

ADVERTISING PSYCHOLOGY

A glowing brain silhouette with yellow eyes, set against a background of colorful, wavy light patterns. The brain is the central focus, with its eyes glowing yellow. The background consists of vibrant, swirling colors like orange, red, and purple, creating a sense of energy and focus.

4.

THE ATTENTION

Everybody want your

your friend,
your mate,
the teacher
your family,
the school

attention!

media,
politics
the art
the street,

the advertising



A new science: Attention Economy*

HOW TO
INCREASE IT?

HOW TO
PIQUE IT?

HOW TO
KEEP IT?

HOW TO
TEASE IT?

HOW TO
SHARE IT?



► Georg Franck, Michael Goldhaber -
“ATTENTION ECONOMY”
(Social attention, collective attention)

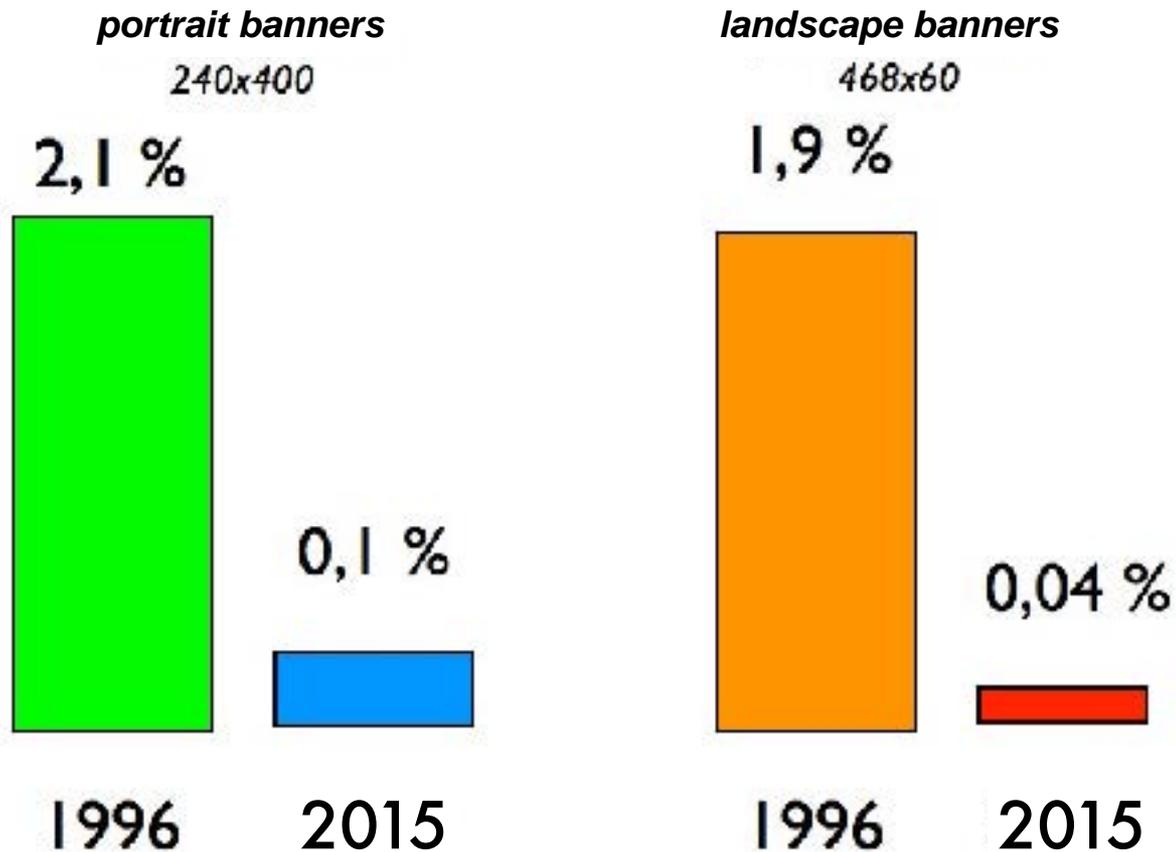
A new challenge:

“THE FACEBOOK ATTENTION”

or: how to mark out in the social media?

Perception blindness

Click Through share



Perception blindness



Facebook



This \$0.69 Weed Etodix is Det...
proagonfinancial.com
Legal Marijuana Worth \$500...
5000...
Wag...

Emotion



...ez a harmadik nap, hogy nem szedtem be a reflux...
elleni gyógyszeremet."
"Nem akarom elhárítani, de szinte biztosra vagyok."

Money



...ez a harmadik nap, hogy nem szedtem be a reflux...
elleni gyógyszeremet."
"Nem akarom elhárítani, de szinte biztosra vagyok."

Bizarr



UKKO tea
June 20 at 10:45am · vt

Like Page

"Cé napja iszom a teát, nekem is a szokásos tünetek voltak:
torokgyulladás, égő érzés a mellkasban, kisugárzó fájdalom
lapockámba, mellkasomba. Nem szerettem vo...

See More



"...ez a harmadik nap, hogy nem szedtem be a reflux
elleni gyógyszeremet."

"Nem akarom elhárítani, de szinte biztosra vagyok."

UKKO REFLEX TEA

Learn More

Happy Biszu
Hirdetés

Tetszik

Csupán 49 Ft-ért lehet a Tiéd a fehérarany bevonata , kristálycs
nyakláncunk!
Fendeld meg MOST es garantáfan megékezik karácsony előt!



