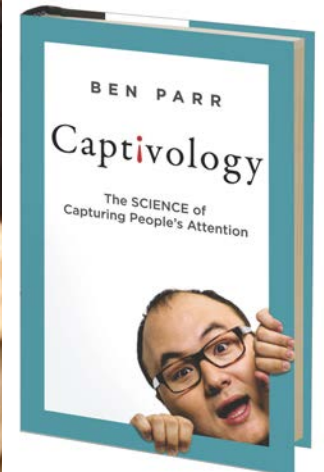


**NOW DO
I HAVE
YOUR
ATTENTION?**

@BenParr







facebook

home search browse invite help logout

Students against Facebook News Feed (Official Petition to Facebook)

Global

Information

Group Info

Name

Type

Description

Students against Facebook News Feed (Official Petition to Facebook)

Common Interest - Philosophy

You went a bit too far this time, facebook. Very few of us want everyone automatically knowing what we update. We want to feel just a LITTLE bit of privacy, even if it is facebook. News Feed is just too creepy, too stalky creepy, and a feature that has to go.

We demand that either the feature goes, or that we have an option to remove ourselves from the feature. Making people who on our walls, or what we write, or what we update goes up on the "News Feed." These are small demands of your users, but we are here to protect our privacy.

Facebook will protect facebook through facebook, but the petition is the best way for them to get the message.

Facebook has a reputation as a company that protects my privacy, and I hope you will keep that reputation.

Students
Against
Facebook
News
Feed

gettyimages
Bloomberg

View Discussion Board
Invite People to Join
Leave Group



"I WIN."



Mark Zuckerberg

9/12/06



to b-parr

hey ben, i just wanted to reach out and say hi now that i have some downtime after the feed drama last week. i'm sure you must have been swamped too. we're still in the process of adding more privacy controls, and then we'll get around to giving people better display options too. it's coming together slowly. tonight, for example, we're launching the ability for people to block mini-feed from being in their limited profiles. it's a small step, but it's definitely a step in the right direction.



please shoot me an email if you have time and if you feel like it. i really would like to get your take on all of this if you'd be willing to share it.

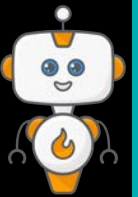
i hope all is well with you.

...

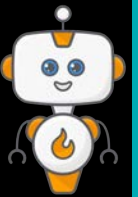
mark



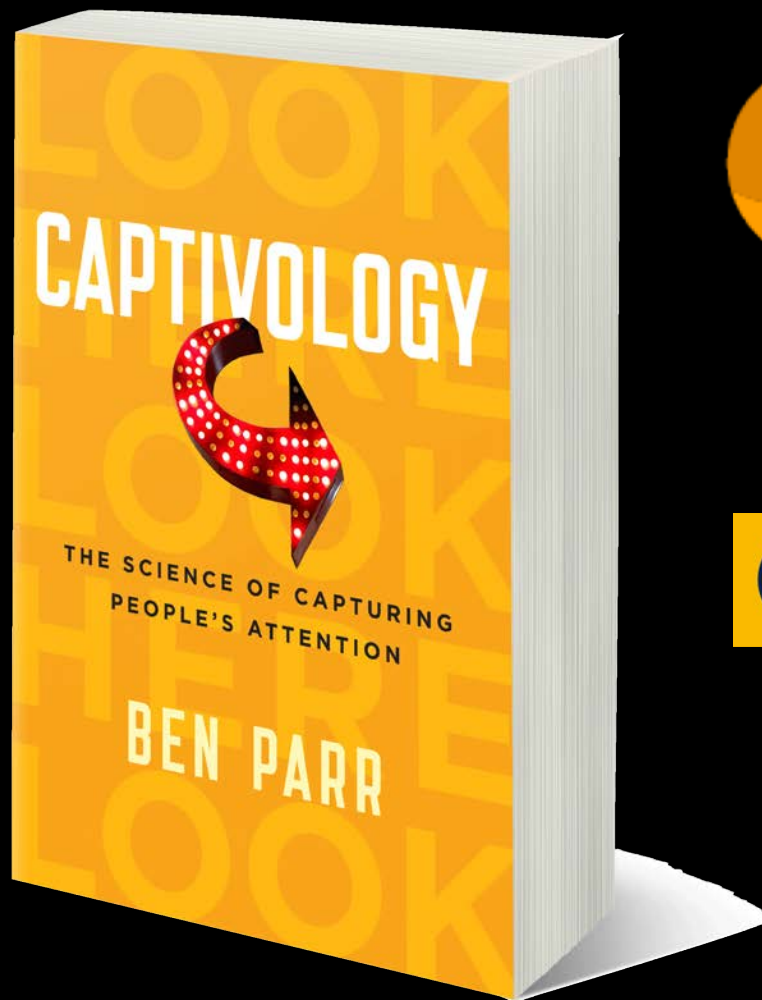
How Did Zuck Capture My Attention?



Why Has Zuck's Story Captivated Our Attention?





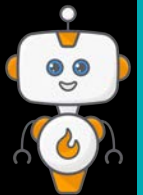
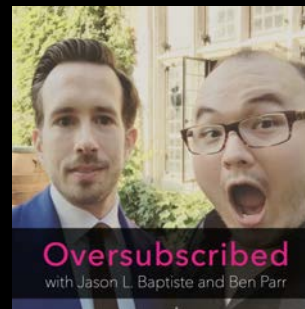


