

Look out by Orlando Wood.

A Glimpse Inside.



Look out.

The eye that stares. Unblinking. Makes for rather uncomfortable viewing, doesn't it?

We see a lot of it in advertising these days. But why?

And why doesn't advertising seem to make us laugh anymore?

In this stimulating book, Orlando Wood, author of the much-lauded *Lemon*, argues that it is because, as a

culture, we are turning inwards.

And the danger, when we turn inwards, is that we end up turning on each other.

So, to advertisers, those words 'Look out' should serve as a warning.

Because people feel alienated by creative work that looks inwards.

What, then, is the secret of capturing our audience's attention?

How can we create spectacle that lifts the eyes, opens the minds and warms the hearts of those we wish to persuade?

Well for that, Orlando argues, it all starts not by looking within, but by looking out.

It's just one of the surprising conclusions that can be found in this eye-opening book.



Look out.

Look out is the landmark new book from Orlando Wood, author of **Lemon**, and is published by The Institute of Practitioners in Advertising (IPA).

Look out is a study of attention and its implications for advertising. Its title serves both as a warning and as encouragement.



Look out at a glance

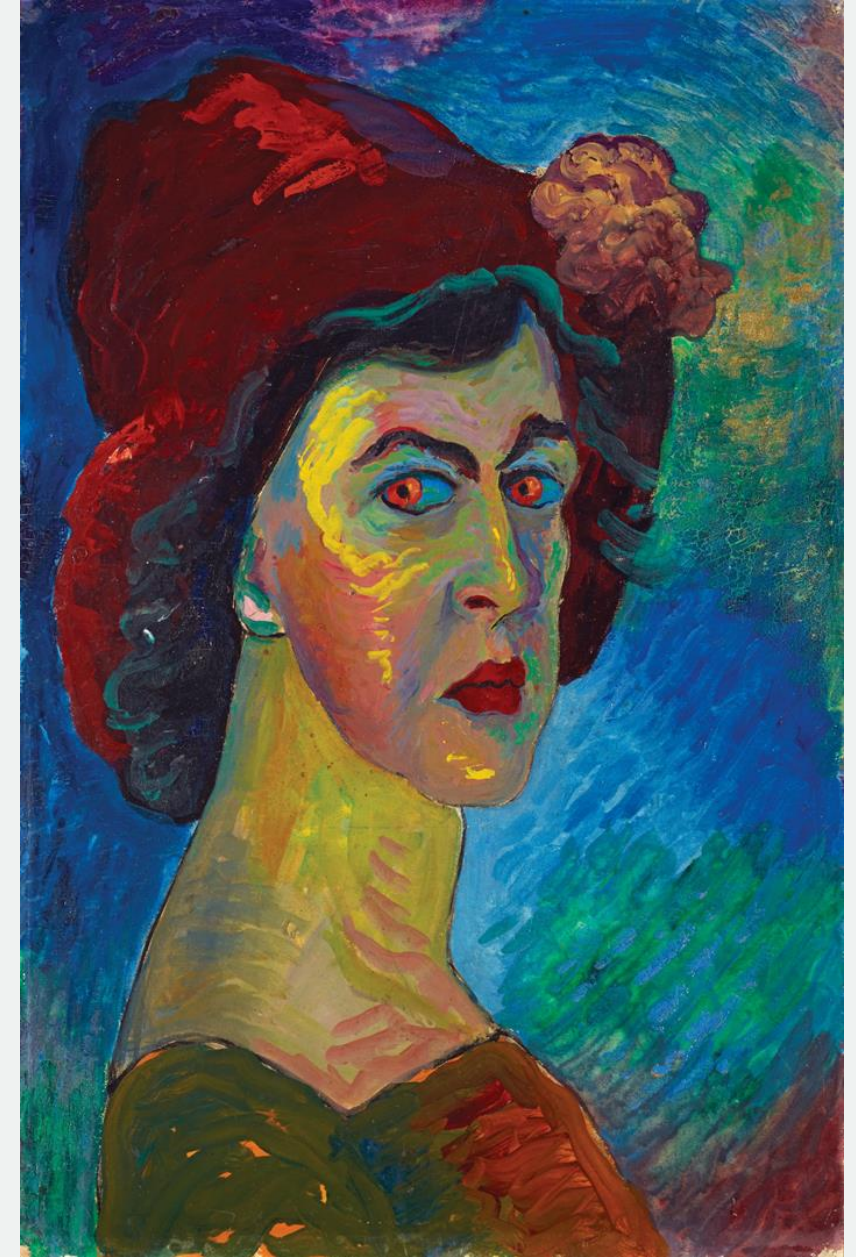
Look out describes how our attention narrows following periods of technological disruption and how this can result in increased levels of detachment, fear and aggression – in culture ‘turning inwards.’