LEPD MEG SZERELMEDET EGY GYÖNYÖRŰ
ÉKSZERREL!

Kérdésed van? Esetleg telefonon szeretnél rendelni? Ügyfélszolgálat: 06 21 334...

44 KAPCSOLAT

Bolt felkeresése

22

1 hozzászólás · 1 megosztás

Tetszik · Hozzászólás · Megosztom

Story



Danger

Message

Celeb



The new internet time

Facebook Time: 2,4 sec.

the interval, while we decide if we stop to read it, or scroll on

YouTube Time: 8-15 sec.

the interval, while we decide to interrupt or to switch fast forward

Attention

Attention is the cognitive process of selective concentration on one aspect of the environment while ignoring other things.

The question is: what is the filter of the selectivity!

The filters of the attention let through only those highlights which seem to be important for the actual behavior.



<https://www.youtube.com/watch?v=Ahg6qcgoay4>

(Look at me!)

Extortion of the attention

LOOK AT ME!

Extortion of the attention



<https://www.youtube.com/watch?v=e--nitVjLoQ&t=12s>

Spontaneous Attention “What is it?” reflex
for unusual strong stimuli.

Willful Attention: Purposeful monitoring of
a special object or action

Persisting Attention. Vigilance. A long lasting
and persisting concentration on the same
object.

Automatic Attention. Standing and envolved
attendance for a specific aspect.

Shared or Divided Attention (multitasking)
Parallel, simultaneously follow up of different
events. (of different media sources)

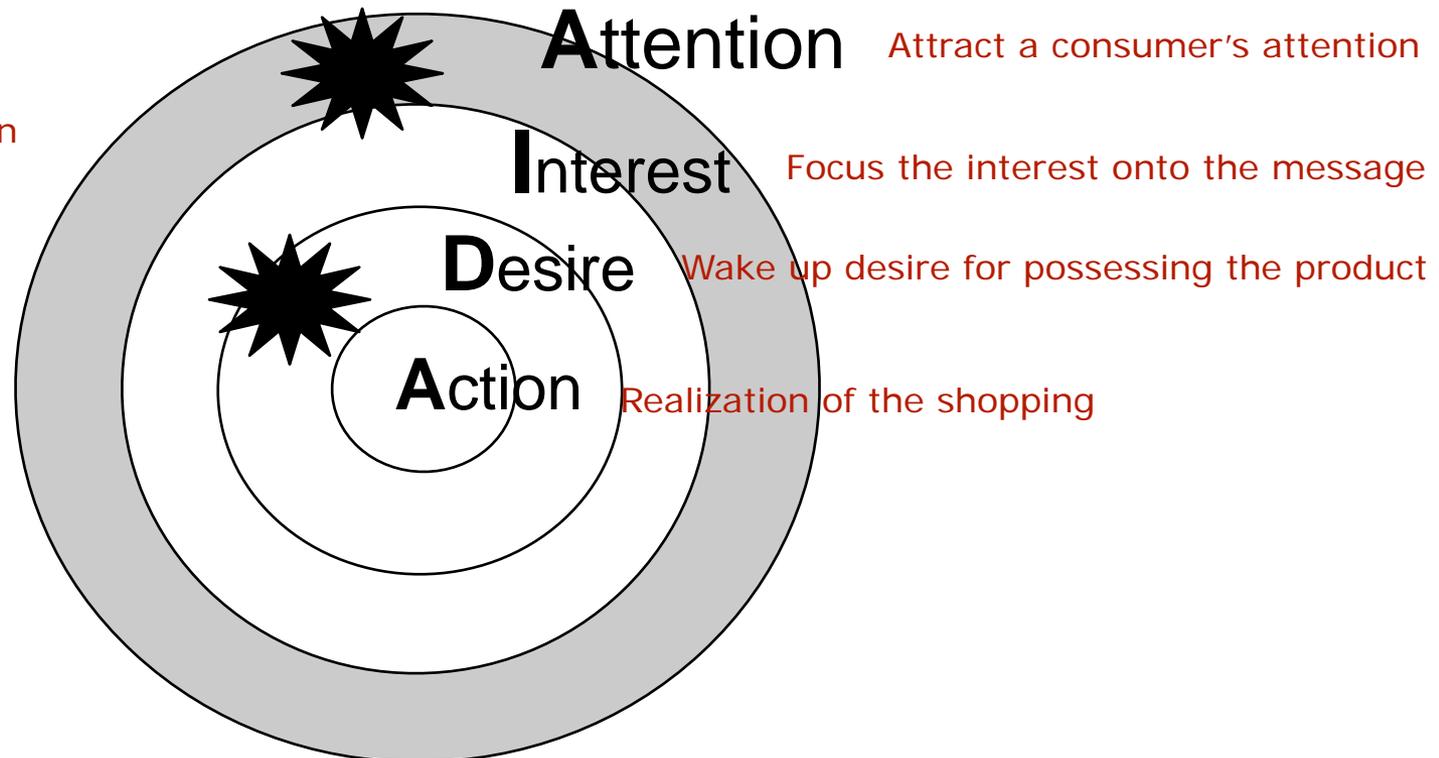
Grabbing attention

has the highest priority in the advertising

AIDA model



No Attention - No Action



Grabbing attention

has the highest priority in the advertising

Not only the extraordinary , but the deviant stimuli
(diverting from the monotone ambience)
are suited to provoke attention.

