

Understanding Audience Retention

Audience retention varies according to the content being presented. People are able to maintain their attention for different sorts of content such as movies, Youtube videos and even lectures. They're even able to multitask by using two devices at once, such as a phone and a TV. But why is it that viewers can't find the patience to watch a short 30 second ad? For one, viewers now have the luxury of choice. With the vast variety to choose from, they are able to consume content that caters to preferences. This also explains why people are able to sit through long hours watching movies or being on their phone as the content being displayed is able to instil and maintain an interest in them. Individual differences play a role in a lot of things, including where our interests lie. In addition to that, the content serves a purpose for the viewers, whether it is for entertainment, relaxation, passing time, companionship or stimulation.



It is also similar when it comes to ads. Viewers pay attention to ads only if they feel that the product/service being promoted happens to be something they are interested in or serve a purpose to them in the future. One of the reasons why viewers may be continuously skipping ads, regardless of the social media platform, is due to the annoyance. Viewers are presented with countless ads on the daily which then result in them feeling frustrated when they come across one. Along with that, viewers aim to ensure that they are using their time wisely therefore they see ads as a nuisance getting in the way of that.

How?

Much research has been conducted and many methods have been tested, but what really works? Here are some tips that have been proven to help with audience retention. The first one being to keep it short and simple. The goal is to get the idea across as fast as possible without requiring too much energy and time from viewers to

digest the information being presented, especially with the skip button being put in place. Viewers rely heavily on the skip button therefore brands have to ensure that they are able to grab the viewer's attention immediately. Another way that is still used until this day, is to set the tone of the ad. With all the various tones, such as humour, sadness, calmness and others, it is seen that humorous ads were more likely to be watched. Although this was the case, it didn't mean that all ads should be funny. Apart from humour, it is seen that making the ad lean towards sadness resulted in having higher brand/ad recall. Other than that, the next tip that is also being heavily used is to get a credible endorser. A research done on young Malaysians adults and their purchasing intentions is able to back this claim. These days, brands make it a point to reach out and collaborate with social influencers for brand awareness. The reason behind this is that when people are able to see a recognizable face with a product, it builds a sense of trust which then encourages them to purchase the product or service.

The first thing a brand can do is to understand their target audience. What are the concepts or aesthetics the majority of these people share that can be used to relate to the products or services? For example, women encourage each other with girlboss aesthetics. This is an idea of how cosmetic or jewelry brands can relate to their customers with their products in order to improve their audience's retention by communicating how it is able to fit into their lifestyle and the benefits it brings. It is also important to identify what their target audience's current lingo is because different age groups possess different lingo. Another way is to also ensure that the brand's values speak to the consumers'. The values can be both personal as well as be in relation to external factors. An example is vegan products that can also be recycled after. The value here is ensuring that they are doing their part in conserving the planet while still making sure the product is safe to use on themselves.

Conclusion

People get a variety of content from different platforms. It is easy to decide what you want and don't want to see. Malaysians enjoy a range of content as well, from local to Western entertainment. This plays a big role in their daily lives and the choices they make, whether it's fashion, music or even values. Depending on the audience the brands want to reach, it is important to make sure that the correct type of content is being used. Not everyone shares the same humour or values, but brands should find a common ground in order to generally target the majority of their audience.

In short, audience retention can be an issue if we are not speaking the right language with the audience. Taking some factors into consideration may help. Learning more about your audience not only encourages a relationship, but also improves their retention towards your product or service.

Find out how to go about video marketing for your brand with [RTV Malaysia](https://www.rtvmalaysia.com) now!



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