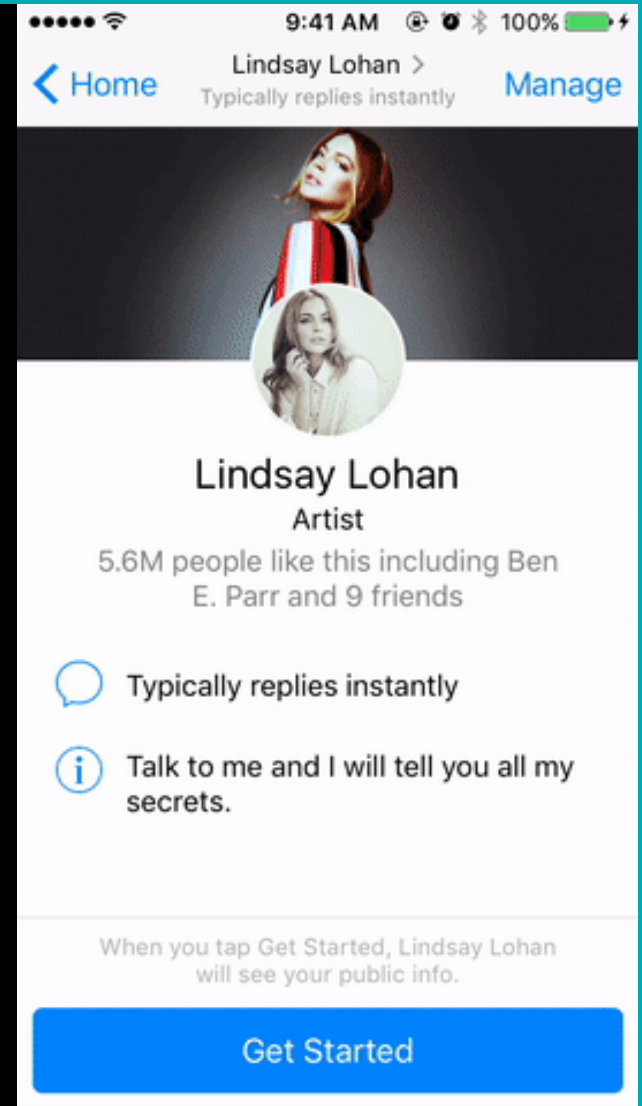
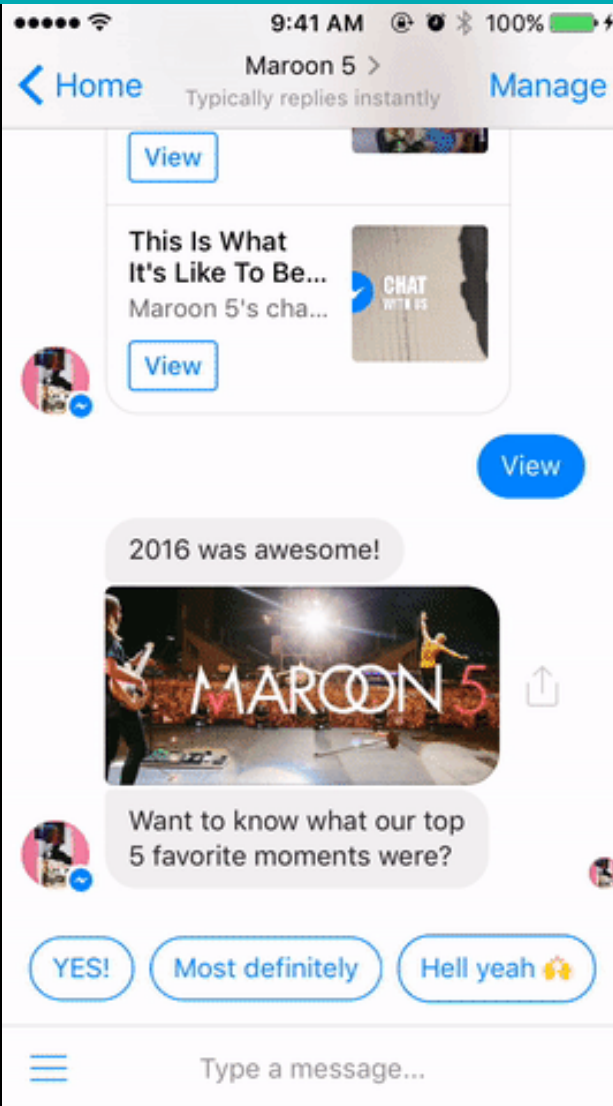
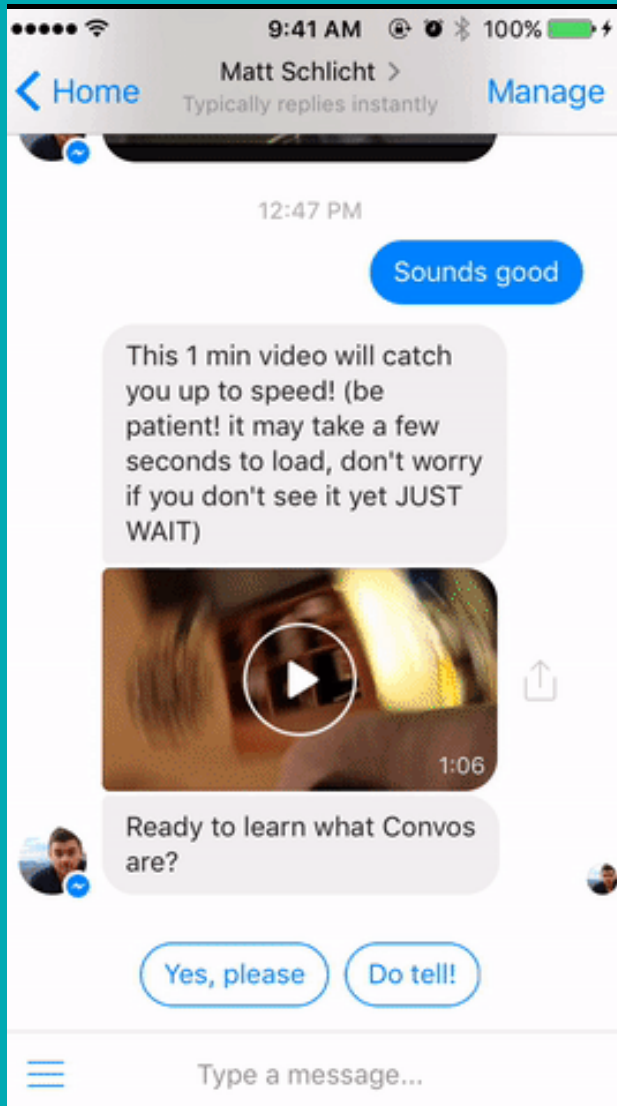
OCTANE AI
Mashable



Lufthansa

Inc.





MARCOON 5



THIRTY SECONDS TO
MARS

50
CENT

FOX2

ELEVATE

AUGUST 3, 2016

BEN PARR, CAPTIVOLGY



SQUIRREL

EVERY STUDY SHOWS MULTI-TASKING IS NOT GOOD for the BRAIN

Attention works like A BONFIRE

SPARK *

SHORT TERM MEMORY (KINDLING)



ODO-RONO DEODORANT

#ELEVATEDC

FRAME OF REFERENCE

① MUST ADAPT / CHANGE TO REFERENCE
② MUST FRAME

Attention and Memory ARE INTRINSICALLY LINKED

LONG TERM MEMORY

① AUTOMATICITY



Yellow, ORANGE WORKS WELL

PHYSICAL WARMTH, GIVE A CUP OF COFFEE

③ DISRUPTION
THE BIZARRE EFFECT

DON'T BUY THIS JACKET

SALES DOUBLED

WE ARE BEYHIVE

ATTENTION TO CONTRASTS
CONTRAST ASSOCIATION

CONTRAST WHITE... BUT CONSIDER OTHER FACTORS



TWINKIES TASTE LIKE TOILET PAPER

MUST MATCH BRAND VALUES

④ REWARD

CREATE THE WANTING RESPONSE

INCENTIVE
GIFTING
LOTTERY

⑤ REPUTATION

DR'S COAT
PAINTERS COAT

*EXPERTS *AUTHORITY
*THE CROWD

⑥ MYSTERY

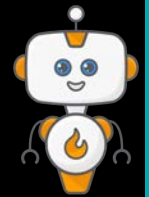
WE HAVE A STRONGER MEMORY FOR INCOMPLETENESS and UNCERTAINTY

⑦ ACKNOWLEDGEMENT

WE PAY ATTENTION TO THOSE WHO PAY ATTENTION TO US.

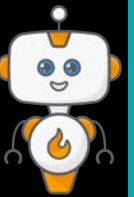
BUT SCARCITY BROUGHT MORE VALUE

© SEE IN COLORS

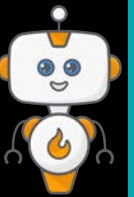




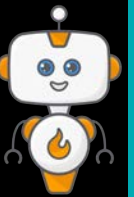
Why Is Attention Important?



What Is Attention?



What Triggers Our Attention?





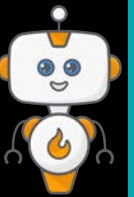






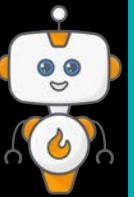


What Is Attention?



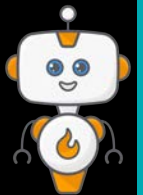
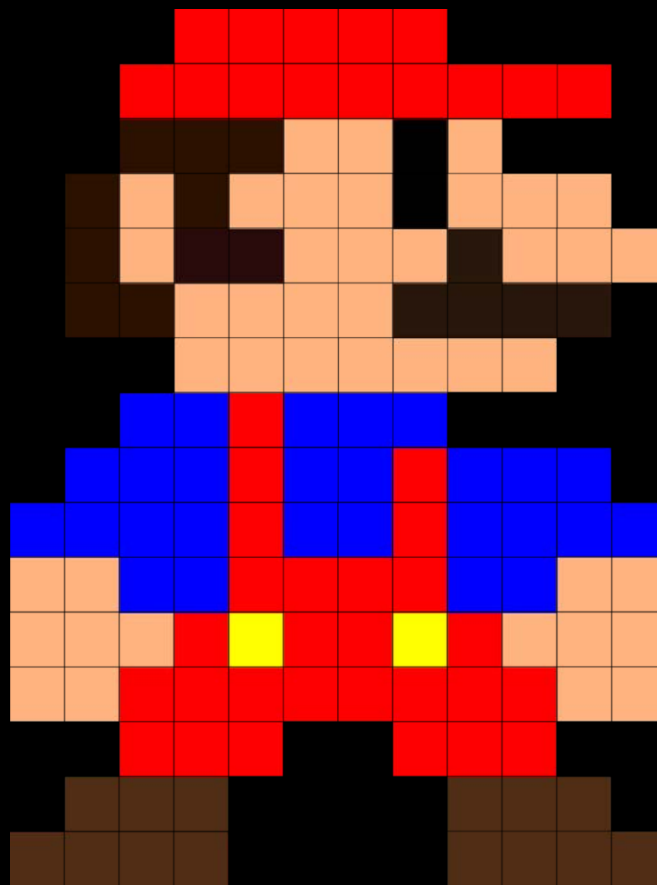


ON, OFF. ON, OFF.







