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Article

Stay Tuned! Assessing the Effectiveness of Social Media Video Ads

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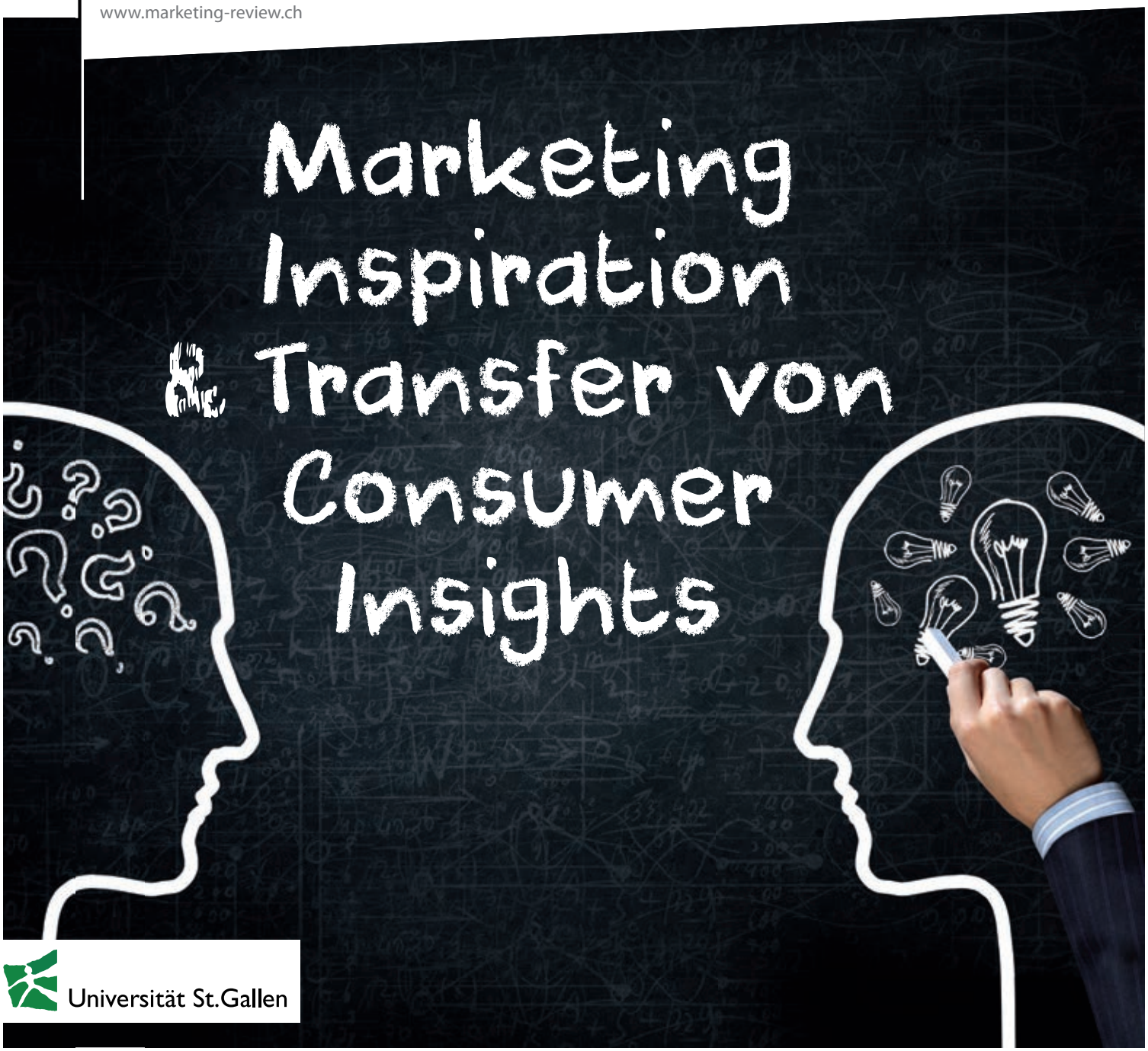

Universität St.Gallen

Stay Tuned! Assessing the Effectiveness of Social Media Video Ads

Advanced web technologies, especially social media channels, provide branding opportunities for companies to promote their brands for superior customer appeal. The present work shows the result of a real use case regarding the visibility and interaction performance of auto-play vs. click-to-play ads in affecting customers' mind.