ENFORCE ATTENTION

By Intensity



Unintended reactions for unexpected and surprising attacks

ENFORCE ATTENTION

By Provocation



<https://www.youtube.com/watch?v=jQIlzj0HaM>

Spontaneous attention for unusual and strong attacks

ENFORCE ATTENTION

By Erotic



<https://www.youtube.com/watch?v=DISmB6hksBI>

Kate Upton

ENFORCE OF ATTENTION

By Colours



ENFORCE ATTENTION

By Abashment



<https://www.youtube.com/watch?v=QeU4rlgmV8M>

ENFORCE ATTENTION

By Teasing



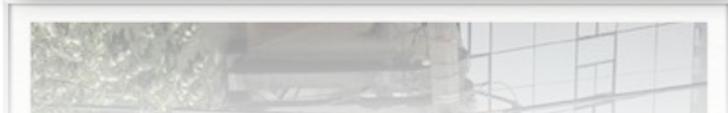
<https://www.youtube.com/watch?v=Z57kGB-ml54>

Keeping up the expectations can intrigue us

ENFORCE ATTENTION

By Enlarging

“The attention can be bought”



ENFORCE OF ATTENTION

By Spectatcle



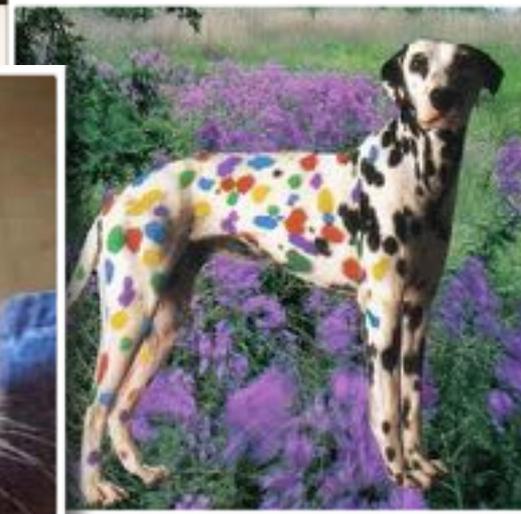
<https://www.youtube.com/watch?v=L722zuURmdw>

Peagent and attraction can also upping the attention

TRIGGERS OF SPONTANEOUS ATTENTION

*cat - dog - child -
pritty woman - sex*

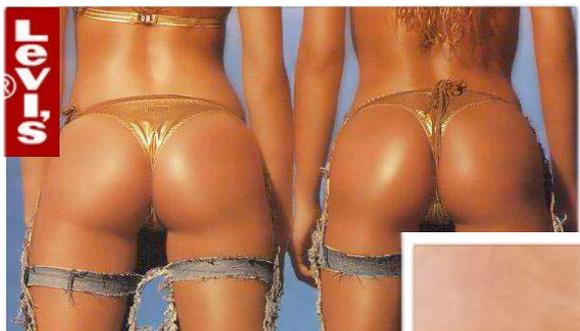
Spontaneous attention



Spontaneous attention



Spontaneous attention



WUBD



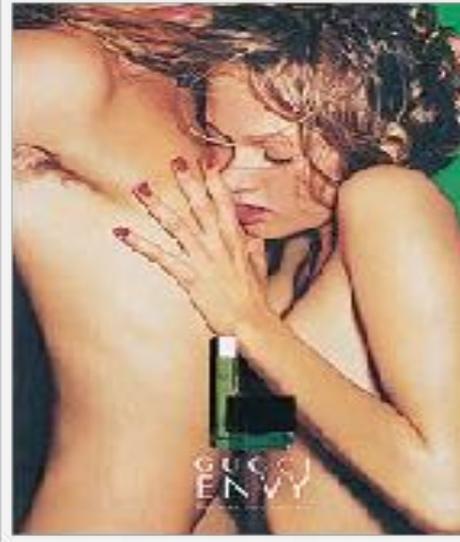
ESALD



Spontaneous attention



REGISTER SIGN
BE STUPID COLLECTIONS LIFESTYLE ONLINE STORE STORE LOCATIONS



Spontaneous attention



Creative Challenge:

How can we wake up the attention?

1. By increasing the impulse-mass

2. By using spontaneous attractive elements

3. By originality (by creative effort)

Three ways of grabbing attention

Financial answer:
by **IMPULSE MASS**

size, frequency,
dynamic, position



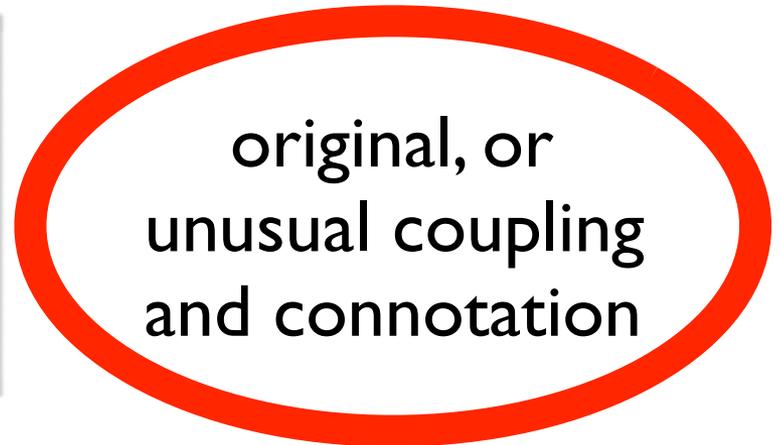
Attractive answer
by **STRONG STIMULI**

“dog, cat, child,
pretty woman,



Creative answer:
by **SINGULARITY**

original, or
unusual coupling
and connotation



Singularity (creative way of attention)