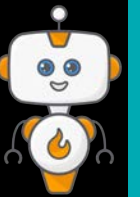




Immediate Attention

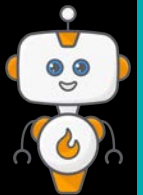
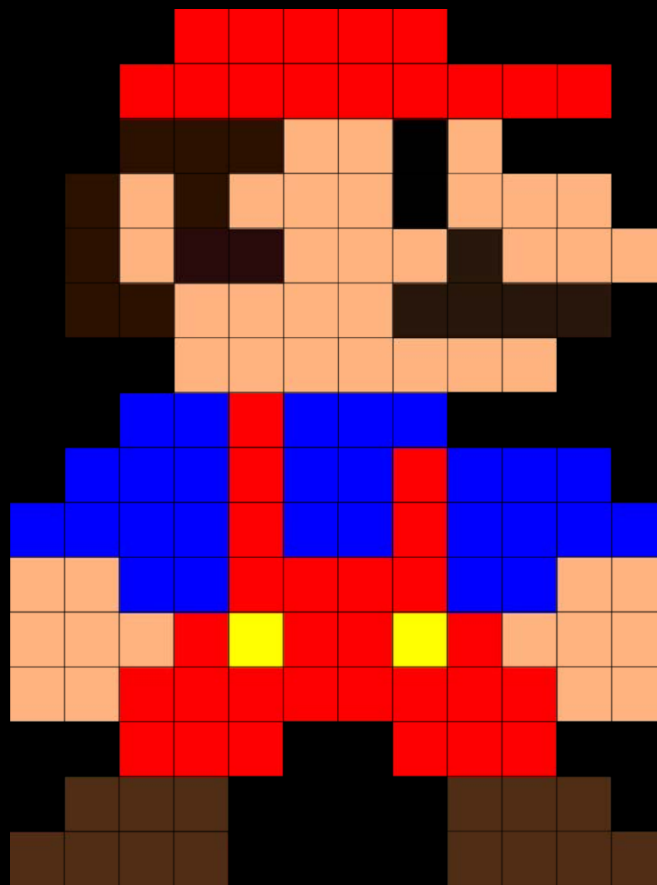
Short Attention

Long Attention







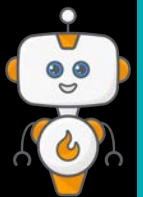
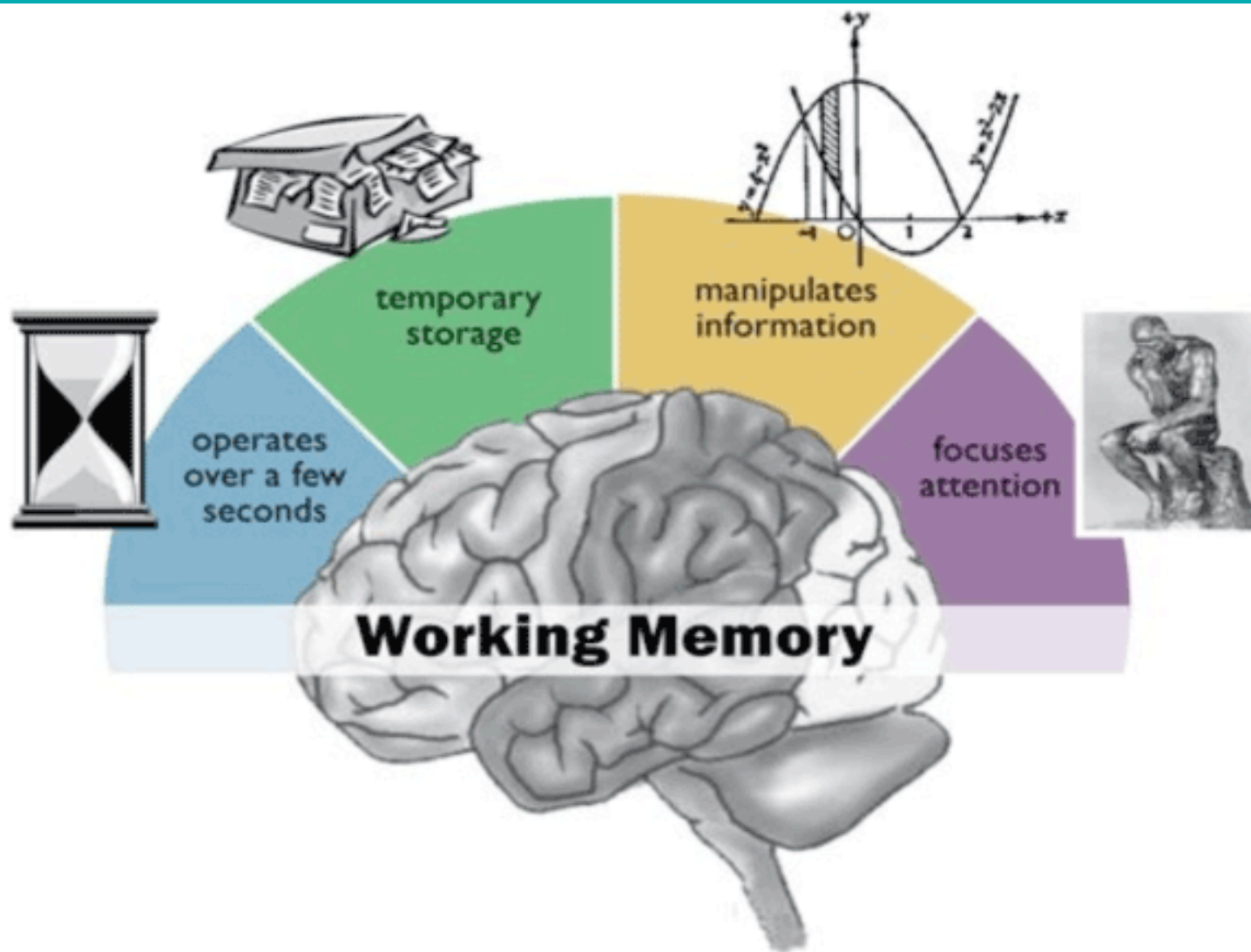


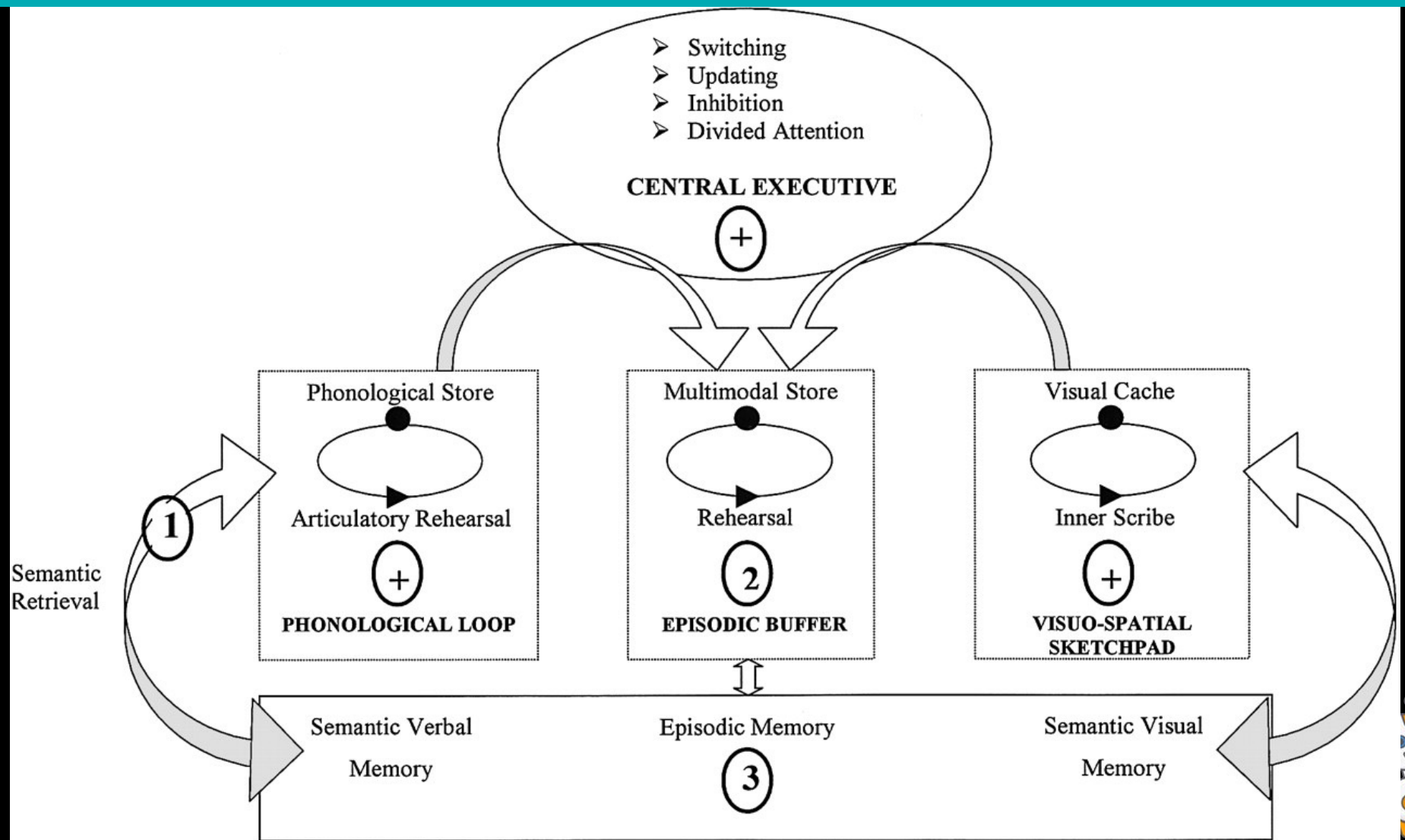
WHEN YOU FINISH



YOUR SCHOOL TEST











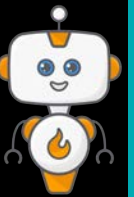
Draw Something



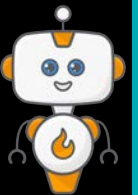




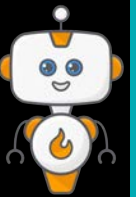
What Triggers Our Attention?



