

Can I Have Your Attention, Please?

How to get noticed, build your brand and be effective on Social

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An introduction

Will B Social Ltd



London-based Social Media Consultant

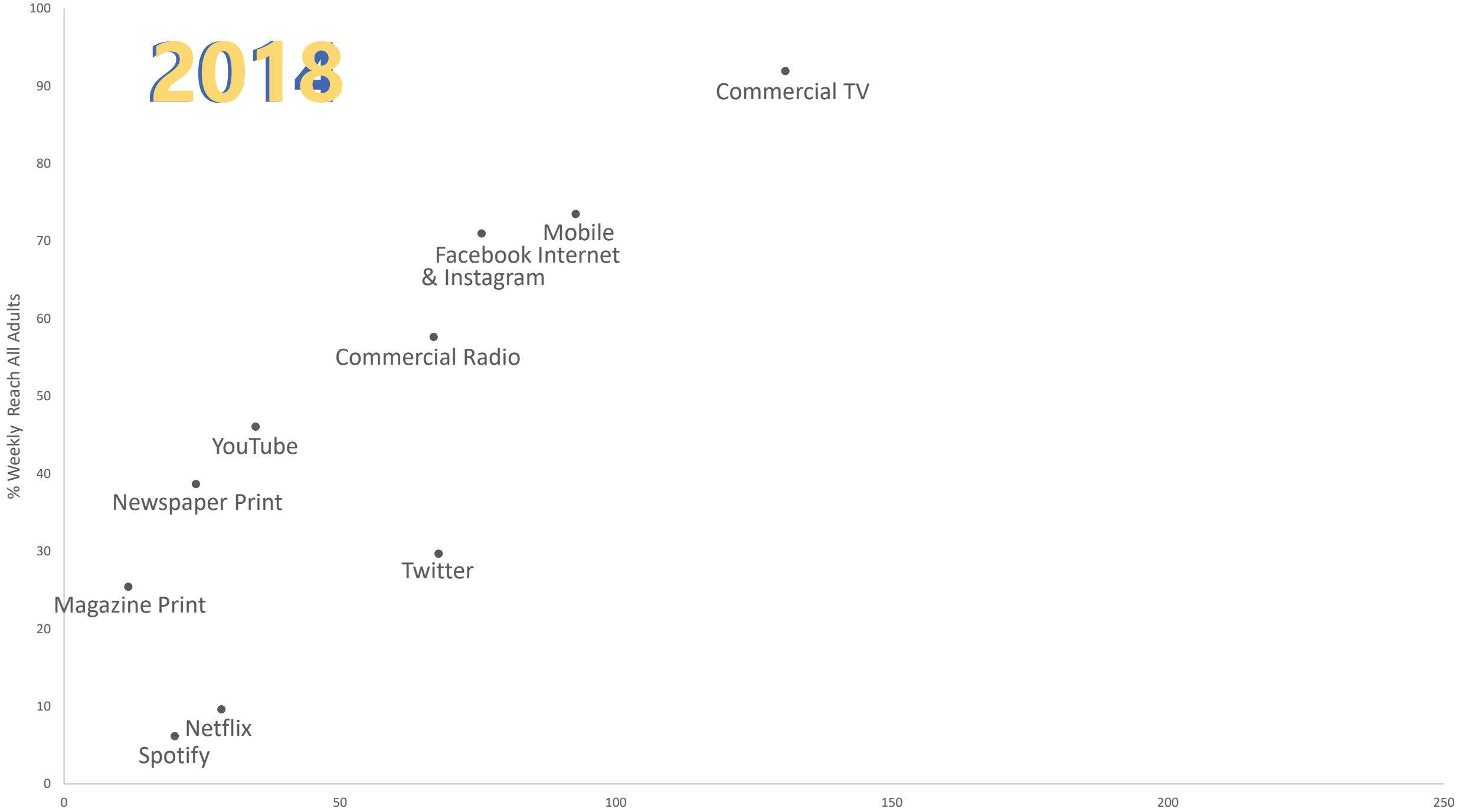


Marketing, Strategy and Training



Acting Editor-in-Chief for McDonald's UK

2018



Source: IPA Touchpoints, 2014/2018

Friends are no longer the main reason to use Social

Motivations for Using Social Media

% who say the following are among their main reasons for using social media



40%

To stay up-to-date with news and current events



39%

To stay in touch with what my friends are doing



38%

To find funny or entertaining content



37%

To fill up spare time



33%

General networking with other people



33%

To share photos or videos with others



31%

To research/find products to buy



30%

Because a lot of my friends are on them

How to grab attention on Mobile Social



Creative

+



Media

+



Measurement

01 Creative

TEST





COGNITION IS FAST

**The human brain needs less than 1/2 second to engage
with advertising and trigger a reaction.**

POSITIVE OR NEGATIVE





**WHEN ONE MORE EPISODE
ISN'T ENOUGH**

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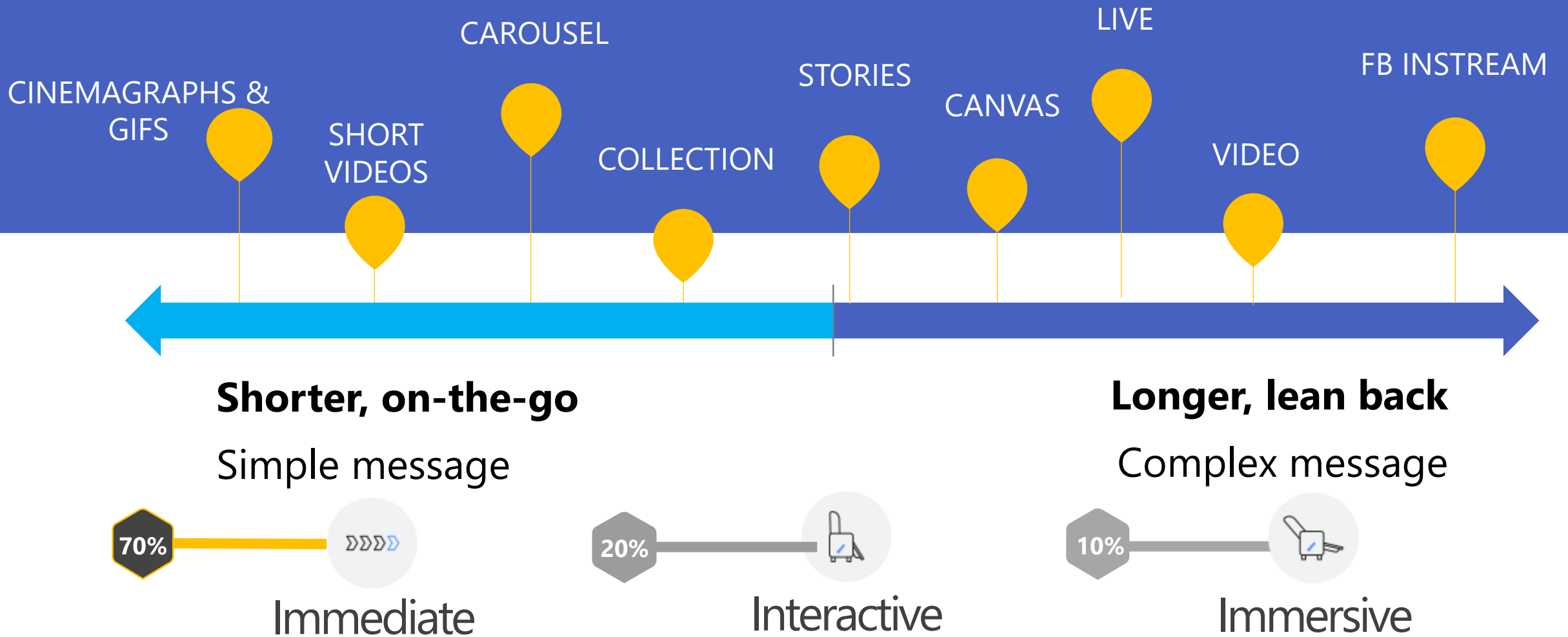
**People's attention spans aren't
shrinking, they're evolving.**

