



AN UNCOMMON SENSE
OF THE CONSUMER™

JUST FOR PROGRAMMERS

July 9, 2014

Let's Keep This Short

Be honest, your attention span isn't what it used to... SQUIRREL!

Sorry. Let's start again.

Be honest, your attention span isn't... WOW that's a picture of a big burger!

Whoops. Sorry. One more time.

Attention spans are getting shorter yet many radio spots and station promos still tend to run sixty, or at least thirty, seconds in length. But, like so many other things, just because we've always done it that way doesn't mean we should continue to.

According to Nielsen's [Advertising and Audiences: State of the Media](#) report, thirty-second television spots have gone from 62% of all spots aired in 2000 to just 53% in 2013. Over the same time period the percentage of fifteen-second spots on TV has grown from 35% of 44% of all the commercials aired.

In an effort to measure the impact of this shift, Nielsen Neuro, a group that studies consumers at their most fundamental level by measuring brainwaves to chart both conscious and subconscious reactions, created 15-second, optimized versions of 30-second television spots. According to their research, when they showed these new versions to consumers over 90% performed as well or better than their original, thirty-second counterparts.

If that doesn't cause you to rethink the length of commercials and promotional announcements on your station consider this fact from the same report: watching video on the internet now takes up an average of seven and half hours per month for the average American. Of the video being watched YouTube has more than ten times the number of monthly viewers of either Netflix or Hulu. Sure, YouTube doesn't charge for its content, but it also features shorter, bite-sized pieces of content that are easy for time-addled consumers to digest.

So before this post gets too long and something bright and shiny steals your attention, just take a moment to consider the length of the elements on your station and how they could be effectively optimized for an easily distracted.... SQUIRREL!!