

**2ND EDITION**

# **PAID ATTENTION**

**INNOVATIVE ADVERTISING  
FOR A DIGITAL WORLD**

**FARIS YAKOB**

# **Paid Attention Innovative Advertising For A Digital World**

**Laura Jordan Bambach, Mark  
Earls, Daniele Fiandaca, Scott Morrison**



## **Paid Attention Innovative Advertising For A Digital World:**

*Paid Attention* Faris Yakob, 2015-04-03 As ever the onus is on brands to find compelling ways to earn the attention of the consumer Yet content scarcity has given way to overload fixed channels have dissolved into fluid networks and audiences have become participants in consumer driven conversations This shift requires a new course of action for brands it demands new marketing imperatives *Paid Attention* is a guide to modern advertising ideas what they are why they are evolving and how to have them Spanning communication theory neuroscience creativity and innovation media history branding and emerging technologies it explores the strategic creation process and how to package ideas to attract the most attention in the advertising industry Packed with real world examples of advertising campaigns for companies including Sony Red Bull HP and many more *Paid Attention* provides a robust model for influencing human behaviour Referencing a wide body of theory and praxis from behavioural economics and sociology to technology and even science fiction Faris Yakob maps advertising onto a wider analysis of culture Containing practical advertising and branding templates including a new advertising planning toolkit it is ideal for students and practitioners looking to get noticed in today's cluttered marketplace Online resources include additional toolkits with advice techniques and best practice on brand behaviour new ideas and effective communication

*Paid Attention* Faris Yakob, 2021-11-03 The advertising attention marketplace is a confusing and vast playing field where the rules have changed drastically over the last decade Make yourself heard and win the attention of your target audience with the new edition of this ultimate guide *Paid Attention* delivers new and innovative insights into advertising ideas what they are why they are evolving and how to use them in day to day strategy to ensure commercial stability within a changing digital landscape Packed with real world examples of advertising campaigns such as Google Sony and Old Spice it provides a robust model for influencing human behaviour and toolkits that offer best practice on brand behaviour and effective communication This second edition includes two new chapters exploring the latest evidence about attention spans and trends in online advertising as well as new case studies on compelling brand ideas In a world where being a consumer is confusing learn to take control of the situation and make yourself heard in today's crowded attention marketplace

*Paid Attention* Faris Yakob, 2015-03-04 Spanning communication theory neuroscience creativity and innovation media history branding and emerging technologies *Paid Attention* explores how ideas move people and how advertising can and should change in response to changes in the communications landscape A modern model for how brands operate and innovate in the evolving market for ideas it contains both beliefs that can guide behaviour and practical tools and examples to help account planners and strategists in their jobs and careers *Paid Attention* provides a framework for brands and market research based on the emerging context of behavioural economics It references a wide body of theory and praxis from neuroscience advertising research behavioural economics psychology sociology technology and even science fiction Mapping advertising to a wider analysis of culture it appeals to media scholars and anyone interested in today's media

saturated culture

**Summary of Paid Attention: Innovative Advertising for a Digital World by Faris Yakob**

BestPrint,2021-08-25 How can you get people interested in your brand in an age of ad blockers vanishing attention spans and colossal consumer choice Paid Attention 2015 discusses the fast changing media landscape and maps out strategies for success that reach beyond banner placement and pop ups

**Digital Advertising Evolution** Iain MacRury,Danae

Manika,2024-12-27 This cutting edge text brings together a diverse range of scholars and practitioners to examine how digital has become the default space for advertising in practice communication and commercial process Providing a wide ranging and multi disciplinary account of a complex contemporary moment for promotional communications Digital Advertising Evolution charts recent and profound shifts in the advertising industry s working models and assumptions about media audience data research consumer practices and modes of persuasive promotional communication Innovations and new advertising formats including programmatic ads AI advergames memes branded content and influencers have transformed and reframed advertising theories and practices for a new generation Contributions examine major technological and cultural shifts in the advertising field considering how platforms have provoked a paradigm shift in the character and conceptual framework defining advertising This thorough analysis of the field critically explores key concepts genres campaigns history academic theories and major actors as well as governance regulation and ethics to provide a complete picture of the current state of the industry Written for a global readership Digital Advertising Evolution is ideal for advanced students and researchers of digital advertising and promotional cultures It will also be of interest to professionals seeking to reflect on the changing industry

