

A Glimpse of Look out.

A summary of
Look out by Orlando Wood



Look out.

The eye that stares. Unblinking.
Makes for rather uncomfortable
viewing, doesn't it?

We see a lot of it in advertising these
days. But why?

And why doesn't advertising seem to
make us laugh anymore?

In this stimulating book, Orlando
Wood, author of the much-lauded
Lemon, argues that it is because, as a

culture, we are turning inwards.

And the danger, when we turn
inwards, is that we end up turning on
each other.

So, to advertisers, those words
'Look out' should serve as a warning.

Because people feel alienated by
creative work that looks inwards.

What, then, is the secret of
capturing our audience's attention?

How can we create spectacle that
lifts the eyes, opens the minds and
warms the hearts of those we wish
to persuade?

Well for that, Orlando argues, it
all starts not by looking within, but by
looking out.

It's just one of the surprising
conclusions that can be found in
this eye-opening book.



A glimpse of Look out.

Look out is the landmark new book from Orlando Wood, author of **Lemon**.

Its title is both a warning and an entreaty.

Look out, the book warns. Our digital age has narrowed our attention such that we are now looking inwards. Advertising, and culture, is sleepwalking into a state of detachment; it is losing its vitality and adversarial shock tactics are increasingly becoming the norm. But turning inwards is not good for society or for business.

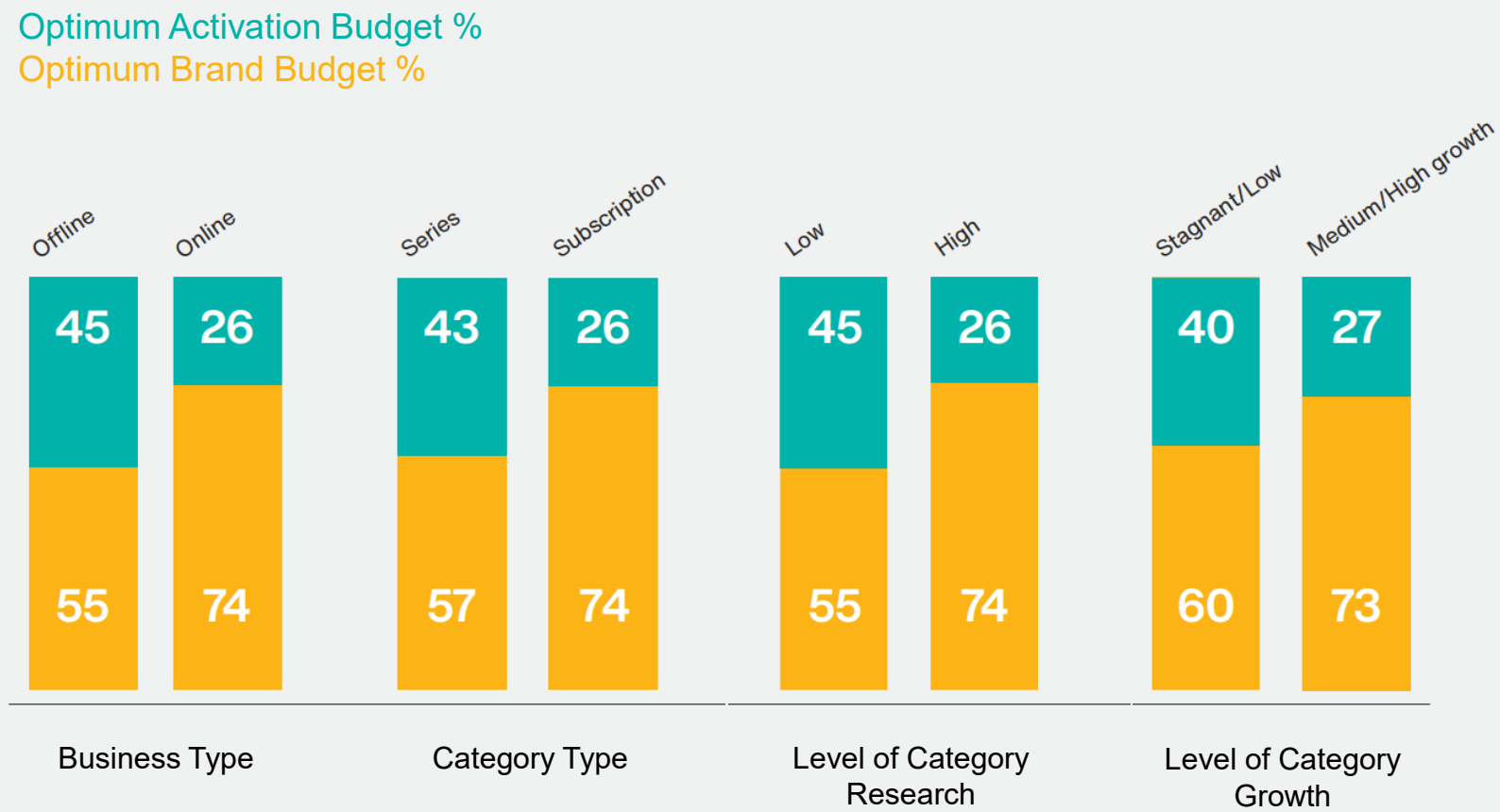
The solution? **Look out**. We need to shift our attentional plane: look up and outward at the lives and people around us, with a return to advertising that entertains, connects, and so builds lasting positive feeling, that establishes and maintains great brands.



