

THE EYE-WATERING COST OF DULL MEDIA

DR. KAREN NELSON-FIELD & PETER FIELD

eatbigfish.



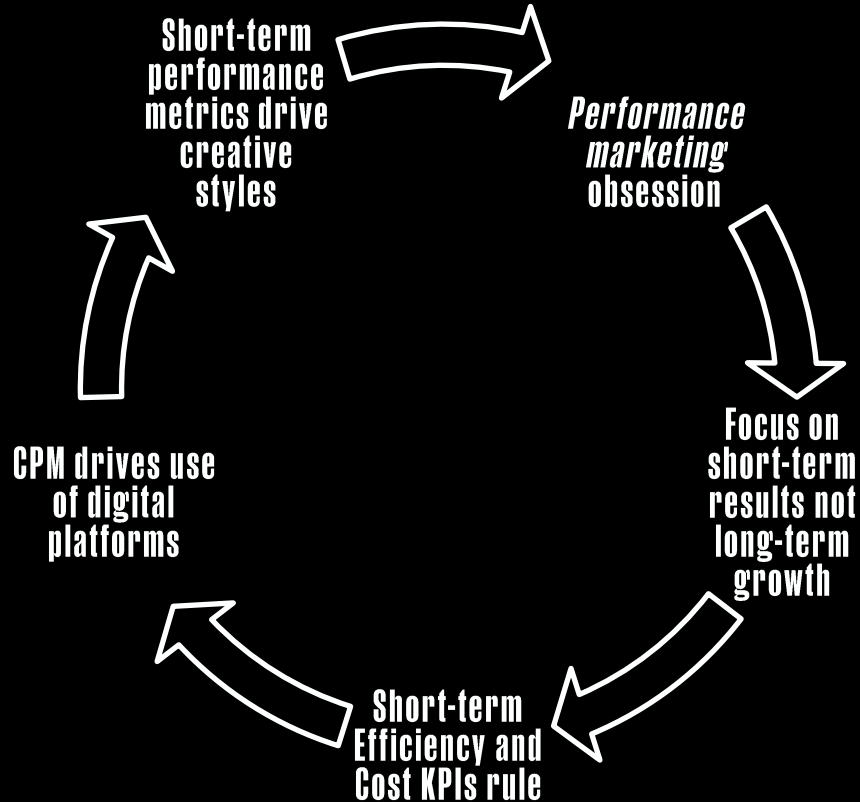
Amplified

**DULL: NOT GOOD AT
ATTRACTING ATTENTION TO
OUR BRAND**

THE EXTRAORDINARY COST OF DULL

- Started with objective of putting a cost to dull content.
- But realised that dull media is a bigger problem.
- And is driving dull content

DULL SPREADS FROM MEDIA TO CREATIVE CHOICES



DULL TV ADVERTISING NOW DOMINATES

Total Advertising

	USA	UK
● Contempt	5%	6%
● Disgust	2%	1%
● Anger	1%	1%
● Fear	1%	1%
● Sadness	1%	2%
● Neutral	47%	52%
● Happiness	31%	27%
● Surprise	12%	10%



USA



UK



USA

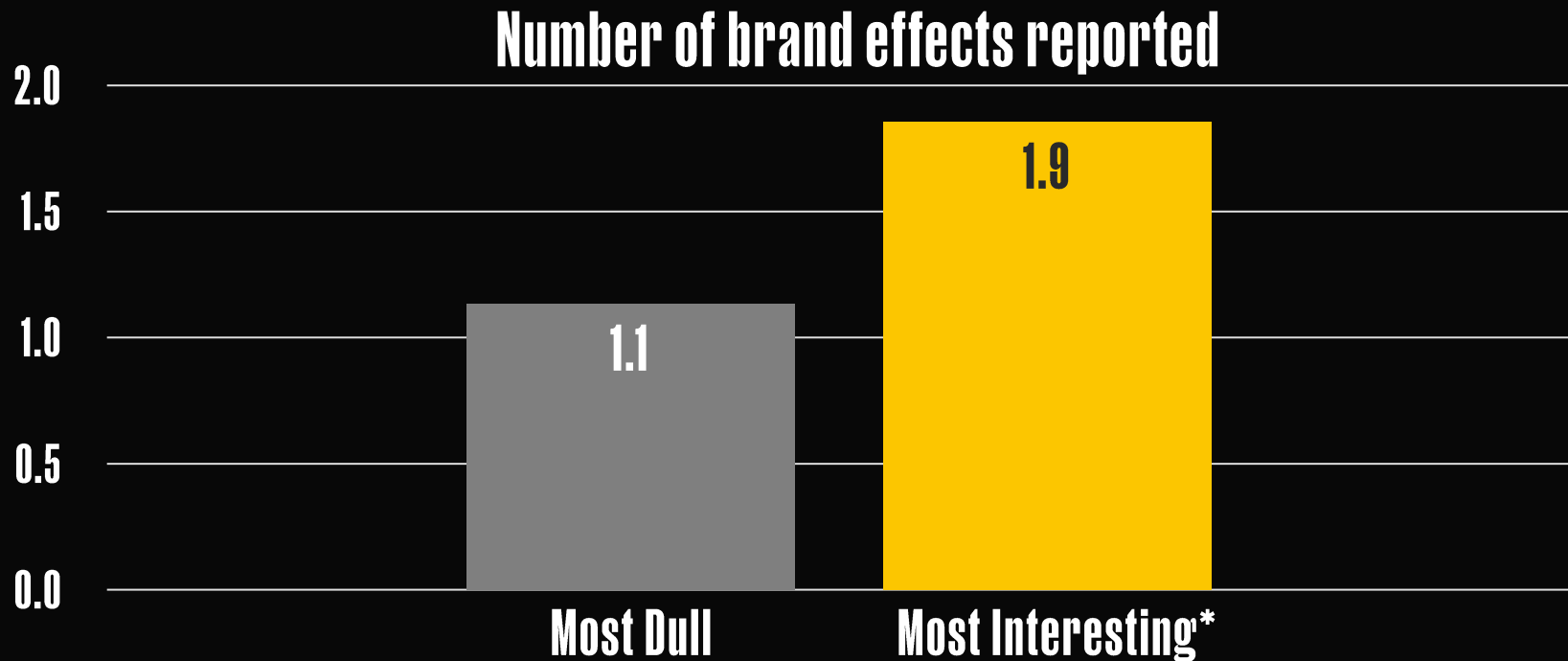


UK

B2B Advertising

	USA	UK
● Contempt	5%	5%
● Disgust	1%	1%
● Anger	1%	1%
● Fear	1%	1%
● Sadness	1%	1%
● Neutral	54%	60%
● Happiness	26%	20%
● Surprise	11%	11%

