

MEASURE

The 2.5-second survival guide:
how to fix the attention gap in
Australian advertising

iab.
australia

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In the next 20 mins, we'll cover:

- ⚡ The recognition recession
- ⚡ Disrupting the human prediction machine
- ⚡ The branding multiplier
- ⚡ Multi-channel impact

To be effective, advertising must...



STEP 1

Be encoded into the mind of the viewer & associated with the brand

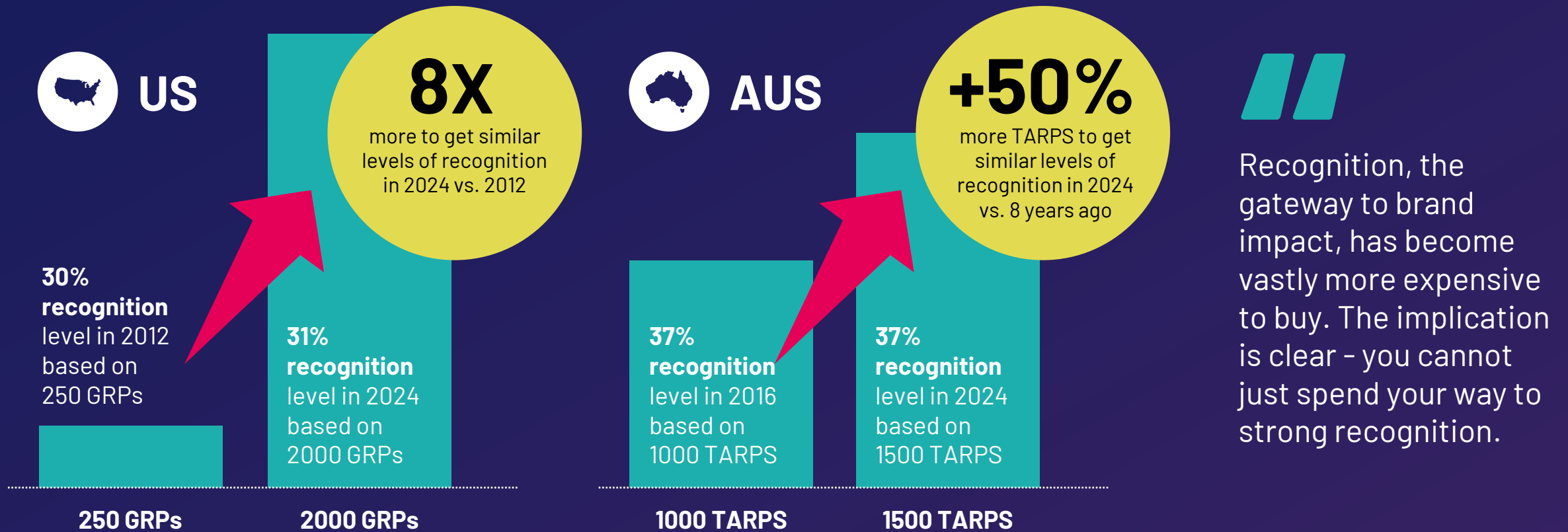


STEP 2

Elicit a response from the audience that nudges behavior or builds a relationship