Singularity (creative way of attention)



<http://go.funpic.ru>

<http://go.funpic.ru>

Singularity (creative way of attention)

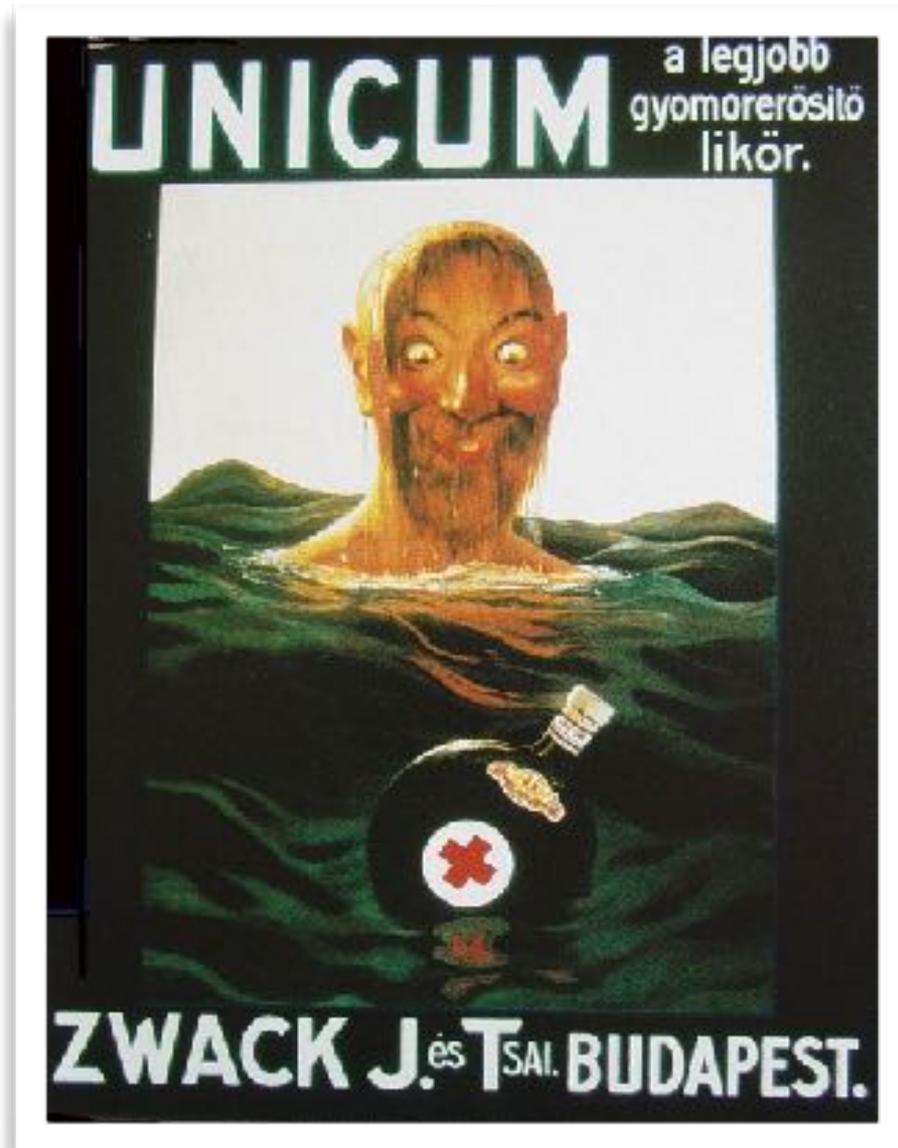


Blickfang (Gag)