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Advanced digital technologies in cooperation with widespread and fast Internet-based network structures have fundamentally changed of how the world interacts and communicates over the last 10 to 20 years (Keller 2009). At the same time, more and more marketers have been concentrating their marketing efforts around branding and brand-building activities for superior customer appeal (Aaker/Joachimsthaler 2000; Kapferer 2005; Keller 2003). Consequently, an increasing number of brand companies such as Adidas, Coca-Cola and MV Agusta are using advanced web technologies to promote their brands (Kaplan/Haeinlein 2012). In particular, since their rise in the mid-2010s, social media channels have changed traditional marketing communication (Schivinski/Dabrowski 2015). However, despite enormous marketing-oriented and brand-related social media applications, "there is little consensus on how brands and branding can or should be developed in the modern interactive marketplace" (Keller 2009, p. 139).

Indeed, in the era of erratic customer viewing patterns, primarily driven by media-induced content overkill and multiple media usage, the goal-oriented presentation of brand- and product-related communication is a real challenge for the marketing business. For example, a recent study by Microsoft shows that (at least Canadian) people's attention span lasts, on average, eight seconds – which is below that of an average goldfish at nine seconds – due to the negative effects of an increasingly digitalized lifestyle on the brain (Microsoft Corporation 2015). In fact, the average attention span has dropped by one-third, from 12 seconds to eight seconds, since 2000, which was the approximate beginning of the digital revolution. It is difficult to escape that thorough digitalization, particularly because digital consumption feels highly compelling and convenient for customers (Schmidt et al. 2015). However, in times when information and news are reduced to 140 characters and social communication is shortened by emojis, the consumption of digital media content obviously limits the human brain's ability to a) filter out irrelevant stimuli, and b) be less easily distracted by various media content.

Visual saliency as a necessary precondition for successful brand communication

Branding in the current era of the digital attention economy is confronted by a highly volatile awareness. However, only visible and attentive branding is supportive of efficient brand-related communication management. Specifically, the communicated marketing idea (e.g., being a family or adventure brand) must appear somewhere within the visual field of the addressed target group. That necessary precondition for potentially successful branding requires that the perceived salient cues are either processed via a peripheral (low information processing) or central route (high information processing) (e.g., Petty/Cacioppo/Schumann 1983). Specifically, only relevant visual input enables a further processing (e.g., Bruce/Tsotsos 2009). Therefore, visual saliency is required in terms of relevance as a necessary prerequisite – either provided by the communication itself or by the context-dependent content surrounding the communication – to gain a promoted cortical representation probability (e.g., Campbell 2002; Walvis 2008).

Against that background, basic metrics such as ad impressions "from

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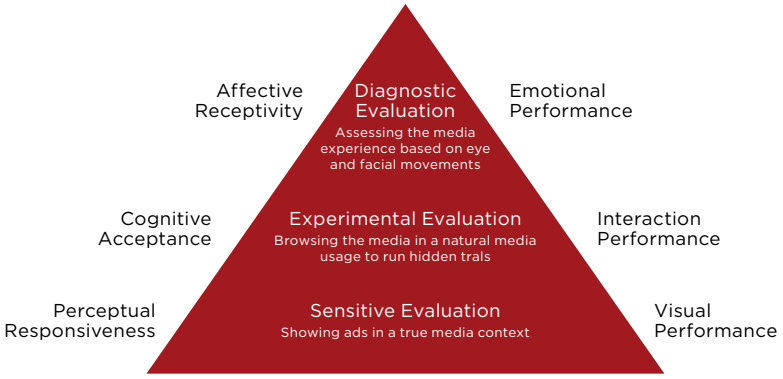
Fig. 1: Advanced In-Context Communication Assessment



Source: Schmidt / Thölke / Langner / Reiter / Hennigs / Schießl, 2016.

the olden times of the new economy" are not sufficient to assess communicative performance in a rapidly increasing digitized attention economy. Those metrics provide only the information that an ad was "delivered" by any ad server. Whether that ad was really capable of being perceived and hence sufficiently displayed to really be processed is not taken into account. Instead, at least the visual performance (e.g., how much of the ad area was displayed and for how long) of brand-related communication contacts needs to be assessed to evaluate the branding ef-

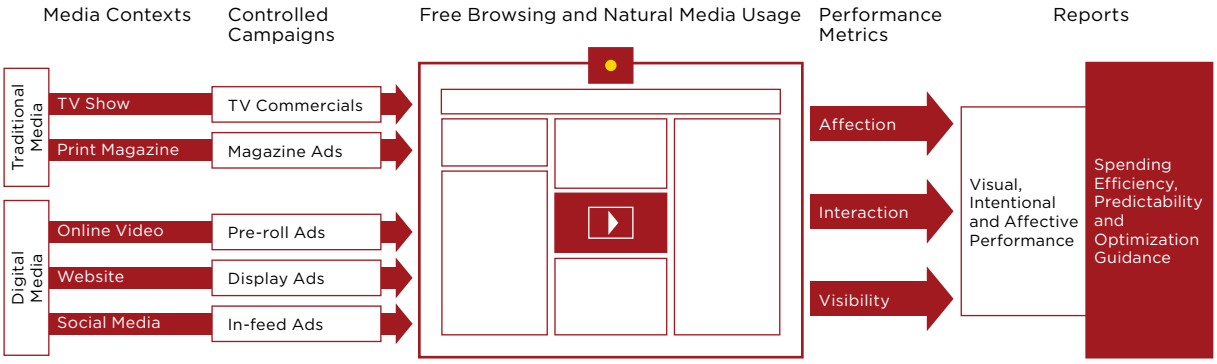
fectiveness during a highly subjective media experience.

