

## Mega Trend of Attention Economy Impact on Advertising

**Prof. Mostafa Hussein Kamal**

Faculty of Applied Arts- Advertising Dept- Helwan Uni

[mhkamal@excite.com](mailto:mhkamal@excite.com)

**Prof. Maysoon Qutp**

Professor Faculty of Applied Arts Helwan University. Dean of the Faculty of Applied Arts Helwan University.

[drmayssoon\\_sh@yahoo.com](mailto:drmayssoon_sh@yahoo.com)

**Researcher. Gehan Abdel Alim,**

Advertising Dept. - Faculty of Applied Arts - Helwan University\*

[ggalim.khalil@gmail.com](mailto:ggalim.khalil@gmail.com)

### Introduction

Today's societies are changing at an unprecedented speed due to the factors and drivers for change as the revolution of communication and information technology, the growth of civil life and the ease of communication and transportation. There is no longer one or specific pattern that classify recipient groups in society, which makes it easy to target them according to the characteristics of those patterns. Rather, those patterns have changed over time, and the extent or direction of that change cannot be predicted. The relationship among society, technology, economy, and industry, as well as innovation and design, interfered with each other. All of them revolve around the recipient who is at the center of the design process. Change is almost the only constant in life over time. We face changes that are getting faster and faster every day. Trend is a concept that expresses change and has multiple specialized backgrounds and has its role in influencing and guiding groups of society and life in general. No one can deny the existence of the trend phenomenon which is clear on events and changes that haunt us daily through social media and others. It just needs anticipation, observation, follow-up and learning how to exploit and benefit from it in advertising and design.

### Research Problem

- What are the most important Macro Trends of Attention Economy?
- How did Macro Trends of Attention Economy reflect on advertising industry?
- How does Macro Trend of Attention Economy could be employed in advertising to enhance the recipient's participation and brand bond?

### Research Hypothesis

- Following Mega and Macro Trends of Attention Economy and Implementing it in Advertising could enhance advert effectiveness and support recipient-brand bond.
- Mega and Macro Trends of Attention Economy, when employed in advertising, could be a source for inspiring creative ideas, mediums and executions.

### Research Purpose

- Studying Trend as mirror of change in the recipient environment and the design world. In addition, studying trend impact and effectiveness on advertising.

- Studying different Mega and Macro trends of Attention Economy and how to benefit from it to design and execute more effective relative to recipient adverts that match an everchanging and interactive recipient.

## Research Value

- This research undertook an investigation of Mega & Macro Trends of Attention Economy and how it relates to Advertising in order to cope with its development and effect.
- A successful Implementation of Macro Trends of Attention Economy is important to enhance the communication process and the brand-bond.

## Methodology

The research follows descriptive method followed by analytics of local and global examples.

## Summary

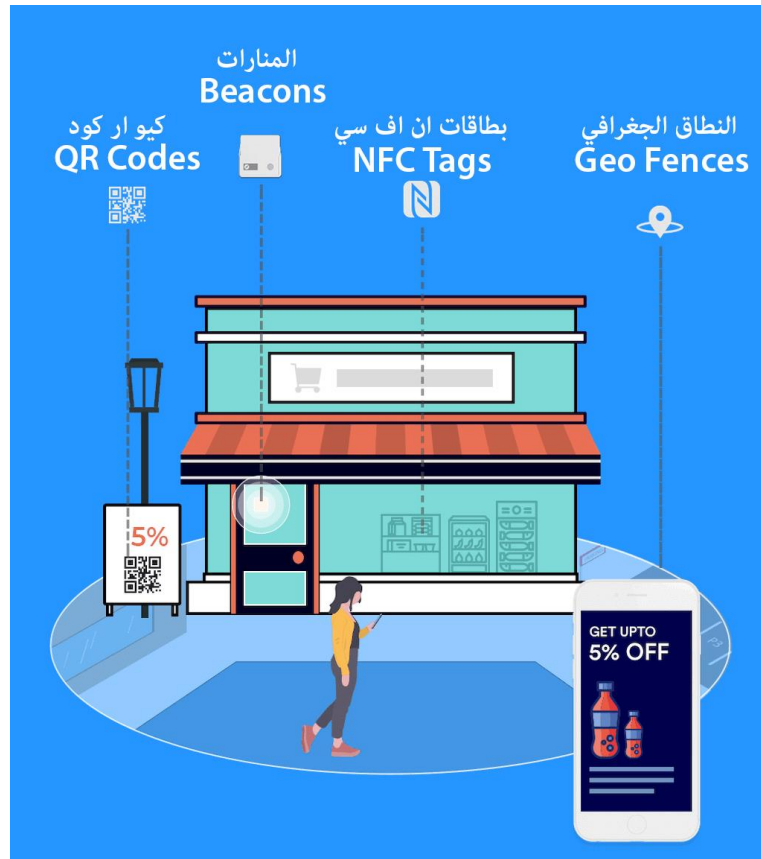
We live in a world of continuous and rapid change, including human being, as well as the general surroundings and his/her interaction with it. It is no longer feasible to follow traditional design thinking methods, tools & processes. Rather, there has become an urgent need to keep pace with the directions of current Mega and Macro Trends changes and its effects.

