



# Keynote Presentation | **[Digital Attention]** How Marketers Can Win Attention in the Digital Age



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# WINNING ATTENTION IN THE DIGITAL AGE

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# WHY WINNING ATTENTION IN THE DIGITAL AGE MATTERS?

## ADVERTISING OVERLOAD

10K

Avg ads seen per person per day. Double vs. 2007<sup>1</sup>

8SEC

Attention span. 12sec in 2000.  
Goldfish have 9sec<sup>2</sup>

## CONSUMER JOURNEYS HAVE SHIFTED

70%

Of sales **digitally**  
**influenced** by 2027<sup>3</sup>

71%

of Gen Z discovered new  
products **most often** on social  
media. 38% also preferred it<sup>4</sup>

## BUSINESSES WILL DEPEND ON IT

75%

of Gen Z are more likely to  
purchase something if they  
can **customise** it<sup>5</sup>

62%

of Gen Z are willing to **pay**  
**extra** for personalisation. More  
than any preceding generation<sup>5</sup>

Source: (1) Siteefy "How Many Ads Do We See a Day?" Aug 2024, (2) Time.com "You Now Have a Shorter Attention Span Than a Goldfish" May 2015, (3) Forrester "Digitally Influenced Retail Sales Forecast" 2022, (4) HubSpot "How Each Generation Shops in 2024", (5) Customer Experience Magazine "How to create personalised experiences for Gen Z consumers"

**SO ALL MARKETING WILL INCREASINGLY BE...**



***Performance Marketing***

# HOW TO WIN ATTENTION IN THE DIGITAL AGE?



## FEWER

Less is more. **Precision & relevance** are key.



## BETTER

**Elevate** experiences by adding the right **benefits**.



## BIGGER

Big **bets** that leverage **partnerships**.



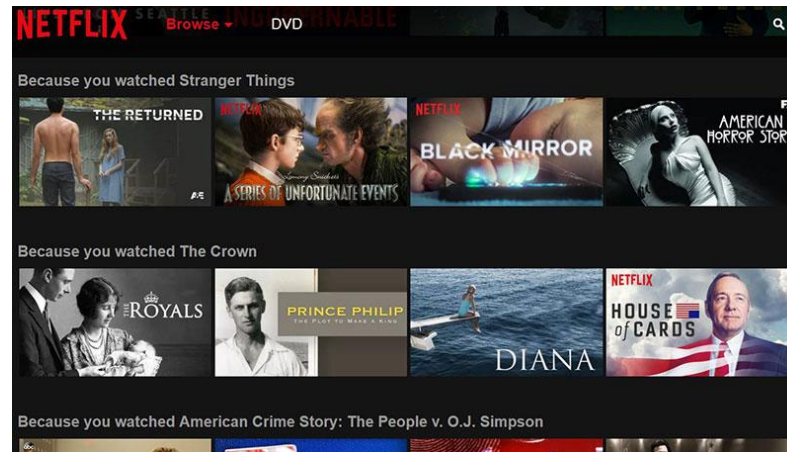
# THE CASE FOR PERSONALISATION

FEWER

IN A SEA OF ADS,  
"FOR ME" STANDS OUT

PERSONALISATION IS  
NOW COMMON PLACE

CONSUMERS EXPECT  
BETTER EXPERIENCES



# EXAMPLE: CADBURY PERSONALISED BIRTHDAY SONG

FEWER



# THE CASE FOR INFLUENCERS

FEWER

## A KEY INFLUENCE ON SHOPPING HABITS

55%

Of Gen Z say **influencer recommendations** is one of the most important considerations of purchase<sup>1</sup>

## TRUSTING INFLUENCERS LIKE FRIENDS' RECO



Source: (1) HubSpot "How Each Generation Shops in 2024",



# LEVERAGING INFLUENCERS FOR ATTENTION

FEWER

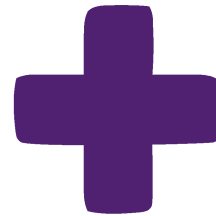


**LIVE**  
COMMERCE

# THE BENEFITS OF IMMEDIACY

BETTER

**FOR THE 1ST TIME IN HISTORY, WE CAN CREATE DESIRE THROUGH MEDIA,  
AND GET PRODUCTS TO CONSUMERS IN 30MINS...**





# EXAMPLE: CADBURY INDIA VALENTINE'S DAY

BETTER

## Valentine's Day: Brands take the OOH route to celebrate love

*Lovebug bit brands this year as they pushed the envelope of creativity to catch eyeballs with OOH campaigns*



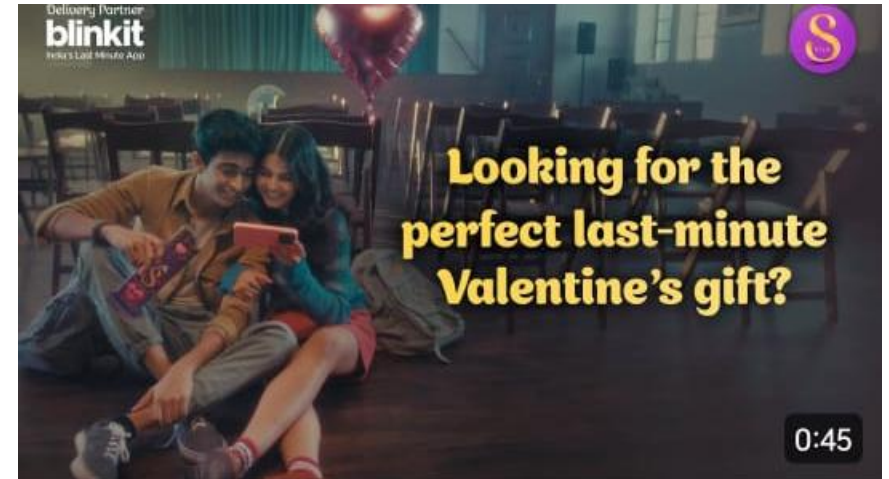
by Chehneet Kaur

Published: Feb 14, 2024 10:55 AM | 3 MIN READ



QUICK COMMERCE PRESENTING  
NEW SHOPPING OCCASIONS AND  
REASONS TO BUY.