*Creative Superpowers* Laura Jordan Bambach,Mark Earls,Daniele Fiandaca,Scott

Morrison,2018-06-28 Every business leader should read it immediately Emma Gannon author of The Multi Hyphen Method A book that made my brain fizz Bruce Daisley VP EMEA Twitter We are about to enter an Age of Creativity that requires a new set of skills This book introduces you to four creative superpowers that will help solve your biggest business problems and open up fresh opportunities namely the powers of Hacking learn how becoming a hacker will help you tackle problems in different ways Making learn how getting your hands dirty and making things stimulates new parts of the brain as well as creating happy accidents Teaching learn how teaching yourself and others consolidates experience in a fast paced world Thieving learn how looking to what already exists helps you solve your problems

**Contemporary Fictions of Attention**

Alice Bennett,2018-08-09 With the supposed shortening of our attention spans what future is there for fiction in the age of the internet Contemporary Fictions of Attention rejects this discourse of distraction crisis which suggests that the future of reading is in peril and instead finds that contemporary writers construct fictions of attention that find some value in states or moments of inattention Through discussion of work by a diverse selection of writers including Joshua Cohen Ben Lerner Tom McCarthy Ali Smith Zadie Smith and David Foster Wallace this book identifies how fiction prompts readers to become peripherally aware of their own attention Contemporary Fictions of Attention locates a common interest in attention within

21st century fiction and connects this interest to a series of debates surrounding ethics temporality the everyday boredom work and self discipline in contemporary culture      *Hey, Whipple, Squeeze This* Luke Sullivan,2016-01-19 The classic guide to creating great advertising now covers all media Digital Social and Traditional Hey Whipple Squeeze This has helped generations of young creatives make their mark in the field From starting out and getting work to building successful campaigns you gain a real world perspective on what it means to be great in a fast moving sometimes harsh industry You ll learn how to tell brand stories and create brand experiences online and in traditional media outlets and you ll learn more about the value of authenticity simplicity storytelling and conflict Advertising is in the midst of a massive upheaval and while creativity is still king it s not nearly enough This book is an essential resource for advertising professionals who need up to date digital skills to reach the modern consumer Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today s consumer has seen it all and they re less likely than ever to even notice your masterpiece of art and copy let alone internalize it Your job is to craft a piece that rises out of the noise to make an impact Hey Whipple Squeeze This provides the knowledge to create impressive compelling work      **Using Creativity and Data in Marketing** Tom Ollerton,2025-09-03

The availability of data analytics has turned the marketing world upside down but data is only part of the picture The ability to take the data and blend it with creative thinking is now an essential skill for any marketer looking to create truly impactful campaigns Using Creativity and Data in Marketing is a practical approach to how you can transform quantitative data into groundbreaking creative strategies It features original research encapsulating insights from in depth interviews with senior global marketers at the forefront of this evolution from brands such as L Oreal Kenvue Brompton Bikes and Bose They share firsthand experiences and lessons on harnessing data to drive creativity offering readers an exclusive look into successful data informed campaigns Designed to challenge conventional marketing and advertising wisdom the book delves into emerging theories and practices charting a course through unexplored aspects of data driven creativity From how to practically interpret data to taking that creative leap from insights to ideas this book equips marketers with the tools to create more resonant and effective campaigns in a data rich world      **Eat Your Greens** Wiemer Snijders,2018-09-27

How can we sell more to more people and for more money The marketing world is awash with myths misconceptions dubious metrics and tactics that bear little relation to our actual buying behaviour      **The Routledge Handbook of Discourse Analysis** Michael Handford,James Paul Gee,2023-05-15

The Routledge Handbook of Discourse Analysis covers the major approaches to discourse analysis from critical discourse analysis to multimodal discourse analysis and their applications in key educational and institutional settings The handbook is divided into eight sections Approaches to Discourse Analysis Gender Race and Sexualities Narrativity and Discourse Genre and Register Spoken Discourse Social Media and Online Discourse Educational Applications and Institutional Applications The chapters are written by a wide range of contributors

from around the world each a leading researcher in their respective field With a focus on the application of discourse analysis to real life problems the contributors introduce the reader to a topic and analyse authentic data This fully revised second edition includes new sections on Gender Race and Sexualities Narrativity and Discourse Genre and Register Spoken Discourse Social Media and Online Discourse and nine new chapters on topics such as digital communication and public policy and political discourse This volume is vital reading for all students and researchers of discourse analysis in linguistics applied linguistics communication and cultural studies social psychology and anthropology

