Welcome. We are glad you are here.

**Boundary Company of the second of



Forces of Change



People have a finite amount of attention, and the attention they give media is shifting from traditional channels like linear television to screens of **Net Attention** like mobile apps.

The screens of Net Attention generate greater **biometric intensity** among consumers—and create a unique force multiplier opportunity for marketers.

So how can marketers foster persuasive brand experiences across the screens of Net Attention?

And what's at stake if they get it wrong?

THE GLOBAL APP ECONOMY IS LARGE AND GROWING:





BY CONSUMERS IN 2017, UP 60% SINCE 2015⁶



SPENT IN APPS

BY CONSUMERS IN 2017, AND 2/3 OF RETAIL E-COMMERCE PURCHASES NOW OCCUR ON MOBILE, NEARLY HALF IN APPS⁷

PEOPLE SPEND







2 hours
ON DESKTOP³

PEOPLE INTERACT WITH APPS

88 times PER DAY4

AND IT'S TRUE ACROSS GENERATIONS—

not just among younger audiences5:

GEN Z

(13-21 YEARS OLD)

MILLENNIALS

(22-37 YEARS OLD)

GEN X

(38-53 YEARS OLD)

BOOMERS

(54-72 YEARS OLD)

5 HOURS

EVERY DAY ACROSS ALL APPS

88 TIMES

PER DAY

5 HOURS

EVERY DAY ACROSS ALL APPS

103 TIMES

5 HOURS

EVERY DAY ACROSS ALL APPS

88 TIMES

PER DAY

5 HOURS
EVERY DAY ACROSS ALL APPS

67 TIMES

PER DAY

Tipo de APPs mas usadas (preguntas y comportamiento pasivo)

Top 6 Frequently Used App Types9:

ONCE A DAY OR MORE

SOCIAL* UTILITY VIDEO GAMES AUDIO NEWS 186% 54% 51% 49% 46% 38%

Behavioral Data:

AVERAGE NUMBER OF APP INTERACTIONS PER DAY

28

16

2

5

2

1

Las personas están CONSTANTEMENTE interactuando con las apps.