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People are scrolling through 90 meters of feeds every day



Design for 'the speed of feed'



For an ad to work, its creative must have 4 powers

1. “Thumb-stopping” content



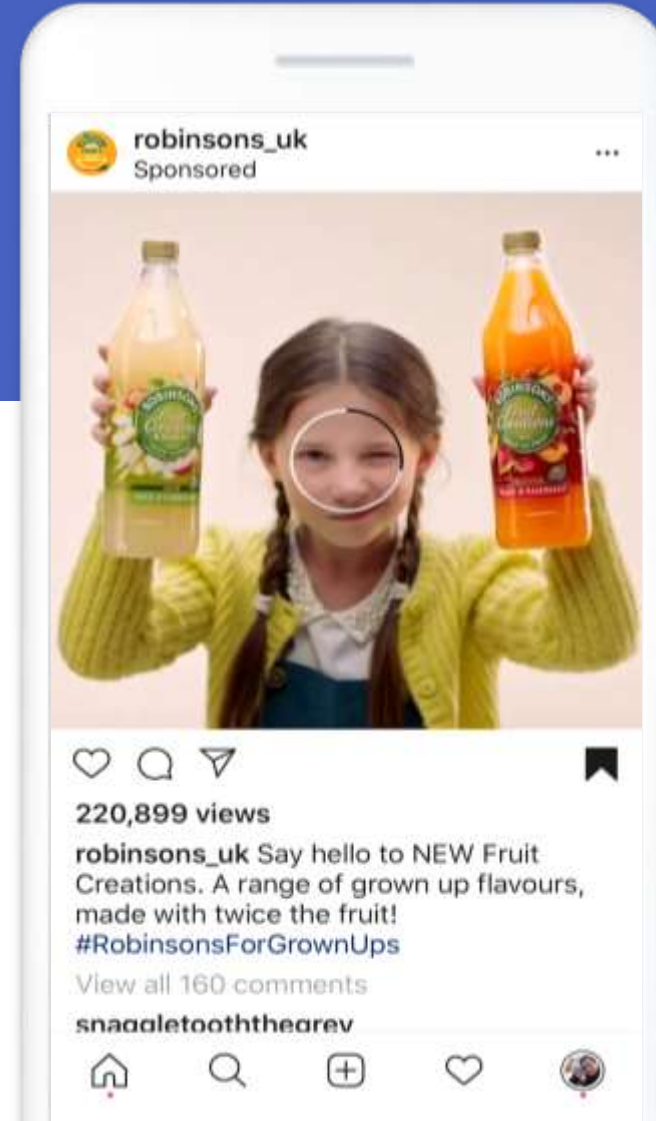
“The 3 second audition”



Gets attention



Starts cognitive process



2. Keep It Simple



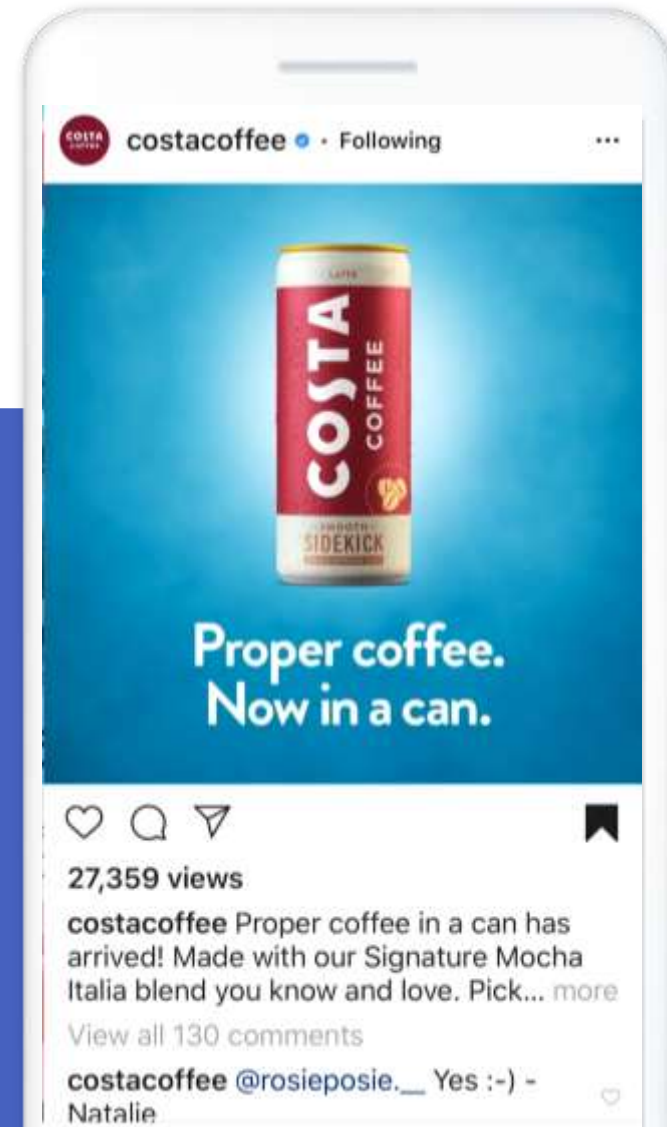
Easy to understand



Don't expect too much of your audience



Built for sound-off



Sound's good?

