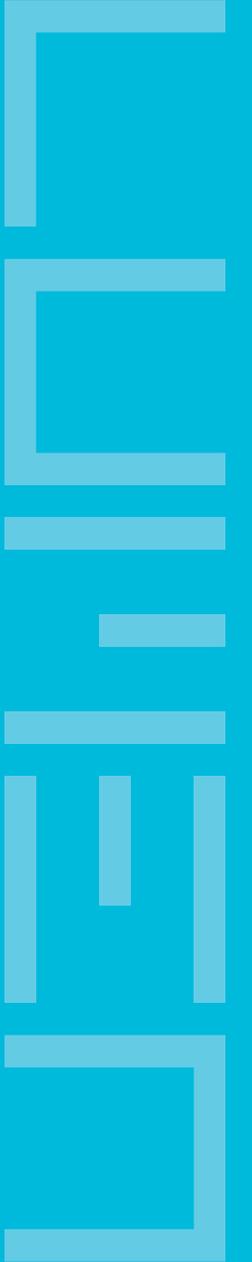
Creative design needs to consider how the format is consumed

Both Virgin Media (VM) formats had a very **strong performance against their relative norm**, but like our benchmarks show, video often captures more viewers than static display formats (12pp* for VM).

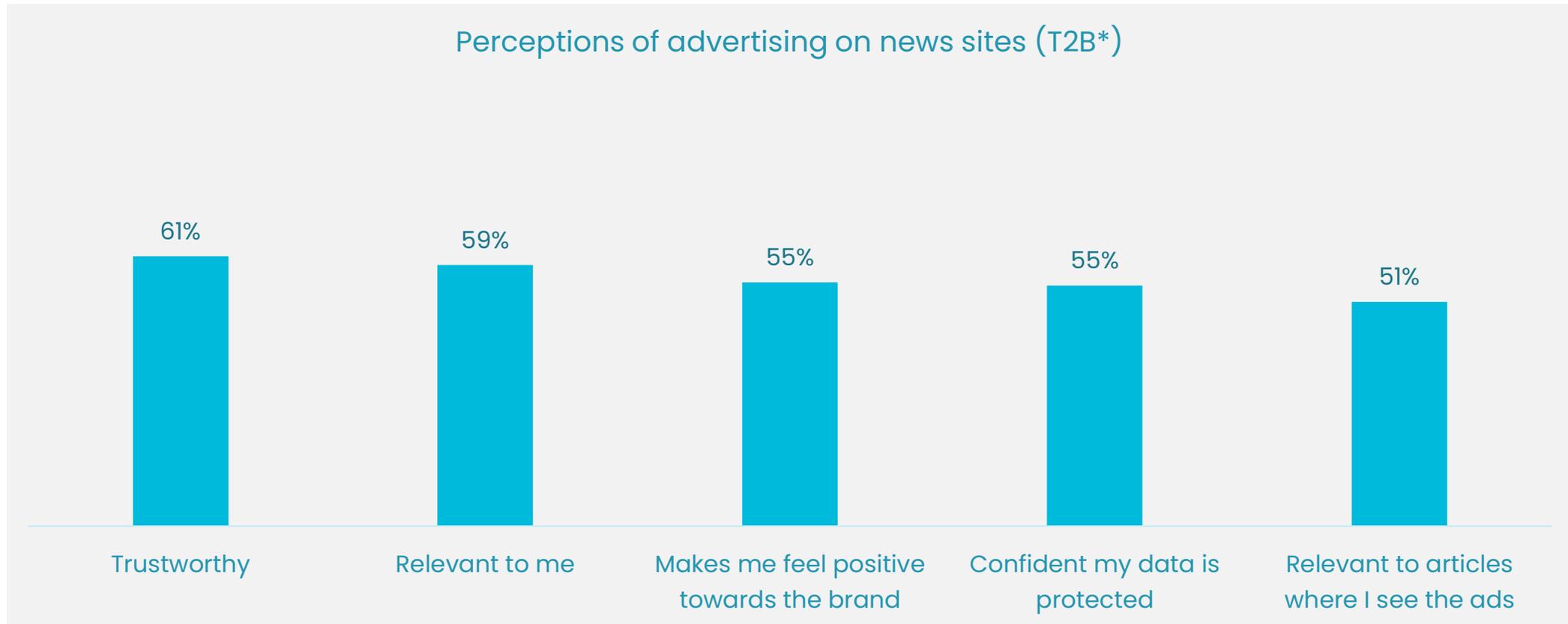
However, **spontaneous recall was 2x higher** after exposure to the static MPU. One explanation for this is that attention to the video was front loaded and the VM brand assets **don't really appear until 10 seconds in**.