More spend x more platforms has driven a recognition recession



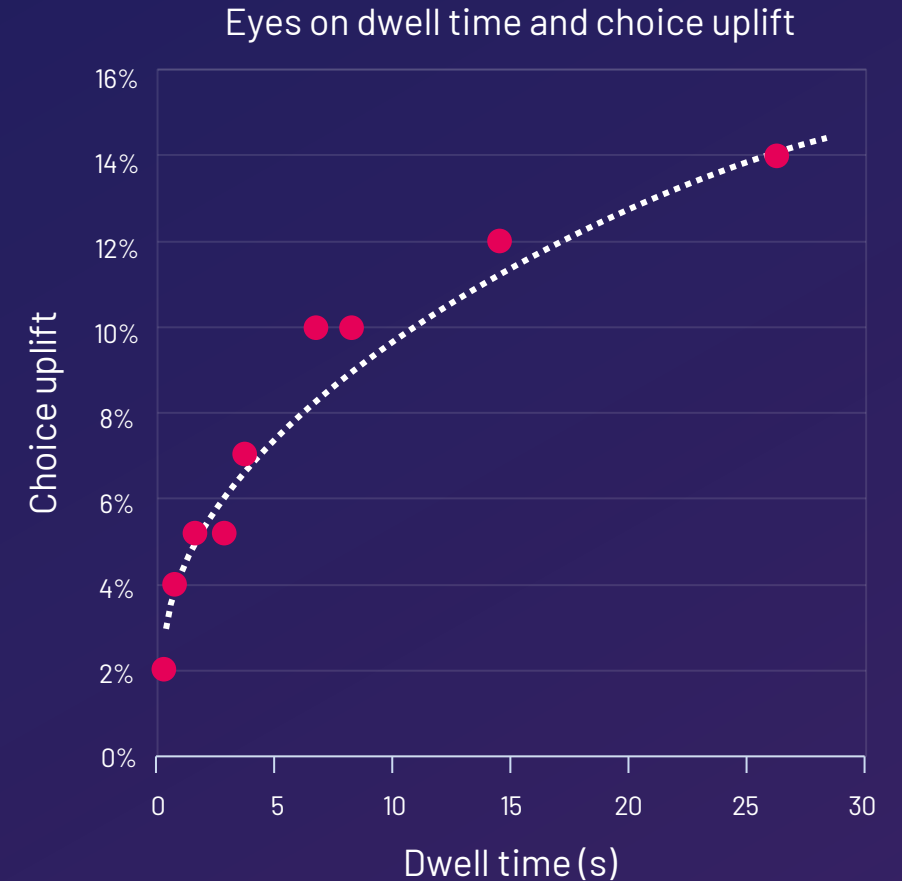
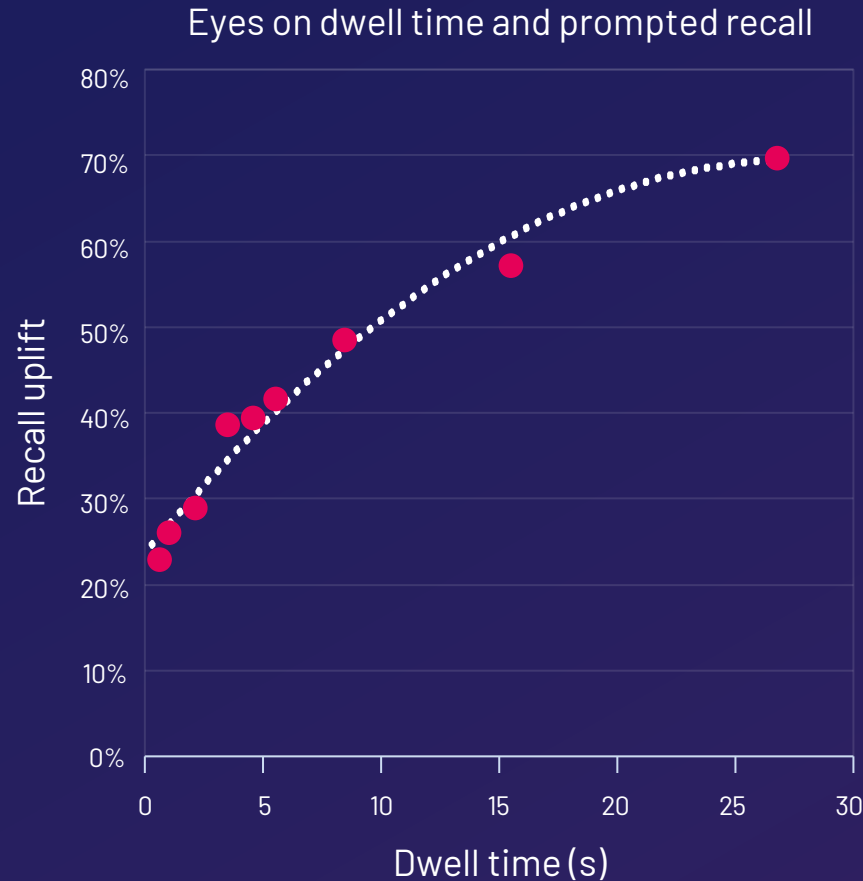
Source: Ipsos North America Database – collected 2013-2024