92%

of Facebook Feed posts viewed with sound off

12%

Increase in view duration for ads containing captions

60%

of Instagram Stories are viewed with sound on



Stories ads with sound are 'more relevant'

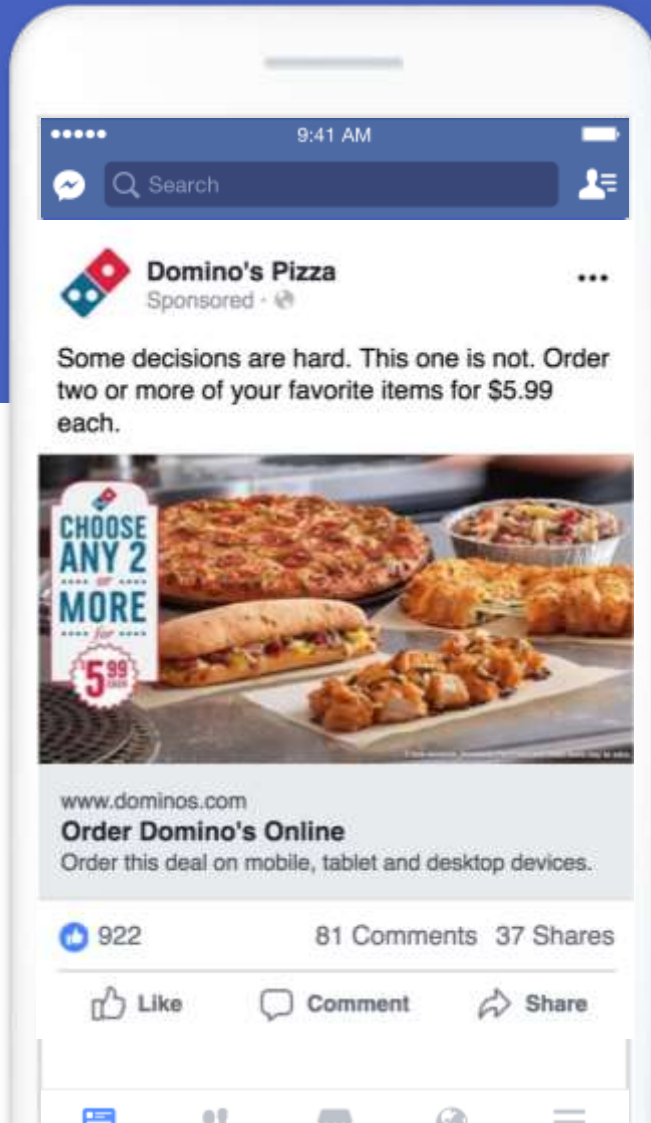
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Design for 'sound off.'
***Delight* with 'sound on.'**

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3. Building for mobile can transform an ad's impact

