

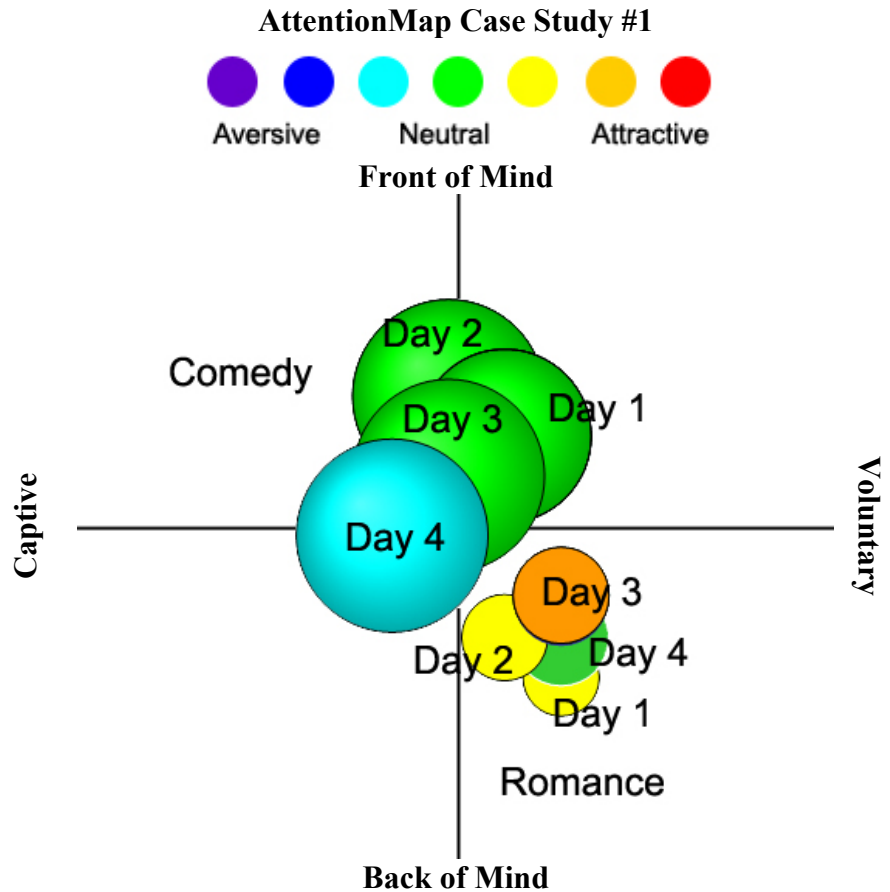
## Product-based AttentionMap

We were asked to track attention around two movies released simultaneously – one comedy and one romance. We asked people to gauge their attention towards both movies in the days leading up to the movies' premiere.

Though the romance clearly had more attractive attention on the part of moviegoers, the comedy had occupied a larger share of their attention, even though it was relatively neutral in nature. The romance could never break out of the “back of mind” trap, while the comedy was clearly “front of mind” most of the time.

On the final day, the comedy switched into the “captive/back of mind” quadrant, also known as the “sweet spot.” Attention to the comedy turned slightly aversive, forcing action on the part of our participants.

The comedy ended up winning out among our test subjects and in terms of overall box office.



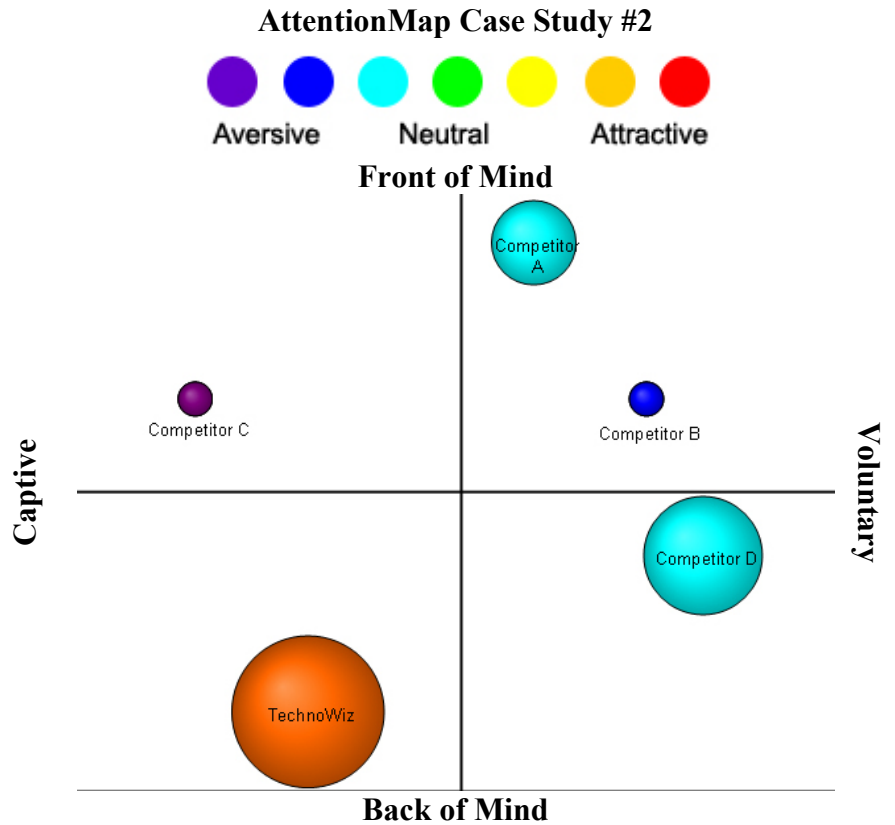
## Customer-based AttentionMap

We were asked to track attention paid to several different vendors to a company, one of which was TechnoWiz. Though TechnoWiz was receiving the most attention of all the vendors inside our client company, it was in danger of being supplanted because its “attractive” status – it caused no alarm inside the company we tracked.

Before our analysis, everyone assumed Competitor C was the greater threat, because of the highly aversive attention it was receiving.

Yet thanks to our analysis, we revealed most company attention outside of TechnoWiz was going to Competitor D. AttentionMap predicted that Competitor D – not Competitor C – was in fact the real rival for our client’s attention.

Competitor D ended up stealing business away from TechnoWiz later on – thanks in part to the large amount of voluntary attention it received plus its slightly aversive nature.



## Internal-based AttentionMap

In this case, we were asked to chart the attention of a group of executives. We found they were paying way too much attention to business logistics and overly distracted by external competition. These executives were also directing too much aversive attention towards their clients. Also, while they were focusing on innovation, they weren't under any particular pressure to do so – this attention was entirely attractive and voluntary, which rarely drives action.

Changes we recommended based on this AttentionMap were to invest more resources in improving business logistics, try to find clients that received more attractive attention, and attach some “skin in the game” to innovation efforts.

Implementing these changes helped these executives focus less on minutiae and more on how to really add value to this company. As a result, performance improved.

