

AT **ATTENTION MARKETING**
TEN
TION

KLAAS WEIMA

‘This book is a must-have for marketers. Easy to read, entertaining, and offers many tools that urge you to act immediately.’

Noor Cloo, CEO Air Miles – Loyalty Management Netherlands

‘Our profession has revolved about influencing people for centuries. But in order to influence someone, you first need their attention. Someone finally researched the most important attention triggers. A nice guide book to influence more successfully.’

Ivo Roefs, Chairman Dutch Digital Agencies

‘Klaas Weima has written a unique book. He combines scientific insights with real-life cases to build a solid foundation for attention marketing. But that is not all, in the second and third parts of his book, he offers practical tools and exercises to help you grab your consumer’s attention and keep it. This is not just a must-read for the modern marketer, it is a must-use.’

Prof. dr. ir. Peeter Verlegh, Marketing Professor, VU Amsterdam

‘How do you earn real attention, sincere attention, attention you get for truly offering something that justifies that attention? These are the questions that puzzle the modern marketer, because creating, communication, delivering and exchanging an offer that represents value is impossible without attention. Consider this a reference book for marketers.’

Luuk Ros, Chief Editor Marketingfacts and Manager Content NIMA

‘Deflate the many marketing hypes and the word ‘Attention’ remains. Klaas cleverly describes how and why attention marketing deserves your full attention. Fluently written, fascinating and well researched.’

Erik van Engelen, CEO Wildlands Zoo Emmen and Marketeer of the Year 2015

‘Attention Marketing offers an interesting perspective on how communication can stand out in your brain. A recommendation for every marketer that wishes to truly influence the decision-making process of people.’

Annemarie Joossen, CMO Marktplaats (Dutch and Flemish eBay)

‘Giving attention is much to ask from the busy marketer, getting attention from a consumer is possibly even more impossible. Klaas and his book offer a wonderful theoretical frame that is combined with a series of practical tools to address this issue. Recommended.’

Alfred Levi, SVP Global Marketing, Data & Media Sales, Ahold Delhaize

‘This book was successful in grabbing and keeping my attention.’

Prof. Dr. Henry Robben, Marketing Professor at Nyenrode Business University

‘This book connects practice and science. Klaas has searched for scientifically proven ways to keep people’s attention in a world filled with distractions. The result is easy to read, full of examples, tools and practical tips.’

Mary Hoogerbrugge, partner at De Positioneers, chairman of the Effie Awards group and patroness of the SWOCC

‘In Attention Marketing, Klaas Weima shows energetically why attention is the new currency with which brands create a value that is appreciated by the audience. He developed a marketing method, based on scientific research, that creates building blocks and is supported by several examples. It is a must-read that you need as a marketer to create and influence brand awareness successfully.’

Ine Stultjens, Head of Marketing Royal Auping

‘Attention is a scarce commodity. With well-funded attention triggers and the Earned Attention Canvas, you create a sustainable distinctive ability. Definitely worth your time and attention!’

Tisha van Lammeren, CCO Consumer Market T-Mobile Netherlands

‘Always put your employees first, they pass the attention they receive to your customers. No marketing campaign can beat this idea. This book offers many opportunities to use attention in the right way.’

Martijn Delahaye, CEO Marketing & Communication AFAS

‘Attention is a scarce commodity nowadays, but it is essential for effective marketing. That is why this is an interesting book to read with the proper attention.’

Dorkas Koenen, Chief Marketing Officer Rabobank

‘Personal attention is the most important source of energy for valuable relations, both with people and with brands. Klaas has succeeded in writing a very readable and practical book about attention for brands, that is also applicable to our daily life, perhaps even more so.’

Jan Willem Koch, CEO Continental Europe Hallmark Cards

‘Klaas Weima’s book Attention Marketing connects scientific research with his practical knowledge and experience. Inspiring stuff. If you are a marketer, this book definitely deserves your attention.’

Willem-Jan Lems, CCO Blendle

‘Attention Marketing is a suitable book for every marketer and entrepreneur that really wants to get their brand in the spotlight and get the attention that the brand deserves.’