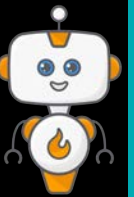
Automaticity
Framing
Disruption
Reward
Reputation
Mystery
Acknowledgement



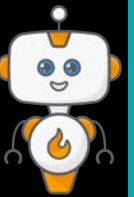
Automaticity
Framing
Disruption
~~Reward~~
Reputation
~~Mystery~~
Acknowledgement



Trigger #1

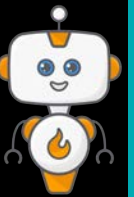


Automaticity





13%



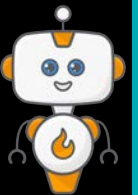


21%





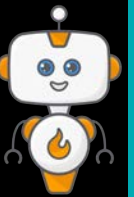
Immediate Attention Is an Automatic Response



Contrast Association



Use The Right Color
For the Job

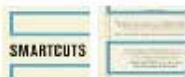




Look inside ↓



Flip to back Listen

[See all 2 images](#)

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Hardcover – September 9, 2014

by [Shane Snow](#) ▾ (Author)

★★★★☆ ▾ 155 customer reviews

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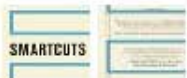
Benjamin P- SAN ▾



Look inside ↓



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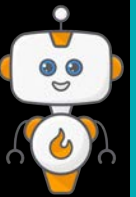
Buy now with 1-Click®

Order within 21hr 3min to get it:

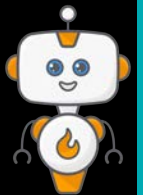
Thu
+3.99Fri
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Ship to:

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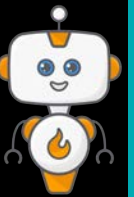


COLOR EMOTION GUIDE

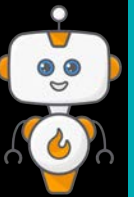




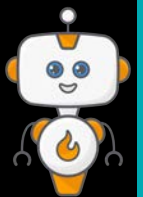
Trigger #2



Framing













NEW SUPER-FAST
ODO-RO-NO
CREAM DEODORANT

39¢ Also 59¢ and 10¢
Plus Federal Tax

Contains Science's Most Effective Perspiration Stopper

*Money back guarantee if any jar does not last longer than any other leading cream deodorant brand. Send jar to Odorono, Inc., Stamford, Conn. †Made in Northam Warren laboratories.

ODO-RO-NO



ATTENTION MEN

You may be wasting plenty of personality and good grooming, too, if you think it's not noticeable when a man neglects perspiration odor. Don't gamble! Use quick, economical Odorono Cream.

Get a jar today!







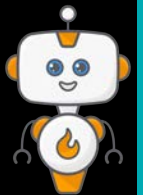
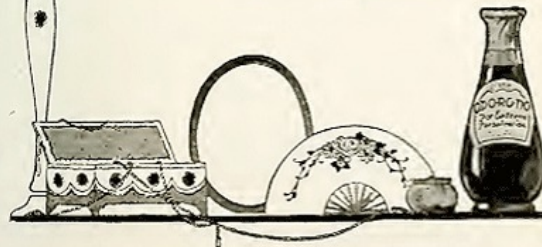
ODO-RO-NO

THE TOILET WATER FOR
EXCESSIVE PERSPIRATION

Corrects excessive perspiration of the armpits, making shields unnecessary. It is also used for perspiring feet or hands. One application is effective for several days in preventing both odor and moisture. Odo-ro-no is used and recommended by leading physicians and skin specialists. Guaranteed harmless.

50c—\$1.00—trial size 25c

THE ODORONO COMPANY
Cincinnati, Ohio





There isn't a girl who can't have the irresistible, appealing loveliness of perfect daintiness

Within the Curve of a Woman's Arm

A frank discussion of a subject too often avoided

A woman's arm! Poets have sung of its grace; artists have painted its beauty.

It should be the daintiest, sweetest thing in the world. And yet, unfortunately, it isn't, always.

There's an old offender in this quest for perfect daintiness—an offender of which we ourselves may be ever so unconscious, but which is just as truly present.

Shall we discuss it frankly?

Many a woman who says, "No, I am never annoyed by perspiration," does not know the facts, does not

others. For it is a physiological fact that persons troubled with perspiration odor seldom can detect it themselves.

Fastidious women who want to be absolutely sure of their daintiness have found that they could not trust to their own consciousness; they have felt the need of a toilet water which would insure them against any of this kind of underarm unpleasantness, either moisture or odor.

To meet this need, a physician formulated Odorono—a perfectly harmless and delightful toilet water. With partic-

ularly, then a little talcum dusted on and you can forget all about that worst of all embarrassments—perspiration odor or moisture. Daily baths do not lessen the effect of Odorono at all.

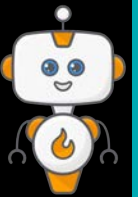
Does excessive perspiration ruin your prettiest dresses?

Are you one of the many women who are troubled with excessive perspiration, which ruins all your prettiest blouses and dresses? To endure this condition is so unnecessary! Why, you need *never* spoil a dress with perspiration! For this reason

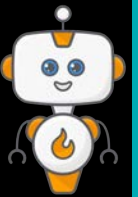




You Must Adapt to
Your Audience's
Frame of Reference



Reframe the Conversation



W 2K16

WRESTLEMANIA



Trump
2016



OBAMA





NEW SUPER-FAST
ODO-RO-NO
CREAM DEODORANT

39¢ Also 59¢ and 10¢
Plus Federal Tax

Contains Science's Most Effective Perspiration Stopper

*Money back guarantee if any jar does not last longer than any other leading cream deodorant brand. Send jar to Odorono, Inc., Stamford, Conn. †Made in Northam Warren laboratories.

ODO-RO-NO



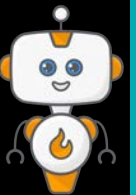
ATTENTION MEN

You may be wasting plenty of personality and good grooming, too, if you think it's not noticeable when a man neglects perspiration odor. Don't gamble! Use quick, economical Odorono Cream.

Get a jar today!



STAY CREATIVE



Creative Thinking Comes Under Constraint

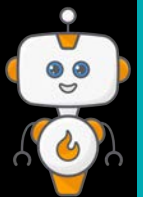


AAAAAA
AAAAAA
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AAAAAA

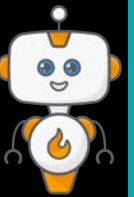
EEEE
EE EE
EE EE
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EEEEEEEE
EEEE

HHHHHHHH
H
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HHHHHHHH
HHHHHHHH
HHHHHHHH

SSSSSSSS
SSSSSSSS
SSSSSSSS
SSSSSSSS



Constraints Expand Our Conceptual Scope

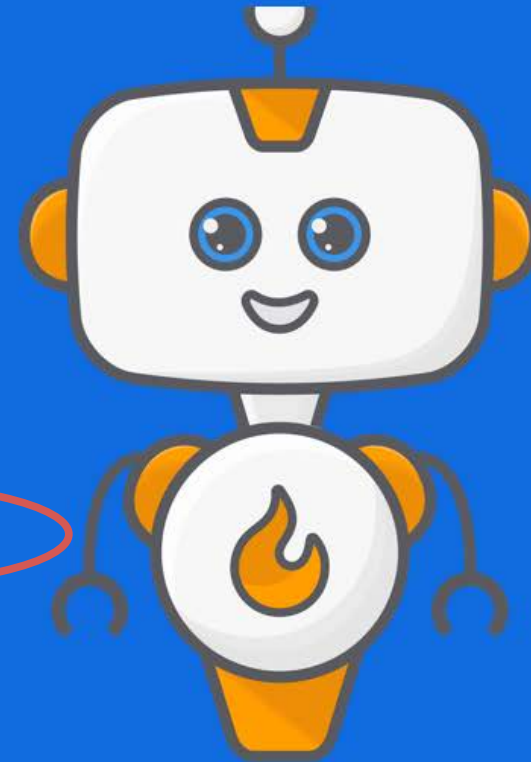






The Easiest Way to Create a Chatbot

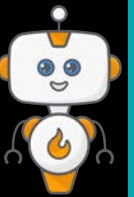
Drive sales, capture leads, and increase engagement on your Facebook Page. Ready to launch in minutes.