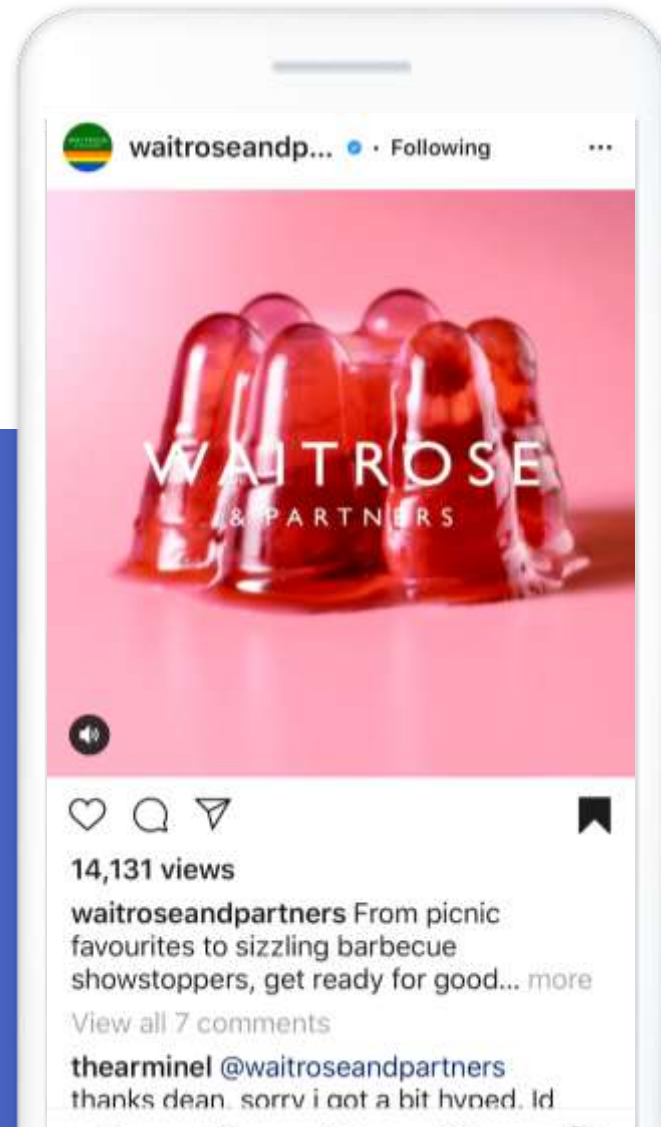
From colloquial



to crave-worthy



4. Make it memorable



Locking power



Push a memorable ad message



Use this to increase impact

Square & vertical ads are more memorable



How we hold our phone



Takes up more screen space



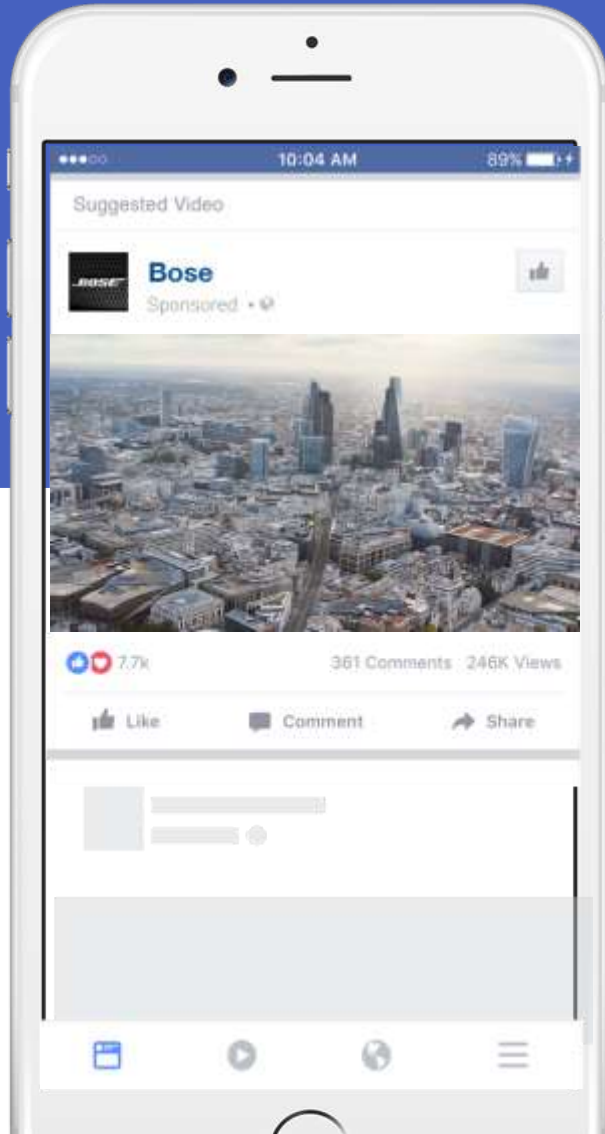
3 - 9% increase in ad recall



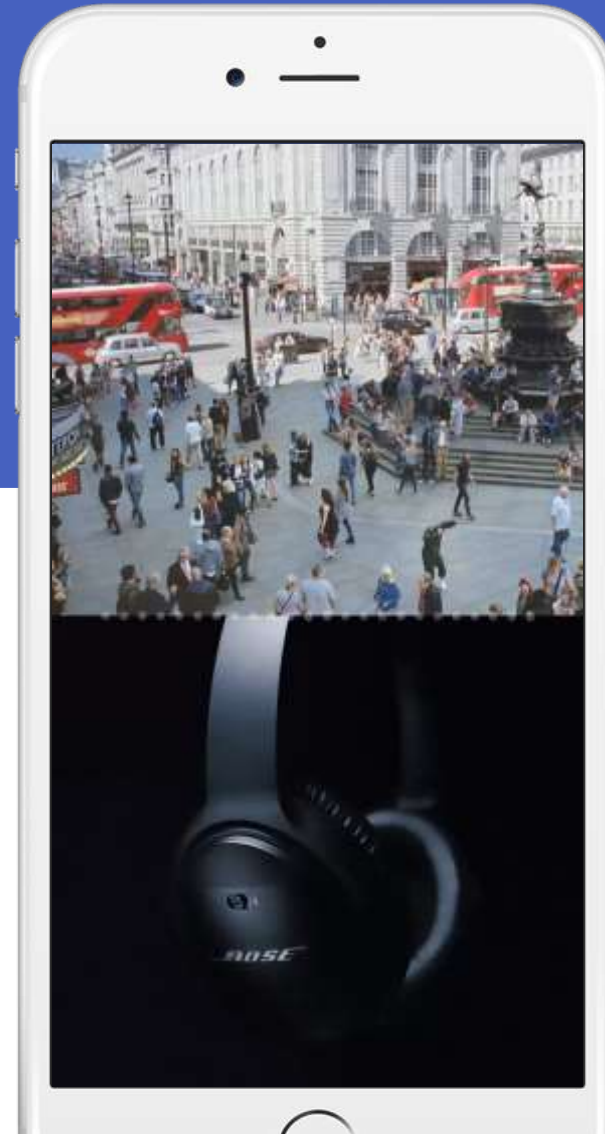
4:5 ratio is the sweet spot



TV ads can be adapted for mobile



VS.



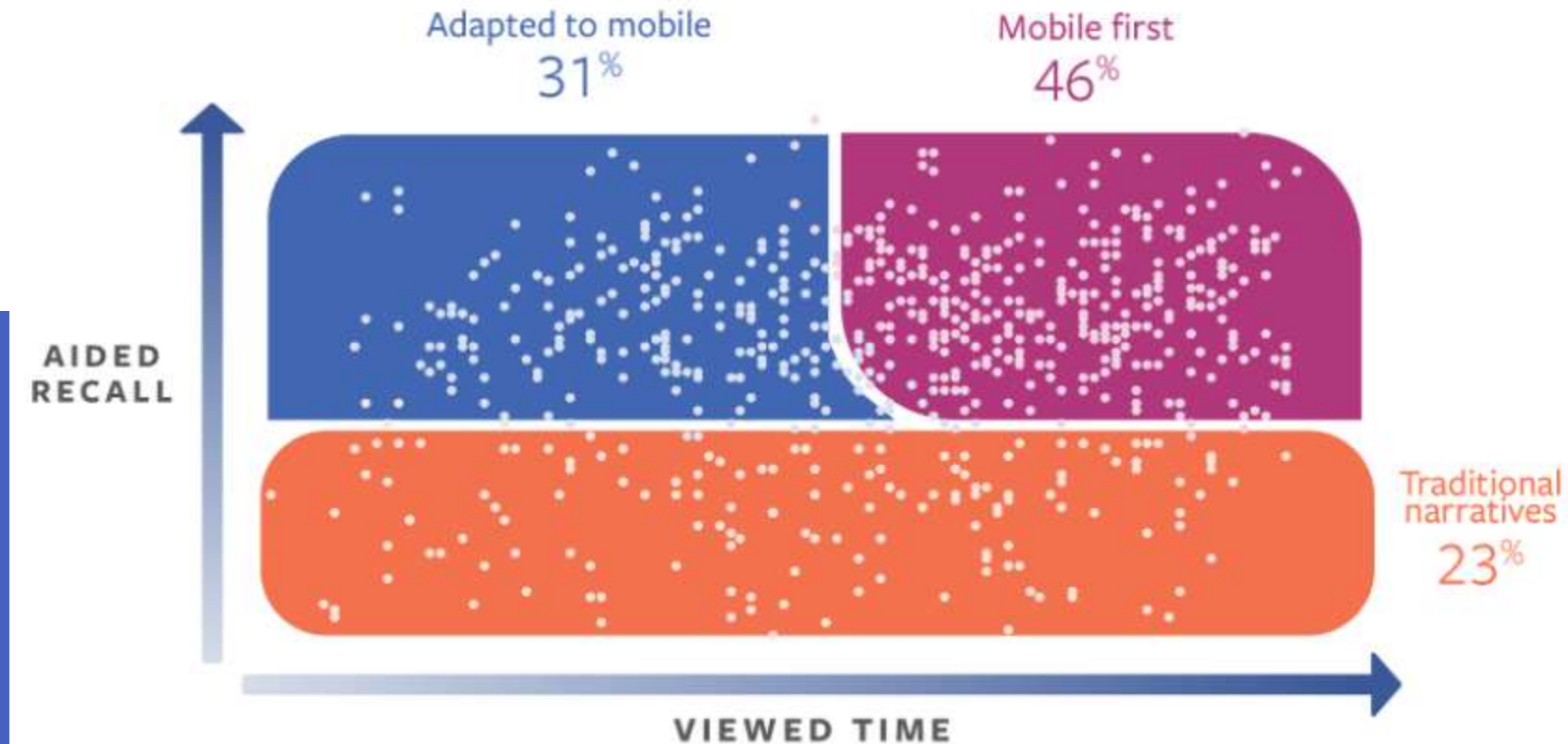
20%

more people watched the whole optimized video

+10pt

ad recall (+6pts higher than original TV ad)