Mylène Bouwman, social media expert

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‘Attention Marketing describes the role of attention in marketing communication. A solid guide book on marketing with an interesting approach, a practical canvas and great additional podcasts. The topic is without a doubt relevant and the book certainly helps for developing more effective marketing communication. Attention Marketing is a great tool for every marketer.’

Thomas Cech, expert and trainer at Sales Improvement Group

‘Attention Marketing is recommended for every self-respecting marketer.’

Fred Rutgers, entrepreneurial coach, trendwatcher, retail expert and author

‘The book is fluently written and reads easily with the many interviews with marketers. The theory is clear and supported with enough appealing examples. For every marketer faced with the challenge to put a brand on the map, this is a great book that will certainly help them.’

Eric van Arendonk, professor Commercial Economy at the Utrecht University of Applied Sciences, author of the book Neuromarketing and independent marketing advisor

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Foreword

When you write a book about attention marketing, you need to grab the attention from your reader, and keep it. You should show that you can practice what you preach, put your money where your mouth is! How else could you help your readers? Klaas Weima has succeeded in earning and keeping my attention with this book.

In the field of marketing and especially in marketing communication, attention is the first goal to obtain. This is the foundation on which you can build the rest of your marketing communication goals. No attention? No sale. This book shows that creating attention is an essential requirement to win over your customer, but it isn't the only provision. Once you have got the attention of your potential client, you have to keep that attention to realize your goals. A clear conclusion.

And why do we look differently at attention today? The book shows, using six empirical observations or trends, that by advertising deflation, media explosion, abundance, scarce customer trust, the reach paradox, and the digital obsession, earning attention isn't taken for granted. So what to do?

Your organization isn't the only one that is investing in marketing and marketing communication. The customer also invests, with behavior costs. Processing content costs time and – yes – attention in the form of psychological processes. Thinking costs energy and time. You need to make it as easy as possible for the client to absorb and process the relevant content.

The six attention trigger in this book can help you with this; Help, Emotion, Status, New, Inclusion, and Reward. These are not developed overnight, they are constructed from thorough literary and empirical research, giving the book a comforting foundation.



**ATTENTION IS
THE FIRST GOAL
TO OBTAIN
WITHIN
MARKETING.**



PROF. DR. HENRY ROBBEN

Equally comforting is that the book is written in clear language, making it possible to read it in one go. But then you should reread it, because the many facts and cases give a lot of inspiration for crafting your marketing communication.

The book is also sensible. Why? It shows that if you wish to convince the client, you need to be relevant for that client. And it is the client that decides whether you are relevant. You need to understand the client's job-to-be-done. This book offers many tools to accomplish this, like accompanying questions, a website, analysis and development models, and a podcast.

And thankfully, the book is written for marketeers that are ready for action. I enjoy the fact that the basis of the book is effectivity. It offers many models that are applicable to your organization right away. They urge you to be creative in developing your proposition and the book offers the practical tools to realize this.

I look forward to seeing your new, effective marketing and marketing communication!

Prof. dr. Henry Robben

Marketing Professor

Nyenrode Business University

Introduction

When I published my second book, *Earned Attention*, in 2015, I didn't realize how the book would be received by marketeers. I was happy that the work was done and I was satisfied with the first reviews. But I could never dream of a #2 bestselling rank for the book, a #1 position for the app in the AppStore, an English edition, and three print runs. And I vowed to my wife that I would never write another book.

But as the years went by, I got that nagging feeling again. In workshops and masterclasses I was frequently asked if 'earning attention' was applicable outside of the field of social media and paid, earned, and owned media. And marketing has changed since I wrote *Earned Attention*, perhaps you recognize several of the following developments. Digitization is a juggernaut, competition is increasing, and customers are more demanding. People are more worried about their privacy and are using social media more consciously. And as a result, getting noticed as a brand is harder than ever. People use adblockers to shield themselves from undesired messages and decide for themselves how, where, and when they consume content with their full attention.

The quest for attention is exponentially increasing but supply is its scarce. According to economic laws, the value of attention is rising.