*percentage point increase

Overall Findings



Most people felt advertising on Irish news sites is trustworthy, relevant and drives positive perceptions of the brand

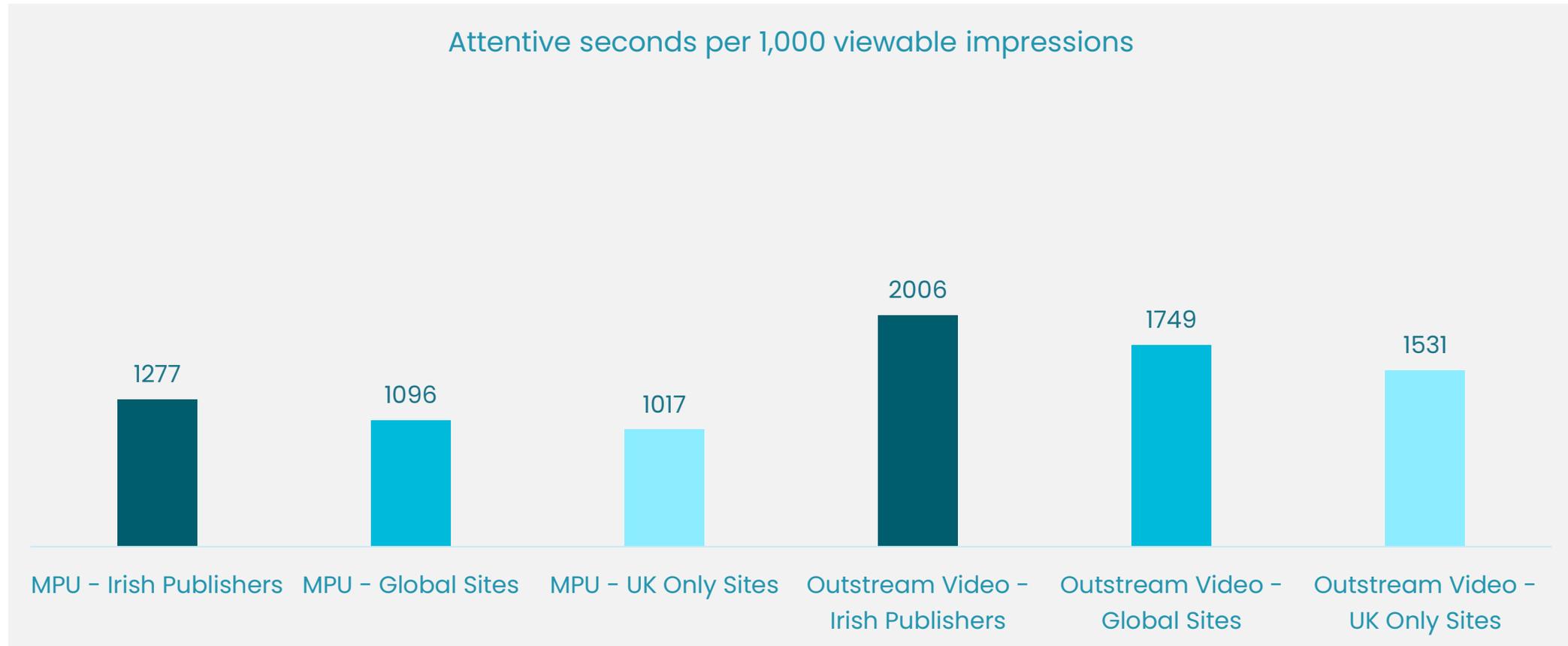


Questionnaire Base = 300n

How strongly do you agree or disagree with the following statements about the advertising you see on news sites (including light news such as entertainment, sport etc.)