[REQUEST AN INVITE](#)

[WATCH: What is a chatbot?](#)



Trigger #3



Disruption



Violate Expectations







patagonia

FREE SHIPPING on orders over \$75 | Call us anytime: 1.800.638.6464

Live Chat

site search - keyword or style #



Shop Clothing & Gear

Environmentalism

Video & Music

Blog

+  My Cart

Sign In | Sign Up

DON'T BUY THIS JACKET



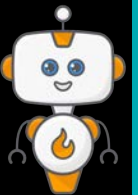
THIS SEASON, SHARE SOME VALUES
Learn more about our Common Threads Initiative,
and take the pledge to reduce consumption

TAKE THE PLEDGE

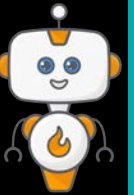




The Disruption Must Match Your Brand's Values



Significance

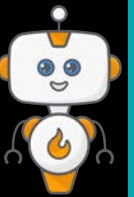


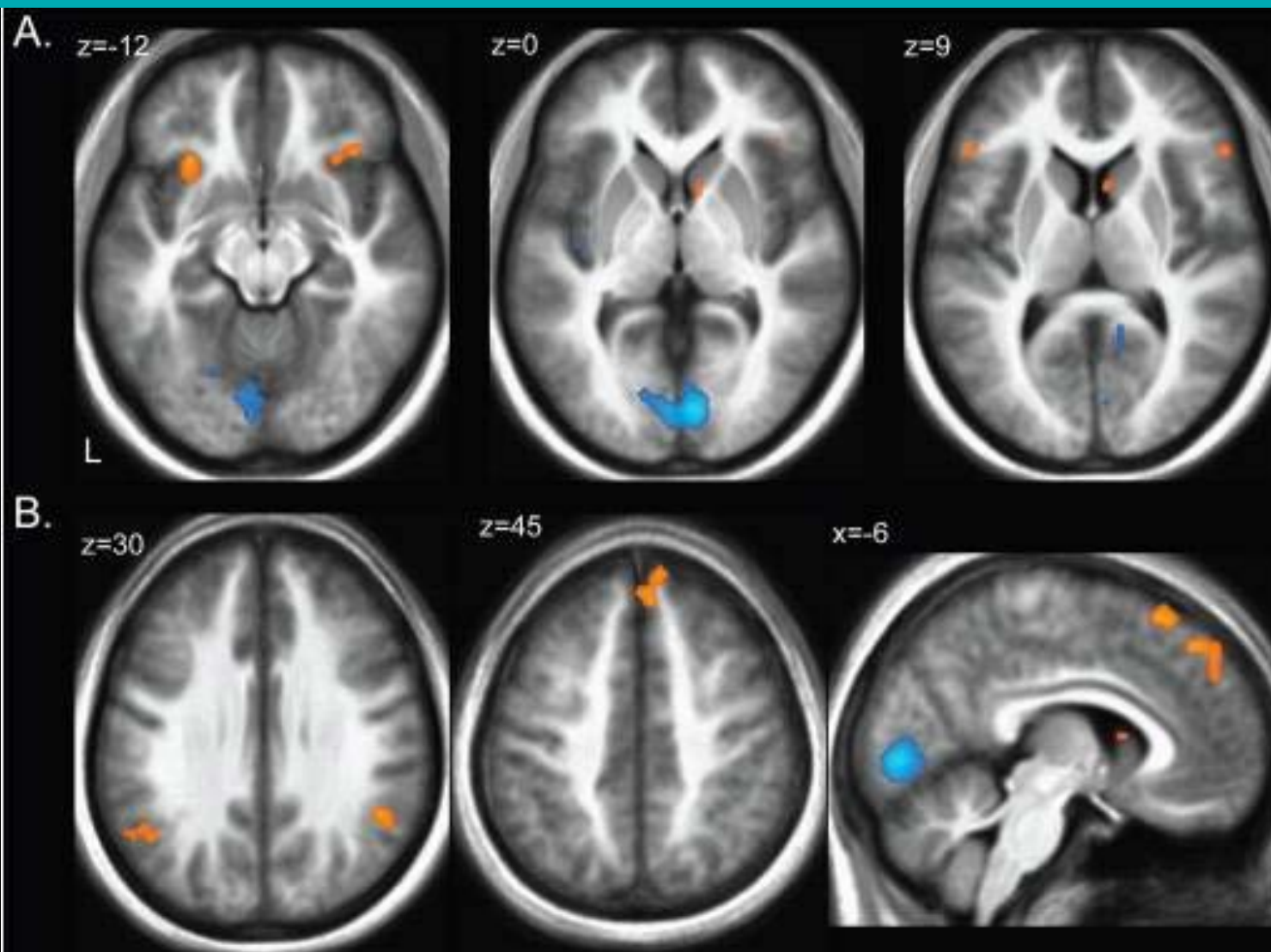


Trigger #4

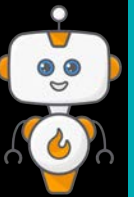


Reputation





Directed Deference

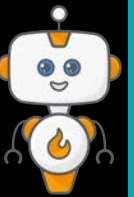




Experts

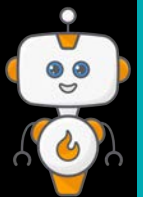
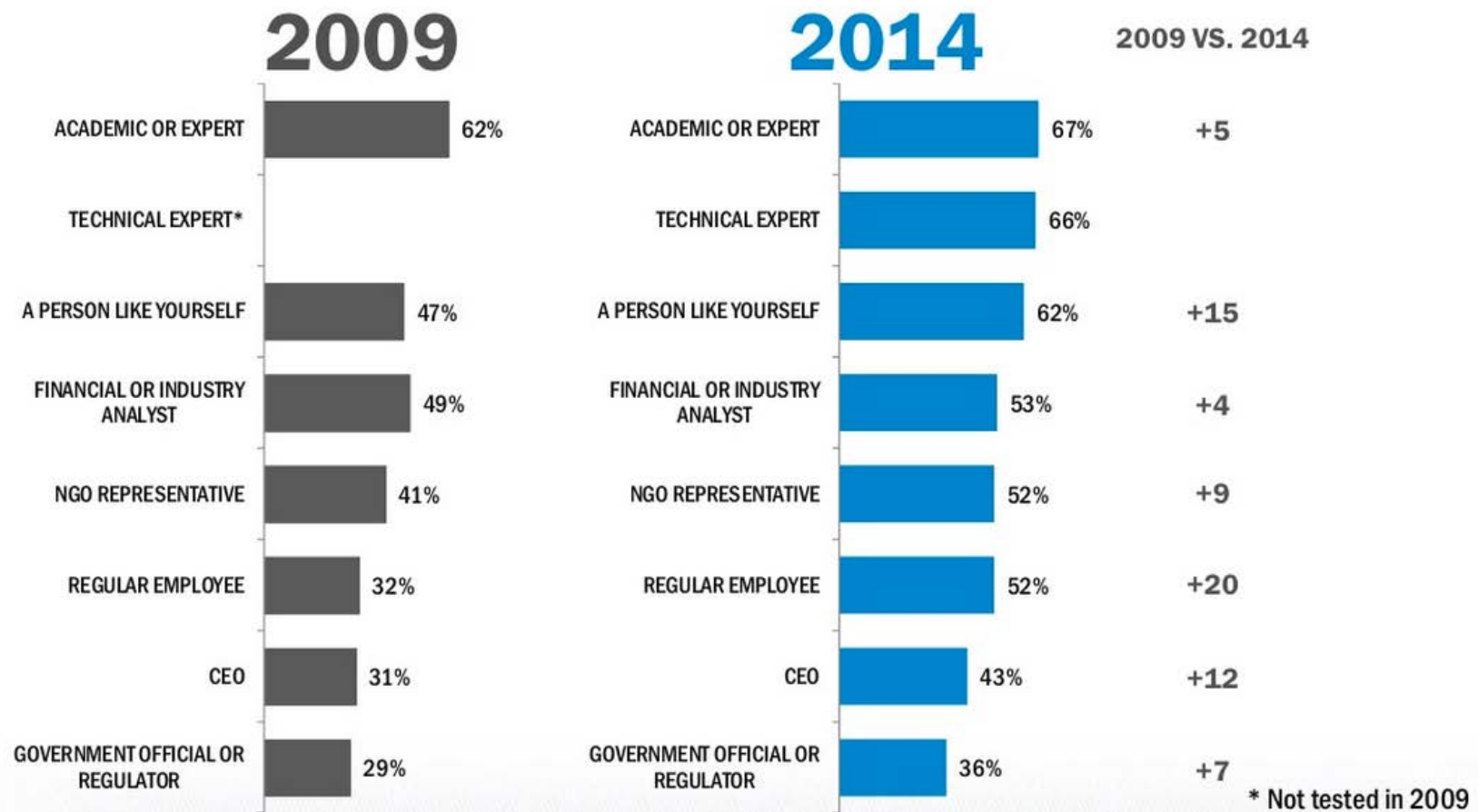
Authority Figures