The need for advanced communication performance testing platforms

Moreover, brand-related communication has to address highly heterogeneous media context situations. For example, advertisements embedded in newsfeed streams might be easily missed when the newsfeed stream itself provides no relevant information and thus is skipped quickly. Or, in another media scenario, the advertisement is perceived as being less attractive or misplaced within the newsfeed stream, which might lead to ignorance in the best case or annoyance in the worst case. Hence, the context influences the perceptual responsiveness and the cognitive acceptance as well as the affective receptivity.

However, brand managers often lack the chance to run an appropriate brand-related impact analysis with regard to the chosen context, e.g., within their addressed media platforms. Only a few communication platforms provide functionality to conduct pretests or live tests, e.g., to run controlled experiments. Typically, the necessary implementation capabilities are insufficient as they merely allow the control of advertisements' settings and creatives. Moreover, an appropriate integration with brand communication effectiveness platforms (e.g., how long the video advertisement was played or watched) is often not provided. Especially against the background of advanced and extremely context-sensitive social media advertisement formats (e.g., video ads in a carousel format), branding success remains unknown and the communication investment has more in common with gambling in a casino than

Fig. 2: In-Context Measurement with Campaign Simulation in a Sensitive Media Context



Source: Schmidt/Thölke/Langner/Reiter/Hennigs/Schießl, 2016.

well-founded decision making. Such brand management has to be recognized as insufficient, in particular with regard to the role of brands as a key asset and especially because an optimization often only needs a few changes, e.g., correctly placing the communication by editing (shortening the video, repositioning of scenes etc.) to avoid high viewer dropout rates.

To evaluate branding effectiveness, context-sensitive advertising needs at least the basic assessment of the visual performance in a realistic media context (e.g., displaying videos ads in a subject's own social media newsfeed) to determine the perceptual responsiveness. In a next appraisal step, hidden trials within a free internet browsing situation might be run and additional interaction metrics (e.g., mouse hover activities such as pausing or replaying the video, etc.) can be captured to assess the cognitive acceptance. Finally, a diagnostic evaluation via webcam-based eye tracking and facial coding can reveal deep customer insights regarding the affective receptivity of an advertisement within a context-sensitive exposure. Figure 1 shows the various evaluation levels of an advanced in-context communication assessment within a genuine media environment.

The practical application of such an in-context measurement approach to determine the visual saliency (perceptual responsiveness) and interactive activity (cognitive acceptance) of brand-related communication as basic but insightful evaluations is demonstrated next in a real existing use case. Specifically, the assessment of the effectiveness of social media ads was chosen because this type of brand-related communication has received increasing demand more recently. For that reason, auto-play ads on Facebook and click-to-play ads on Twitter were evaluated regarding their communication performance concerning perceptual responsiveness as well as cognitive acceptance because both ad types and social media networks are highly favored among marketers.

Brand-related communication has to address highly heterogeneous media context situations.

Use case: Facebook's auto-play video ads vs. Twitter's click-to-play video ads

Methodology and Procedure

For the purpose of benchmarking the visual and interactive contact performance of click-to-play versus auto-play video advertising, the in-context technology visual and affective measurement working as a standalone evaluation platform, as developed by eye square, was applied (eye square, 2016). As shown in Figure 2, the benefit of that approach is free browsing and media usage in a natural environment (e.g., surfing the web at home). Moreover, advanced communication reports regarding the ef-

fectiveness of (simulated) live campaigns are able to provide valuable management insights about spending efficiency, predictability and optimization. Such natural usage assessment establishes an objective decision foundation on which advertisers and agencies are able to monitor, plan and create a lasting communication success in real-life conditions.