The **first thing I do when I wake** up in the morning is check my apps



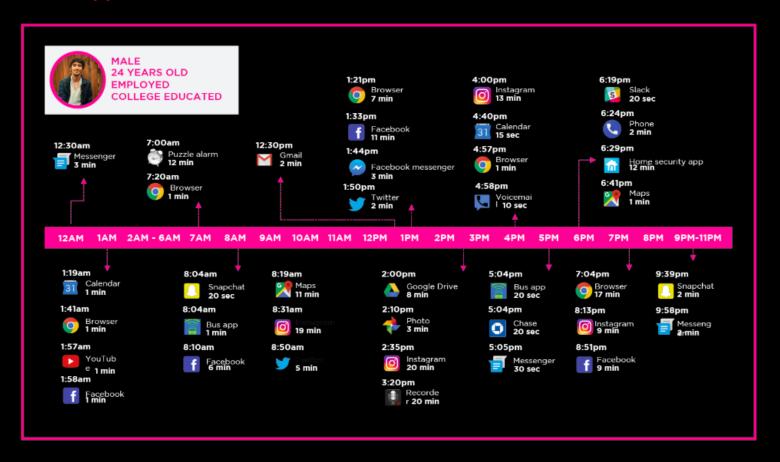
I check my apps during meals

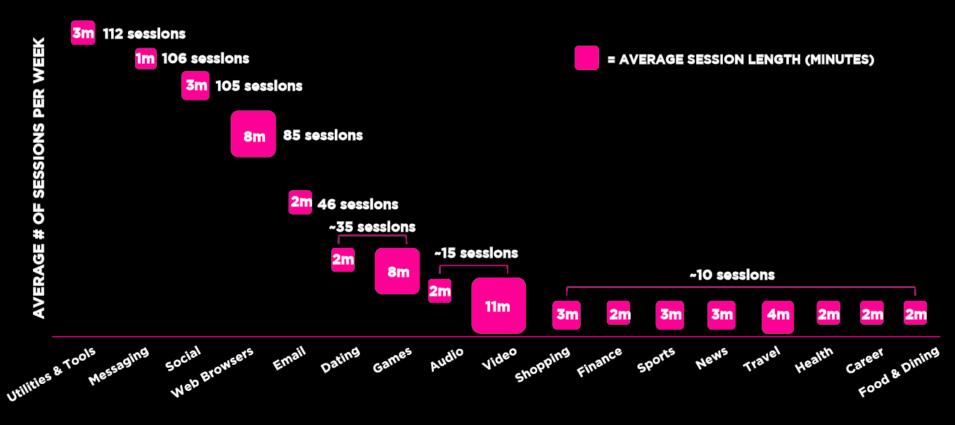


The **last thing I do before I go to sleep** at night is check my apps

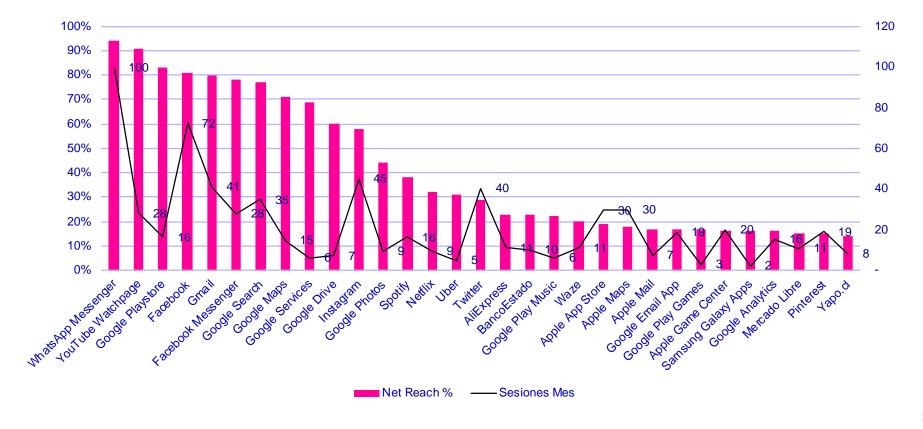


Actividad in-app de un hombre de 24 años





¿Y el uso de apps en Chile?



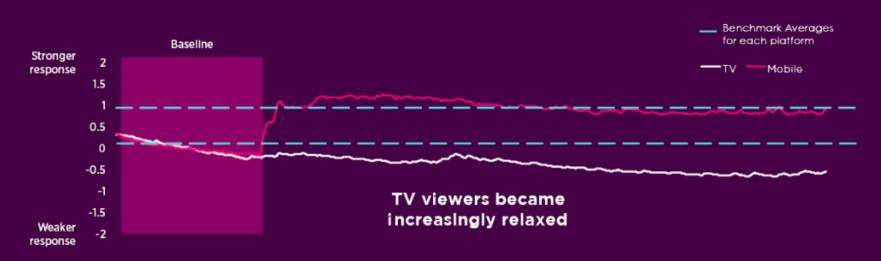
The top ad-supported app categories range from an average of 10 SESSIONS PER WEEK for news, finance, and travel to 105 SESSIONS PER WEEK for social media

Watch out for frequency:

If you're marketing in these environments, you risk over-messaging to consumers

MOBILE EXPERIENCES DRIVE **2X MORE BIOMETRIC INTENSITY** THAN WATCHING TV

BIOMETRIC RESPONSE—10 MINUTES²



LA DEPENDENCIA A LAS APPS TAMBIÉN TIENE UN LADO OSCURO

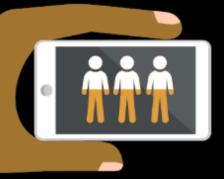
- para nuestras relaciones, nuestra salud y nuestra sociedad -