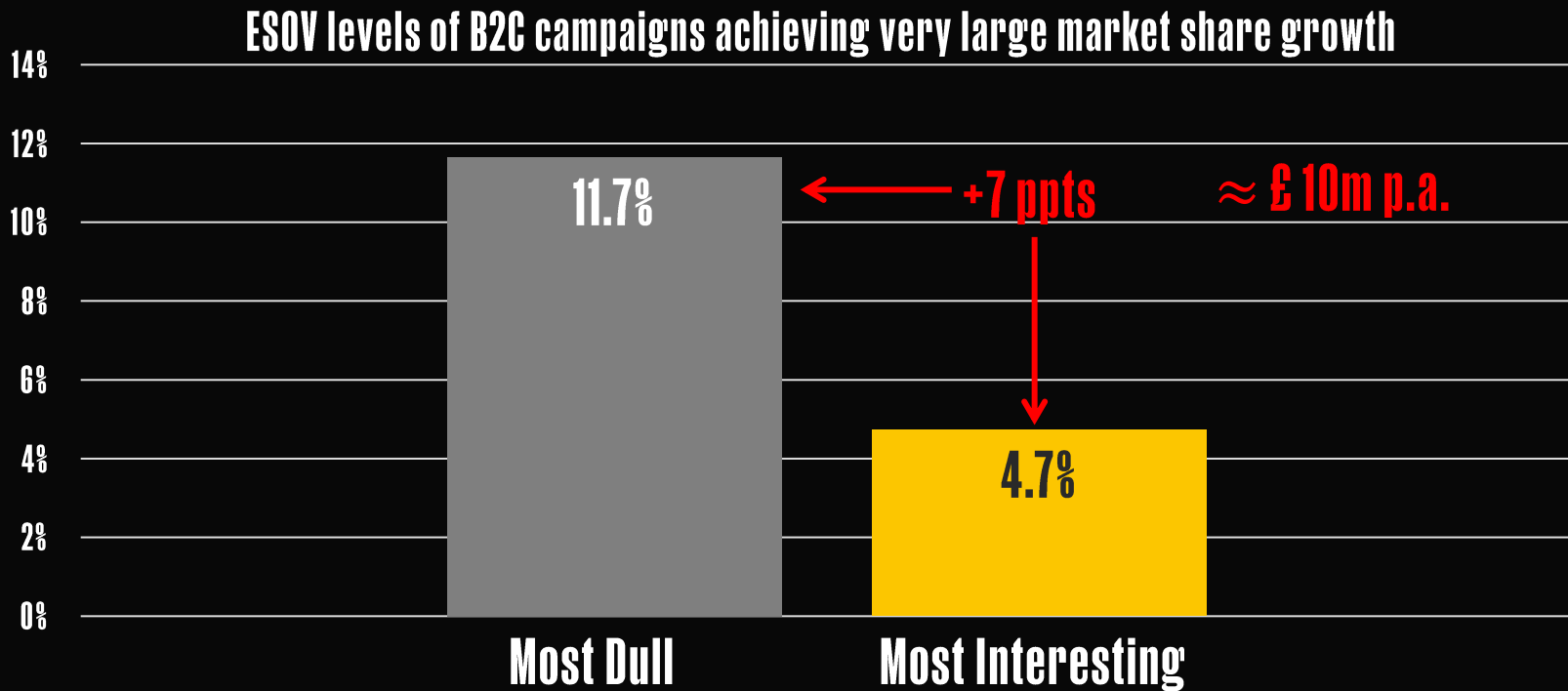
DULL CREATIVE IS A LOUSY WAY TO BUILD BRANDS



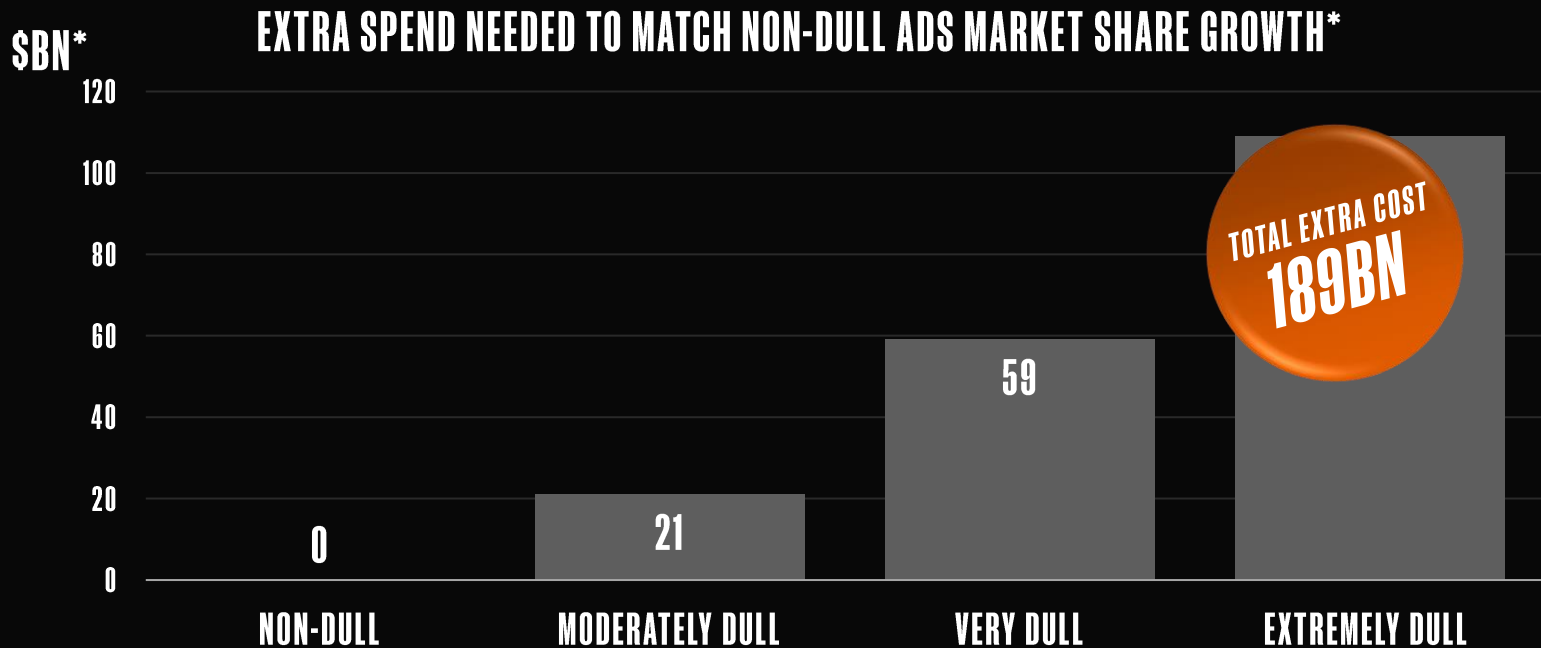
*These are emotional ads that successfully inspire people to share or talk about them

eatbigfish. | Amplified

MEASURING THE COST OF DULL **UK CREATIVE**



THE COST OF DULL TV CREATIVE TO US BRANDS



**Estimated extra annual spend over current levels needed to match forecast growth potential if non-dull*

WHY DULL MEDIA IS UNDERMINING EFFECTIVENESS

Video impressions are not all equal.