To test the context-related ad effectiveness in the present study, an online-based experiment (between-subject design) with two levels of video length (short vs. long video ad) and two levels of video type (auto-play ad on Facebook vs. click-to-play ad on Twitter) was conducted. Moreover, two different ad creations (labelled Decoration ad and Racetrack ad) were investigated. Altogether, the present study included eight experimental conditions. Subjects were randomly assigned to one of the eight conditions. Furthermore, participants were told that the study was about social media perception and behavior to distract from the actual study research aim of ad effectiveness. First, some introductory questions were asked (e.g., about social media usage). Next, participants were instructed to login in to the respective social media network (Facebook or Twitter, based on random assignment) with their own user account and to use it in an ordinary way for a couple of minutes. Therefore, no specific tasks were given. Before the login, subjects agreed to allow tracking of their browsing reactions while using their own social media account. The study was completed by rating basic questions about their latest social media experience and answering socio-demographic questions.

Selective attention is the ultimate test that any brand communication has to address to "stay in tune with their customers and not get drowned in a goldfish bowl".

Management Summary

- Basic metrics such as ad impressions "from the olden times of the new economy" are not sufficient to assess communicative performance in a rapidly increasing digitized attention economy.
- To evaluate communication success, context-sensitive advertising needs at least the basic assessment of the visual performance in a realistic media context.
- The used in-context testing technology measures the subjects' visibility and interaction quality with ads through tracking their browsing activities to assess the ad effectiveness within a genuine media environment.

During the usage, the applied in-context testing technology enabled goal-oriented manipulation of the displayed social media ad content. Specifically, the subjects were exposed to the experimental video creation embedded as suggested video (Facebook) or promoted video (Twitter) in their own social media newsfeed. That type of seamless measurement has the advantage of the participants browsing and using media just as they normally would while a controlled ad exposure in the planned media context is realized.

Stimuli Material and Measures

Actual video ad creations used in a corporate brand image campaign of a popular North American service provider were used as stimuli material. Due to confidentiality clauses, references to the company brand name and video ad creations are not possible. For the purpose of comparability, the short and long video advertisements of both ad creations were almost equal in length. In detail, the video lengths of the ad creations were as follows:

- Decoration ad creation – short video advertisement 25 seconds
- Decoration ad creation – long video advertisement 53 seconds
- Racetrack ad creation – short video advertisement 27 seconds
- Racetrack ad creation – long video advertisement 55 seconds

The applied in-context testing technology measures the respondents' visibility and interaction quality with ads (and other media content) through tracking their browsing activities to reveal various effectiveness variables. In the current study, the following

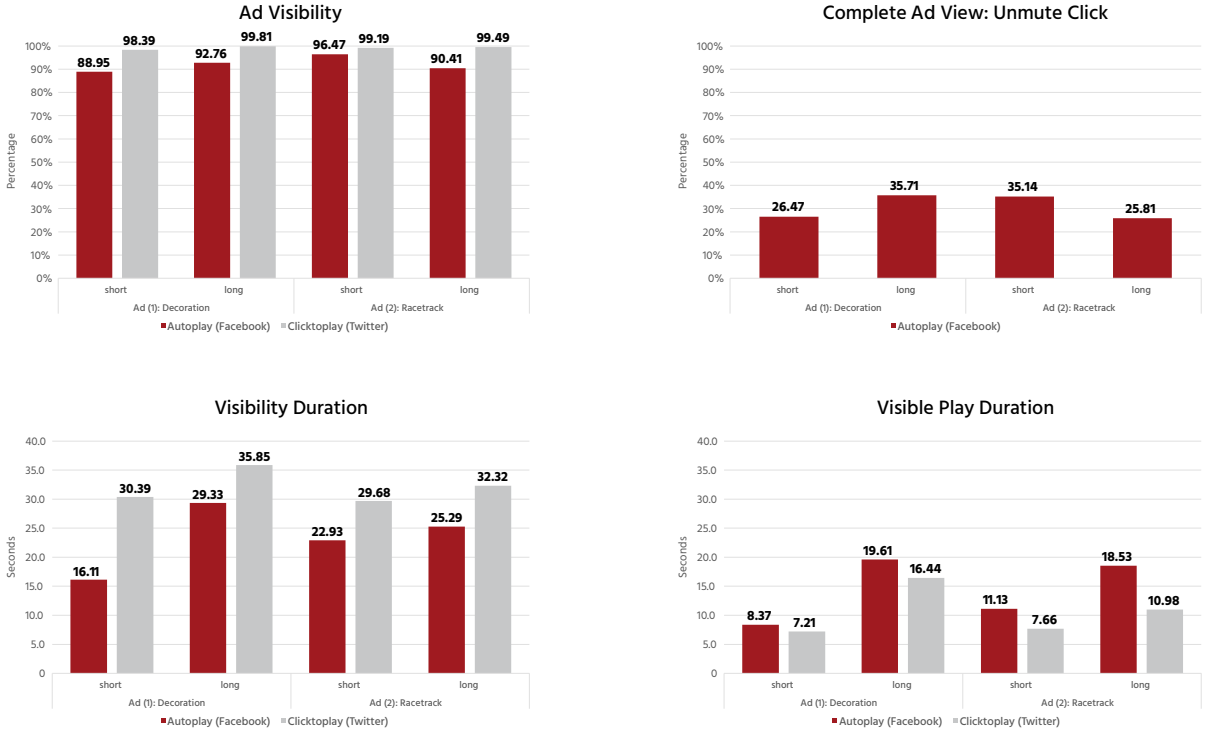
variables were used as performance metrics for the purpose of evaluating the effectiveness of each experimental video condition:

