

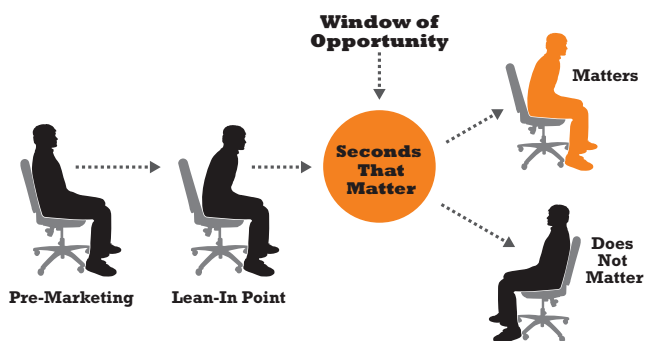
# What's Behind

## “6.5 Seconds That Matter”<sup>SM</sup>”

### Background on Draftfcb's new creative expression

Consumers today are increasingly selective and demanding when it comes to the marketing messages with which they choose to engage. And in today's world, it's all about choice.

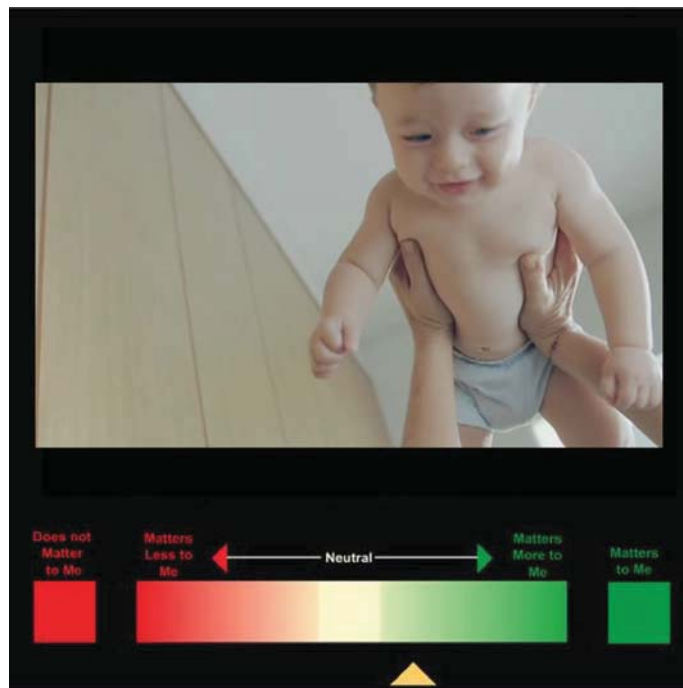
Engagement has long been a crucial metric sought by advertisers, yet few studies have been done to truly understand how much time consumers actually will give marketers to capture their attention and then engage with a brand message (or not).



*The time between the lean and decision moments is the vital window of opportunity when advertisers must engage consumers*

To measure the duration of that opportunity, Draftfcb developed a proprietary computer application – the Ad Measurement Tool – and exposed more than 1,000 consumers to a selection of ads from a variety of agencies and across major media channels and product categories.

In addition to the quantitative study, selective, in-depth, one-on-one interviews were conducted to better understand the consumer's thought processes when accepting or rejecting an advertising message.