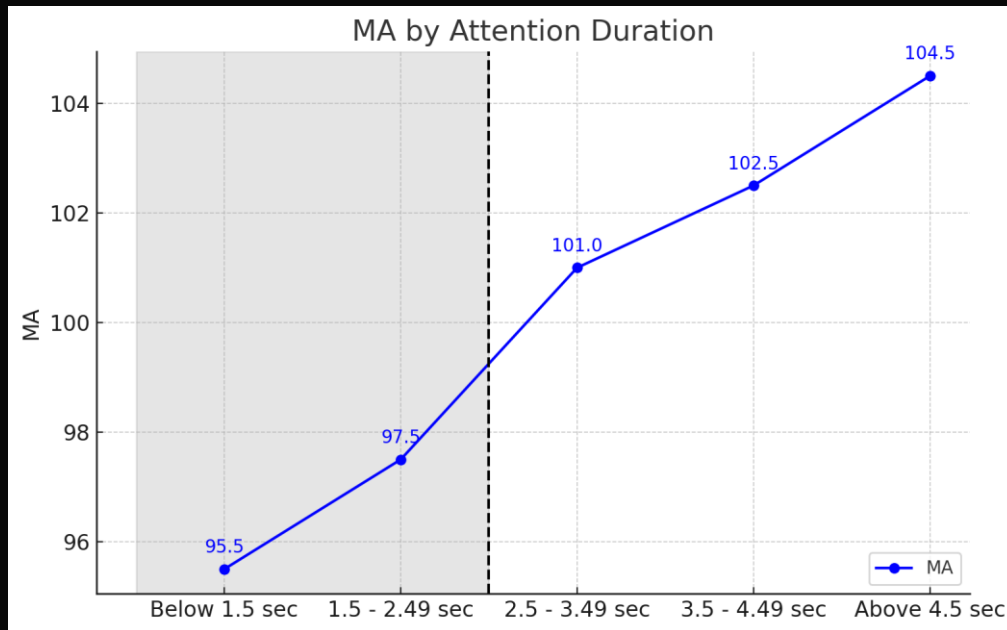
Buying lowest cost per impression favours dull media

A Dull media plan can undermine the value of creativity.

MENTAL AVAILABILITY STARTS TO KICK IN AROUND 2.5 SECS

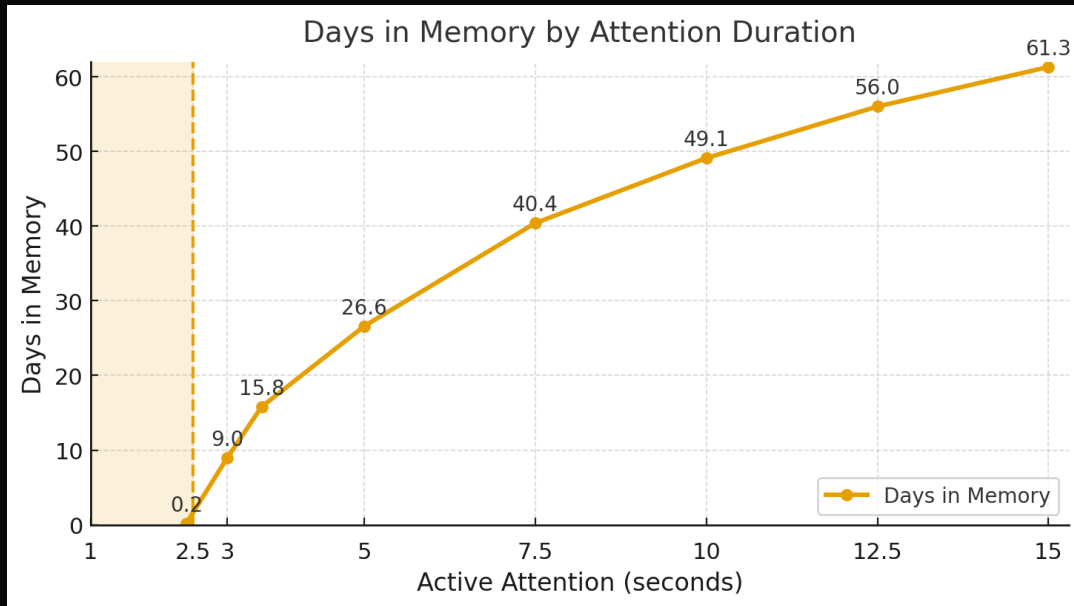
Consistent over many studies,
MA moves more with attentive
time.

Without attentive time, brands
risk misattribution.



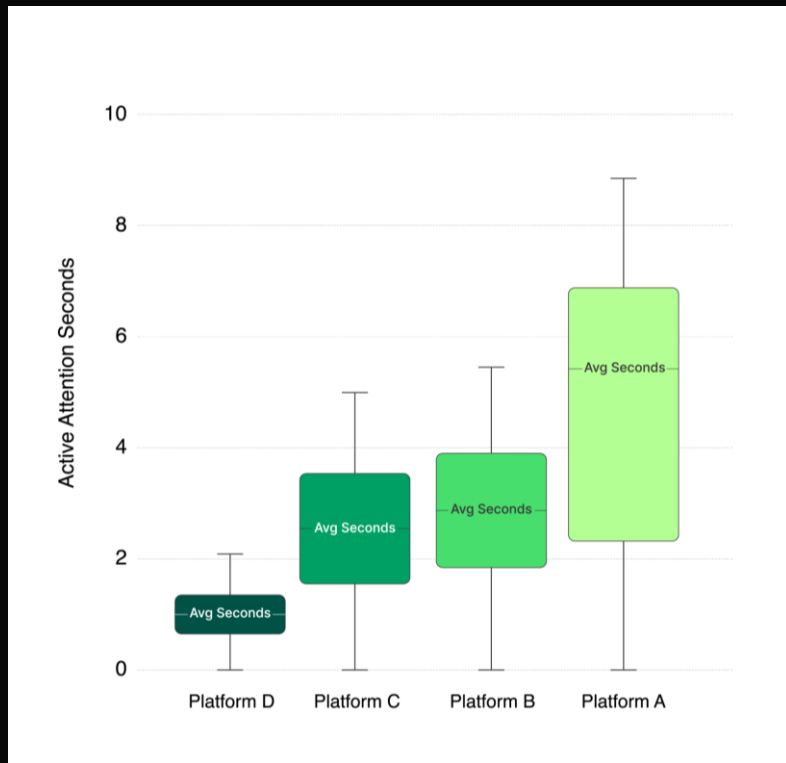
AD MEMORY STARTS TO KICK IN AROUND 2.5 SECONDS

Consistent over many studies,
active attention and days ad is
remembered are related.