**Futures of Journalism** Ville J. E. Manninen, Mari K. Niemi, Anthony Ridge-Newman, 2022-05-04 This book examines how technologies are changing will change or could change the relationship between audiences and news media It highlights how novel technologies could have fundamental implications for the way that news media interact with wider society The book comprises of four thematic parts Firstly it focuses on the impact of technological development on the news media business exploring how news media uses new technologies to improve their sustainability Secondly it considers the ethical dilemmas that arise when audience news media relationships are transformed by technological development The third part of the book approaches the effects of novel technologies from the journalists viewpoint how do new technologies intervene in the audience news media relationship through journalistic work Finally the fourth part dissects the ways new technologies can impact audience news media relationships through transforming audience agency audience preferences and news media s understanding of them

**The Advertising Handbook** Sean Brierley, Jonathan Hardy, Iain Macrury, Helen Powell, 2018-02-28 The Advertising Handbook provides a critical introduction to advertising and marketing practices today Contributions from leading international scholars and practitioners offer extended coverage of the contemporary shifts and pressures reshaping the marketing communications or advertising and marketing industries and their relationship to the consumer Profiles and case studies illustrate innovation and diversification among advertising marketing and public relations companies Discussion questions aid learning and encourage debate about the activities and influence of advertising today This Fourth Edition explores the growing significance of the influence of Big Data and automation in digital advertising tracking and profiling users across digital communications for targeted and personalised marketing communications the rise of media and advertising integration through sponsored content product placement native advertising and other forms of branded content the dynamic shifts in ad spending and media advertising relationships across legacy media online and social media and the complex profile of consumer behaviour that produces new challenges for brands and branding Fully revised and updated this new edition of The Advertising Handbook is a comprehensive and accessible guide to contemporary advertising and marketing theory and practice designed to meet the requirements interests and terms of reference of the most recent generation of media and advertising students

**Emerging Trends and Innovation in Business and Finance** Rim El Khoury, Nohade Nasrallah, 2023-10-28 This book explores diverse dimensions of innovation in business and finance from a micro as well as

macro perspective through various case studies and analyses of trends The previous decade is known as the era of digital transformation and innovation The rise of new technologies is having an impact on the global trends and leading to innovation in business and finance In this competitive market businesses and financial institutions must be responsive to the trends in order to survive and thrive governments must cope with the complex and uncertain environments by being smart transforming service delivery and implementing smart governance practices and entrepreneurs and investors are faced with alternative sources of finance and investment However keeping up with these trends and innovations is fraught with its own set of challenges Thus it is important to analyze new and emerging technologies and innovations through a myriad of disciplinary lenses This book not only expands conceptual understanding of digital transformation and innovation by presenting strong empirical evidence but also by adding to the vigorous worldwide policy discussion on how to assist businesses in the digital transition The book will be useful to scholars and researchers of business management financial management business economics international business human resources and marketing It will also be of interest to entrepreneurs policymakers academicians and practitioners in the field

**Building the Agile Business through Digital Transformation** Neil Perkin, Peter Abraham, 2021-06-03 How can businesses transform to achieve competitive advantage in a digital enabled world How can managers and leaders create a culture that supports lasting change through these transformations Building the Agile Business through Digital Transformation is an in depth guide for all those needing to better understand implement and lead digital transformation in the workplace It sets aside traditional thinking and outdated strategies to explain what steps need to be taken for an organization to become truly agile embed innovation and develop talent to succeed This majorly revised second edition of Building the Agile Business through Digital Transformation contains new material on the culture and mindset challenges of shifting at scale from linear to agile working and using data effectively in organizational decision making Full of practical advice examples and real life insights from organizations at the leading edge of digital transformation including Airbnb Amazon and Google this book is an essential guide to driving success by becoming an agile and digital native business

Why Does The Pedlar Sing? Paul Feldwick, 2021-02-28 Throughout history selling and entertainment have gone hand in hand from the medieval pedlar and the medicine show to generations of TV commercials featuring song and dance comedy and cartoon animals right up to today's celebrities who launch their own multi million dollar brands