*T2B = Strongly agree + agree

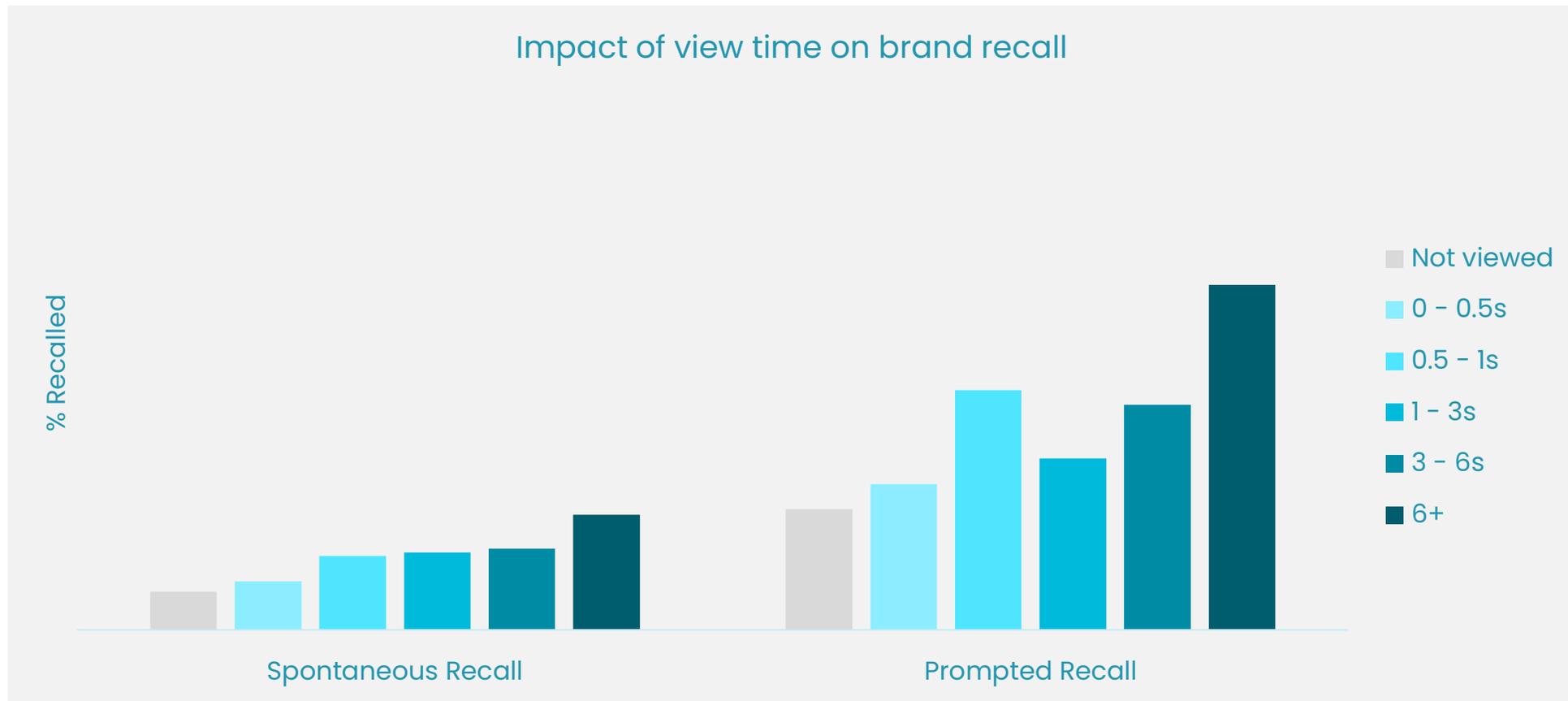
Test ads within this study performed well against their format benchmark from Global & UK online studies



Valid eye tracking impressions: MPU Irish Publishers = 196, Outstream Video Irish Publishers = 464. *Test ads only.* c