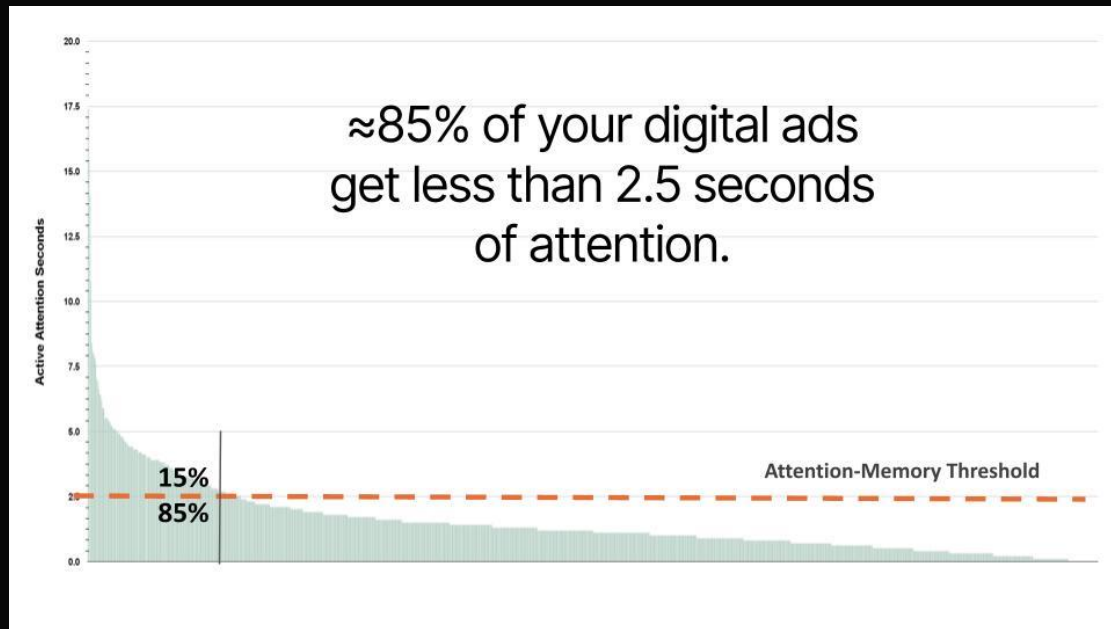
EACH FORMAT HAS ITS OWN ATTENTION ELASTICITY

So no matter how brilliant the creative, the platform's design (scroll speed, skip rates, etc) sets a ceiling on how much attention an ad can earn.

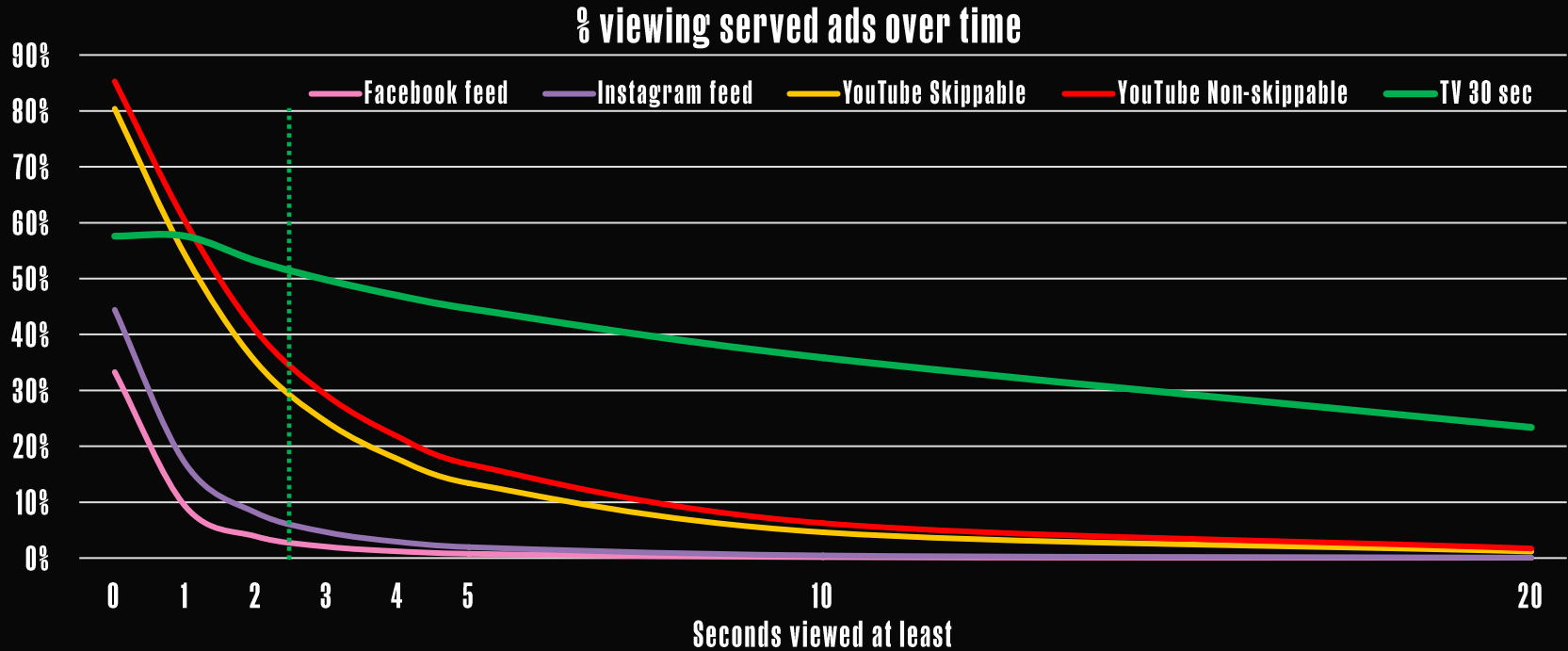


THE DIGITAL MENTAL AVAILABILITY CHALLENGE

When ads don't meet the 'attention-memory' threshold, it's hard for MA to grow.