The Crowd



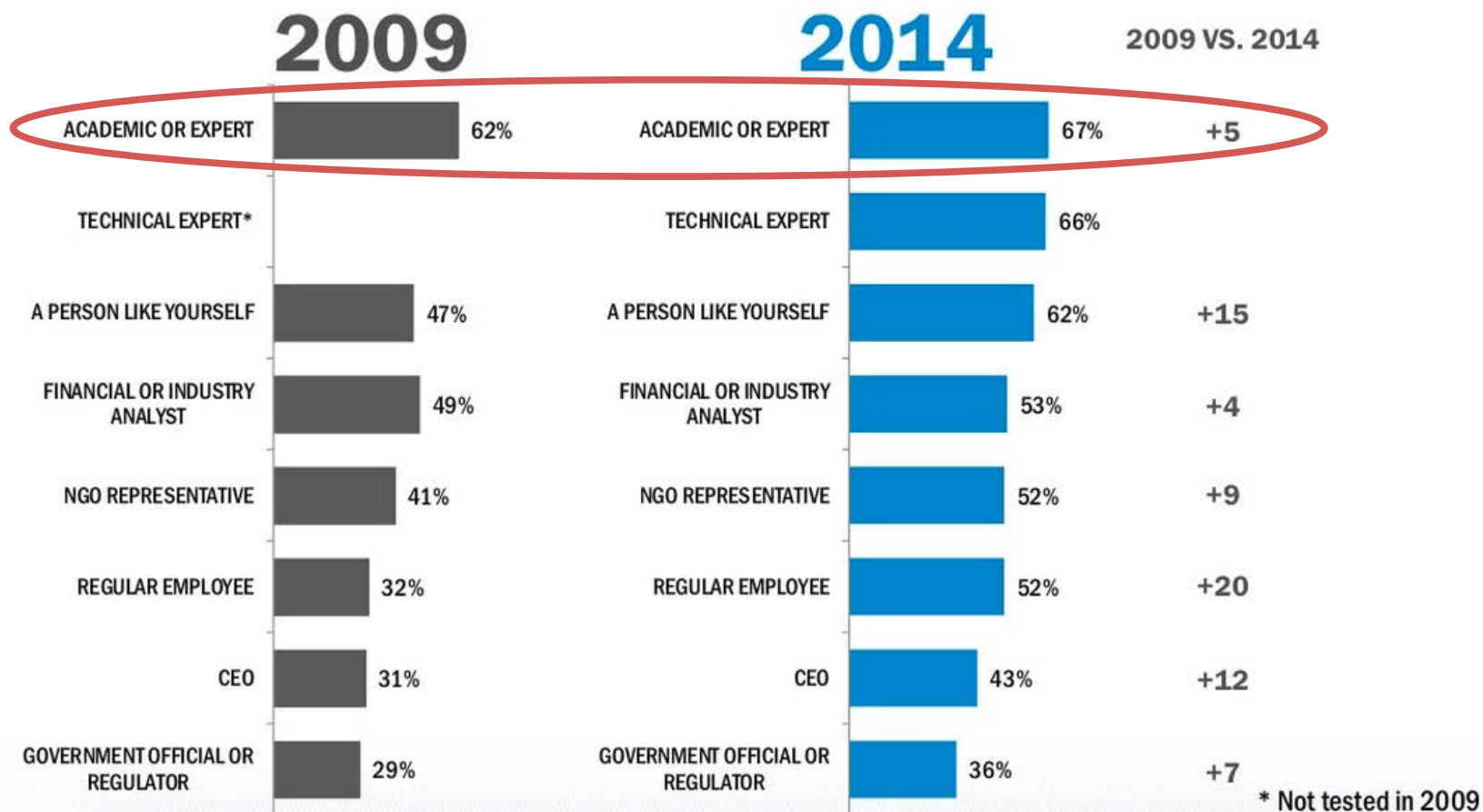
FROM 2009 TO 2014, SIGNIFICANT GAINS FOR REGULAR EMPLOYEES, A PERSON LIKE YOURSELF. CEOS FLAT FROM 2013.

CREDIBILITY OF SPOKESPEOPLE



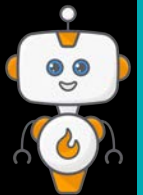
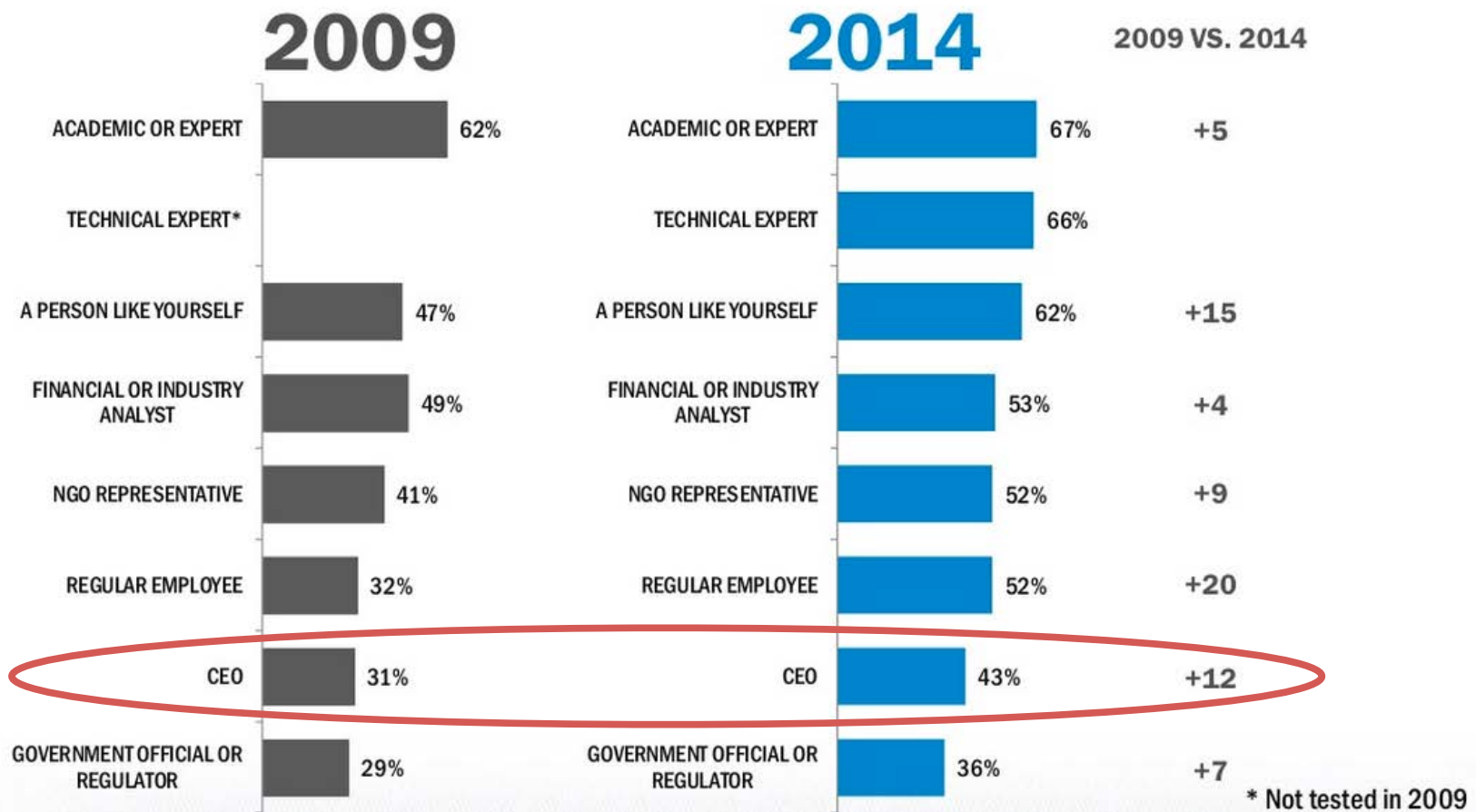
FROM 2009 TO 2014, SIGNIFICANT GAINS FOR REGULAR EMPLOYEES, A PERSON LIKE YOURSELF. CEOS FLAT FROM 2013.