The critical role of sustained attention



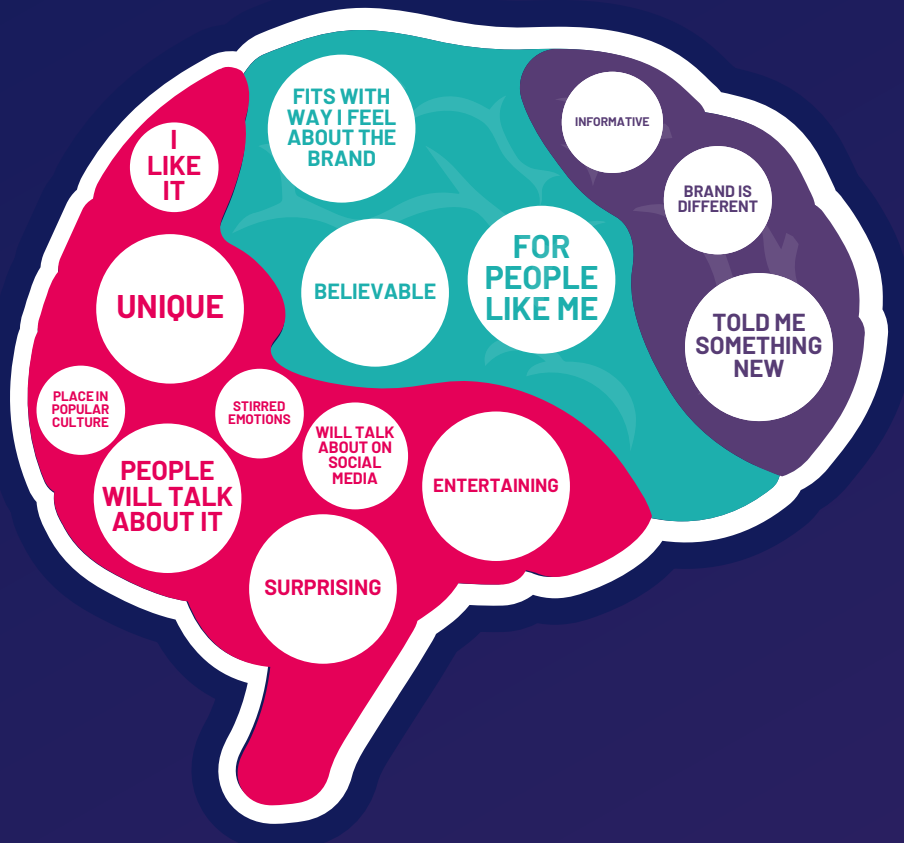
...**85%** of ads fall short of the **2.5** second attention threshold