Brand vs activation split

In a digitally disrupted world, brands lose their physical availability. This means they lose their mental availability too. So, if you are an online or subscription business, the principal role of advertising becomes one of establishing and maintaining mental availability.

This means advertising of a particular kind – brand building advertising. The problem is that confidence in and experience of making this kind of advertising is being lost today.

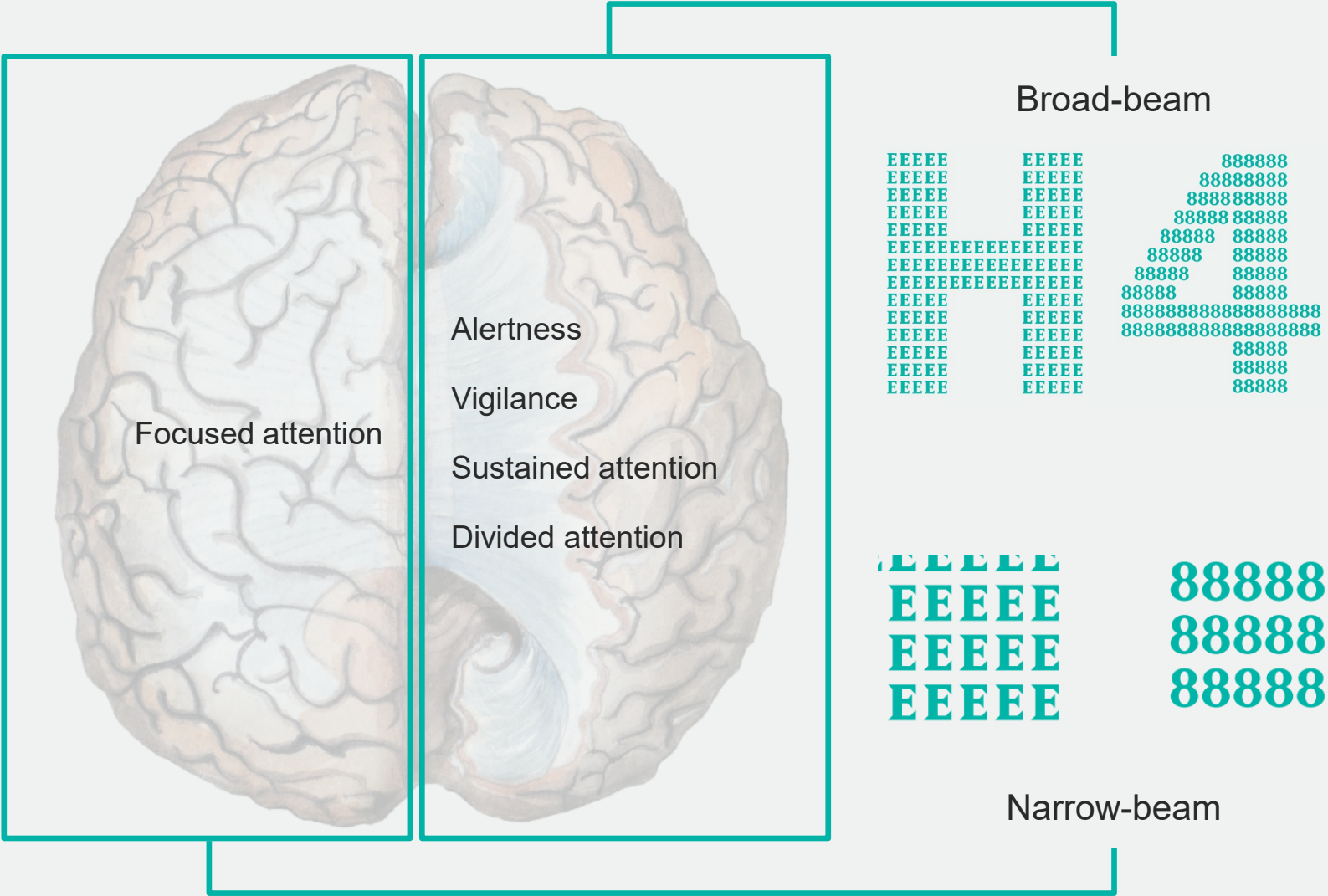