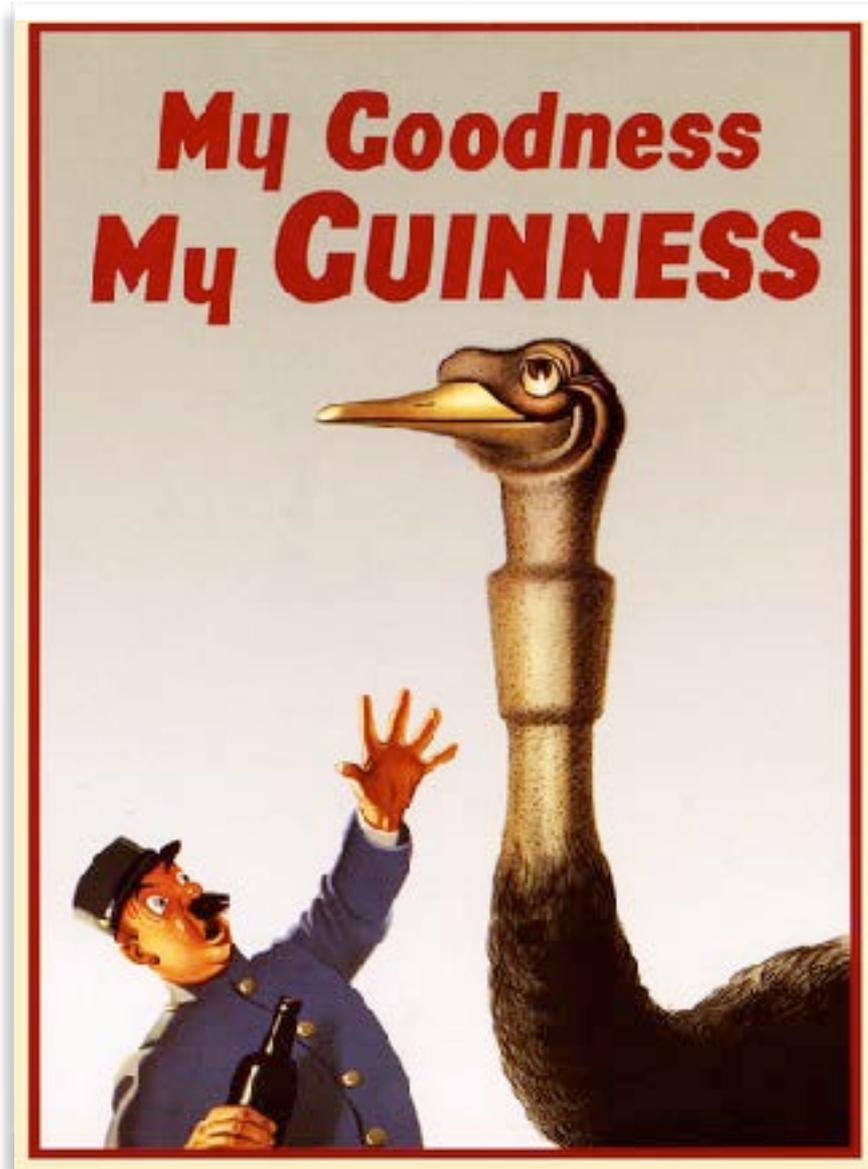
*When things connect to each other
not on usual way...*

...sometimes on humorous way

A 100 Years Old Hungarian Example

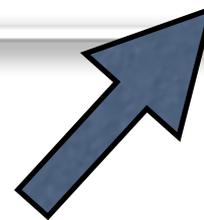
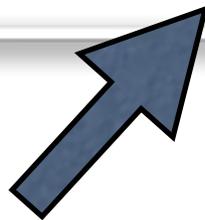
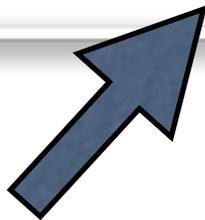


A 100 Years Old American Example

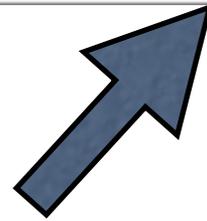
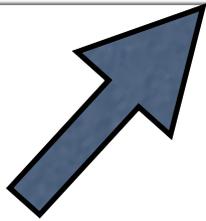
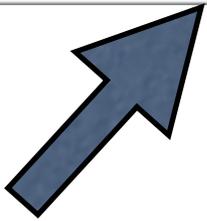


Singularity:

“White elephant, x in a pink bath-tube, x with bathing cap”