The book draws on art history, psychology and social science to describe and explain the effects that technological leaps have on the human psyche – and, therefore, on culture.

The book describes how this is happening again today.

This is also the context within which advertising is being made, and Orlando reveals this narrowing of attention in the advertising sounds and images around us – the rigid ‘stare’, the loss of human vitality, the overuse of the word, the rhythmic soundtrack, its stasis and symmetry.

Using attention, emotion and business effectiveness data, **Look out** shows how this kind of advertising, far from drawing people in, pushes audiences away.



Self-portrait | Marianne von Werefkin, 1908

Brand-building advertising becomes more important, not less

Orlando begins by asking, what is the role of advertising today?

In a digitally disrupted world, brands lose their physical availability. This means they lose their mental availability too. So, if you are an online or subscription business, the principal role of advertising becomes one of establishing and maintaining mental availability.

This means advertising of a particular kind – brand building advertising. The problem is that confidence in and experience of making this kind of advertising is being lost today.

Optimum Activation Budget %
Optimum Brand Budget %

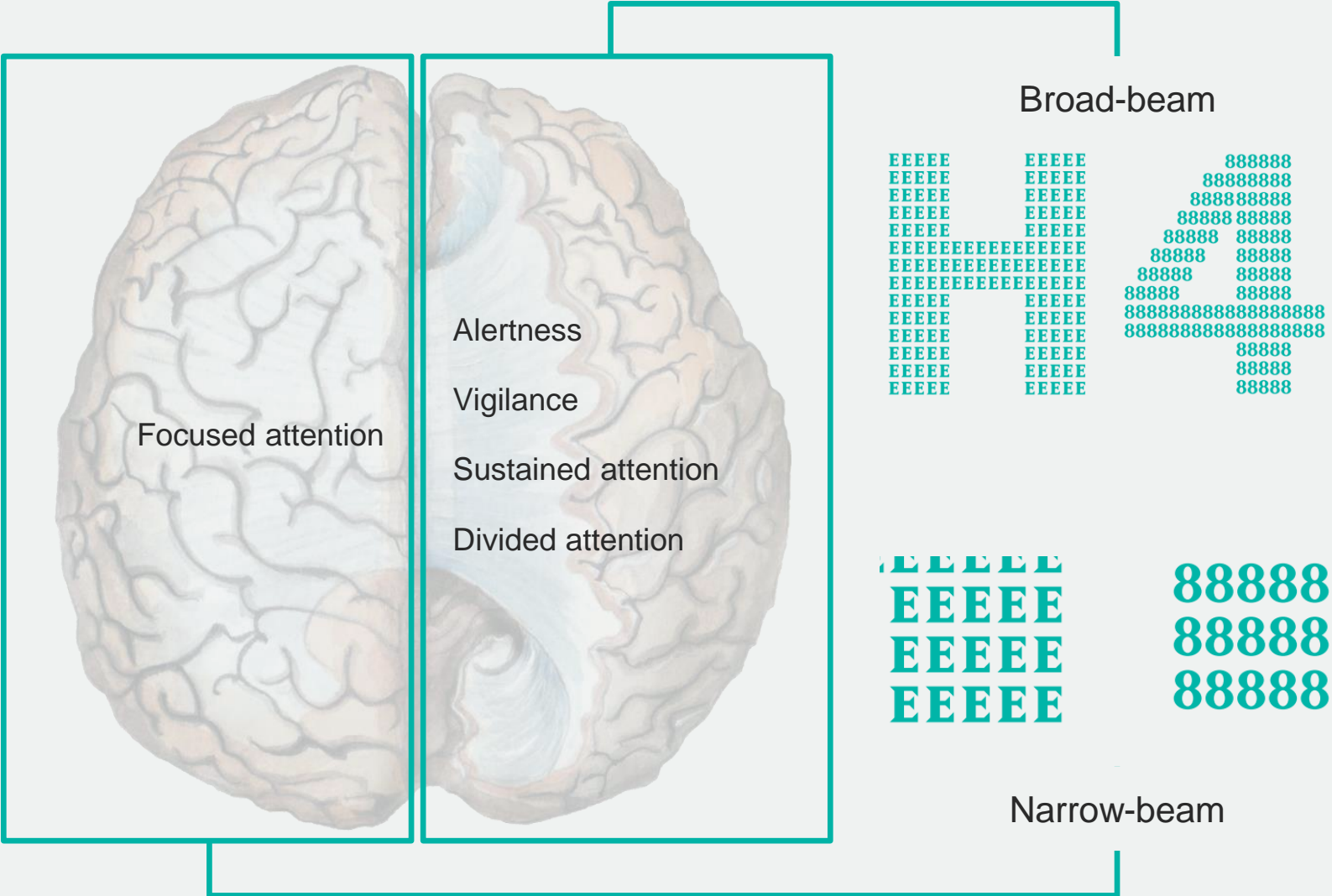


Broad-beam attention for brand building advertising

Orlando seeks to explain what kind of creative work is needed by examining the different modes of attention and how they relate to the left- and right-hemispheres of the brain.

Drawing on psychiatrist and neuroscience researcher, Iain McGilchrist, he explains that the right-brain presents the world to us using ‘broad-beam’ attention. It is alert to its surroundings and what is ‘out there,’ at the ‘edge of our awareness.’

It then passes anything of interest to the left brain, to bring ‘narrow-beam’ or focused attention to bear on the object. Broad-beam attention comes first – we always see the wood before we see the trees.