The split brain

In **Look out**, Orlando seeks to find an answer by examining the different modes of attention associated with the left- and right-brain.

The right-brain presents the world to us, using “broad-beam” attention. It is alert to its surroundings and what is ‘out there’.

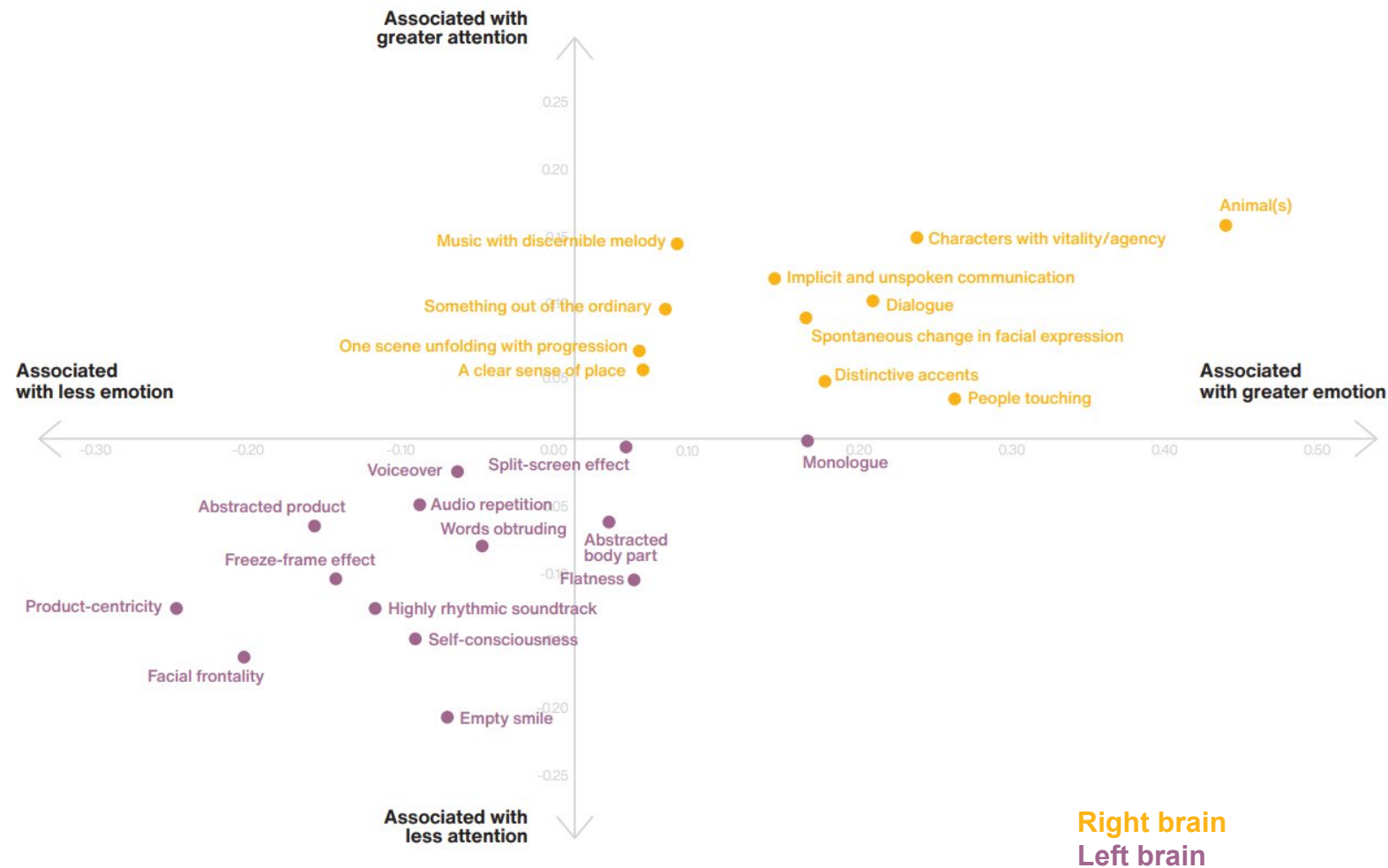
It passes anything of interest to the left brain, to bring “narrow-beam” or focused attention to bear on the object. Broad-beam attention comes first – we always see the wood before we see the trees.



