

The the viewer's attention before they continue

[Media](#), [Advertising](#)



The average attention span a human has would be approximately eight seconds. As there are multiple content videos from various brands, it causes a viewer's attention spans to decrease yet expectations are becoming greater.

Advertising agencies are driven by the urgency to acquire less than ten seconds to capture the viewer's attention before they continue to click away; and engagement drops significantly beyond that. Again, the same theory applies to traditional mediums. For print, unless the visuals are really appealing, it is only then worth to keep in their possession and perhaps consumers would then read about it. For example, this is evident during flyer distributions, where one would dump it immediately after receiving it as it does not attract their attention in any way. Even on television, viewers are quick to change between channels during commercial breaks if they find the advert to be annoying and of no relevance. In conclusion, the aspect of executing abstract visuals are of utmost importance as it sets the tone and overall message of the advert to the targeted audience. When done correctly, the viewer would immediately be drawn to it out of curiosity, therefore leading to further brand awareness. Timing and placement also play important roles in drawing eyeballs to the advert online.

Overall, due to the current trends in consumer media consumption, digital advertising is proving to be a better choice in its effectiveness in gaining customer acquisitions compared to traditional media.