CREDIBILITY OF SPOKESPEOPLE



FROM 2009 TO 2014, SIGNIFICANT GAINS FOR REGULAR EMPLOYEES, A PERSON LIKE YOURSELF. CEOS FLAT FROM 2013.

CREDIBILITY OF SPOKESPEOPLE



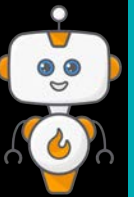
“In a world where there’s
an increasing amount of
information, people turn to
trusted brands. They turn
to trusted people.”

~ Jeff Weiner



How Do Masters of
Attention Create
Captivating Messaging?

Leverage Experts



**"Hasn't she
ever heard of
Odo-Ro-No"?**



NOBODY IS PERFECT. Everybody perspires to some degree.

On most parts of the body perspiration is no problem. It evaporates quickly. But not from under the arms. So it goes stale. It soils and spoils your clothes. It leaves that tell-tale odour you may not notice, *but others certainly will.* A daily bath isn't enough. Talcum powder isn't

enough. Perfume isn't enough. Only an effective deodorant *and* anti-perspirant like Odo-Ro-No checks perspiration quickly, banishes odour instantly, gives you complete under-arm protection for 24 hours.

Use the new Odo-Ro-No De Luxe Spray, made from a new quick-drying formula. No waiting to dry, no rinsing necessary. Never irritates normal skin. Will not rot fabrics.



DE LUXE SPRAY

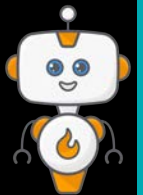
with new quick-drying formula **3/11**

ODO-RO-NO CREAM 1/6 & 2/6

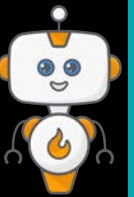
Most cream for your money!