a rare phenomenon x in a rare situation x with a rare activity



a rare phenomenon x in a rare situation x with a rare activity

“WOW” Experience

*When things connect to each other
not on a usual way...*

...sometimes on a humorous way

unusual connection of usual elements

Attention =

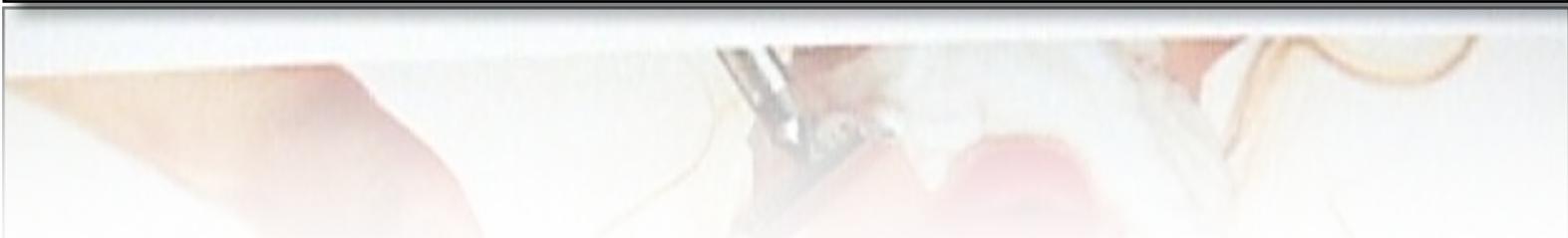
unconventional combination



unusual connection of usual elements

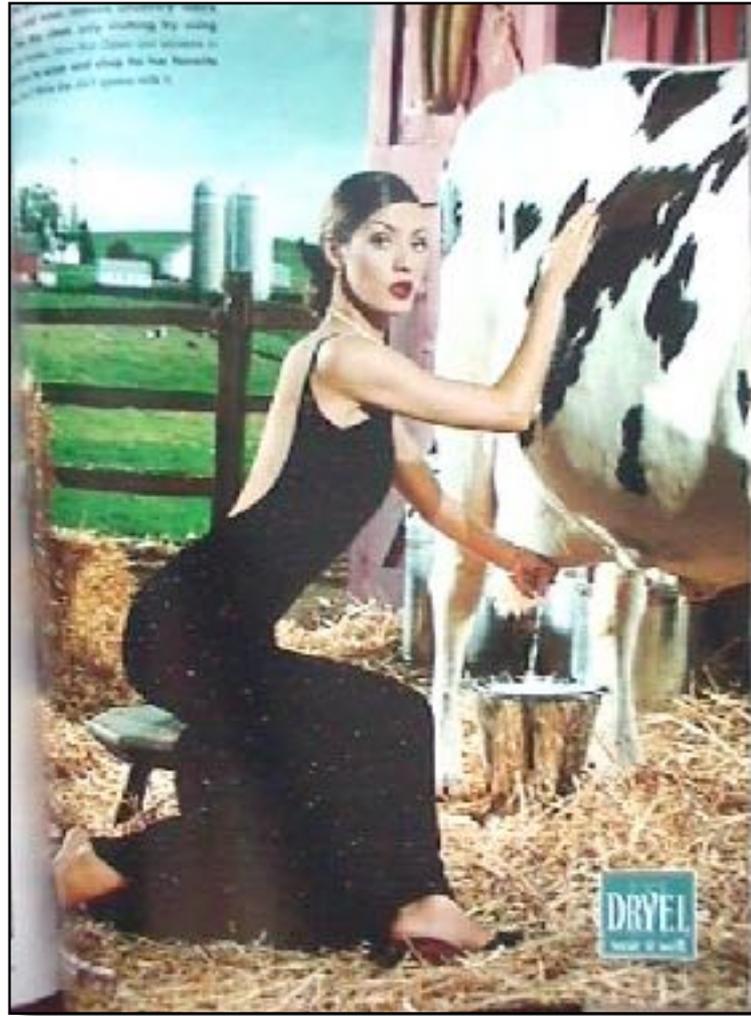
Attention =

unconventional action



Attention =

unconventional appearance



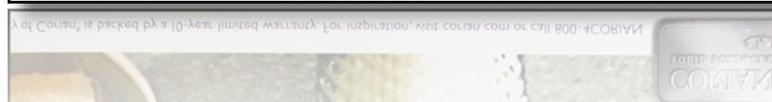
Attention =

unconventional representation



Attention =

unconventional feature



unusual connection of usual elements

Attention =

unconventional figurative



unusual connection of usual elements

Attention =

unconventional moment



unusual connection of usual elements

Attention =

unconventional combination



unusual connection of usual elements

Attention =

unconventional environment



unusual connection of usual elements

Attention =

unconventional aspect



Attention =

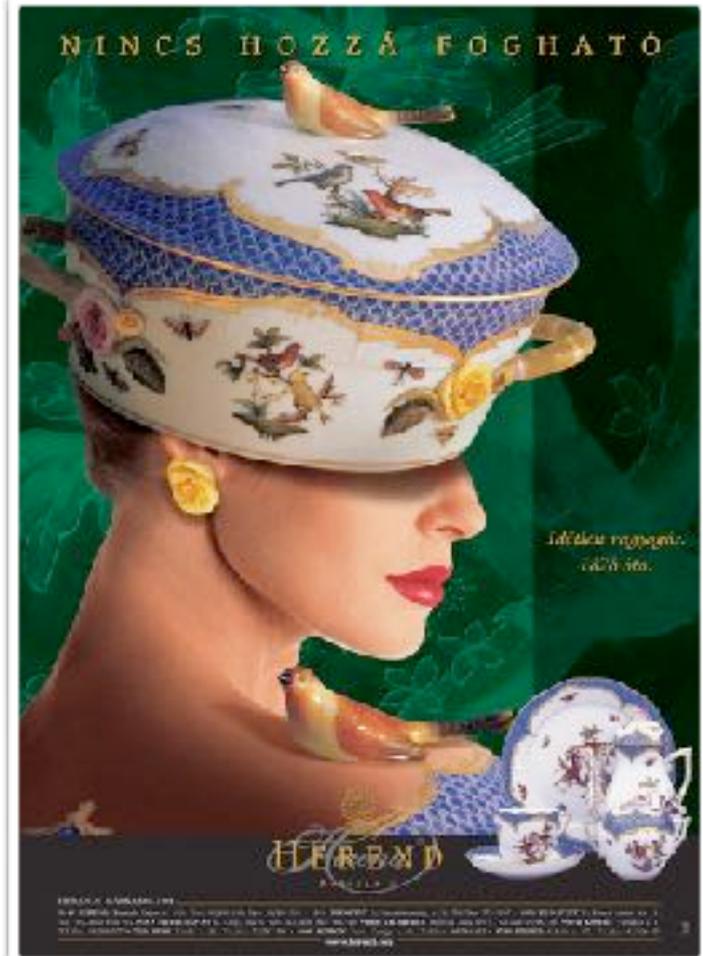
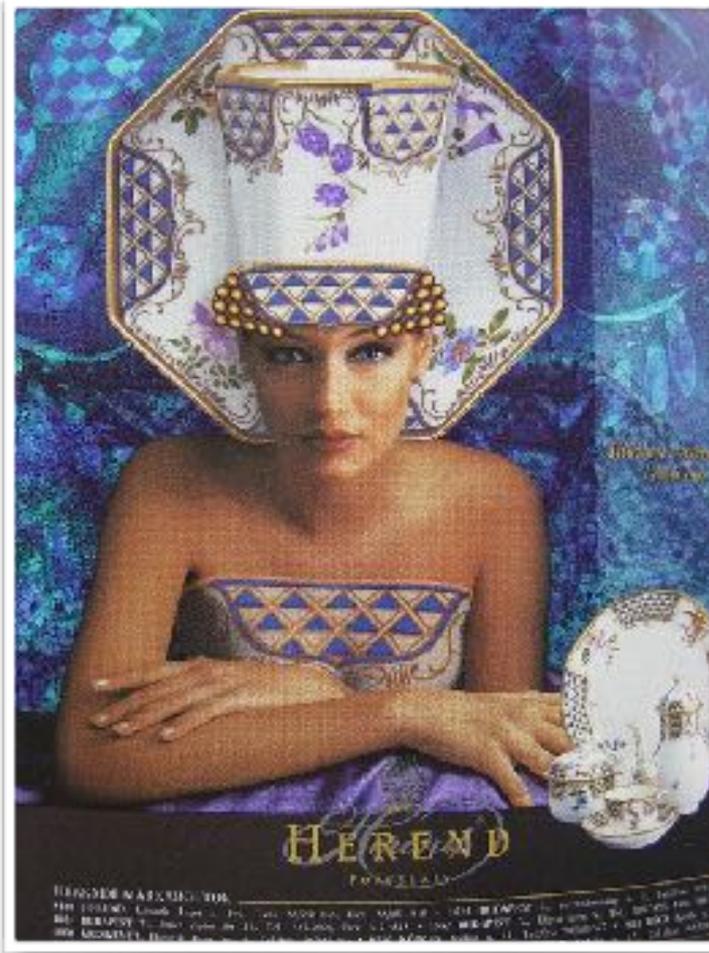
unconventional balance