A CONVERGENCE OF MARKETING +  
COMMERCE FOR "CREATIVE  
COMMERCE"



# THE CASE FOR DRIVING PARTICIPATION

BETTER

PASSIVE MEDIA CONSUMPTION  
IS OLD SCHOOL



PEOPLE WANT TO JOIN IN





# EXAMPLE: OREO TRUST THE TWIST

BETTER



# PARTNERSHIPS CAN ACCESS NEW USERS & FANDOMS

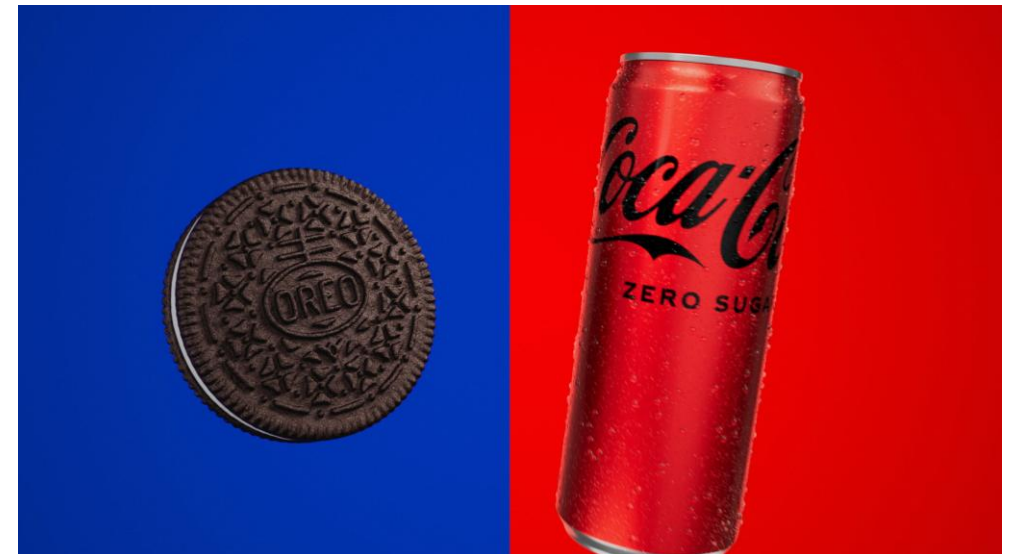
BIGGER





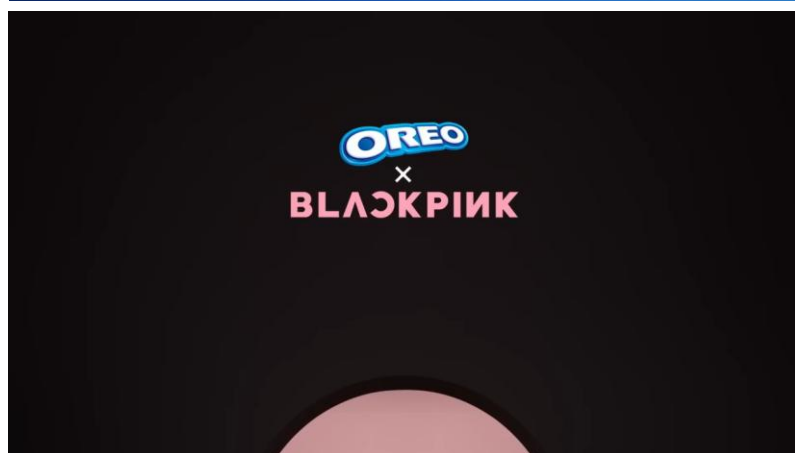
# PARTNERSHIPS CAN ALSO AMPLIFY INVESTMENTS

BIGGER



# EXAMPLE: FANDOM + DCOMM EXCLUSIVES

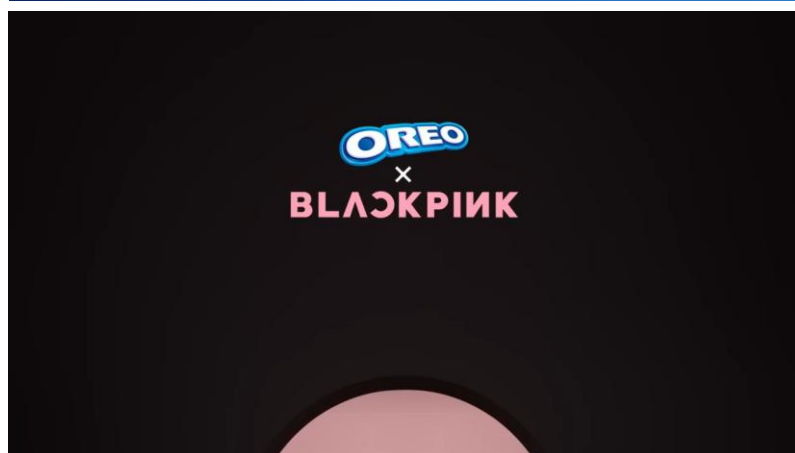
BIGGER





# EXAMPLE: FANDOM + DCOMM EXCLUSIVES

BIGGER



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**THANK  
YOU**