DULL vs NON-DULL VIDEO MEDIA VIEWING CURVES



Sources: Attention data from TVision (TV), Lumen (Digital) latest 2024 data

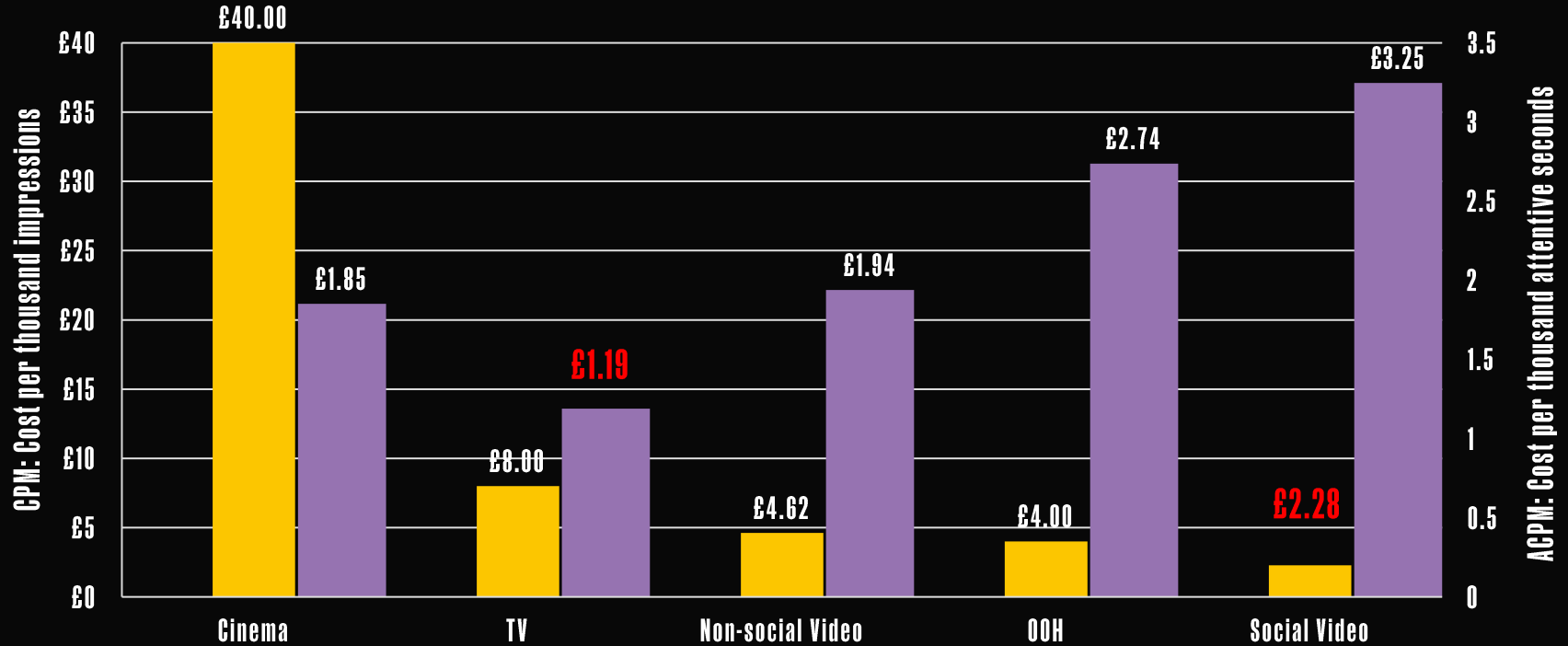
LUMEN

TVISION
INSIGHTS

eatbigfish.

Amplified

CPM FAVOURS DULL; COST PER ATTENTIVE SECOND FAVOURS NON-DULL



Source: 'Maximising Profit Through Attention', Ebiquity & Lumen, 2024

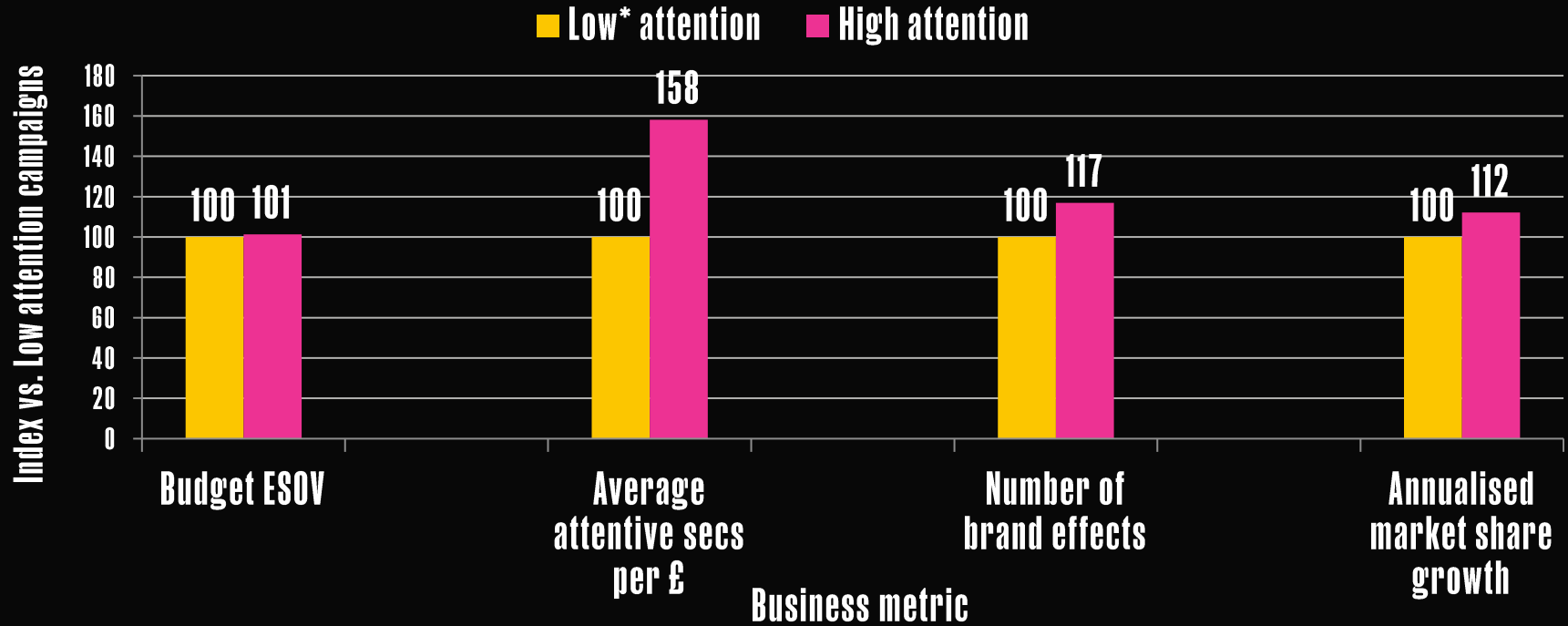
LUMEN

ebiquity

eatbigfish.

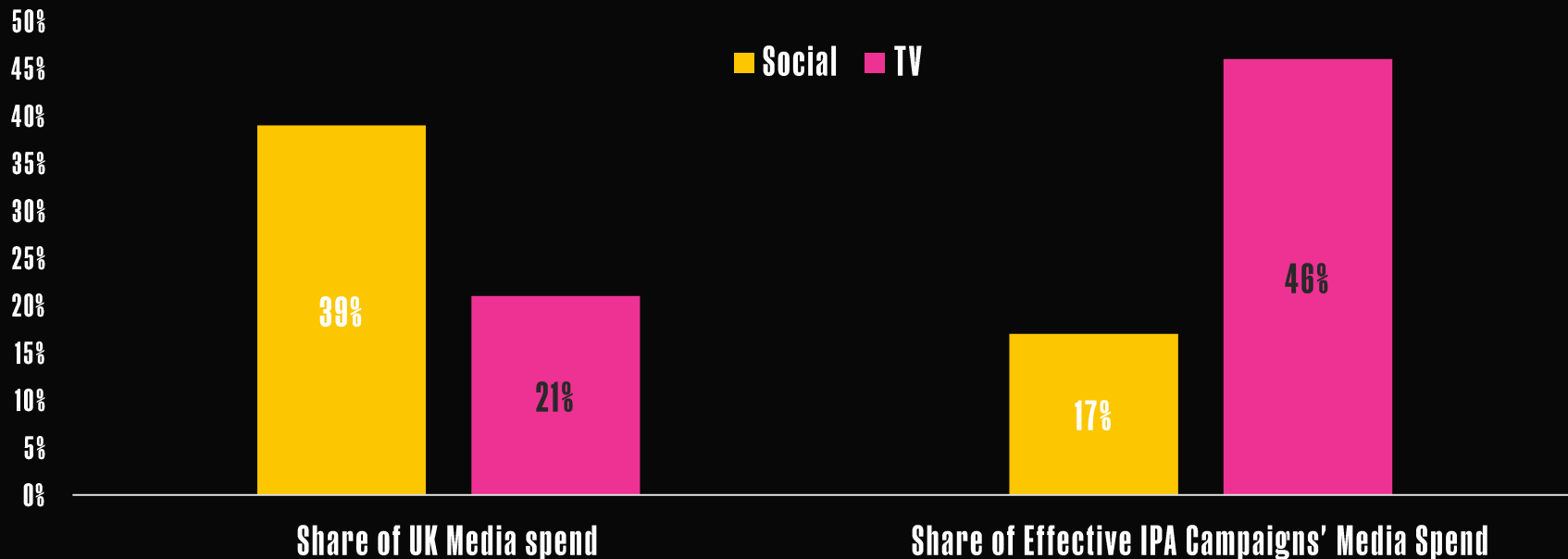
Amplified

ATTENTION MATTERS TO EFFECTIVENESS



THE INSANITY OF MEDIA BUYING

Most UK Brand Owners are ignoring what works



DULL – THE PROBLEM GROWS

**“You don’t need any creative,
you don’t need any targeting
demographic, you don’t need
any measurement, except to
read the results that we spit
out.”**