Dr. Karen Nelson-Field
Amplified



Source: Teads & Lumen 2023

Disrupting the prediction machine

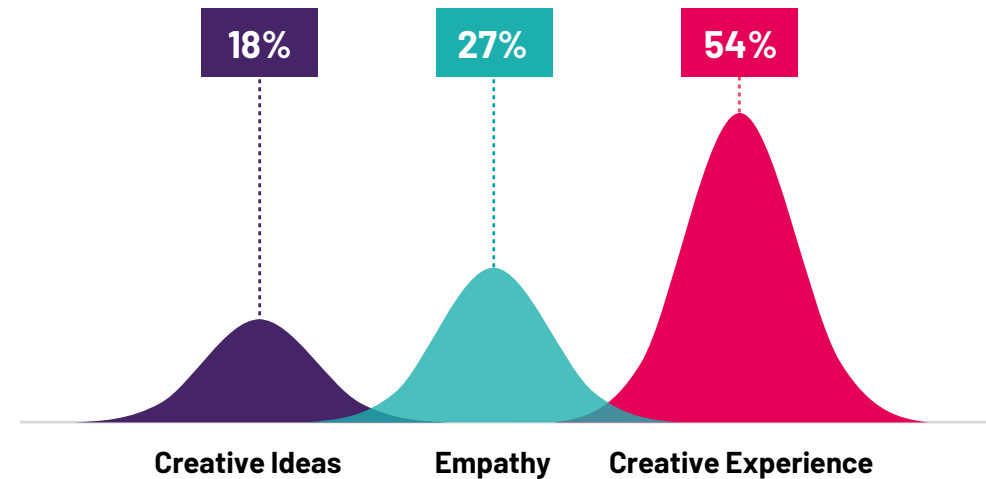


CREATIVE EXPERIENCES

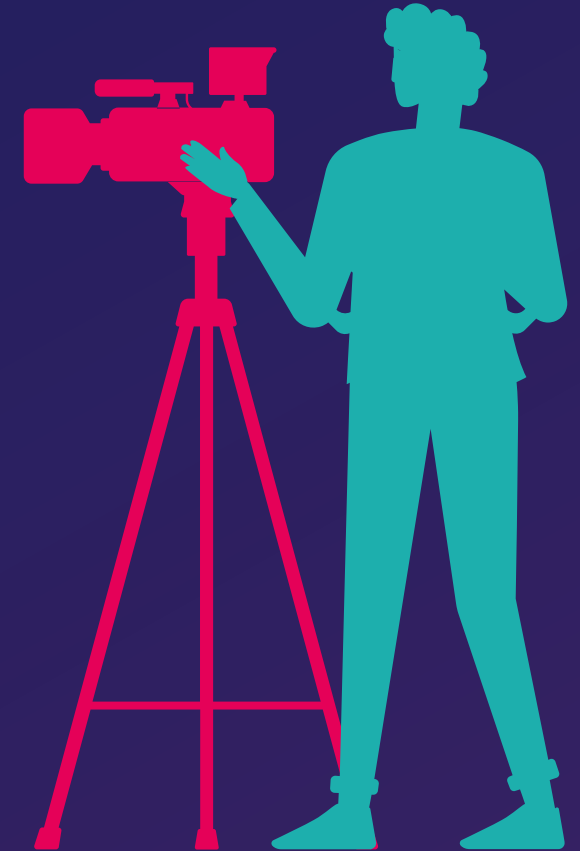
EMPATHY & FITTING IN

CREATIVE IDEAS

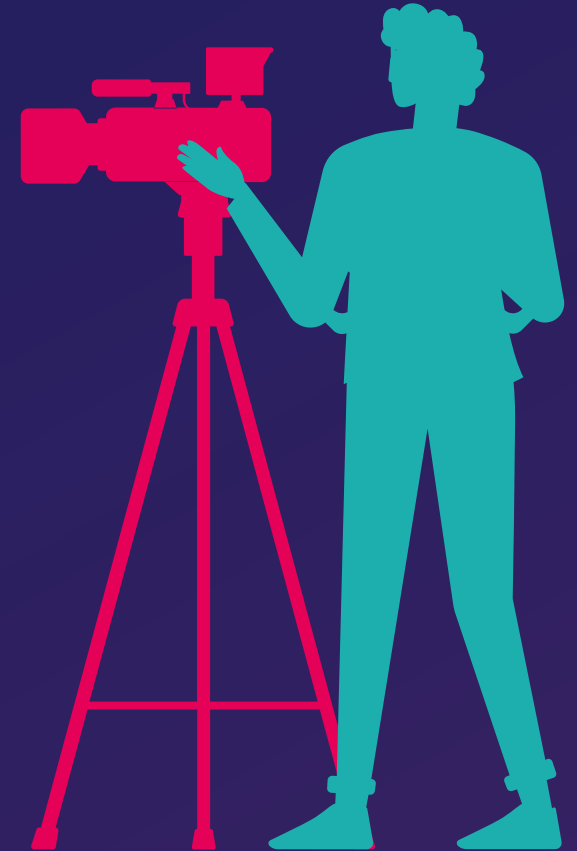
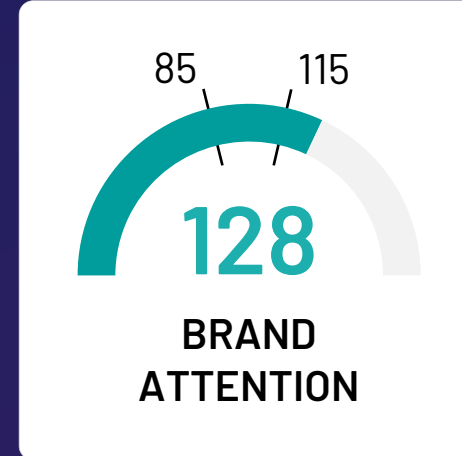
A creative experience fuels memory coding
% proportion of variance explained in regression model for memory encoding