- Ad Visibility – maximum area of the ad that was visible at any given time
- Visibility Duration – sum of all time spans when the ad area was visible for more than 1 second and at least 50 percent of the ad area was visible on-screen
- Visible Play Duration – sum of all time spans when at least 50 percent of the ad area was visible on-screen and the video ad was playing
- Visible Play Duration to Visibility Duration – percentage of how much of a video ad was played in regard to limited overall visibility
- Total Ad Processing – percentage of how much of the entire ad video length was played
- No Ad Viewed – percentage of people for whom less than 5 percent of the total video ad length was played
- Complete Ad Viewed – percentage of people for whom at least 95 percent of the total video ad length was played

Data Collection and Sample

The subjects were recruited using an online panel in September and October 2015. Because actual video ad creations were investigated from a well-known, major brand company headquartered in the United States of America – which offers its service only in that country – only permanent residents of the USA were allowed to partake in the study. Additionally, participation was limited to subjects with their own Facebook and Twitter accounts. Furthermore, participants agreed to allow tracking of their browsing activities (scroll and click reactions). In more detail, the applied in-context technology enables full control of the displayed marketing stimuli (e.g., banner ad) to which subjects are exposed (e.g., on a newspaper website) and the recording of a specific set of visual

Fig. 3: Overview of the Descriptive Statistics



Source: Schmidt / Thölke / Langner / Reiter / Hennigs / Schießl, 2016.

(e.g., visibility duration) as well as interactive metrics (e.g., start or stop playing a video ad).

In total, 1193 subjects participated in the current study. Specifically, the randomized allocation of video ad exposure to the eight experimental conditions was as follows:

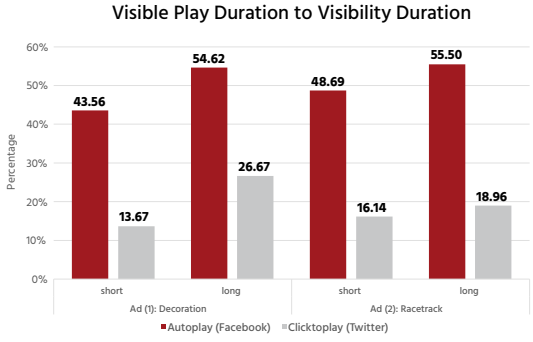
- Auto-Play – short Decoration advertisement n = 169
- Click-to-Play – short Decoration advertisement n = 188
- Auto-Play – long Decoration advertisement n = 192
- Click-to-Play – long Decoration advertisement n = 110
- Auto-Play – short Racetrack advertisement n = 155
- Click-to-Play – short Racetrack advertisement n = 127
- Auto-Play – long Racetrack advertisement n = 146
- Click-to-Play – long Racetrack advertisement n = 106

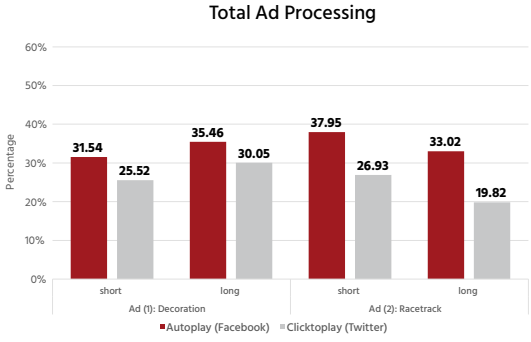
Findings and Interpretation

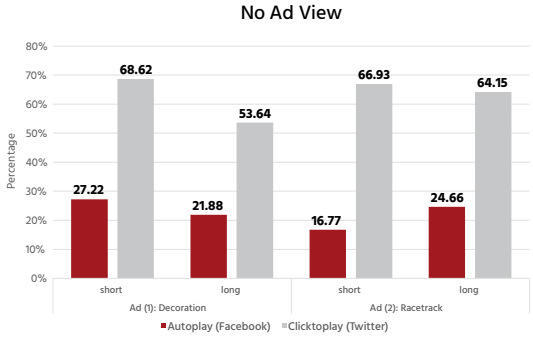
Descriptive statistics regarding the visibility and interaction performance measured in the eight experimental conditions are illustrated in Figure 3. Furthermore, Student's t-test was run to determine significant differences concerning the assessed performance metrics between the corresponding auto-play and click-to-play advertisements. Table 1 presents the respective between-group comparison results.