Broad-beam attention

Understanding broad-beam attention is essential for creating brand-building advertising.

Look out shows that advertising features associated with the right-brain (in yellow) are the most effective at capturing an audience's attention and eliciting an emotional response.



Business effects

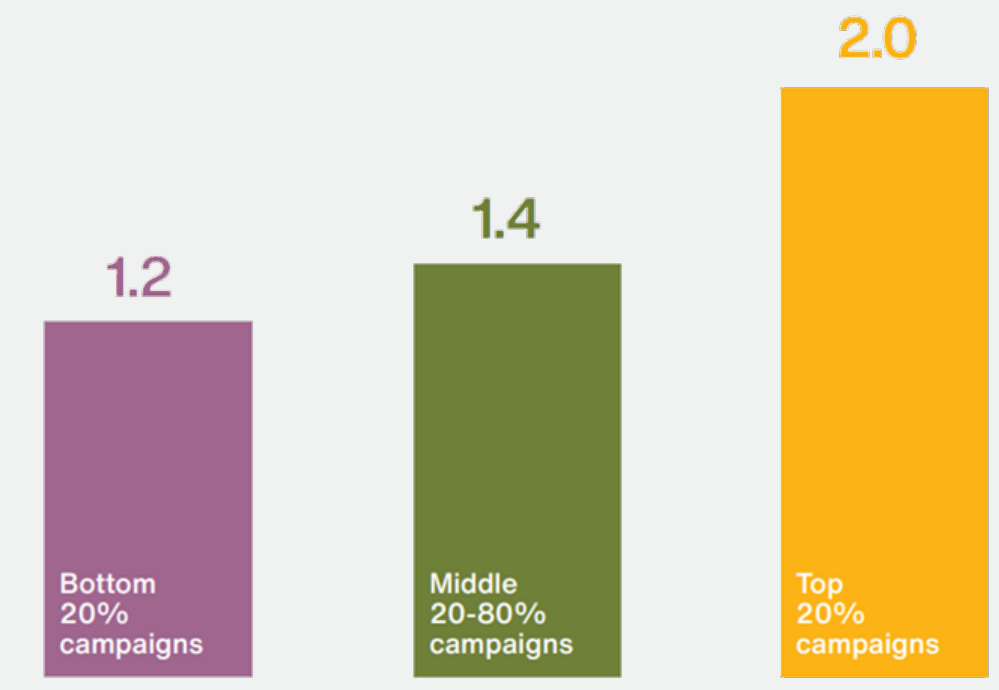
This matters because ads with features that appeal to the right-brain are much more likely to establish mental availability, brand trust and lasting business effects. **Look out** uses the IPA Databank to show that ads with right-brained features are far more likely to create major business impact.