Better to create FOR mobile



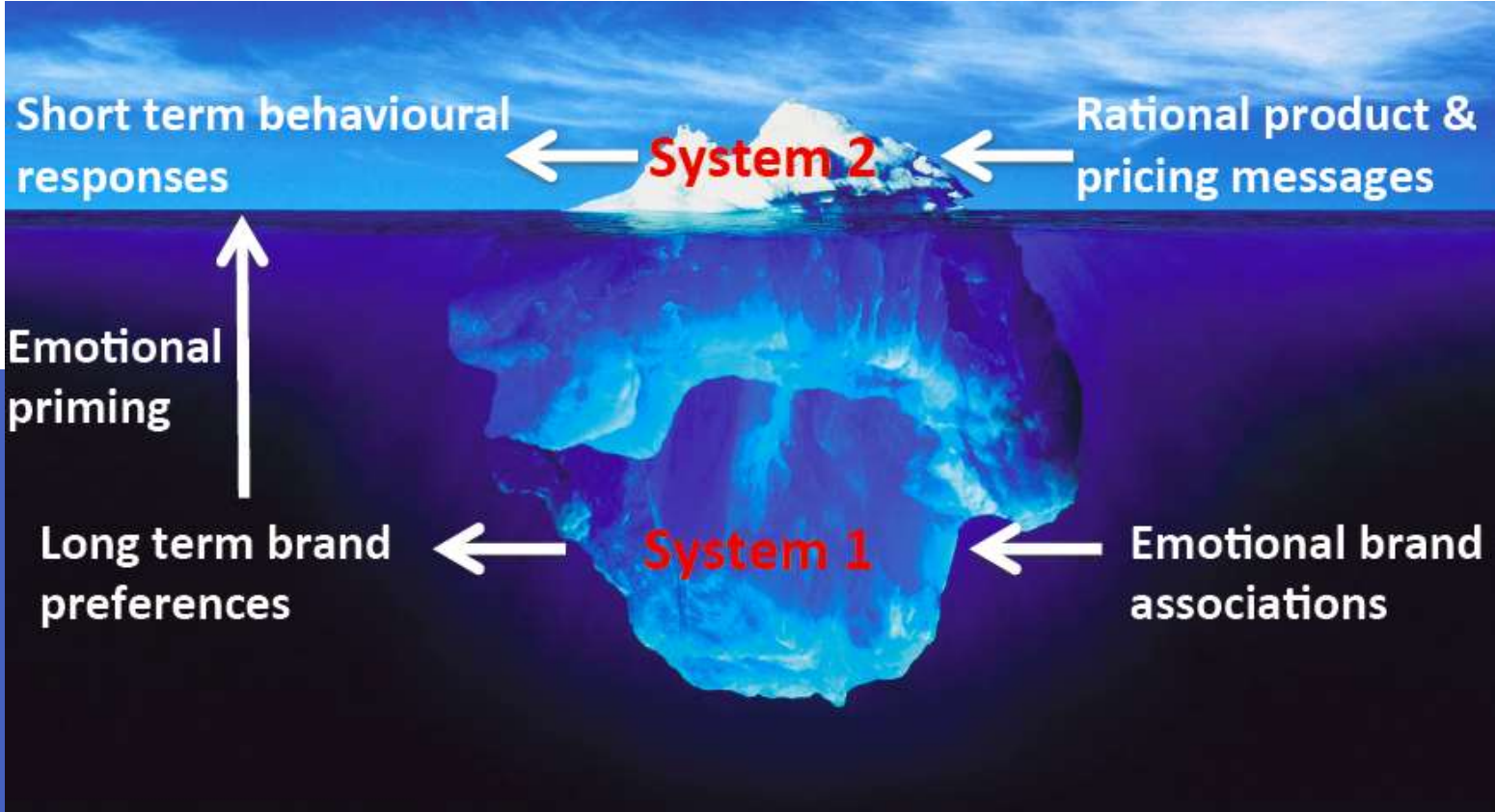
02 Media

Two ways to influence behaviour

Prime: Build your brand and long-term memory structures

Nudge: Remind consumers and drive sales

Two ways to influence behaviour



40% Nudge

60% Prime

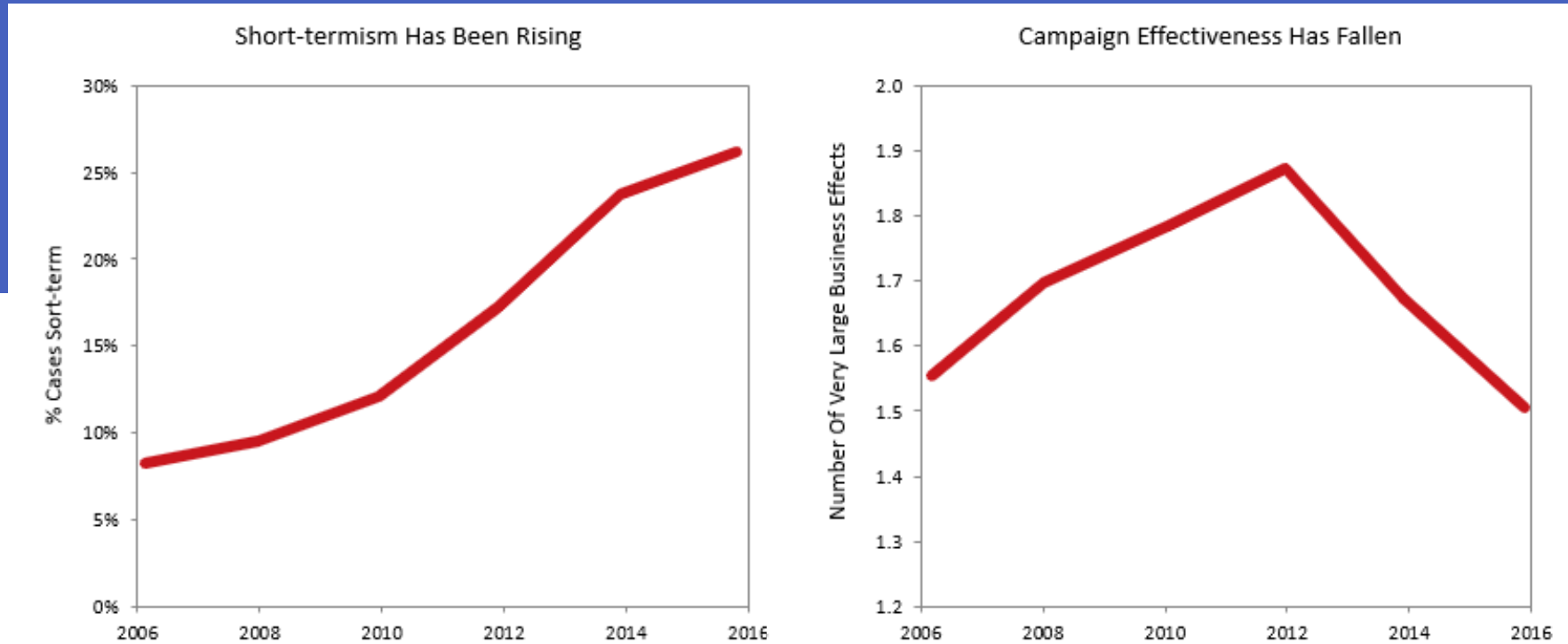
