

# [The the viewer’s attention before they continue](https://assignbuster.com/the-the-viewers-attention-before-they-continue/)

[Media](https://assignbuster.com/essay-subjects/media/), [Advertising](https://assignbuster.com/essay-subjects/media/advertising/)

Theaverage attention span a human has would be approximately eight seconds. Asthere are multiple content videos from various brands, it causes a viewer’sattention spans to decrease yet expectations are becoming greater.

Advertisingagencies are driven by the urgency to acquire less than ten seconds to capturethe viewer’s attention before they continue to click away; and engagement dropsof significantly beyond that. Again, the same theory applies to traditionalmediums. For print, unless the visuals are really appealing, it is only thenworth to keep in their possession and perhaps consumers would then read aboutit. For example, this is evident during flyer distributions, where one woulddump it immediately after receiving it as it does not attract their attentionin any way. Even on television, viewers are quick to change between channelsduring commercial breaks if they find the advert to be annoying and of norelevance. In conclusion, the aspect of executing abstract visuals are of utmostimportance as it sets the tone and overall message of the advert to thetargeted audience. When done correctly, the viewer would immediately be drawnto it out of curiosity, therefore leading to further brand awareness. Timingand placement also play important roles in drawing eyeballs to the advertsonline.

Overall, due to the current trends in consumer media consumption, digitaladvertising is proving to be a better choice in its effectiveness in gainingcustomer acquisitions compared to traditional media.