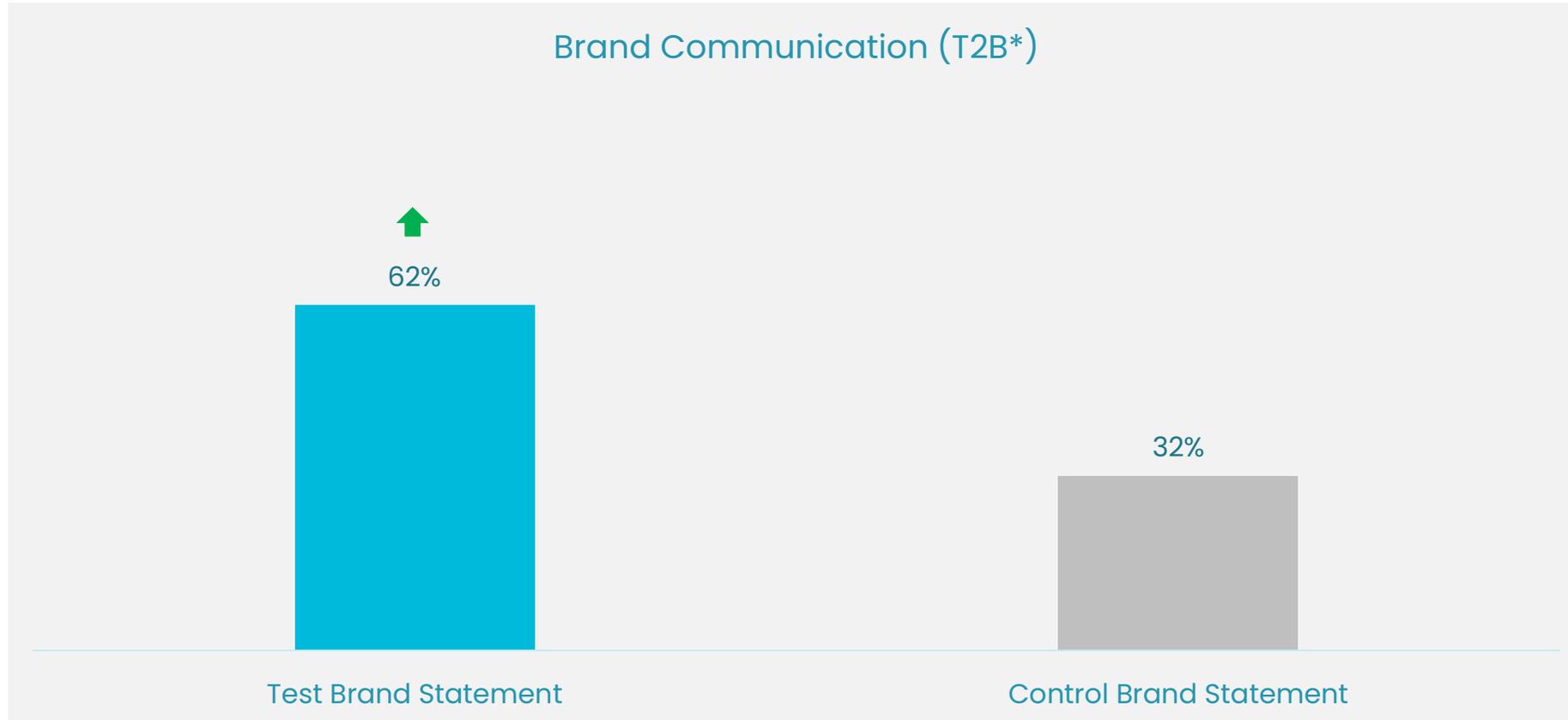
Attention leads to brand recall

Like we have seen in both UK and other international studies, the longer people engage with advertising on Irish publishers the more likely they are to remember the brand.



Valid eye tracking impressions: Not Viewed = 259, Viewed = 722

Exposure to the test brand ads helped to successfully drive agreement with the brands message vs. control



↑ Significant difference at 95%

Valid Impressions: Test Brand Statements = 647, Control Brand Statements = 1,350

Q. How strongly do you agree or disagree with these statements about the following brands... T2B = Strongly Agree + Agree

Control brand statements = statements about a brand not shown in the test

Creative Tests



Skoda: Local vs. Global

The creative made specifically for an Irish audience managed to capture more attention and had better brand favourability scores. Results suggest more relevant creative can hold viewers for longer and lead to better brand perceptions.