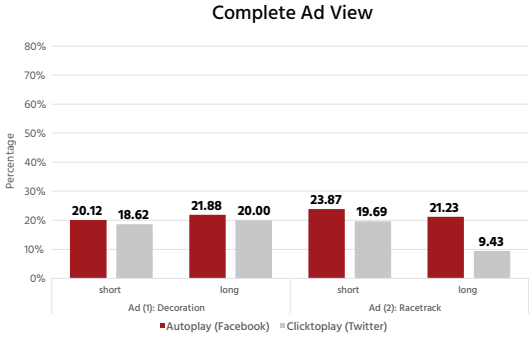
Ad Visibility

Comparing the ad visibility on-screen, (low to high) significant differences were observed. In each case, click-to-play advertisements received a higher level of ad visibility. Specifically, all four click-to-play advertisements obtained, on average, an ad visibility score of almost 100 percent, indicating a highly appealing exposure in users' Twitter newsfeeds. In contrast, the ad displays in users' Facebook newsfeeds









were less attractive as indicated by an ad visibility score of approximately 90 percent, although one might have expected that auto-play advertisements should have gained a higher perception level due to their intrusive characteristic. It seems that at least some users are showing an erratic, quick or impatient scrolling pattern while they are browsing Facebook.

Visibility Duration

Results suggest a greater level of ad exposure time for all click-to-play advertisements compared to the respective auto-play advertisements (here:

Table 1: Between-Group Comparison Results Related to the Ad Effectiveness Metrics

		Pairwise Comparison (Student's t-test)			
Performance Metric	**Auto-Play (I)**	**Click-to-Play (J)**	**ΔM (I-J)**	**p-Value**	**ΔM: 95 % CI**
Ad Visibility	Ad (1): Decoration Auto-Play short	Ad (1): Decoration Click-to-Play short	-9.442	0.000	-14.043 ; -4.840
	Ad (1): Decoration Auto-Play long	Ad (1): Decoration Click-to-Play long	-7.049	0.000	-10.573 ; -3.524
	Ad (2): Racetrack Auto-Play short	Ad (2): Racetrack Click-to-Play short	-2.718	0.079	-5.750 ; 0.314
	Ad (2): Racetrack Auto-Play long	Ad (1): Racetrack Click-to-Play long	-9.080	0.000	-13.444 ; -4.715
Visibility Duration	Ad (1): Decoration Auto-Play short	Ad (1): Decoration Click-to-Play short	-14.277	0.000	-19.375 ; -9.178
	Ad (1): Decoration Auto-Play long	Ad (1): Decoration Click-to-Play long	-6.520	0.071	-13.602 ; 0.562
	Ad (2): Racetrack Auto-Play short	Ad (2): Racetrack Click-to-Play short	-6.752	0.025	-12.653 ; -0.850
	Ad (2): Racetrack Auto-Play long	Ad (1): Racetrack Click-to-Play long	-7.037	0.058	-14.325 ; 0.251
Visible Play Duration	Ad (1): Decoration Auto-Play short	Ad (1): Decoration Click-to-Play short	1.162	0.364	-1.351 ; 3.676
	Ad (1): Decoration Auto-Play long	Ad (1): Decoration Click-to-Play long	3.166	0.243	-2.164 ; 8.496
	Ad (2): Racetrack Auto-Play short	Ad (2): Racetrack Click-to-Play short	3.467	0.021	0.524 ; 6.409
	Ad (2): Racetrack Auto-Play long	Ad (1): Racetrack Click-to-Play long	7.548	0.005	2.305 ; 12.791
Visible Play Duration to Visibility Duration	Ad (1): Decoration Auto-Play short	Ad (1): Decoration Click-to-Play short	0.299	0.000	0.237 ; 0.361
	Ad (1): Decoration Auto-Play long	Ad (1): Decoration Click-to-Play long	0.279	0.000	0.199 ; 0.360
	Ad (2): Racetrack Auto-Play short	Ad (2): Racetrack Click-to-Play short	0.326	0.000	0.257 ; 0.394
	Ad (2): Racetrack Auto-Play long	Ad (1): Racetrack Click-to-Play long	0.365	0.000	0.286 ; 0.445
Total Ad Processing	Ad (1): Decoration Auto-Play short	Ad (1): Decoration Click-to-Play short	0.060	0.165	-0.025 ; 0.145
	Ad (1): Decoration Auto-Play long	Ad (1): Decoration Click-to-Play long	0.054	0.267	-0.042 ; 0.150
	Ad (2): Racetrack Auto-Play short	Ad (2): Racetrack Click-to-Play short	0.110	0.025	0.014 ; 0.206
	Ad (2): Racetrack Auto-Play long	Ad (1): Racetrack Click-to-Play long	0.132	0.006	0.038 ; 0.226
No Ad View	Ad (1): Decoration Auto-Play short	Ad (1): Decoration Click-to-Play short	-0.414	0.000	-0.509 ; -0.319
	Ad (1): Decoration Auto-Play long	Ad (1): Decoration Click-to-Play long	-0.318	0.000	-0.429 ; -0.206
	Ad (2): Racetrack Auto-Play short	Ad (2): Racetrack Click-to-Play short	-0.502	0.000	-0.603 ; -0.400
	Ad (2): Racetrack Auto-Play long	Ad (1): Racetrack Click-to-Play long	-0.395	0.000	-0.511 ; -0.279
Complete Ad View	Ad (1): Decoration Auto-Play short	Ad (1): Decoration Click-to-Play short	0.015	0.721	-0.068 ; 0.098
	Ad (1): Decoration Auto-Play long	Ad (1): Decoration Click-to-Play long	0.019	0.702	-0.078 ; 0.115
	Ad (2): Racetrack Auto-Play short	Ad (2): Racetrack Click-to-Play short	0.042	0.400	-0.056 ; 0.140
	Ad (2): Racetrack Auto-Play long	Ad (1): Racetrack Click-to-Play long	0.118	0.008	0.031 ; 0.205