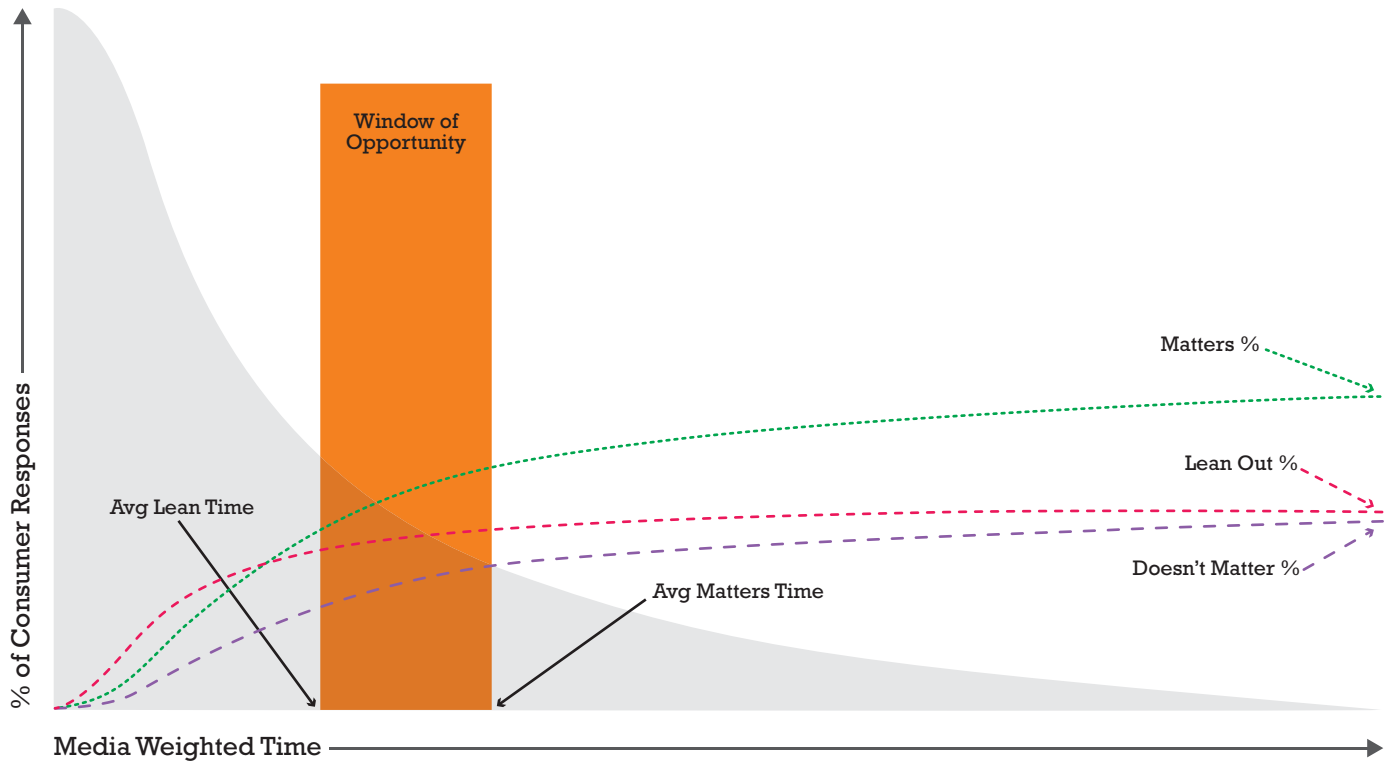
*Screen capture of Ad Measurement Tool: Participants were continuously shown pieces of advertising, and indicated their level of interest on the scale bar. Once participants made the final 'Matters' or 'Does Not Matter' decision, they were shown the next ad.*

The study showed that consumers give marketers an average of only 6.5 seconds, once they have leaned in, before making their matters decision... weighted across all media channels.

Additional provocative findings resulting from the study showed: TV mattered most to consumers, while radio mattered least; insurance and financial industry messages scored lowest; and across consumer segments, advertising receptiveness differed by age and education.

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## Average Consumer Response Along a Time Continuum for all Advertisements



The average window of opportunity across all media channels is 6.5 Seconds. On average, decisions to lean out were made much sooner than decisions to lean in.

To date, this study has determined the window of opportunity brands have to matter to consumers; and it has revealed a clearer understanding of the mechanisms associated with engaging, communicating and connecting to consumers.

These and other insights derived from the research have become the backbone for Draftfcb's unique, new creative expression – “6.5 Seconds That Matter” – in the marketplace.

If you are a current or prospective client who would like to learn more about the research,

please contact: [researchthatmatters@draftfcb.com](mailto:researchthatmatters@draftfcb.com).

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