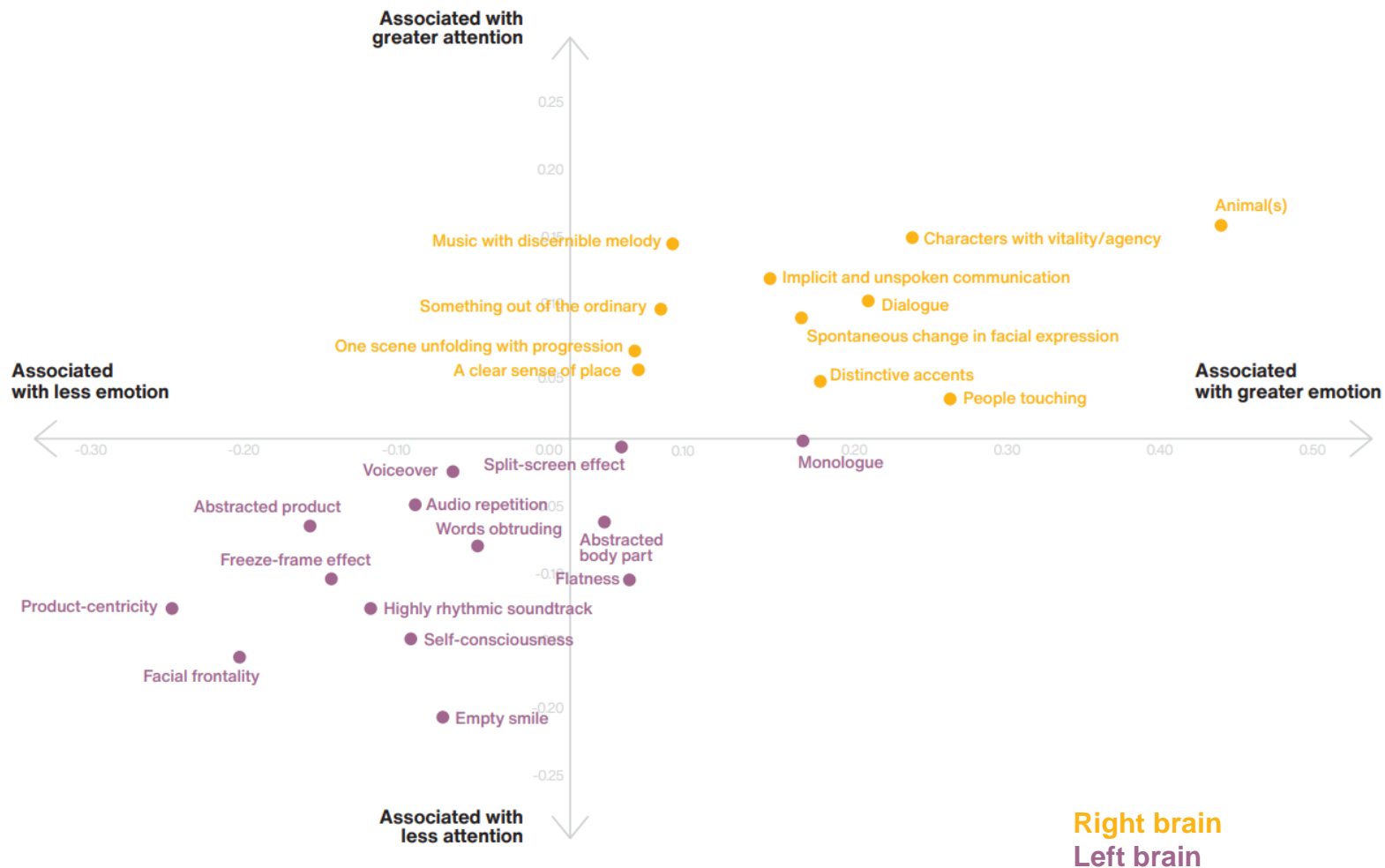
Capturing broad-beam attention

Understanding broad-beam attention is essential for creating brand-building advertising.

Look out shows that advertising with features associated with the right-brain (in yellow) is more effective at capturing an audience’s attention and eliciting an emotional response.