Source: Les Binet & Peter Field, 2017

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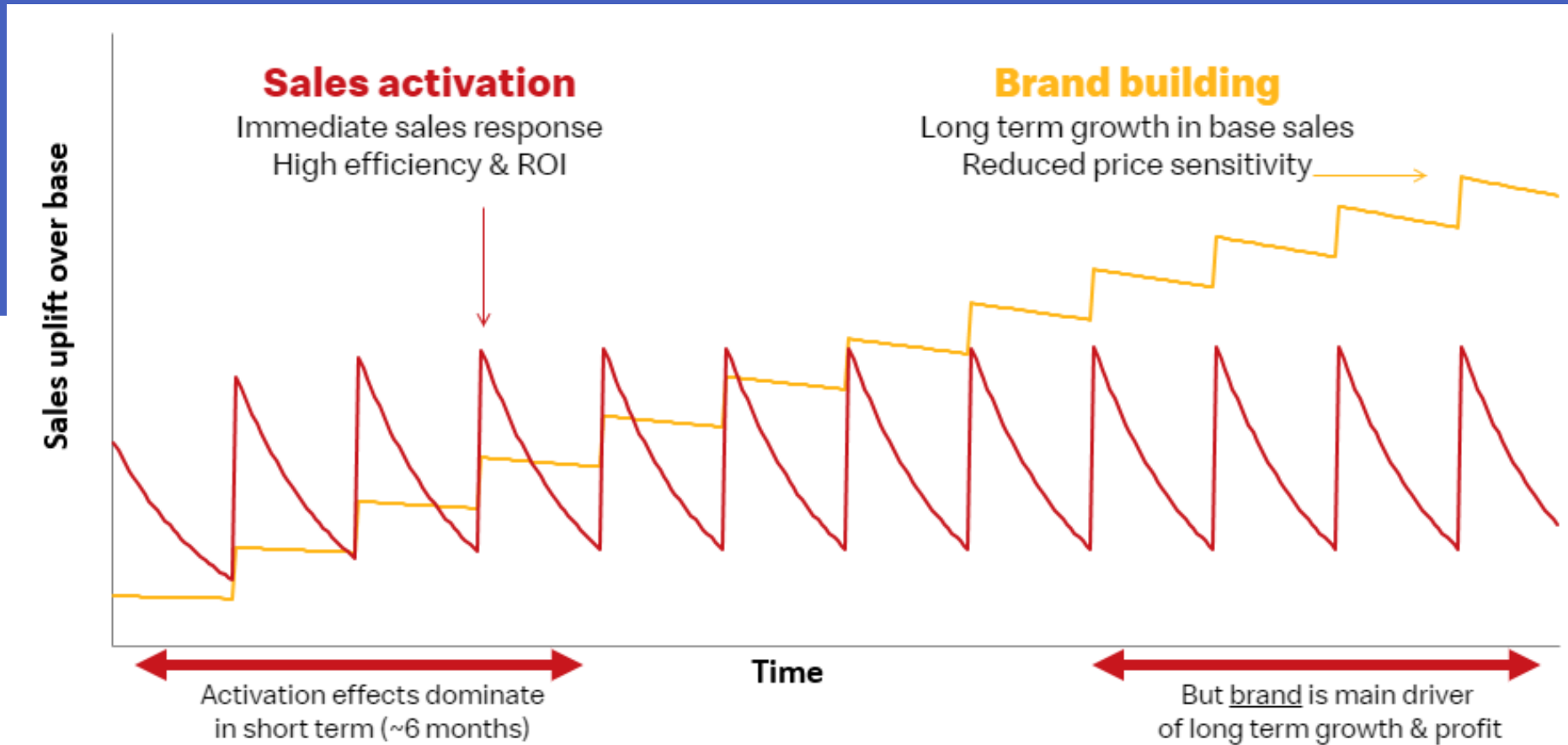
**People buy with emotion and
justify with logic.**

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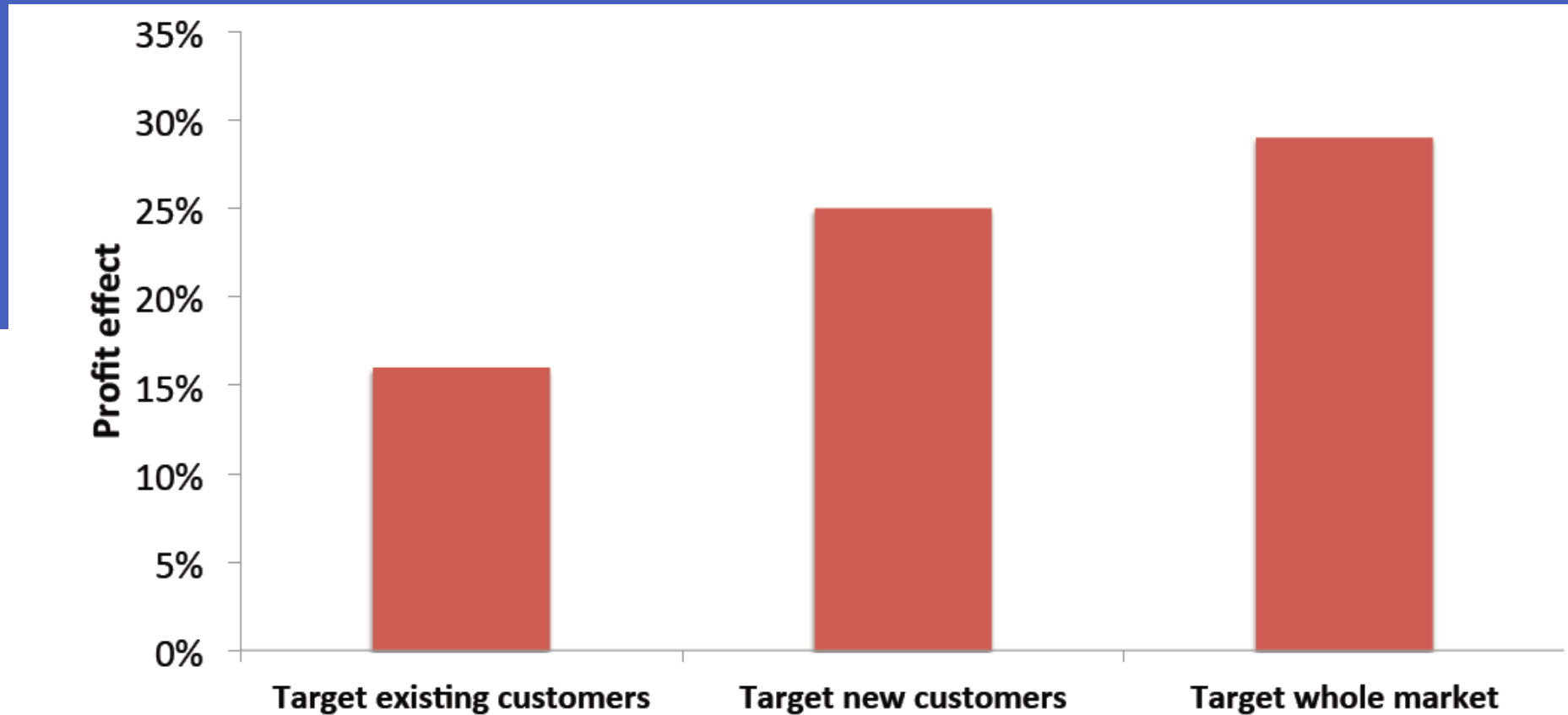
Short-termism ruins effectiveness