unusual connection of usual elements

Attention =

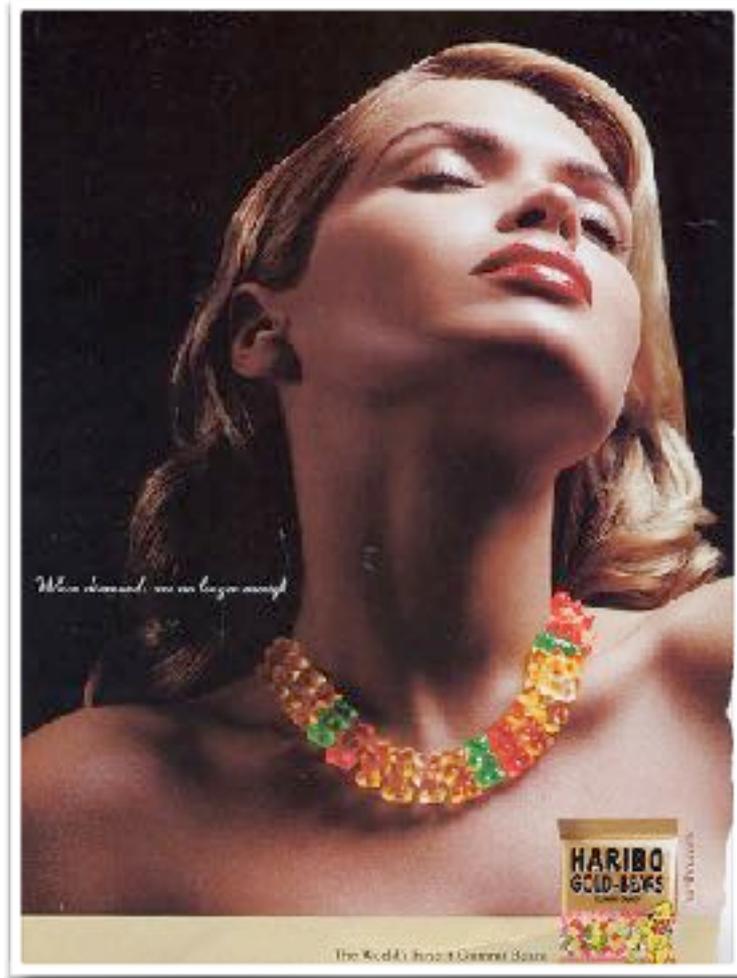
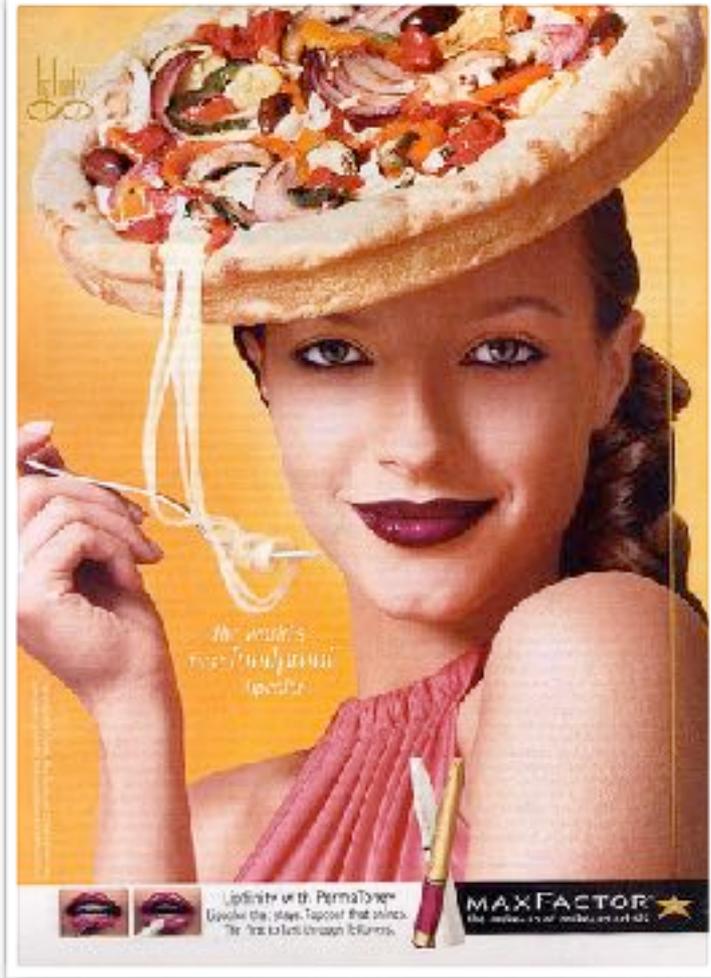
unconventional wear