Features associated with the narrow-beam attention of the left-brain – including close-up product shots and the stare (facial frontality) – are associated with ads that push people away.

The problem is, these left-brain features tend to be increasingly common in advertising today, including facial frontality, or ‘the stare.’



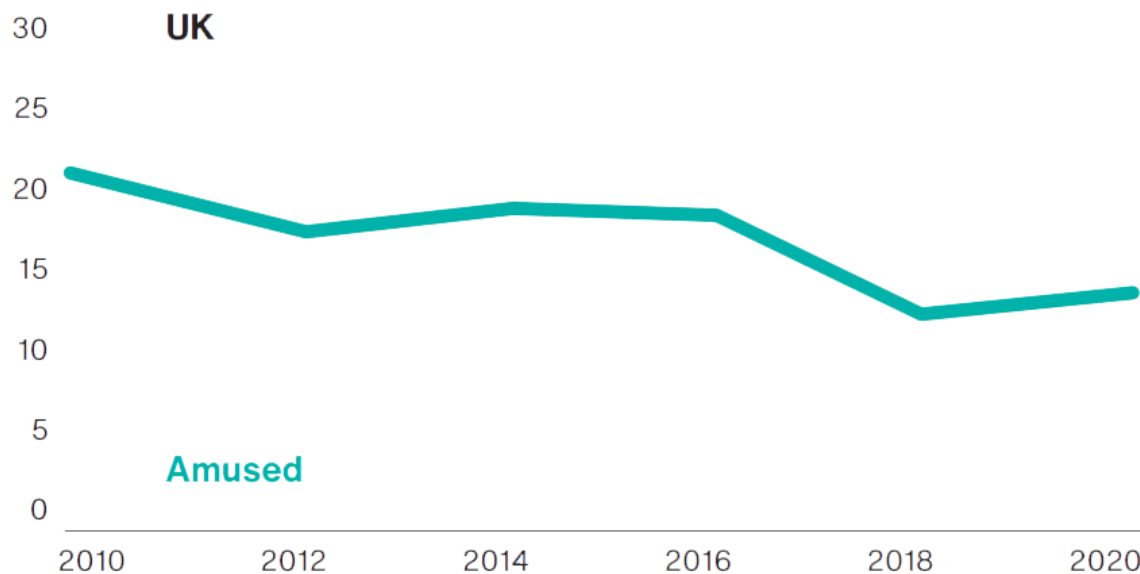
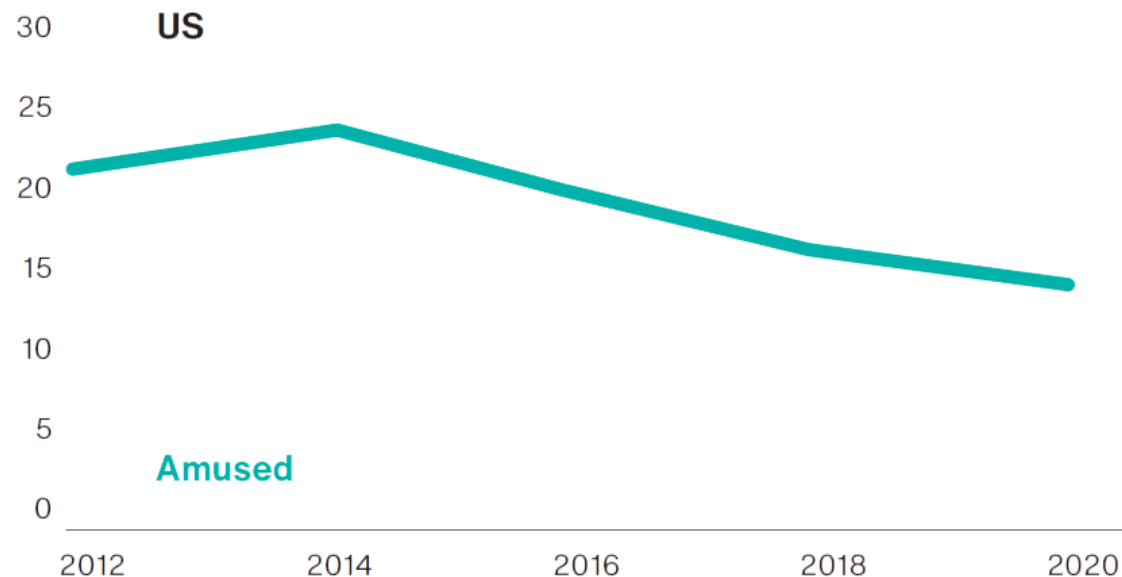
A loss of humour