How do you capture broad-beam attention? By making ads with an appreciation of human uniqueness, movement and connection, with character, incident and place, with an appreciation of humour, music, and warmth and vividness of colour.

Remember Levi’s highly successful classic “Launderette” ad? Watch it again and note how the characters relate to each other in the space. You’ll see that the ad has many of these hallmarks.

Broad-reach advertising that captures broad-beam attention and elicits an emotional response is how you build a brand.

Average number of very large business effects

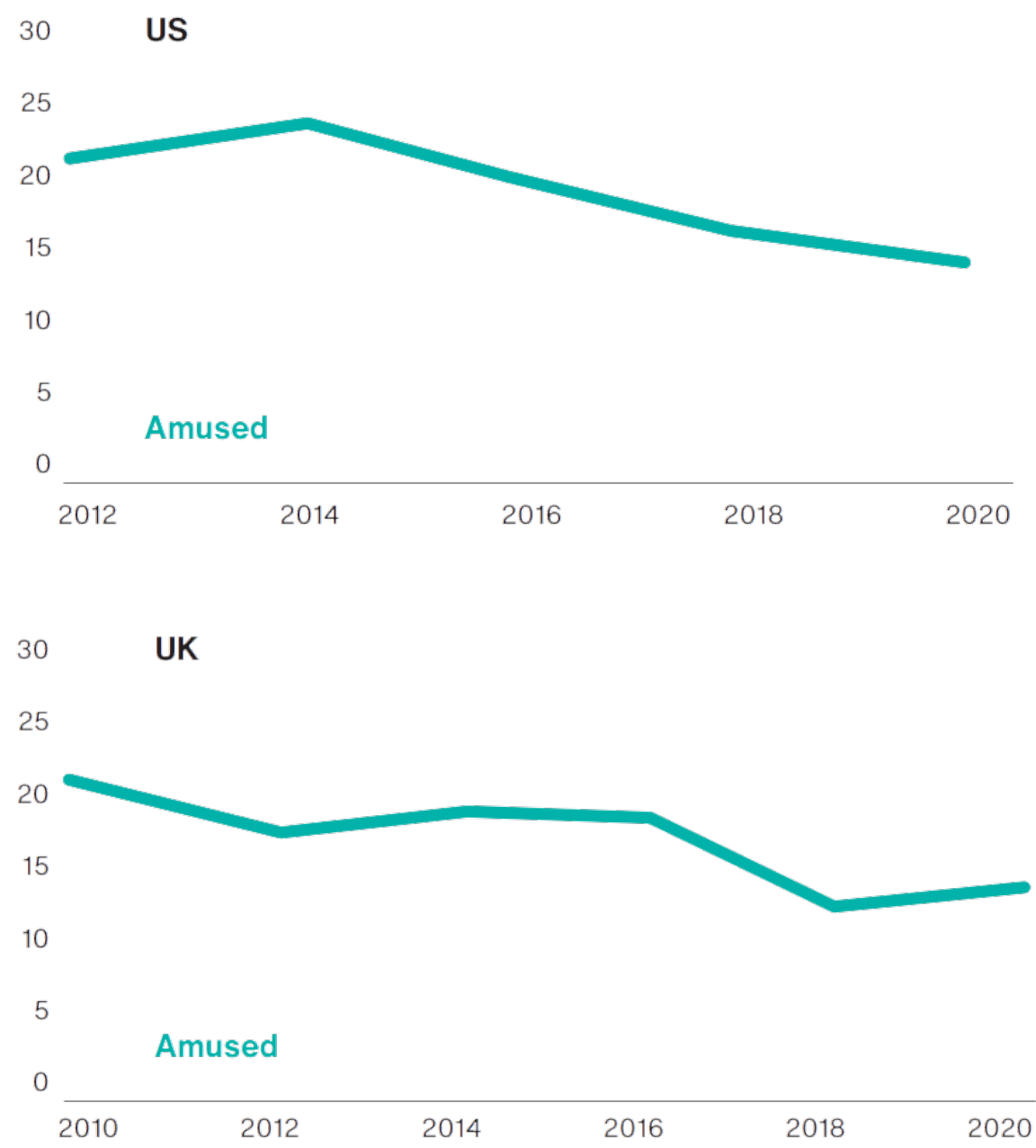


Video campaigns ordered on skew towards number of right brain features

Loss of humour

Look out sounds the alarm – many ads today are failing to capture broad-beam attention.