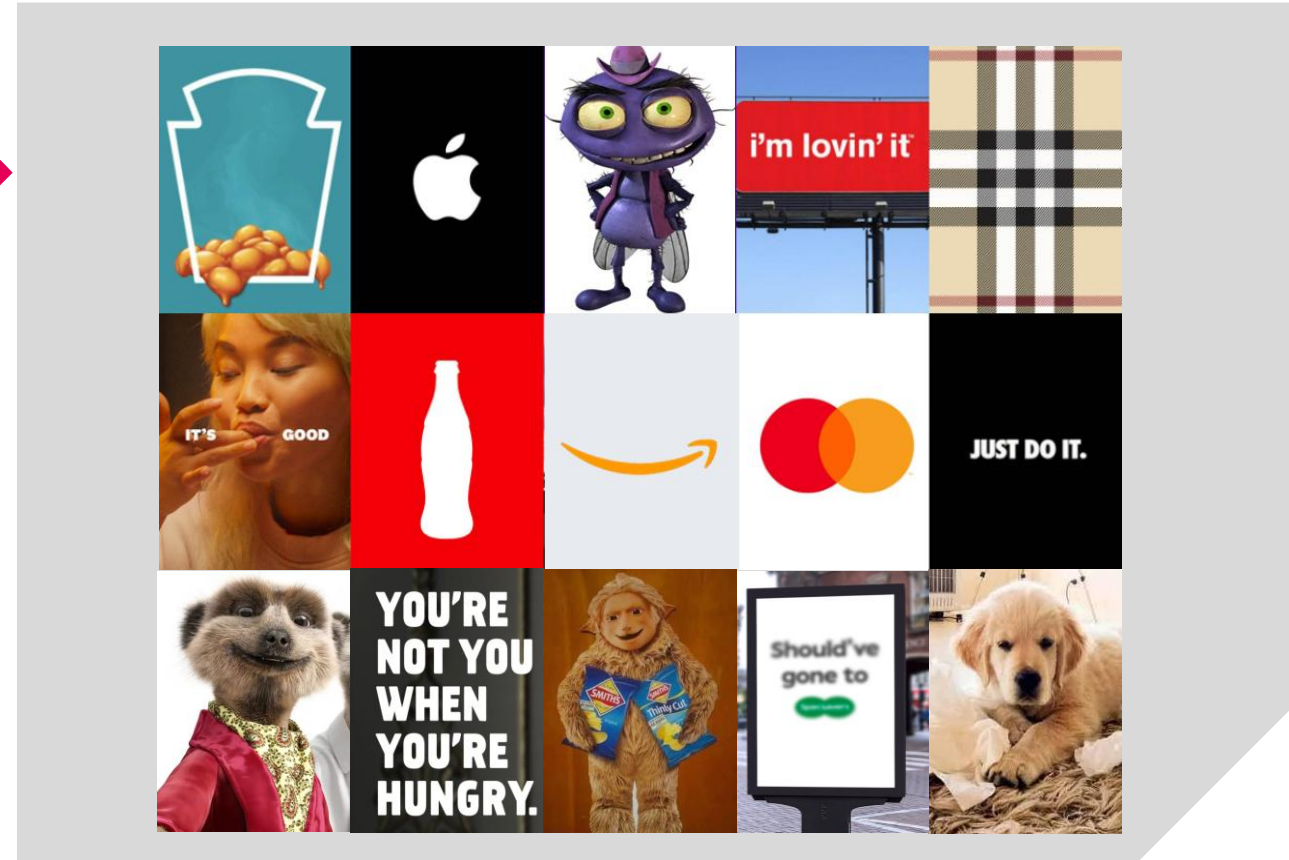
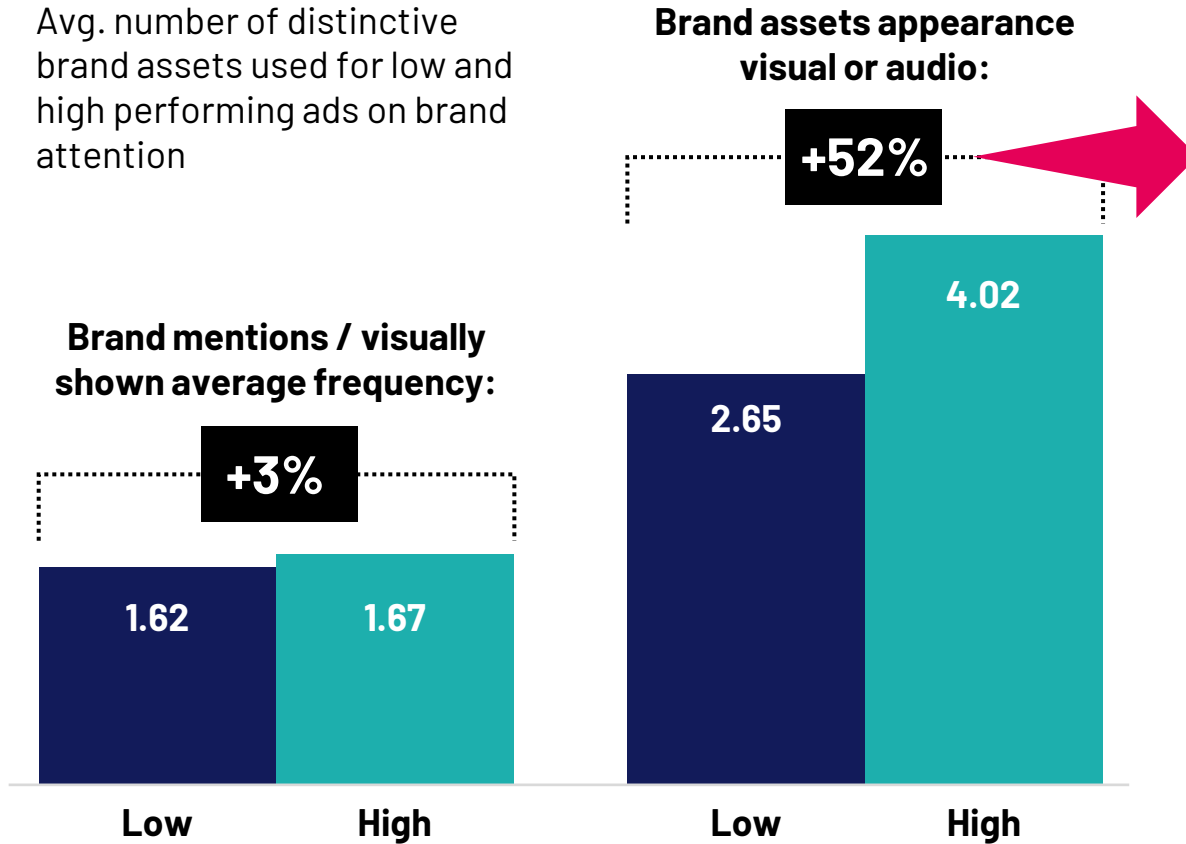
Creative experiences command attention