One of the most important current and expected to last for years trends is the Megatrend of Attention Economy, which expresses a general trend of brands and business owners to capture people attention which has become a precious currency in a world where visual sensory contention exceeds the capacity of any one. Therefore, brands are racing to adopt and exploit creative ideas, innovative means and methods of advertising, most of which are based on the innovator from technological methods, and to harness the potential of the Internet based on studying the related variables in the behavior and habits of the targeted groups.

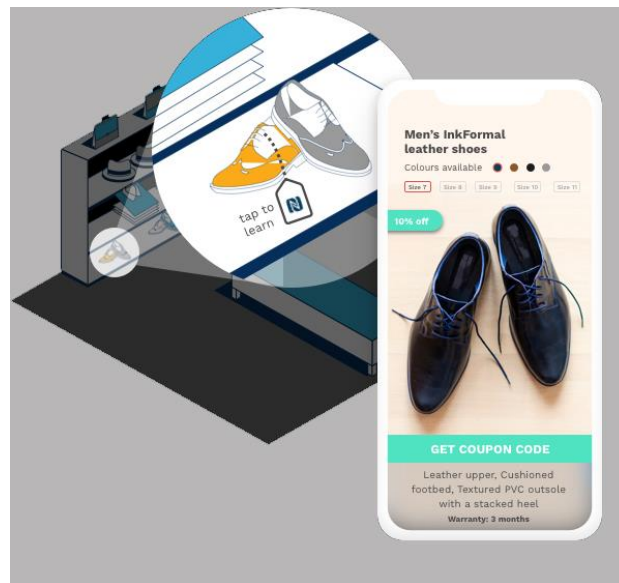
Megatrend of the Attention Economy has given rise to a number of Macro Trends, which were reflected in the communication and advertising process, such as Influencers Advertising, Proximity Advertising, Dynamic Storytelling Advertising, and others



**Influencers Advertising, MO Salah, Special Edition Pepsi Can**



Proximity Advertising: QR code – Beacons – NFC Tags – Geo Fences



Proximity Advertising: NFC Tags

By searching for the adverts that adopts these different Macro-trends, we have found that they are distinguished by their ability to capture customer interest, interaction, and emotional attachment to the brand beyond traditional methods, and offer creative solutions to overcome the dilemma of advertising saturation in a renewed and effective way. The research follows the descriptive approach followed by an analytical study of some models of ads based on the Megatrend of Attention Economy. The research concluded that there are many forms of

applications for Macro trend emanating from Megatrend of the Attention Economy. These Macro Trends can be employed with advertising, which results in attracting the attention of the recipient of the advertisement. The different ads style leads to a positive interaction and strengthens the relationship and link between the recipient and the brand.

## Results

- Trends, as a mirror of change, affects all aspects of work and life. Advertising as an art and industry related to human being and life is affected by trends.

- Mega and Micro Trends of attention Economy caused emerging new types of advertising:

- Advertising as A Service.
- .Influencer Advertising
- .Content Advertising
- :Proximity Advertising
- ❖ Geo Fences .
- ❖ Beacons.
- ❖ NFC tag (Near Field Communication).
- ❖ QR code.
- Advertising Participation.
- . Dynamic Storytelling Advertising
- Aesthetic Currents
- .Sensation Advertising
- Following and implementing the new emerged types of advertising while using genuine and relevant content would enhance recipient involvement and enrich his/her brand-experience.
- Following and implementing the new emerged types of advertising would be more effective than traditional types.
- It is essential for advertising to cope with trends and changes relating and affecting it.