*Entertainment in the Performing Arts* Alice Marshall (Vale), 2022-04-27 Alice Marshall explores the question What do you think entertainment is by challenging the reader to consider and form their own views through the provision of interviews professional opinions and researched topics Entertainment in the Performing Arts explores a range of sources to enable the reader to develop their own knowledge and understanding of what entertainment equates to This book provides helpful starting points including a range of perspectives from interviewed artists to allow the reader to begin answering this key question for themselves Throughout the chapters the reader is presented with guided

tasks to allow full immersion in the topics discussed The author explores why we have an inbuilt need to entertain and be entertained navigates the reader through the technological enhancements that have altered how we do this discusses how audience gratification is not always key in entertainment and furthermore aims to expertly decipher what the word entertainment specifically means This is an essential text for students of performing arts courses artists aiming to develop their understanding of their practice and for those with an interest in entertainment

### **Otherness in Communication**

**Research** Luisa Magalhaes, 2025-01-02 This book offers various perspectives from media studies interpersonal communication and intercultural communication on the experience and effects of being othered excluded and treated as less than Its three sections cover 1 expressions of otherness in everyday life 2 experiences of otherness in media discourses and 3 strategies against otherness in social interaction This book challenges the expression of otherness that is frequently related on texts of colonialism and of western social hegemonic characteristic of the Global North therefore giving voice to perspectives from the Global South in a pluralistic reading The collection of contexts in which the expression of otherness is highlighted in this book are presented in the perspective of the powerless other As a receiver involved in a communicative process the othered individual is approached in relation to his identitarian demonstrations both in daily life face to face and virtual contexts and in critical situations These range from households to school and to media environments therefore enhancing a thorough perspective on the phenomenon of othering in plural contexts

### **Graphic Intelligence**

Enrico Cicalò, 2020-04-18 This book demonstrates and discusses the hypothesis that within the theory of multiple intelligences graphic intelligence can be isolated and defined as the ability to use graphic skills to solve problems and create products through the integration and coordination of eye mind and hand that is visual perception thought and graphic representation Since it is essential to the development of thought in various disciplinary and professional fields graphic intelligence is considered an intellectual skill that needs to be taught not only in specialist training but also in general training and at all levels of education from pre and primary school to higher education The book discusses the role of graphic intelligence within the design scientific artistic education and communication disciplines highlighting how graphic skills are fundamental to enhancing cognitive and imaginative abilities in all areas of training and professional knowledge

*Infoselves* Demetra Garbasevschi, 2021-02-09 *Infoselves* delivers a multifaceted analysis of the commodification of self identity online from both a domination and a liberation perspective Drawing on multiple resources the book places its discussion of online identity within the larger context of self identity evolution arguing for the recognition of online identity as a legitimate component of the self identity system Advertising executive turned academic Demetra Garba evschi offers readers the means to understand the way our online identities are formed and used to reflect on the future of self identity and to become more aware of the radical implications of our digital footprint Readers will discover what it means to be an infoself in a deep digital context from exploring the informational makeup of self identity to examining the various sources of identity information found online to



exposing the uses of this information through both latent and assertive self commodification Considering the many sources of information contributing to our identity narrative online some beyond our direct control managing the self is presented as one the greatest challenges of our digital present The book includes illuminating discussions of a variety of topics within the subject of online identity such as Foundational concepts related to the idea of identity including references to the works of Erik Erikson symbolic interactionists and social dramaturgy The evolution of online identity with examinations of early and current viewpoints of the phenomenon Personal branding online as the epitome of self commodification with examples from online celebrity micro celebrity and nano celebrity Original research contributing to the larger discussion about how identities are constructed and performed through the line Perfect for graduate students in advertising branding and public relations Infoselves also belongs on the bookshelves of those studying fields involving digital media Working professionals in any of these areas will also benefit from this book s insightful analyses of a variety of viewpoints on online identity

The Top Books of the Year Paid Attention Innovative Advertising For A Digital World The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels enthralling the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have charmed audiences this year. Paid Attention Innovative Advertising For A Digital World : Colleen Hoover's "It Ends with Us" This poignant tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Paid Attention Innovative Advertising For A Digital World : Taylor Jenkins Reid's "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reid's absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Paid Attention Innovative Advertising For A Digital World : Delia Owens' "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and gripping novel that will keep you guessing until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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