Source: Schmidt / Thölke / Langner / Reiter / Hennigs / Schießl, 2016.

Lessons Learned

- Branding effectiveness is affected by a highly subjective media experience.
- The experienced context influences the perceptual responsiveness and the cognitive acceptance.
- An authentic branding performance needs to be evaluated within a natural (social) media usage context.
- Auto-play ads perform better under low involvement processing conditions as is characteristic in Facebook usage.
- Click-to-play ads perform well under high involvement processing conditions as is characteristic in Twitter usage.

low to high significant differences). This result is probably indicative of the fact that users' Facebook accounts in general and users' Facebook newsfeeds in particular include more distracting content so that even displayed auto-play advertisements with a potentially great level of attentiveness might be relatively easily disregarded compared to click-to-play advertisements in a Twitter newsfeed.

Visible Play Duration

With regard to the short and long Decoration ad creations, no significant differences could be observed between auto-play and click-to-play ad displays. In contrast, the short and long Racetrack ad creations were less effective when displayed as a click-to-play ad compared to an auto-play ad. However, that somehow inconsistent result might be primarily affected by subjects' interests with regard to the relevance of the creative content, meaning either the Decoration ads performed better (with the content of beautification addressing more viewers) or the provided Racetrack ads inspired only an inferior attraction (with the content of racing addressing only a small viewership).

Visible Play Duration to Visibility Duration

A significantly higher level of processing intensity concerning a more forced video exposure under the limitation of a restricted visibility potential is shown for all four auto-play advertisement conditions. Although the perception reactions are expected to be somehow fast-paced during users' Facebook usage, the auto-play functionality of an instant-play ad video ensures an approaching engagement with regard to the displayed advertisement.

Total Ad Processing

As related to the findings of the visible play duration, no significant differences could be identified between auto-play and click-to-play ad exposure for both Decoration ad creations. In contrast, the Racetrack ad creations performed significantly worse when displayed as click-to-play ads compared to an auto-play display. That inconsistent finding, however, might be primarily due to skewed interests of the subjects and hence affects the attractiveness of the ad creative content (here, people who were interested more in beautification or less in racing were exposed to the respective video ads).

No Ad View

Expectedly, the percentage of subjects where less than 5 percent of the total video ad length was played is higher for click-to-play ads than auto-play ads. However, an auto-play ad display enables no high effectiveness per se. Indeed, in the current study, approximately 15 to 25 percent of subjects did not watch the presented auto-play ad. Reasons might be an immediate click on the pause/stop-button of the video ad or technical issues such as insufficient video loading time or the auto-play video function in user's Facebook settings was turned off.