Stories are a compelling means of holding attention



The Branding Multiplier



Source: Ipsos Creative Excellence Video Ad Meta Analysis, 2,015 USA cases

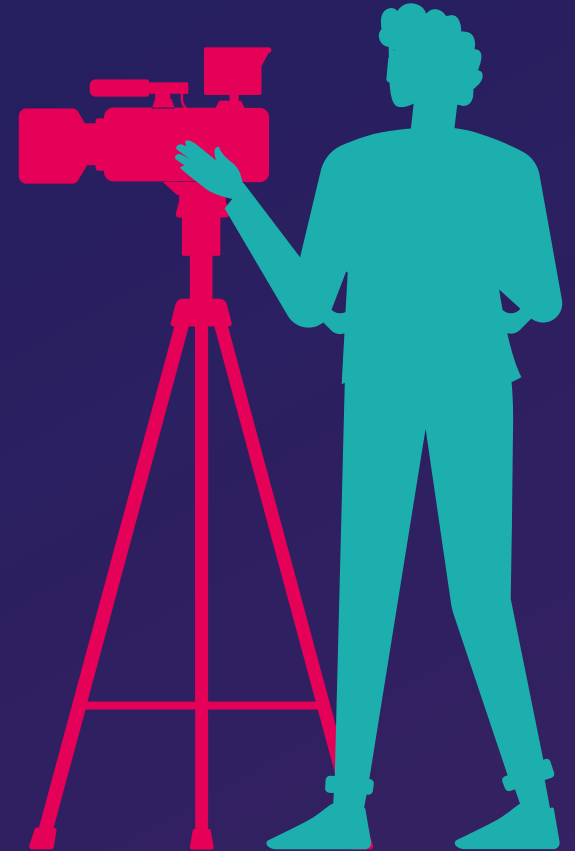
Effective use of DBAs



**CANNES
2026:**
SILVER AND BRONZE

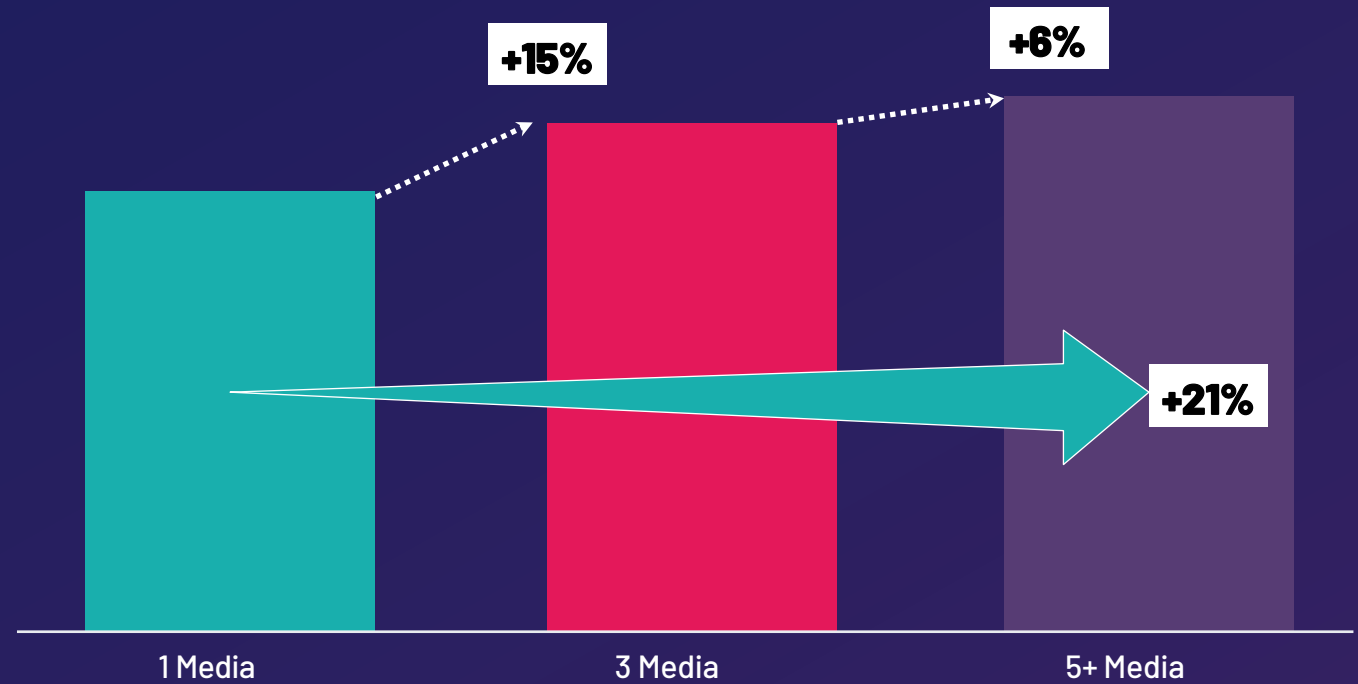


Silver Lion (Social Behaviour)
Bronze Lion (Single Market
Campaign)





