

5 industry leaders share strategies for earning consumer attention

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Today, people can access a near-infinite amount of content anywhere, and anytime, across almost every screen. While reaching people is easy, keeping their attention is harder than ever and requires a different approach to video marketing— for both creative and media plans.

Here, five industry innovators share how they're planning to earn consumer attention in this new world of watching. Together, they address the questions they'll be asking themselves as they map out video marketing strategies for their brands in the upcoming year.



Helen Lin
President of Digital Investment
Publicis Media



Gail Horwood
SVP, Integrated Marketing
Kellogg Company



Kim Snow
Creative Director
Google Zoo



Heather Warnke
Director of Marketing
John Frieda



Kate Sirkin
EVP, Analytics and Insights
Publicis Media

The Agency Investment Executive

“Digital can no longer be a one-size-fits-all, repurposed afterthought.

Nowhere do consumers expect relevancy more than in digital. The brands that are winning are thinking about all the iterations of creative they need to deliver personal and relevant messages.”

–Helen Lin, President of Digital Investment, Publicis Media

The Brand Leader

“To grab users’ attention, you really have to tailor your creative to each platform. You can’t be focused on one piece of creative for one platform, and not think about how to make it most effective across the ecosystem.

One way we do that is by giving our creatives access to real-time data to optimize performance in flight—not after.”

–Gail Horwood, SVP Integrated Marketing, Kellogg Company

The Creative Director

“When it comes to capturing and holding attention, there isn't one ad format to rule them all. On YouTube, for example, it's not just that a bumper ad allows for different storytelling than a skippable unit or a forced 15-second ad, but that **one story can be told across ad units through sequencing and targeting**. This approach allows each ad format to work to its abilities without having to cram the whole world into one place.”

– Kim Snow, Creative Director, Google

The Marketing Director

"To capture attention, we avoid creating all the content for a campaign at once. As marketers, we spend a lot of time in conference rooms. We'd rather understand the feedback from the audience bit by bit. In that way, **we take consumer response and create content off of it that's personal and relevant.**"

–Heather Warnke, Director of Marketing, John Frieda

The Agency Insights Expert

"Our research shows that consumers are getting impatient and are shifting their attention from one source to another at a faster pace than ever before. For brands, it means the bar continues to raise. **Research shows being useful and relevant is the only way to get consumers to tune-in. Brands should also prioritize platforms that have content people are actually looking for** versus just finding in a feed, as lean in platforms grab higher attention."

–Kate Sirkin, EVP, Analytics and Insights, Publicis Media

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