Complete Ad View

All experimental conditions revealed the same percentage of subjects where at least 95 percent of the total video ad length was played except for the long Racetrack advertisement condition. In that case, the auto-play video ad was significantly more efficient in enabling complete ad view. Once more, that might be indicative of deficient creative power of the Racetrack ad creation in general, which causes subjects who initially started the click-to-play ad-

Main Propositions

- The goal-oriented presentation and evaluation of brand- and product-related communication is a real challenge for the marketing business.
- Branding in the current era of the digital attention economy is confronted by a highly volatile awareness such as erratic customer viewing patterns, primarily driven by media-induced content overkill and multiple media usage.
- The communicated marketing idea must appear somewhere within the visual field of the addressed target group to provide a sufficient associative processing.
- Advanced in-context measurement with campaign simulation in a sensitive media environment provides the capability for an authentic evaluation situation of branding effectiveness.
- Such natural usage assessment establishes an objective decision foundation on which advertisers and agencies monitor, plan and create a lasting communication success in real-life conditions.

vertisement – indicating an initial high level of curiosity concerning the exposed video ad content – to stop/pause the video to a greater extent when it exceeded a specific length. On the other hand, subjects who were exposed to an auto-play ad were less annoyed and/or bored by low creative power. In fact, those subjects accepted the displayed video ad to a higher degree, which might be the result of some type of socialization from "the old TV commercial days". However, taking into account that approximately 25 to 35 percent of the subjects who received complete video play exposure unmuted the auto-play ad (cf. Figure 3), the effectiveness of auto-play ads drops under the level of click-to-play ads.

Discussion

The main goal of the presented research case study was to evaluate the basic effectiveness in terms of visual saliency and interactive activity of auto-play videos ads usually displayed on Facebook (labelled as suggested video) in comparison to click-to-play ads as implemented in users' Twitter newsfeeds by default (termed as promoted video). In detail, two actual ad creations focusing on branding – both including a short and long video advertisement – were investigated as a simulated live (brand image) campaign in a natural social media usage context. Furthermore, a powerful in-context testing technology was used to capture user's browsing reactions toward the exposed video ads. The evaluation platform used is not only restricted to analyze social media content and to determine the visibility as well as interaction quality derived by the captured browsing operations as applied in the current study. Driven by high resolution webcam hardware and advances in computer vision software, there are now research solutions available regarding the measurement of eye positions and eye movements, that overcome the disadvantages of conventional eye tracking such as lab situation as well as expensive costs (e.g., Biedert/Buscher/Dengel 2009; Wedel/Pieters 2014). Specifically, the additional and potentially usage of an implemented and inexpensive webcam-based eye tracking and facial coding solution also enables the capability for deeper diagnostic insights by providing more detailed metrics such as gaze contact or affective response to evaluate the emotional receptivity as well (cf. Figure 2). However, each brand manager should strive for a holistic measurement approach in a natural environmental setup for an authentic and overall brand communication assessment and evidence based decision-making.

In the present study, falling back on the basic performance metrics of visibility and interaction quality, findings

Branding effectiveness is affected by a highly subjective media experience.

reveal that auto-play ads should perform better under low involvement processing conditions. The regular usage behavior of an average user of the social media network Facebook matches this processing mode quite well. According to a study by the Media Insight

Project, the majority of Facebook members used the network daily as a platform for getting and sharing news and information, especially with regard to their friends (Media Insight Project 2015). This more passive / less active information reception enables only a low engagement level as indicated by the relatively low performance metric "visibility duration" with regard to auto-play ads. In contrast, click-to-play ads perform well under high involvement processing conditions as is characteristic in Twitter usage. As referenced in the study by the Media Insight Project, one of the primary reasons that people use Twitter is to look for interesting articles or links as well as gain more information on something they have perceived either on other social media or in the news. Therefore, it is more engaged and focused social media usage behavior. The comparatively high level of the performance indicators "ad visibility" as well as "visibility duration" for click-to-play ads confirms this greater user engagement. Moreover, the click-to-play ads on Twitter revealed roughly the same "complete ad view" as the auto-play ads on Facebook. In particular, that performance metric reveals a high effectiveness of click-to-plays ads compared to auto-play ads because an active click engagement is needed to start the video ad and no mute functionality limits the overall ad video performance from the beginning as does the default setting for auto-play ads.

The assessment of the visual saliency and interactive activity of a brand communication embedded in a surrounding context, such as in the analyzed video ads placed in social media newsfeeds, reveals whether the perceptual responsiveness and cognitive acceptance is high enough to be sufficiently distinct from other distracting content and to immediately hold a certain level of selective attention. For marketers and brand managers, the findings of the current study suggest two possible implications. For high-level cognitive processes related to brand information processing, such as building new brand associations in the customer's mind, the application of click-to-play ads in highly engaged social media networks, such as Twitter could be very effective. For low-level cognitive processes, such as strengthening of existing associations related to a brand, auto-play video ad exposure in a more low-involvement social media context, such as on Facebook might be sufficient to reach the respective campaign goals (at least when the perceived video ad is known and viewed several times before). However, in multiple and highly intensive (digital) media experiences, selective attention – as some type of necessary precondition – is the ultimate test that any brand communication has to address to "stay in tune with their customers and not get drowned in a goldfish bowl". ✚

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