You could say that attention is the new currency, but what exactly is attention? How can you predict attention, which elements influence attention? These questions kept me up at night and became the motivation for writing this book. I intended to create a well-funded marketing method, that could be applied by marketeers right away. And with my interest in research, the book had to have a scientific foundation, there is no need for another fun, but ill-researched marketing model.

My quest led me to prof. dr. Peeter Verlegh, Marketing Professor at the VU Amsterdam University. We have known each other for quite some time and we share a passion for marketing communication and customer behavior. Peeter and his research team where immediately prepared to answer the question how you could create and influence brand attention in an effective way. The quest for attention incentives had begun!

With their research team and the colleagues from Energize, my creative marketing agency, we had to go through several meters of marketing literature and published research on attention and behavioral influence. We surveyed a thousand Dutch households about what does and does not draw their attention. We tested our results with several creative messages on four hundred consumers through the American platform called MTurk. This research led us to six attention triggers that have been proven to be effective in drawing attention or influencing the purchasing process.

Inspired by the work of my friend Alexander Osterwalder, author of *Business Model Generation* and *Value Proposition Design*, we then developed the *Earned Attention Canvas*. This tool is the basis of the book and it combines the existing business, marketing, and communication tools in one model. The *Earned Attention Canvas* was developed over years of consultancy work for smaller and larger international brands.

We tested the methodology with hundreds of marketeers in the Executive MBA-training of the Nyenrode Business University, during NIMA masterclasses and workshops for a wide range of consultancy clients.

The *Earned Attention Canvas* is also inspired on the insights from seventy interviews

with Chief Marketing Officers from international brands for my marketing podcast CMOtalk. The first reactions are really positive, partly due to the practical applicability of the proposed methods and the use of the attention triggers. I hope they will help you too!

I THE IMPORTANCE OF ATTENTION	II THE EARNED ATTENTION CANVAS	III GETTING STARTED
• Context	• Brand	• Cases
• Voluntary attention	• Market	• Exercises
• Six Attention Triggers	• Goals	
	• Communication	

The book is structured in three parts. The first describes why attention has become more scarce the last decade. Advertisers, media, technological companies, and publicity agencies all fight for the valuable attention of people. This part supports this development with current trends, research, and give a clear definition of the term attention. Discover how you can get attention by using Help, Emotion, Status, New, Inclusion, and Reward. These six attention triggers have been proven to be effective in increasing the amount of (voluntary) attention.

In the second part I introduce the Earned Attention Canvas. It describes the four building blocks to develop a distinguishing marketing strategy. It also stimulates you to think from four perspectives, your brand and the underlying challenges, the market you are operating in, your goals, and your marketing communication. The result will help you to remain relevant for your customers.

The final part invites you to get into action, with several exercises and tips. And with the help of a few examples, your Earned Attention Canvas will come to live.

I hope that you enjoy reading Attention Marketing and that you are successful in creating attention for your brand or organization.

Klaas Weima



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**“TRUST &
ATTENTION:
THESE ARE
THE SCARCE
ITEMS IN A
POST-SCARCITY
WORLD.”**

SETH GODIN

In this part

Do you recognize this? It is getting increasingly hard to get your message across. Despite well-intended efforts, newsletters, direct mailings and gorgeous brochures are read less or not at all by your customers. And you have to increase your budget for social media to stay visible in the timeline of your followers. Not to mention the share of voice of your tv commercial, people change the channel or skip the ads through prerecorded viewing. Attention has always been a scarce commodity for marketers, but it has become even more scarce than ever.

The internet has literally imploded and shattered our attention, making it even more impossible to capture. And the battle for attention will only increase the next few years. The most important task of marketers is to continuously grab attention and then retain it.

In this part I substantiate this thesis, using six observations. Advertising deflation, media explosion, abundance, scarce brand trust, the reach paradox, and digital obsession.

And I will summarize the most important results of our recent scientific research on desired attention. I will provide insight in how the most important triggers work and how you can apply them to predict and influence the attention for your brand. The six attention triggers that deserve your attention.

**at-ten-tion [noun uh-ten-shuhn;
interjection uh-ten-shuhn]**

'Attention is the cognitive process of selective focusing on one aspect in your environment, while ignoring other aspects.'