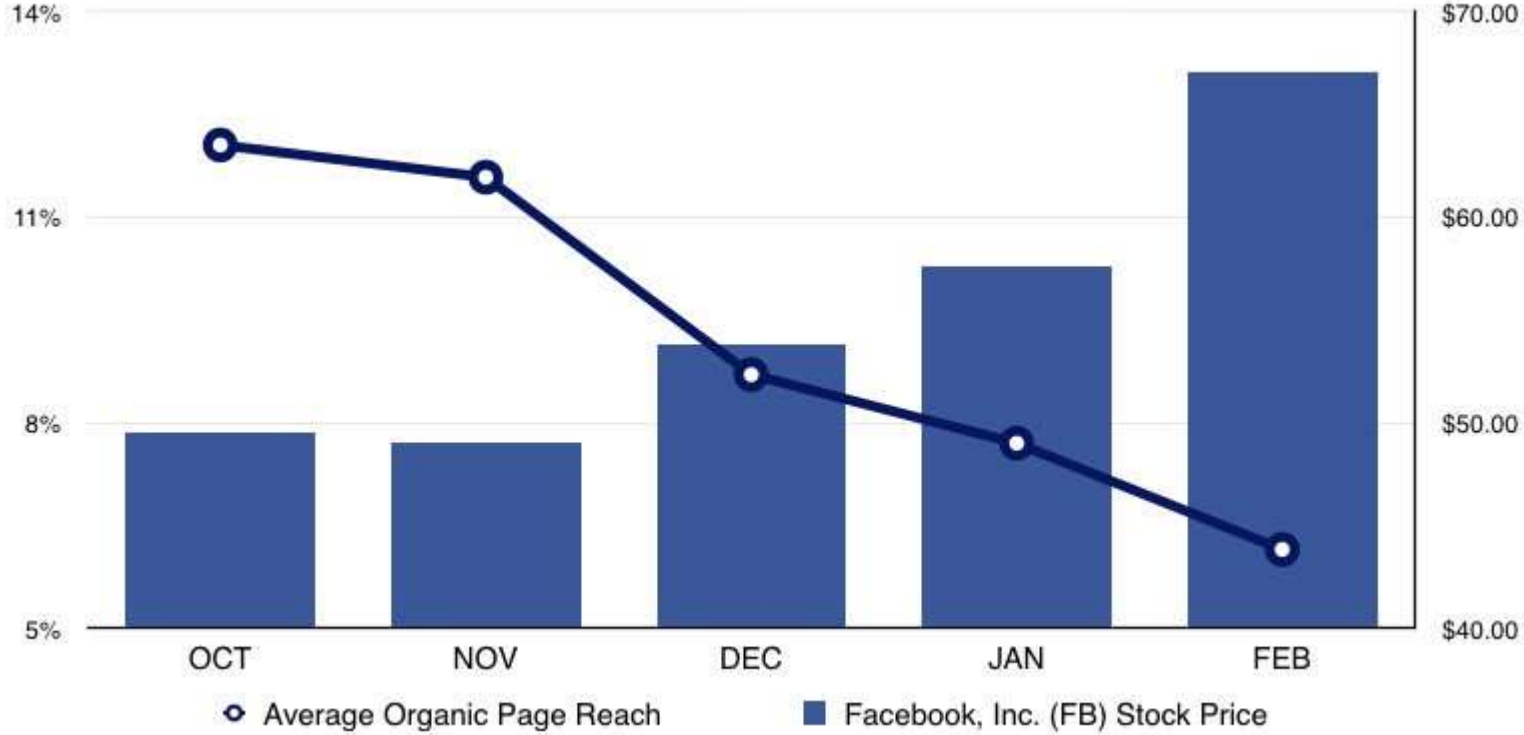
Brand building drives growth



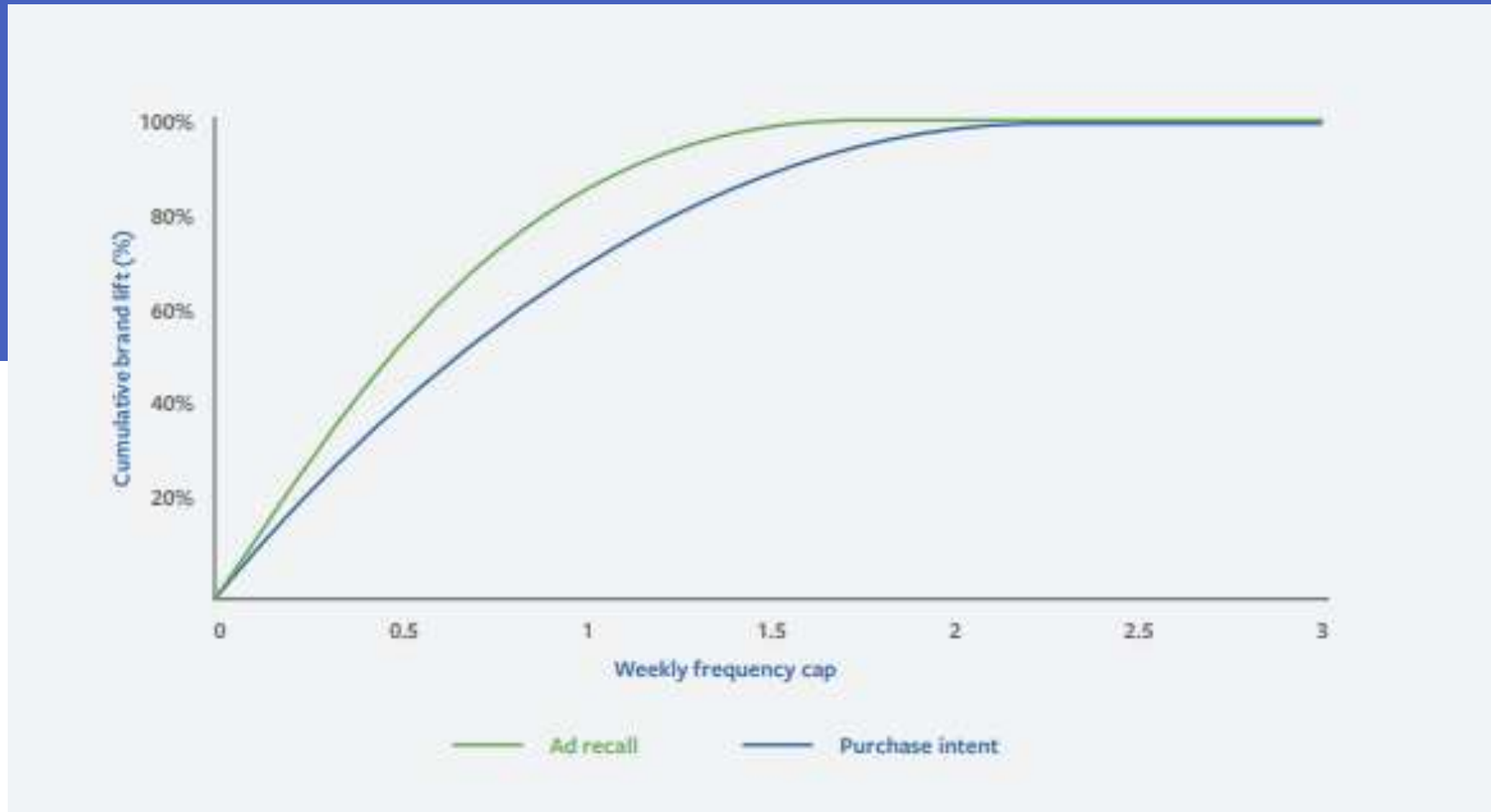
Broad targeting means bigger profits



Social platforms are 'pay to play'



Optimising your weekly frequency



Optimising your weekly frequency



Established products;
Available all year round



Limited day scheduling but a
well known product



New product;
Limited availability
Short campaign duration

Lower frequency

Base Frequency
Weekly cap of $\geq 1-2$

Higher frequency

03

Measurement

Not a linear relationship



Exposure Time



Attention



Impact

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**Brands must stop linking duration
with effectiveness.**