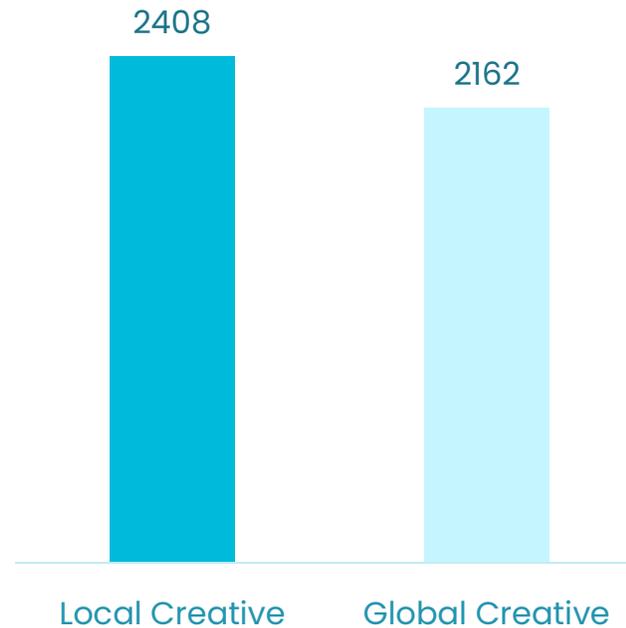
Localised Creative



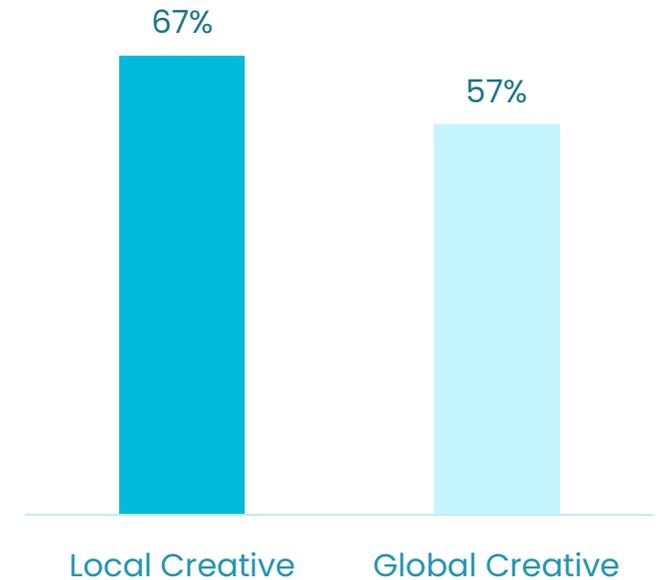
Global Creative



Attentive Seconds per 1000 Viewable Impressions



Brand Favourability (T2B)



Valid impressions: Local Creative = 65, Global Creative = 68

Gas Networks Ireland: Old vs. New Creative

The new Gas Networks Ireland creative was successful in generating high levels of attention, even higher than the old creative. This jump in attention also helped increase prompted recall and message takeout. Having the distinctive brand character front and centre from the very beginning of the video may have helped capture attention and improve recall.

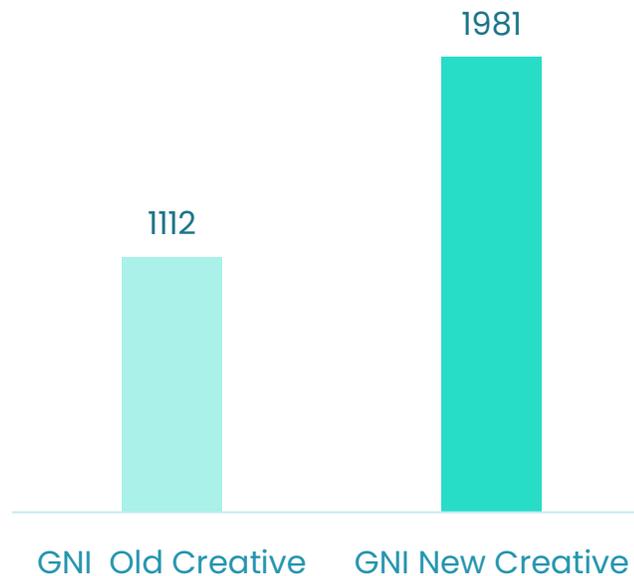
Old Creative



New Creative



Attentive Seconds per 1000
Viewable Impressions



10.5x

higher prompted recall

+24%

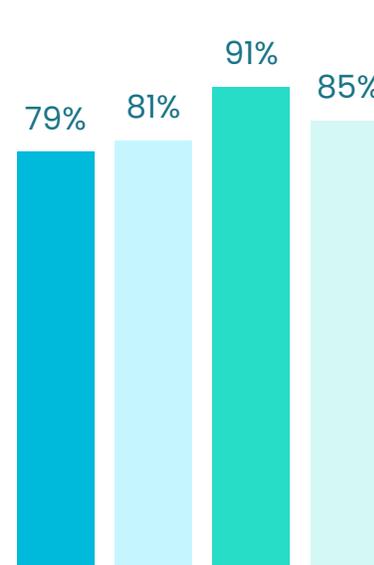
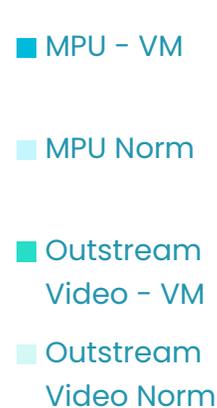
uplift in message takeout