WILLIAM JAMES [1890]

American research has shown that we stare at our mobile screens for an average of 3,5 to 4 hours daily. Almost 24 hours every week and six years on an average lifespan! But luckily, the awareness of the addictive nature of the mobile phone is growing, and the drawbacks of social media and notifications become paramount.

More and more people are looking to escape this avalanche of impulses. Ten years ago, providing Wi-Fi on the holiday location was a USP, nowadays, people are consciously choosing for an offline location and movements like Moments and Offline First are getting more attention. Digital detoxing, beating the addiction of your smartphone, is totally hip. Recently, I read a magazine that offered free mobile detox trips for their readers to 'become yourself again'.

Despite this trend of 'consciously offline', many marketers chose to continue following the Digital First motto. 'Data-drive marketing' is the new magic word and we are using every trick in the book to track, segmentize and retarget people. Advertisers are getting addicted to the advertising algorithms of Facebook and Google. Online marketing offers many advantages of course, but it is not the Holy Grail. Marketing should supplement the human needs, not the algorithms. To get and keep people's attention, relevancy is the key. So be aware of the digital obsession pitfall.

2 Attention as Marketing Currency

Types of attention and application in marketing communication.

How can you get the attention for your product or service in the midst of a battle for attention? I believe that attention is the new currency. People are prepared to voluntary give their attention to brands, but they want something in return.

More and more advertisers discover that their messages fail to reach their audience. That is a problem when you realize that over 625 billion dollar is being invested in advertising annually worldwide. Advertisers only increase the frequency of their message, if they have deep enough pockets to do so. But this only magnifies the problem and leads us to a spiral of negative attention with increasingly lower conversion rates.



Figure 2. The spiral of negative attention

3 Six Attention Triggers

Earning attention with Help, Emotion, Status, New, Inclusion, and Reward.

Here, I will describe the characteristics of the six attention triggers Help, Emotion, Status, New, Inclusion, and Reward. I explain in short what kind of attention these attention triggers will evoke. And I will show how they are applied in practice, using examples.



HELP



EMOTION



STATUS



NEW



INCLUSION



REWARD

Figure 3. The six attention triggers for marketing communication

“MAKE YOUR
CUSTOMERS LIFE
EASIER.”



HELP

Four in a row



BRAND



MARKET



GOAL



COMMUNICATION

The Earned Attention Canvas is made up of four building blocks. The canvas starts with a dot on the horizon, your dream goal or North Star. What will be your all-encompassing mission for the next ten years? Then you research the most important challenges for your brand and the accompanying dream goal. What are the biggest problems ahead? Then you look how your brand could cure these. You describe your brand identity with six personal questions. This first building block analyses your company and your brand. And with the theory and practical examples, you see if all the essential criteria are met.

In the next building block, we look at the market. You define your market promise and your most important customer profiles, to come to your value proposition. Like with the first building block, I will first describe the theory and examples, as provided by many CMOs.

Tactical goals are taken care of with the third building block, Goal. Here we describe the communication goals, customer relation goals, and commercial goals.

With the fourth building block of the Earned Attention Canvas, we get to the creative

part, developing the best marketing communication. You chose the best creative path, decide which attention triggers match this path the best, and you end with developing a distinctive creative concept.

Volumes of books have been written about parts of this canvas, no need to repeat them in my book. I will provide the basics, but specifically I will offer practical examples. With the tools from the third part of this book, you can start right away, with a well-founded marketing strategy as the grand result. You may already know certain elements well, feel free to move ahead to the building blocks that are most relevant to you, shortcuts are allowed. But aligning all four building blocks will provide the best results. Four in a row!

Where is your pain?

When you look at the route of the Earned Attention Canvas, where do you expect the bottleneck for your brand? Perhaps your brand identity is solid, but you lack a dream goal. Perhaps your brand promise is not distinctive enough, or the promise lacks evidence. Do the goals and customer profiles fail to provide clarity on which creative route and attention triggers to choose? Take some time to appoint the problems ahead and give them a place on the canvas.