

## **Mega Trend of Attention Economy Impact on Advertising**

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### **Abstract**

We live in a world of continuous and rapid change, including the human being, as well as his general surroundings and his 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, the brands are racing to adopt and exploit 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. 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. The 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.

### **Keywords**

Mega Trends- Macro Trends - Attention Economy - Trends -Advertising