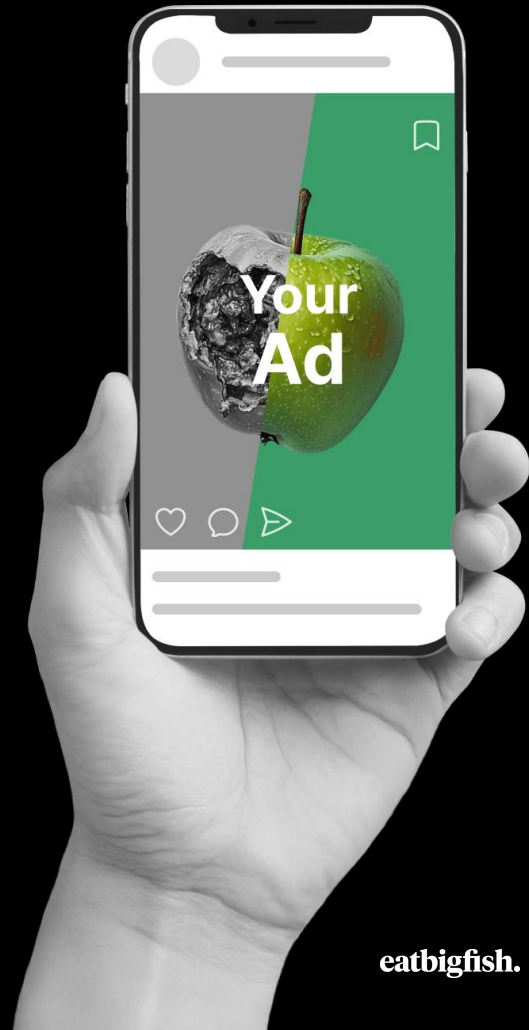
MARK ZUCKERBERG

Stratechery podcast, 1.5.25

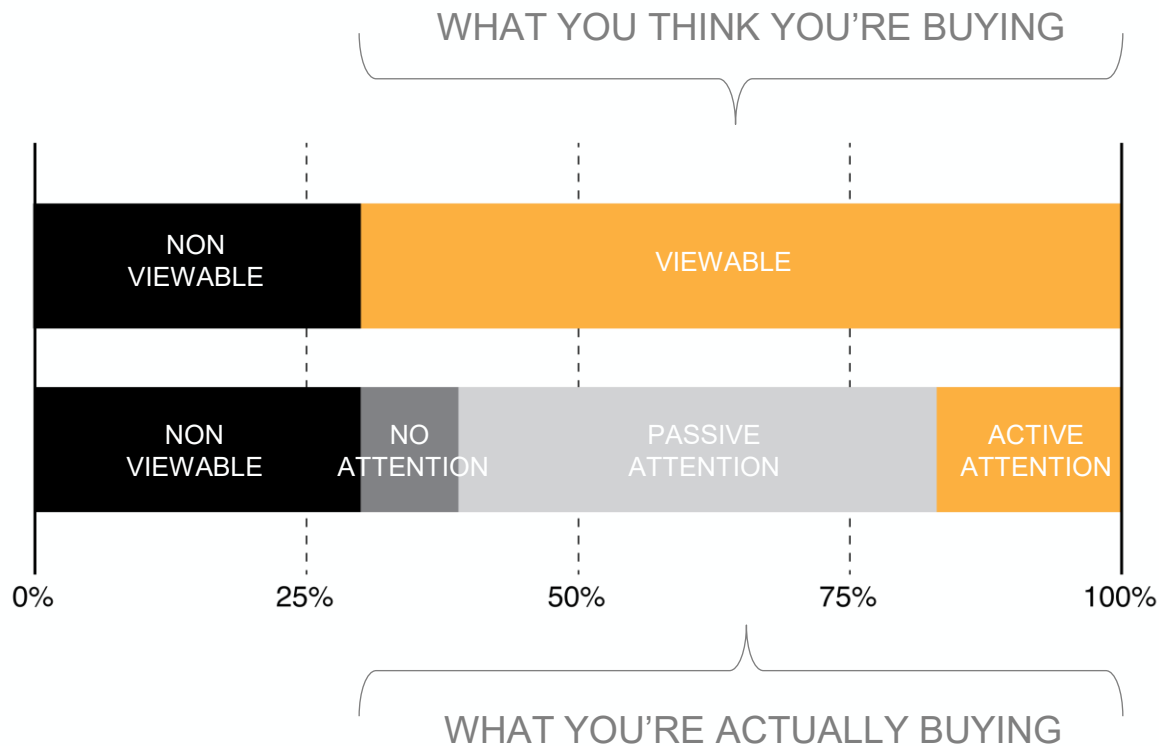


PUTTING A COST TO DULL MEDIA

MEDIA CAN BE DULL



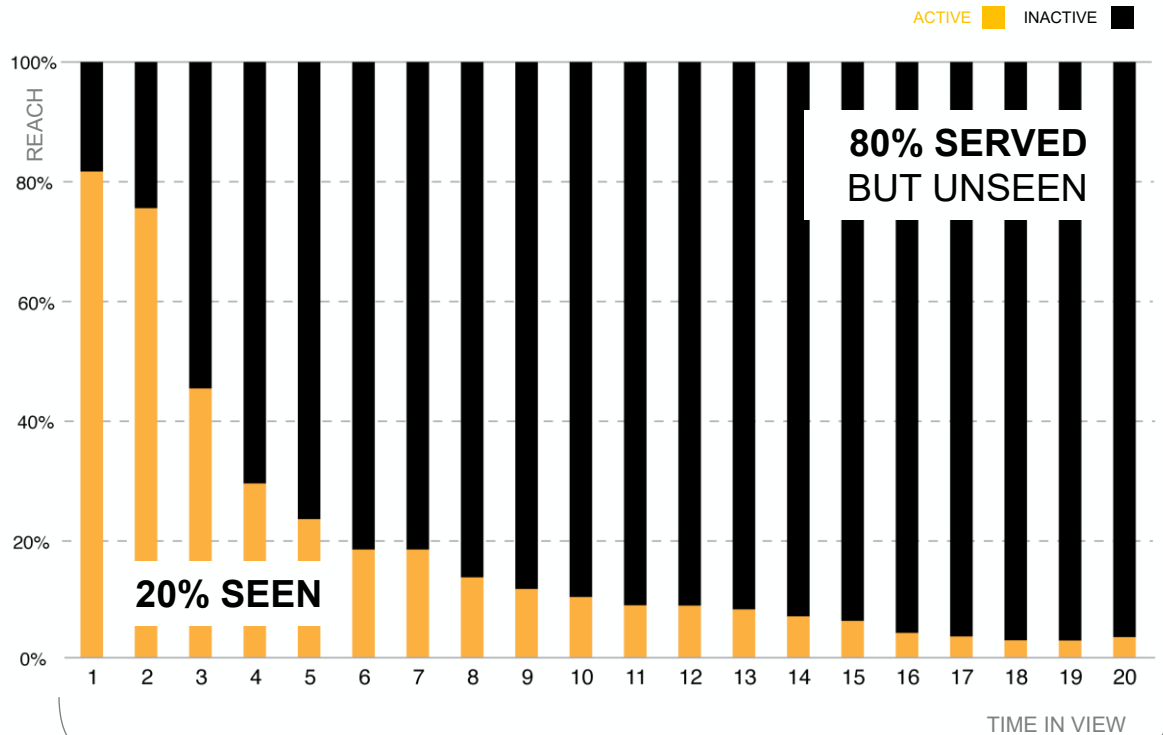
MEDIA WASTE IS HIDING IN PLAIN SIGHT



DEFINING DULL : WHAT WE LOOKED AT

Attention Time <i>Active, Passive and non-attention seconds</i>	115k views <i>Real-time biometric ad views</i>	190 Campaigns
164 Unique Brands	60 ad formats <i>Across CTV, linear TV, social, gaming, and web.</i>	12 Countries
Device Data	CPM	Outcomes

ATTENTION VOLUME REVEALS THE GAP BETWEEN SEEN AND SERVED



Because in view isn't the same as being seen

**ATTENTION VOLUME IS MORE
THAN A VIEWABILITY UPGRADE
IT'S AN ROI PREDICTOR**

ATTENTION VOLUME

59%

13.5 sec



NON DULL

Where attention delivers

46%

6.4 sec



MODERATELY DULL

Where attention starts to slide

36%

2.8 sec



VERY DULL

Where attention weakens further

6%

1 sec



EXTREMELY DULL

