

The attention economy

Here's what to know

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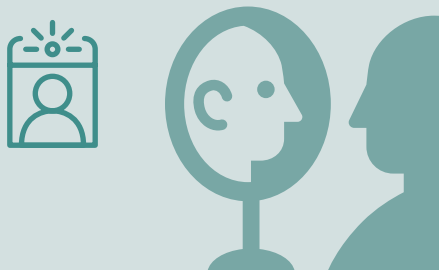
1 We are surrounded by information craving our attention



2 Our attention is our most prized resource, and the one most scarce. Our time has become an expensive commodity, and we no longer take interest in everything.



3 Today, we feel that whatever information concerns us, and us alone, is the most interesting.



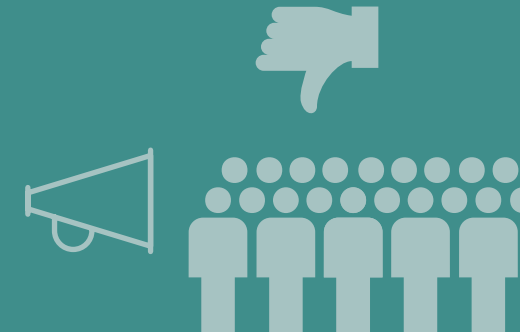
4 If we buy a newspaper, for instance, we pay for it with money, but we also pay with our time. Because not every printed word is relevant to us.



5 We have grown accustomed to curated content like on Facebook. Once we click on those dancing kitten videos, suddenly they're the only thing showing in our feed. But we think they're cute, so we take no action.



6 Mass communication is dead.



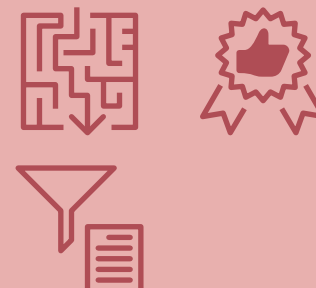
7 Before, we were willing to listen to broad messaging, but now information must be aimed at us, delivered personally to us. Because in our own opinions, we are more important than the big picture. In the attention economy, access to the individual's attention is expensive and difficult to obtain.



8 That's why we need to stop talking about our brands. Because it's all about the seller, corporate storytelling is no longer interesting to the buyer. It's simply not worth her time. But content is.



9 In the attention economy, only relevant, contextualized content aimed at the buyer wins.



? The question is: Is your message relevant, contextualized and buyer aimed, or do you still practise mass communication to a market looking the other way?