## Recommendations

- Integrating Trends study into Advertising Design Field.
- Integrating Emerging Types of advertising study into Advertising Design Field.

## References:

### Translated Arabic books

-Jordon, 'Erik and Disuza, Silva - almakaniat alraqmiata:'ahamiat almuaqae fi ealam mutashabik - tarjamat muhamad hamid darwish - muasasat hindawiun sy ay sy -wndswr-almamlakat almutahidat - 2018.

“Digital status, the importance of websites in entangled world” translated by Mohamed Hamed Darwish- Hendawy Institution-Windsor-U.K.

-Heath, Robert - 'iighwa' aleaql albatn: sayakulujiat altathraleatifi fi aldieayat wal'iielan - tarjamat muhamad euthman - muasasat hindawiun liltaelim walthaqafat- alqahrt - misr - 2016.

“Seduction of subconscious: psychology of emotional influence in advertising” translated by Mohamed Ottoman- Hendawy Institution for education and culture- Cairo-Egypt.

**Second :foreign books**

John Naisbitt and Patricia Aburdene - Megatrends 2000: New Directions for Tomorrow - Sidgwick & Jackson - England -1991.

Vejlgaard, Henrik -Anatomy of a Trend - McGraw Hill- New York - 2008.

**:Third: journals and magazines**

-Alderidy, Ibthag Hafez. “swsywlgwya alth8aft 3br e3lan mwa83 altwa9l alegtma3y “- Magalet AL Emara w AL Fenoun w AL Elom AL Insania AL adad AL tase3 ashr (2020).

“Culture sociology across social media ads.” Journal of architecture and arts-issue no.9.

-Gordon, Adam- A DEFT Approach to Trend Based Foresight- Foresight: The International Journal of Applied Forecasting - Medford - USA - 2010.

**:Websites**

<https://dictionary.cambridge.org/dictionary/english/trend>

<https://globaltrendspotter.wordpress.com/2017/03/24/categorizing-trends-what-are-the-different-types-of-trends/>

<https://insiteooh.com/article/2325-vodafone-brings-the-championship-cards-with-mohamed-salah>

<https://mediakix.com/blog/participation-marketing-definition-best-examples/>

<https://scorum.com/en-us/football/@jon.bonomo/bright-lights-and-vivid-colors-how-the-premier-league-uses-design-to-win-big>

<https://soundcloud.com/cocacolaegypt/coca-cola>

<https://thearomatrace.com/en/best-examples-of-olfactory-marketing-in-companies/>

<https://wedodesign.com.au/qr-codes-business-marketing/>

[https://www.adsoftheworld.com/media/ambient/lattesso\\_the\\_new\\_vegan\\_lattesso\\_100\\_natural](https://www.adsoftheworld.com/media/ambient/lattesso_the_new_vegan_lattesso_100_natural)

[https://www.adsoftheworld.com/media/film/honda\\_honda\\_stayhome](https://www.adsoftheworld.com/media/film/honda_honda_stayhome)

[https://www.adsoftheworld.com/media/print/sony\\_sony\\_sideline\\_challenge](https://www.adsoftheworld.com/media/print/sony_sony_sideline_challenge)

<https://www.beaconstac.com/>

<https://www.beaconstac.com/nfc-marketing>

<https://www.beaconstac.com/proximity-marketing>

<https://www.beaconstac.com/qr-code-use-cases>

<https://www.facebook.com/lays/>

<https://www.insider.com/disneyland-secrets-facts-2018-1>

<https://www.instagram.com/mosalah/>

<https://www.instagram.com/nike/?hl=en>

<https://www.instagram.com/sephora/?hl=en>

<https://www.marketing-schools.org/types-of-marketing/proximity-marketing.html>

<https://www.thenextad.com/blog/storytelling-and-advertising-how-to-bring-the-two-together/>

<https://www.trendexplorer.com/en/trends/attention-economy/>

<https://www.trendexplorer.com/en/trends/attention-economy/advertising-as-a-service/>

<https://www.trendexplorer.com/en/trends/attention-economy/dynamic-storytelling/>

<https://www.trendexplorer.com/en/trends/attention-economy/influencer-marketing/>

<https://www.trendexplorer.com/en/trends/attention-economy/participation-marketing/>

<https://www.trendexplorer.com/en/trends/attention-economy/sensation-marketing/>

<https://www.youtube.com/watch?v=xmDk0cgpdBs&feature=youtu.be>