Virgin Media: Format Test – Attention

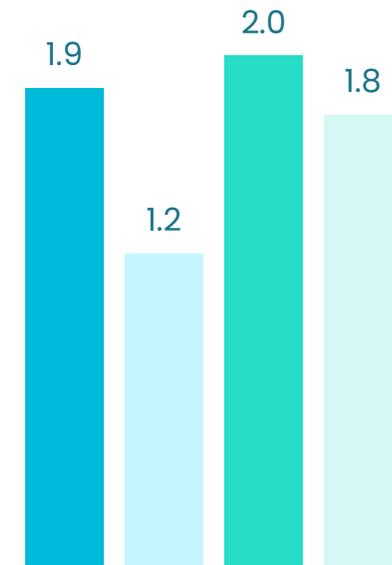
Both Virgin Media formats worked well to capture and hold attention! As you can see from the norms, typically Outstream videos get slightly more attention than static MPUs, however, VM's MPU and Video ads both out-performed the norm. In this case, video does work better to capture viewers as they browse through the site, but once viewed, both ads were engaged with for similar amounts of time.



% Viewed (of viewable)



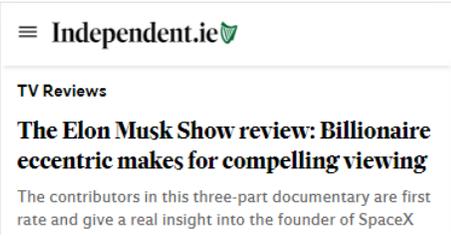
Avg. View Time (s)



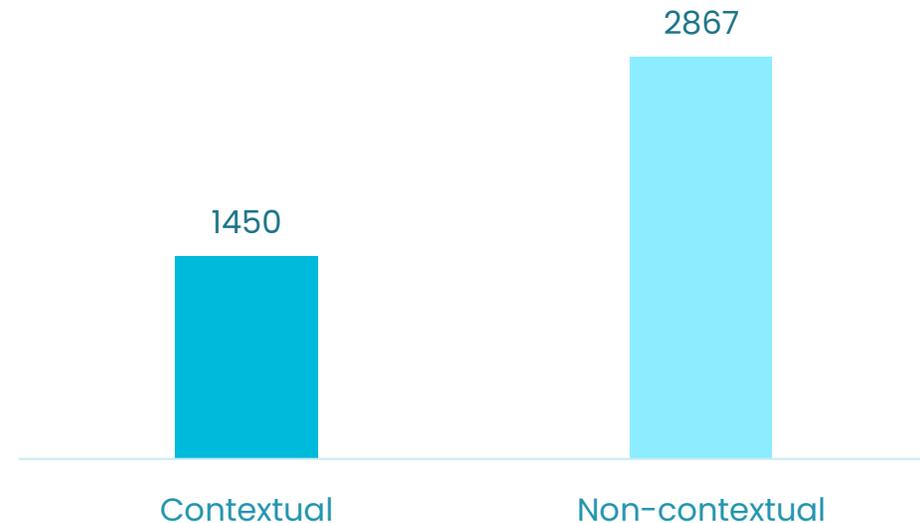
Warner Bros: Contextual Test

Placing the Warner Bro's Black Adam outstream video ad on an entertainment article **did not** lead to a significant increase in attention or outcomes.

To drive more attention and outcomes the context may need to be more granular e.g. films, cinema, DC

Contextual	Non-contextual
 <p>Independent.ie TV Reviews The Elon Musk Show review: Billionaire eccentric makes for compelling viewing The contributors in this three-part documentary are first rate and give a real insight into the founder of SpaceX</p>	 <p>Independent.ie Personal Finance 'We are trying to be more aware of how we use our heating and electricity in the home' My Money</p>
 <p><i>entertainment</i></p>	 <p><i>lifestyle</i></p>

Attentive Seconds per 1000 Viewable Impressions



Key Implications



1 The Value of Slow Media

The ads tested on Irish news brands achieve high levels of attention, this is likely to for similar reasons to what we see in the UK and ROW: content on news brands gets **read for longer**, driving **longer viewable times** and therefore **more attention**.



2 The Value of Relevant Creative

A/B tests indicated that relevant creatives (localised or up to date) can achieve **higher levels of attention**.

This increase in attention can help **lead to stronger brand outcomes** like brand recall, message takeout and brand favourability.



3 The Value of Understanding Attention

Understanding not just *how much* attention different formats get, but **the shape of this attention is important for creative design**.

Outstream videos are likely to receive front loaded levels of attention so **don't leave it to late to communicate your brand and message**.



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