This drift towards left-brain dominance also means that advertising is losing its sense of humour.

Referencing **System1's Test Your Ad** platform, **Look out** reveals the steady fall in people saying they're 'amused' by the advertising System1 tests.

Look out makes the serious case for humour; it describes what humour is, shows just how effective it can be and provides inspiration for those wishing to use it. **Look out** also describes how humour can be used to structure a long-running campaign.

Laughter is a sign that a connection has been made. It is also good for us.



Business effects

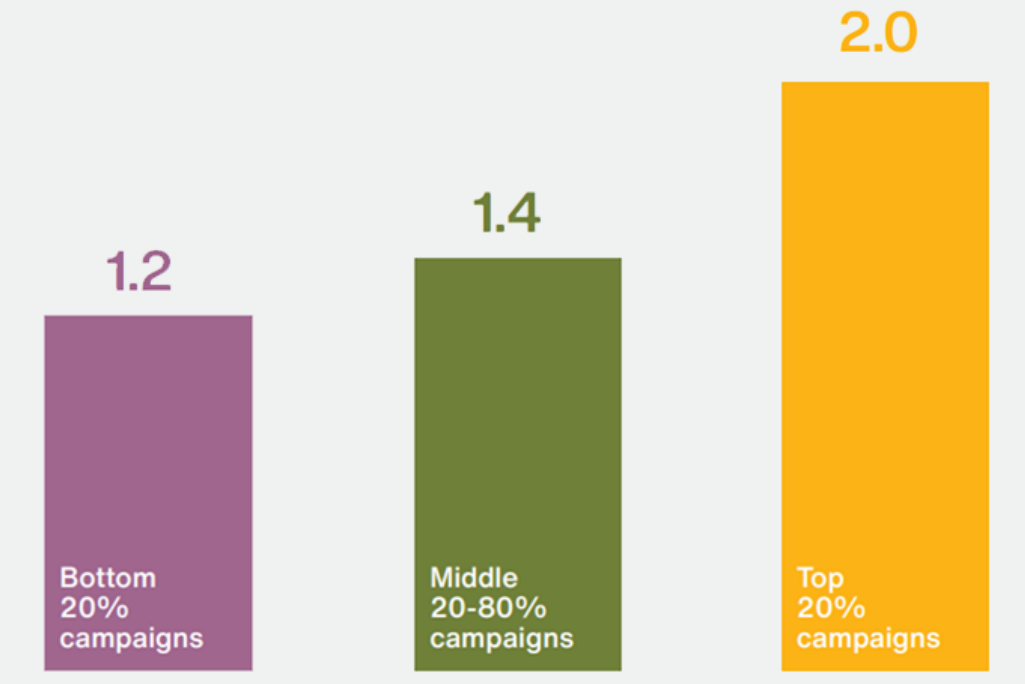
That advertising is increasingly being made for narrow-beam rather than broad-beam attention matters, because ads that appeal to the broad-beam attention of the right-brain are much more likely to establish mental availability, brand trust and lasting business effects. **Look out** uses the IPA Databank to show that ads with right-brained features are far more likely to create major business impact – to perform the role of brand building advertising.