Much advertising today assumes an inherent interest in the brand or product and is designed for narrow-beam attention, which can push audiences away. Advertising is becoming increasingly left-brained, and on the **System1 Test Your Ad** platform we can see a steady fall in people saying they're “amused” by an ad.



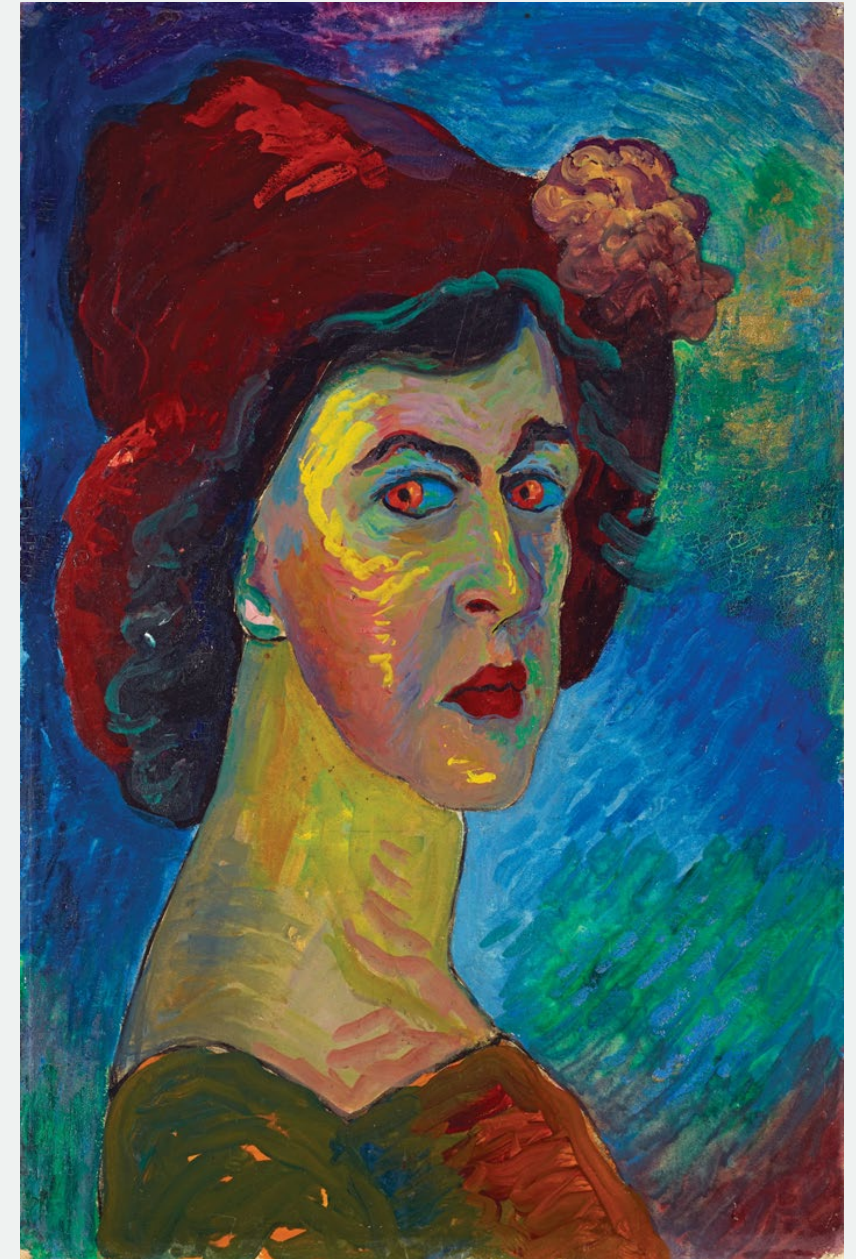
The loss of humour in advertising in the US and UK (approximately 2,200 ads). Years shown are aggregates of the year in question plus the previous year. 2009/2010 not shown for US on account of lo base. Graphs show the proportion of the sample feeling amused by the ad tested.