Multi-channel matters



Action intent lift across number of media with campaign attention

Source: Ipsos

The whole is greater than the sum of its parts



Awarded 2025 Silver Effie

- Increased Brand Affinity
- Increased Brand Engagement
- Increased Brand Conversion

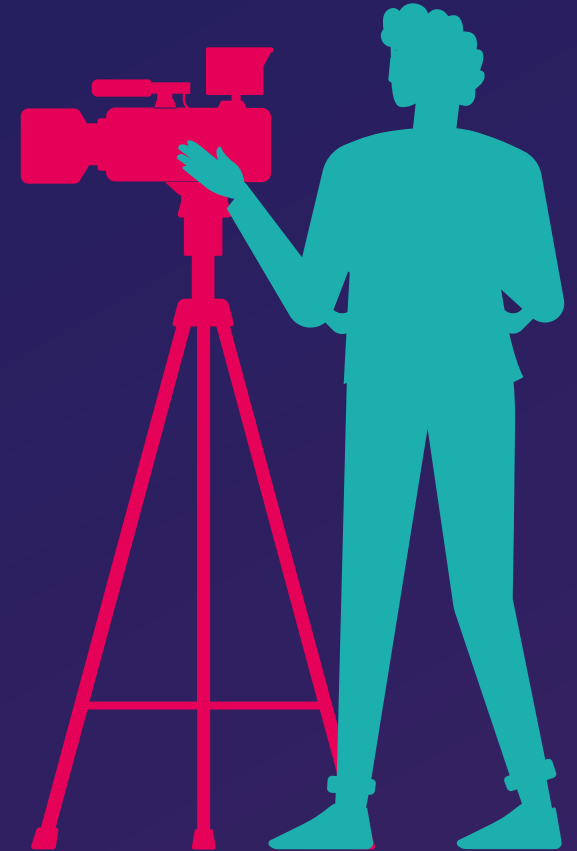


The whole is greater than the sum of its parts



Media Grand Prix & a Gold Lion

- +3.7M New App Visits
- +36M sales vs previous best



For memorable attention

**Creative
experiences**

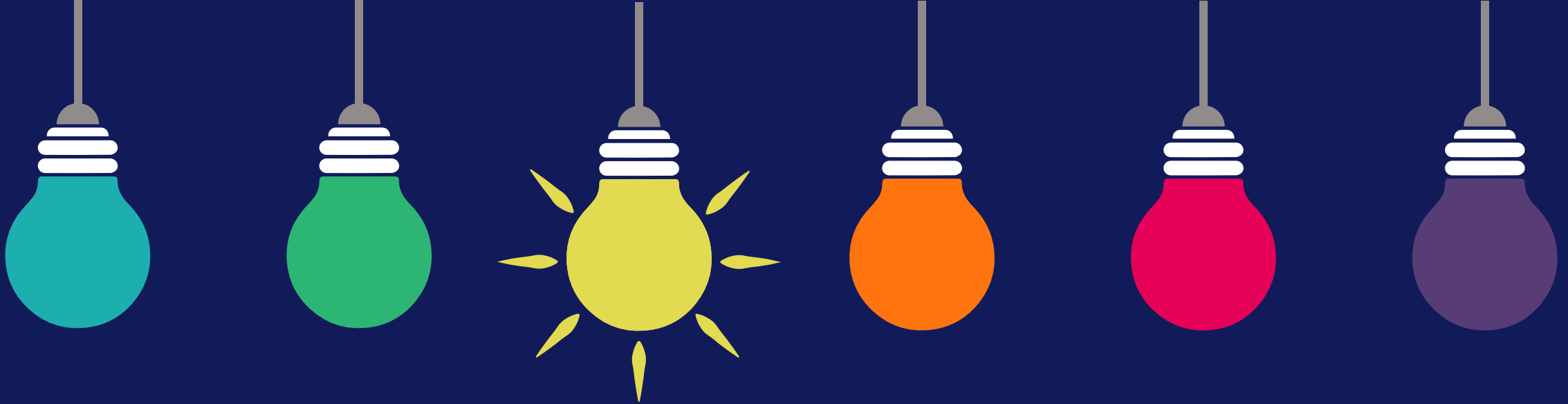
×

**Unmistakably
branded**

×

**Compounded across
touchpoints**





Q&A

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