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Engagements often reflect the audience, not your ad

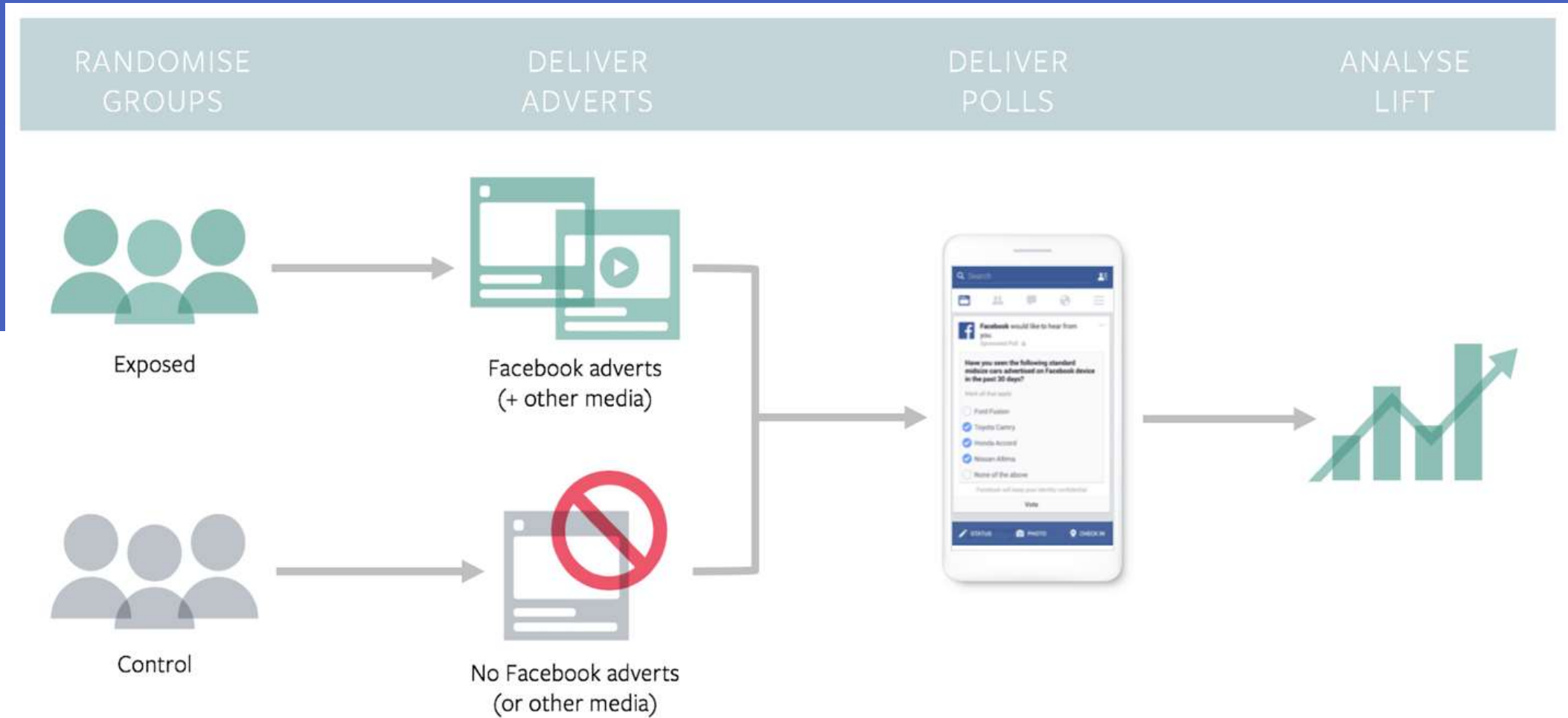
	AGE BLOCK	ENGAGEMENT RATE	ESTIMATED AD RECALL LIFT	
Target {	21 – 24	3%	11.5%	} Top Performers
	25 – 34	3%	10.75%	
	35 – 44	6%	10.75%	
	45 – 54	10%	11.2%	
	55 – 64	18%	9.8%	
	65+	22%	11.25%	

//

**Likes, Comments, Shares aren't a
reliable proxy for success.**

//

Report on metrics that match business goals



Think beyond media



04

Questions

**Are you building ads for
the speed of feed?**

**Is your media giving your creative
the best chance of success?**

Are you measuring what truly matters to your business?

THANK YOU

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