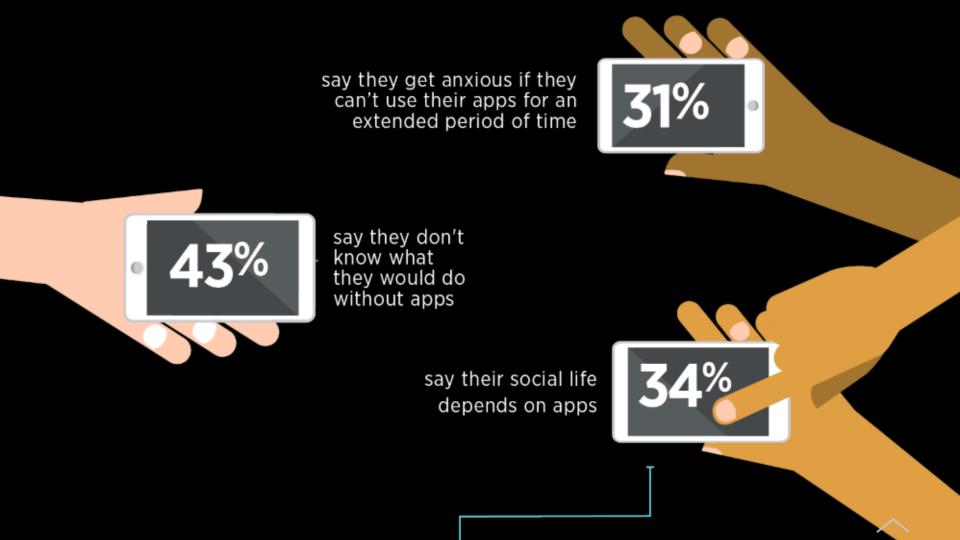
1 IN 3 REPORT

APPS HAVE CREATED DEPENDENCIES



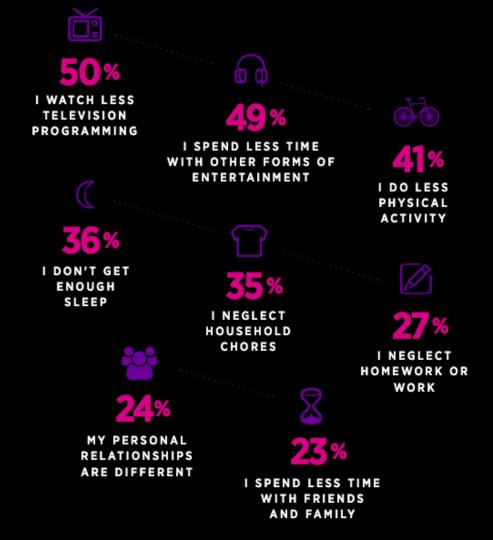
HALF

OF RESPONDENTS ADMIT TO USING APPS EXCESSIVELY (46%)



DEBIDO AL TIEMPO QUE OCUPO USANDO APPS....

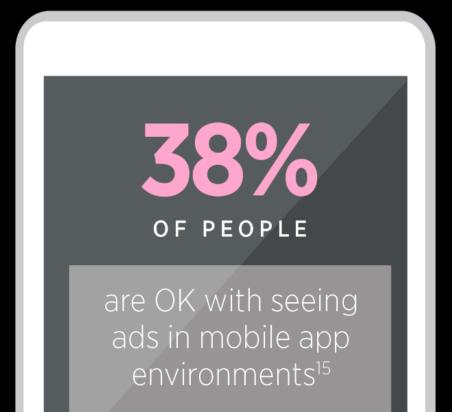




So now that we have a handle on how pervasive the app landscape of Net Attention is, the question remains: How can brands break through to persuade audiences in these immersive environments?

Full-screen takeover ads generated higher recall than in-feed ads, but **negative emotion** spiked over time during full-screen takeover ads—and these ads were deemed more **intrusive**, **invasive** and **interfering** than in-feed ads.

Las marcas corren el riesgo de alejar a los consumidores en pantallas de "Net Attention" si son contextualmente irrelevantes.





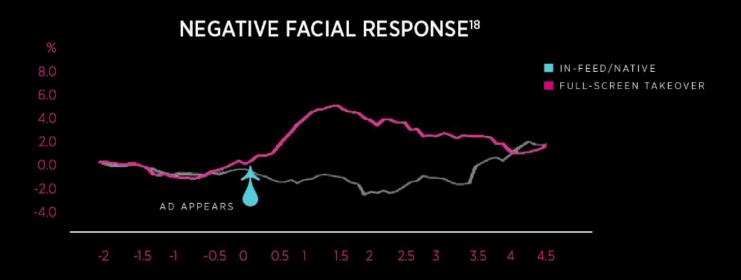
WILL SKIP AN AD, IF POSSIBLE 16

Users watched **less than half** of video ads when they appeared as skippable full-screen takeovers



DO SOMETHING ELSE WHILE THEY WAIT FOR THE AD TO GO AWAY¹⁷

Interrumpir la experiencia in-app tiene un costo:



In-app ads can be effective in building brand experiences:

58% OF RESPONDENTS
RECOGNIZED BRANDS FROM
IMMERSIVE VIDEO UNITS¹⁹

40% OF RESPONDENTS
RECOGNIZED BRANDS FROM
NATIVE VIDEO UNITS20

Three Things Brands Must Do to Be Persuasive in Environments of Net Attention²¹

1 Grant Control

74% are OK with ads that allow them to control their experience or reward them (e.g., earn points, unlock exclusive content or ad-free experiences for a set amount of time)



61% are OK with ads that match the look and feel of the content

51% are OK with ads that occur as breaks in podcasts read by the host

3 Be Relevant

58% are OK with ads that are sponsored posts from people they follow

55% are OK with **ads that are personalized** based on search history or things they have liked or purchased

1. Garantizar el Control

2. Ser Nativo 3. Ser Relevante

Control para cerrar, saltar o ganar puntos.

Anuncios que tengan el look & feel de la app que se está usando. Anuncios personalizados o de recomendaciones.

4. Medir de forma sencilla



Hearts & Science