



# The Challenge of the Short-Attention Economy

Meet the Consumer with Personalization & Moments



# Speakers



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# Agenda

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01

Attention Economy Effect

02

Our Approach to Personalization

03

Key Takeaways

04

Fireside and Q&A



## The new scarcity: attention

Human attention is now a scarce commodity

In one day, a person spends 6.5 hours looking at internet-connected screens<sup>1</sup>

**2.5+** hours on social media

**3+** hours streaming audio, podcasts, music

**1.5** hours on other activities - shopping, news, etc.





## Increased Screen Time is Decreasing Consumer Focus



In total, the average person is exposed to between **6,000** and **10,000** ads per day<sup>2</sup>

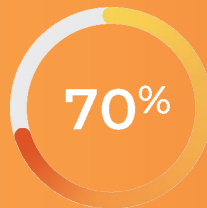
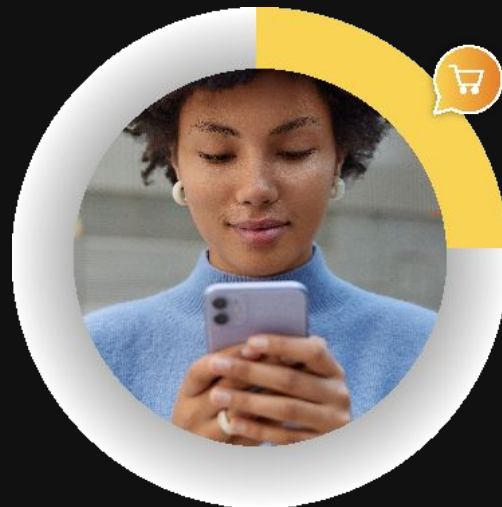
All of these competing messages effectively “shrink” consumers’ ability to focus on one single thing



How is this affecting consumers' response to advertising?

**Messages miss more often**

Only  $\frac{1}{3}$  of ads — maybe even fewer — get their audience's full attention.<sup>1</sup>



of people say they receive irrelevant, mistargeted ads.<sup>2</sup>



Consumers want  
brands to **personalize**  
their communications.





**Personalization** drives  
revenue.

**78%**

of consumers are more likely to make  
repeat purchases from companies that  
personalize

**97%**

of marketers witnessed a rise in  
business outcomes as a result of  
personalization



A woman with blonde hair, wearing a white long-sleeved top and wide-leg orange trousers, is captured in a dynamic pose against a sunset sky. She is looking upwards with her right arm raised and her left arm extended downwards. The sky transitions from a deep blue at the top to a bright orange near the horizon, where a small, bright light source is visible. The overall mood is aspirational and artistic.

Reaching  
the consumer  
**is an art form**



**Where Art  
Meets Science**

**Aki + Mondelez  
Approach to  
Personalization**