The stare

There something else too: ads are reflecting the detachment and hostility in culture today brought about by the impact of technology on our lives. And it's happened before. Look out draws on art history and social science to explain the effects that technological leaps have on culture and the human psyche.

This can be seen in the notable rise of facial frontality in advertising – the 'stare', which suggests a broader sense of detachment in culture, a loss of vitality and the emergence of an adversarial stance.

Look out is full of concrete advice on how to make more effective ads. But it also has a bigger aim: advertising with wit and charm, with human vitality, advertising that entertains, might just play a role in ensuring that people stay connected with culture, and therefore help us to avoid the worst effects of that change.



Self-portrait | Marianne von Werefkin, 1908

Accolades

Since its launch in October, **Look out** has drawn praise from across the industry.

Peter Field called it “the playbook for recovering the effectiveness advertising has lost”.

Rory Sutherland called it “ground-breaking”.

Look out is published by the IPA and available from their website and from Amazon.



System1 Test Your Ad

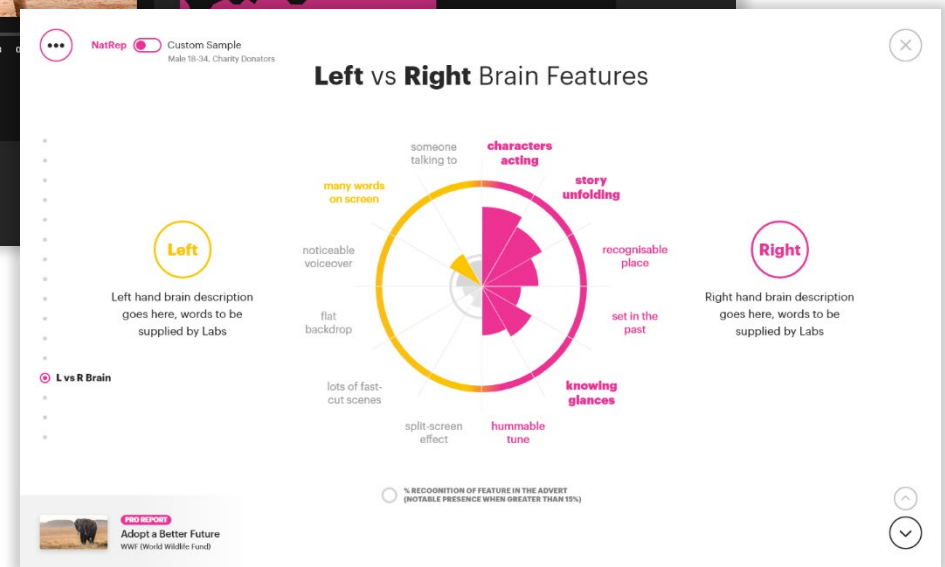
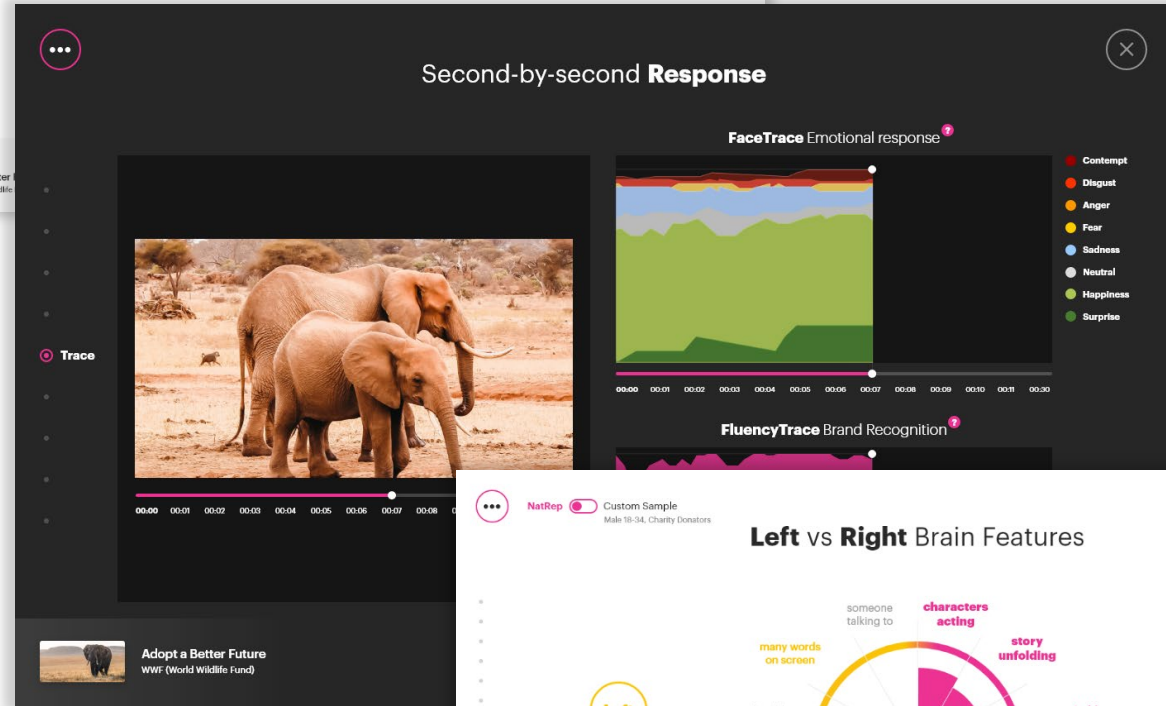
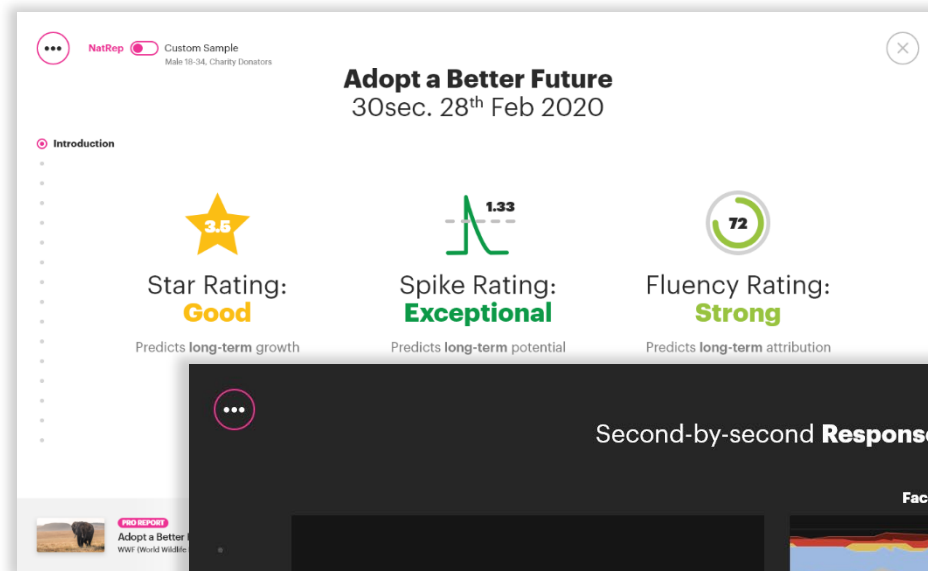
Orlando is the Chief Innovation Officer at System1, and helped develop their **Test Your Ad** platform, with audience response data on over 53,000 ads, all accessible through the platform to make creative decision-making easier, quicker and more accurate.

Test Your Ad also gives you a unique analysis of the left and right brain features in each advert, turning the topics outlined in **Look out** and **Lemon** into actionable insights to help your ads grab attention.

Test Your Ad predicts brand building and sales activation potential for ads, and is designed to help any marketer make the kind of great, human, effective work Orlando calls for in **Look out**.

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System1





Look out.