Where ads go largely unseen

FOUR LEVELS OF DULL

METRICS THAT FELL OFF A CLIFF **THE EARLY SIGNS**

—37%

Brand Conversion

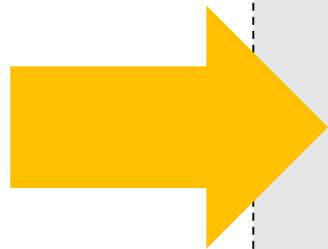
—77%

Brand Conversion
per \$

—14%

Long Term ROI

**AND THIS IS WHY
WASTAGE RISES.
ATTENTION
DISAPPEARS.**



+130%
Wastage
% Served not Seen

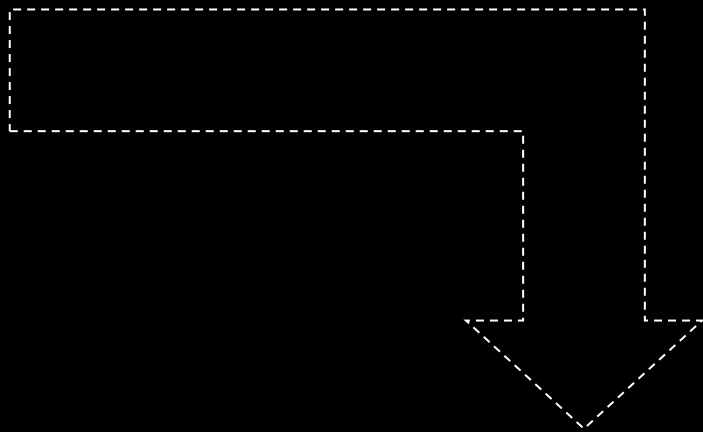
—88%

% Reached ≥ 2.5 Sec:

*Only 9% of ad views on extremely
dull media cross the 2.5 sec
Attention Memory Threshold*

**BRAND BUILDING
IS ALMOST
IMPOSSIBLE IN
DULL MEDIA**

**CHALLENGERS
ARE THE MOST
CHALLENGED**



**6x DROP IN
PERFORMANCE**



**MAYBE IT'S TIME TO
CHANGE VIEWABILITY
TO SEENABILITY**

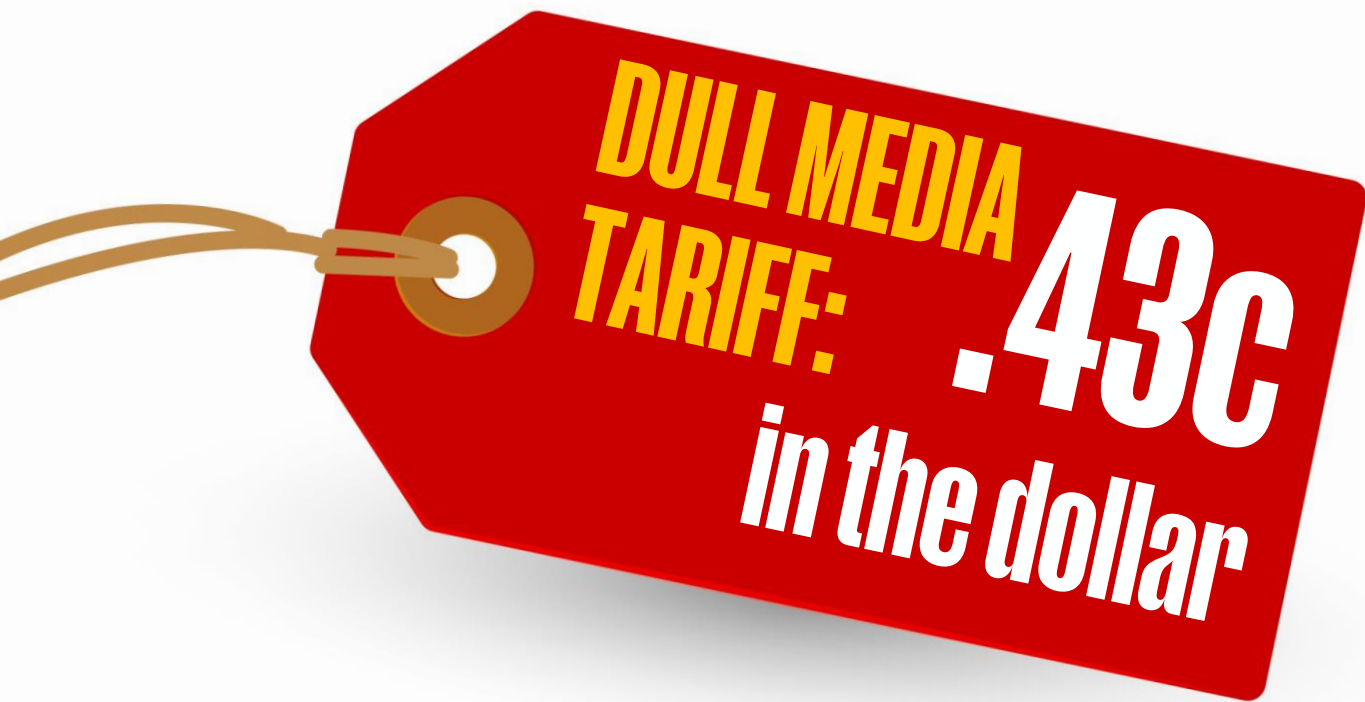
**SO, WHAT IS DULL MEDIA
REALLY COSTING US?**

THE COST OF DULL MEDIA

\$198 BILLION

≈ Equivalent to Hungary's Entire Economic
Output

THE COST OF IGNORING ATTENTION



Advertisers are losing an average of 43¢ on every \$1 spent in dull media environments.