Look out describes, with supporting evidence, how we might approach this kind of advertising through an appreciation of human uniqueness, movement and ‘betweenness’, with character, incident and place, through an appreciation of humour and music, and through warmth and vividness of colour. In short, through advertising that *entertains*.

Remember Levi’s highly successful classic “Launderette” ad? Watch it again and note the characters’ eyes and faces. Note how the characters relate to each other in the space, and how this in turn draws us – the viewer – in.

Broad-reach advertising that elicits an emotional response and captures broad-beam attention is how you build and maintain strong brands.

Average number of very large business effects



Video campaigns ordered on skew towards number of right brain features

Accolades

Since its launch in October, **Look out** has drawn praise from across the industry.

Peter Field described it as ‘the playbook for recovering the effectiveness advertising has lost.’

Rory Sutherland called it ‘ground-breaking.’

Look out is published by the IPA and available from their website and from Amazon.



System1 Test Your Ad

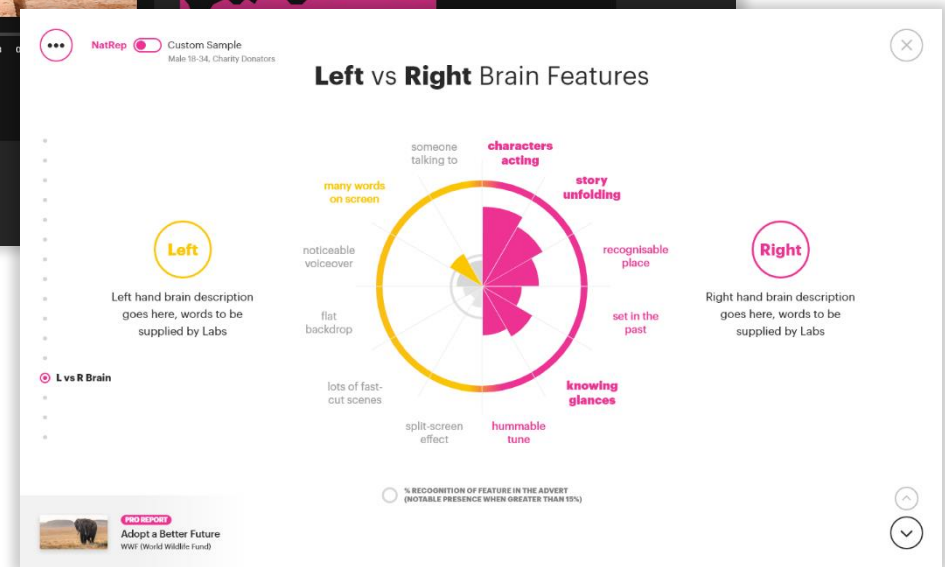
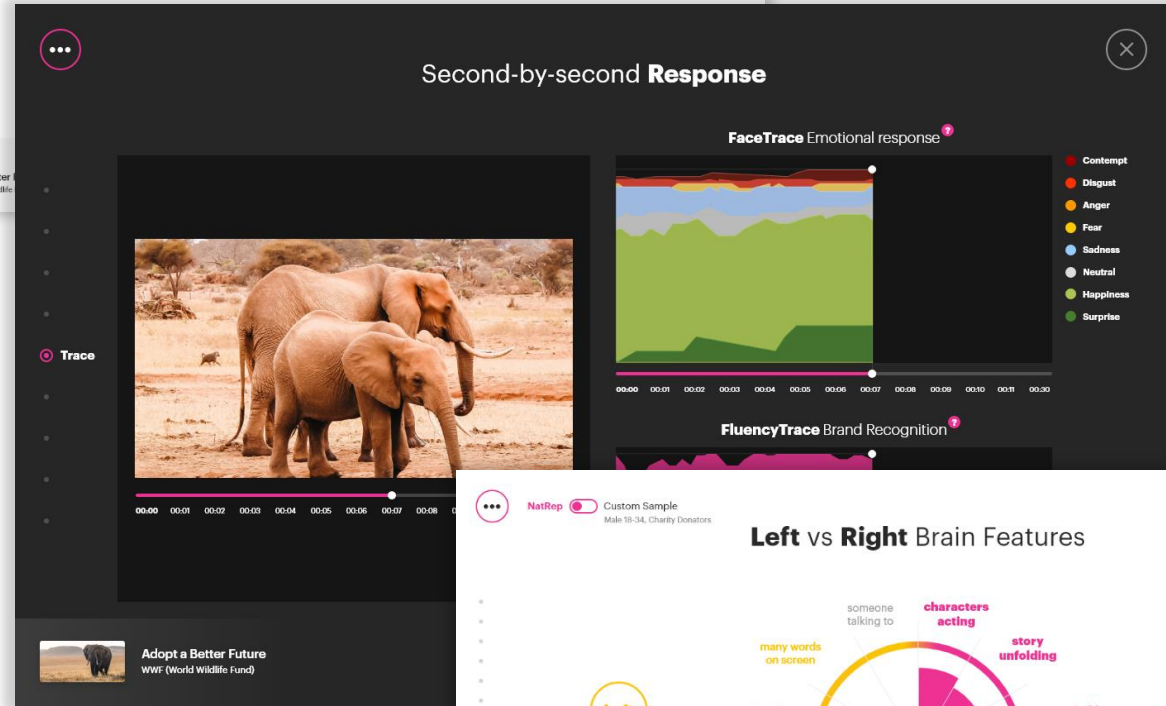
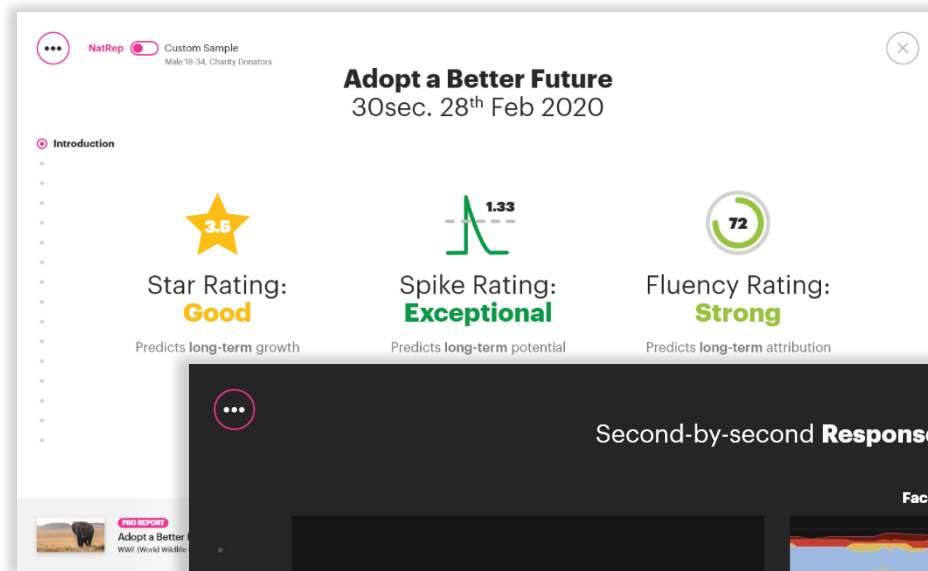
Orlando is the Chief Innovation Officer at System1, and helped develop their **Test Your Ad** platform, with emotional response data for over 53,000 ads, all accessible through the platform to make creative decision-making easier, quicker and more accurate.

Test Your Ad also gives you a unique analysis of the left and right brain features in each ad, turning the ideas outlined in **Look out** and **Lemon** (IPA, 2019) into actionable insights to help your ads grab attention.

Test Your Ad predicts brand building and sales activation potential for ads, and is designed to help any marketer make the kind of great, human, effective work Orlando calls for in **Look out**.

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System1





Look out.