unusual connection of usual elements

Attention =

unconventional tackle



amikor a dolgok nem a megszokott rendjükben kapcsolódnak egymáshoz

Attention =

unconventional grimace



Attention =

unconventional beauty

This morning, I found out I'm going to jail.

Crunchyroll got you down?
Try Crunchyroll. A crispy outer shell filled with a smooth cream center and dipped in a thick chocolate.

Give your afternoon a little crunch.
New! at Retailers.

unusual connection of usual elements

Attention =

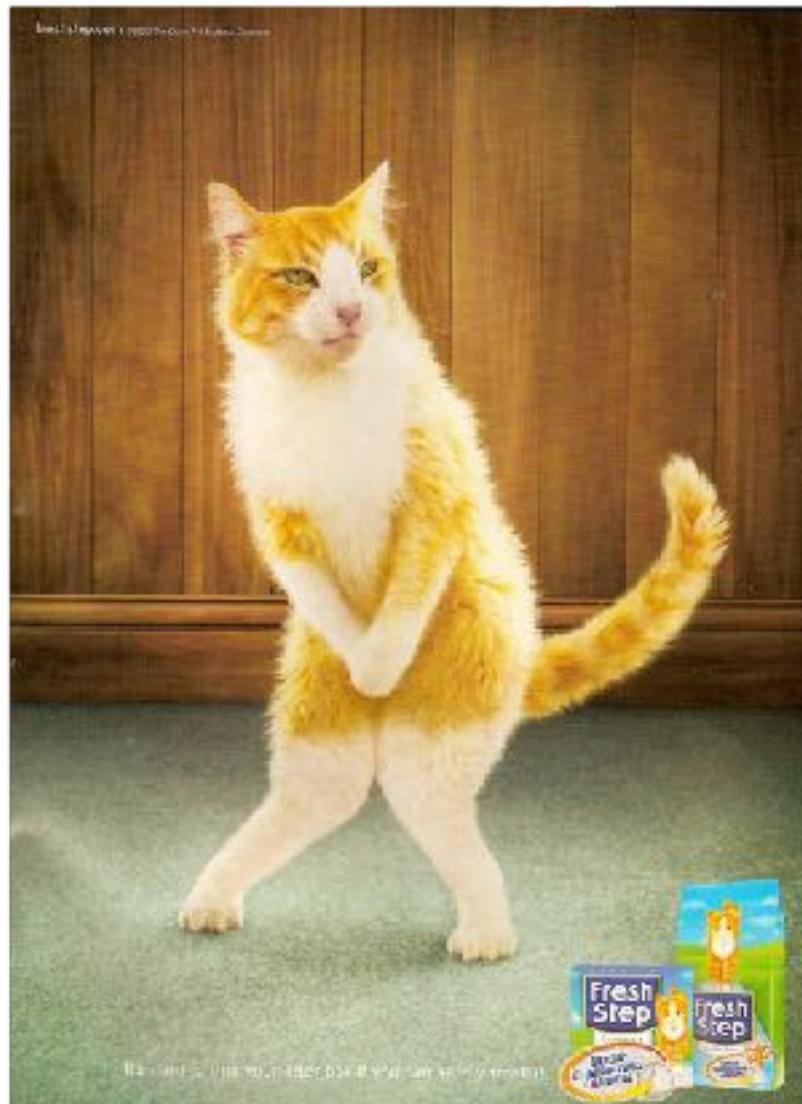
unconventional emotion



amikor a dolgok nem a megszokott rendjükben kapcsolódnak egymáshoz

Attention =

unconventional behavior



Attention =

unconventional perception



Polo starting from 11.678 euros.



Polo. Incredible but true.



For the love of automobiles

Attention =

unconventional lack


WheelsBike.it
your dynamic factory

**OPERA
UNICA**



TEASER ART OF GRABBING ATTENTION

TEASER



GUERRILLA ART OF GRABBING ATTENTION

GUERILLA AND AMBIENTE



GUERRILLA AND AMBIENTE



WAKING ATTENTION ON THE INTERNET



“Headline” - “Kopf” - “Lead”

Have you ever met with the wobbling van?

Probably the best idea in this industry.

If you get near to it, you will play in a porno film

Write a headline!!



1.
2.
3.