IMPACT:

MEDIA = 70%

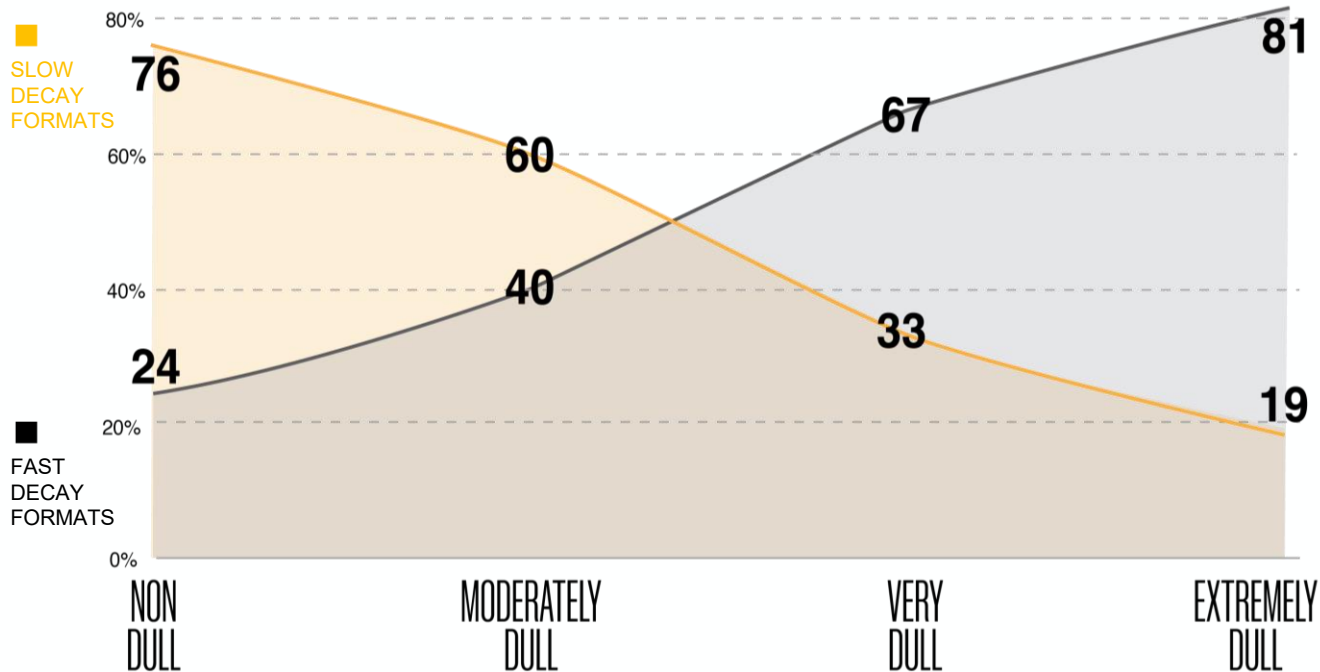
CREATIVE = 30%



**EVEN THE BEST
CREATIVE CAN'T
WORK WHEN IT'S
NOT SEEN**



THE 80:20 OF ATTENTION



FAST DECAY FORMATS:

- More scrolling
- Faster attention drop-off
- More secs served than seen
- Fewer attention secs delivered
- Fewer branded moments seen
- Cost rising faster than return
- Fewer memories made

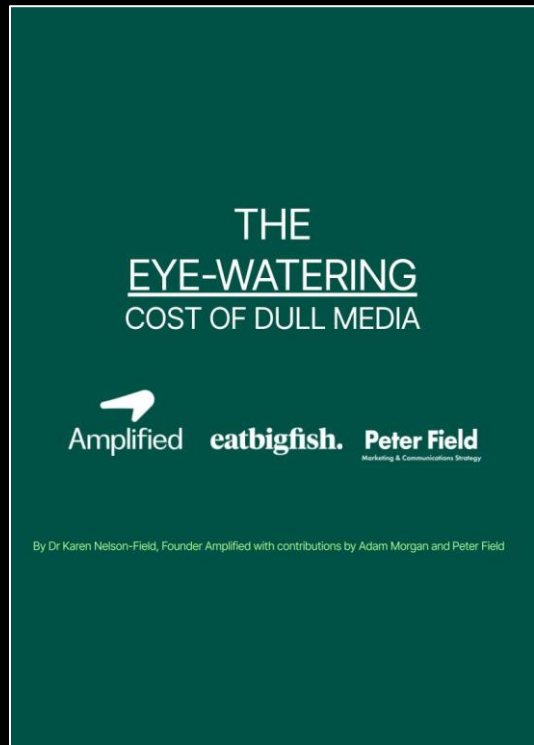
WHY THIS REALLY MATTERS

DULL CONTENT VS. DULL MEDIA

1. Dull media is more expensive for us than dull content
2. Dull media isn't just expensive, it doesn't work
3. Dull media can defeat even the strongest ads

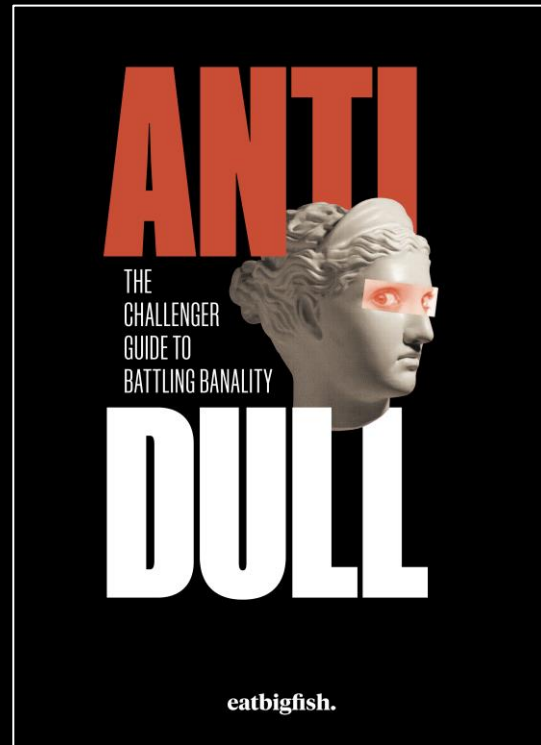
READ THE REPORT:

THE EYE-WATERING
COST OF DULL MEDIA



GET THE ANTI-DULL:

THE CHALLENGER GUIDE
TO BATTLING BANALITY



READ THE REPORT:

THE EYE-WATERING
COST OF DULL MEDIA



THE ANTI-DULL MAGAZINE:

THE CHALLENGER GUIDE
TO BATTLING BANALITY



eatbigfish.