**USE ODO-RO-NO DAILY
AND BE SURE OF YOURSELF**

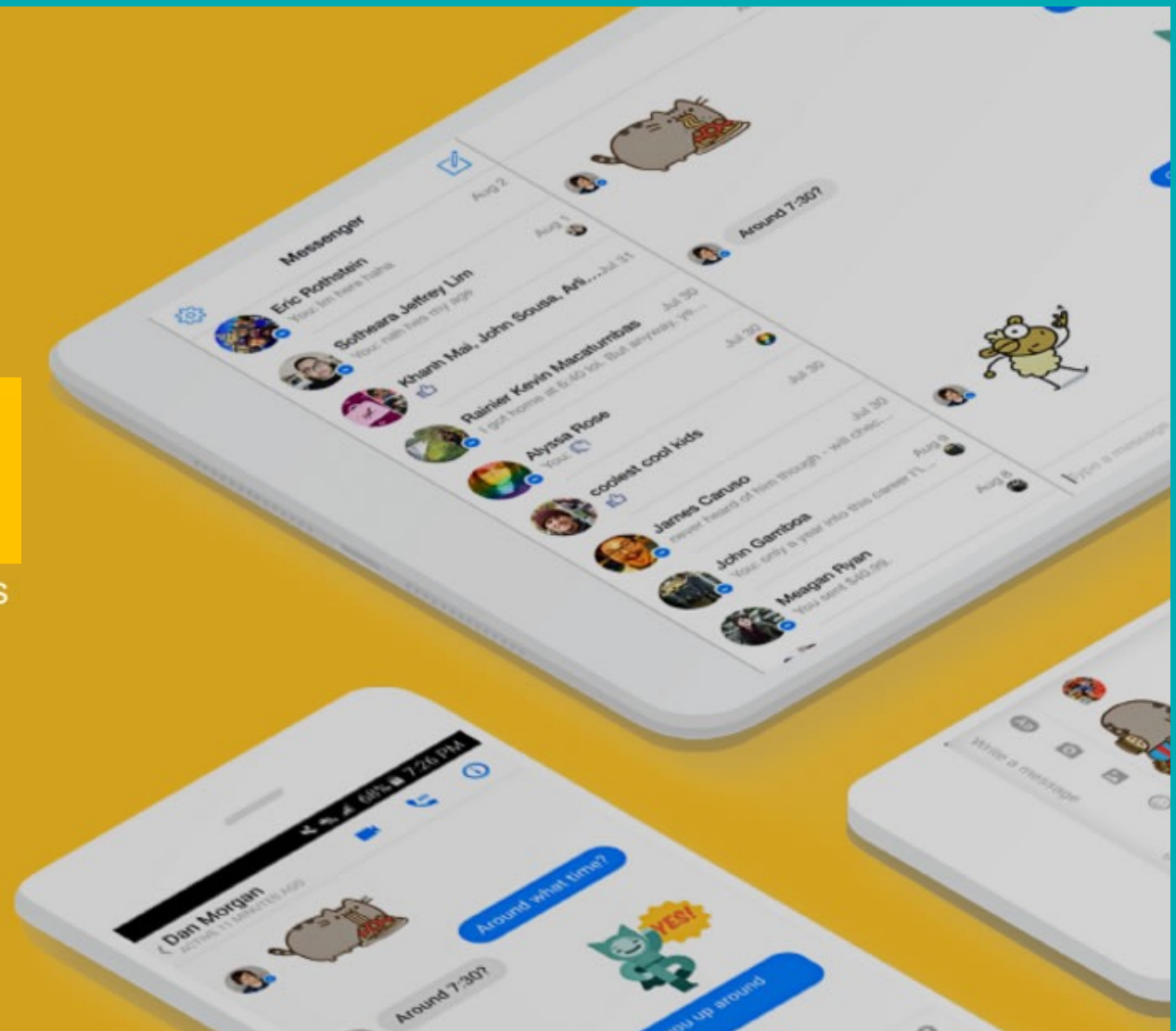


Become the Expert

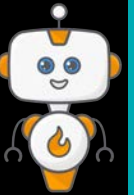


Chatbots Magazine

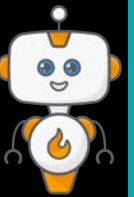
The #1 Place to Learn About Chatbots

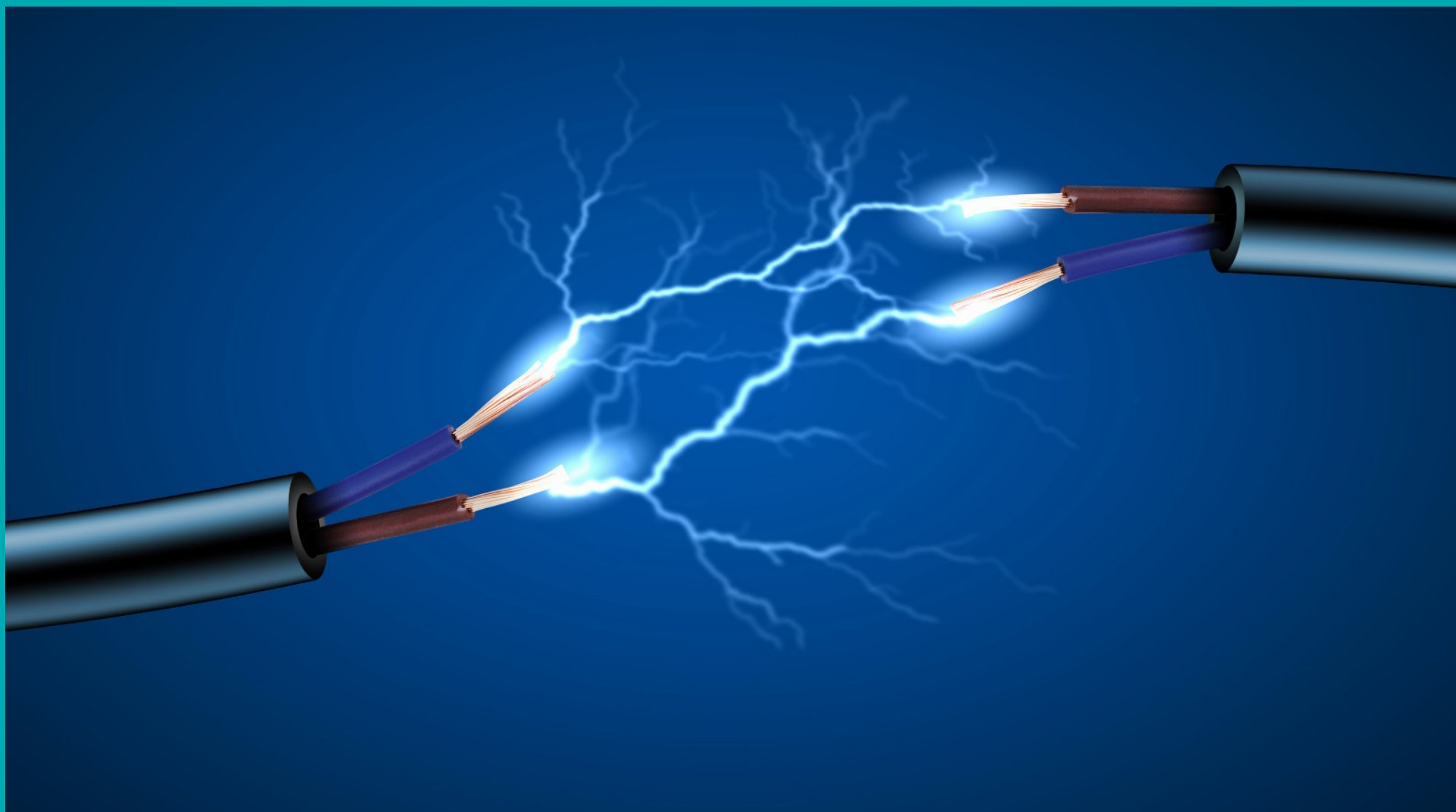


Trigger #5

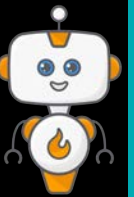


Acknowledgement

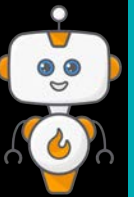




We Pay Attention
To Those Who
Pay Attention to Us



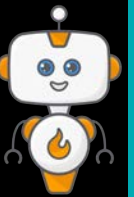
Validation
Empathy
Understanding

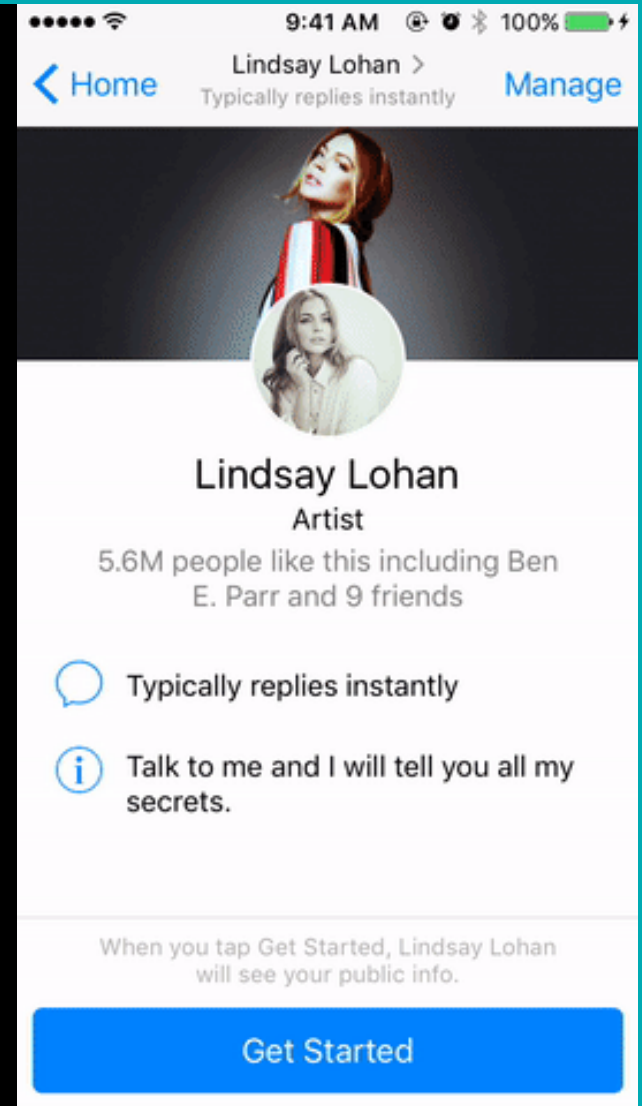
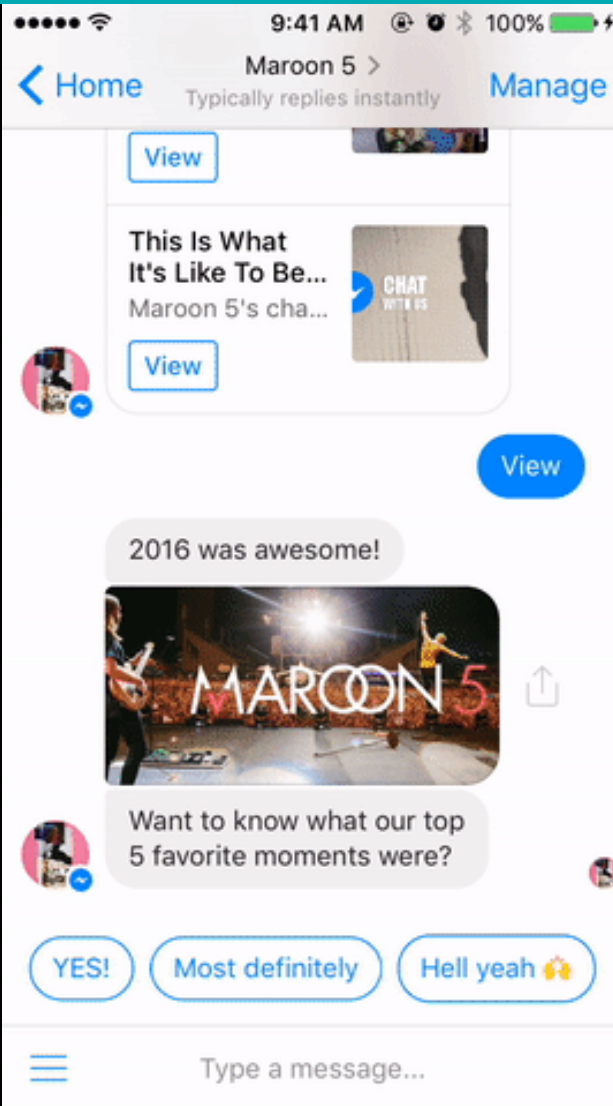
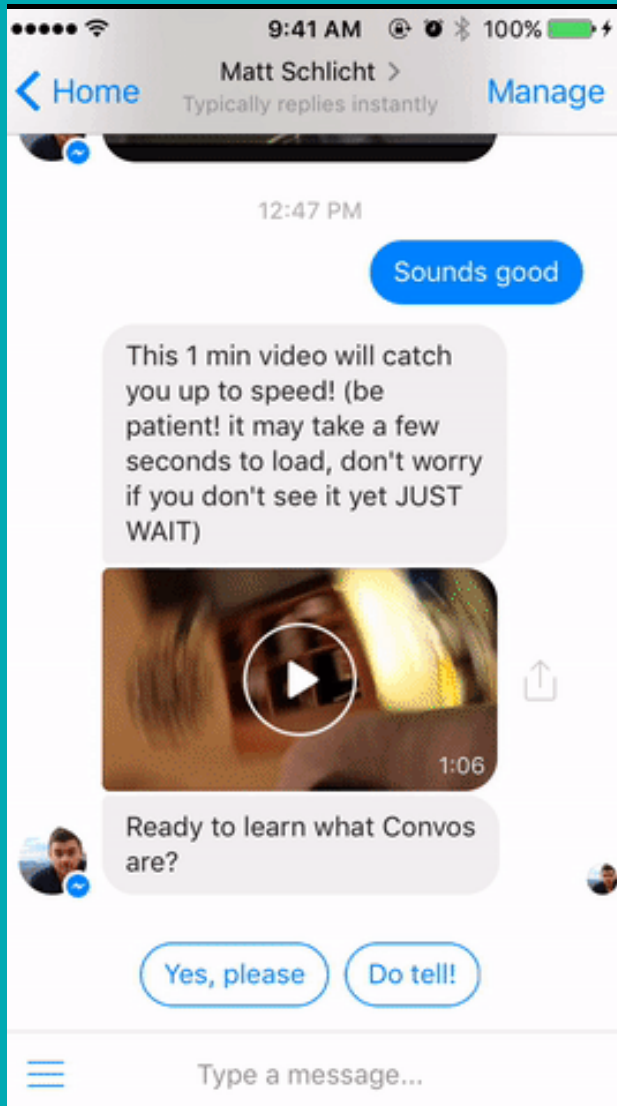






Parasocial Relationship

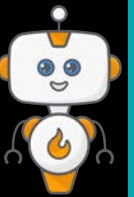




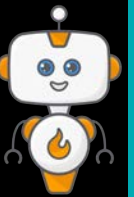




Validate Your Audience



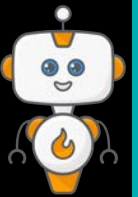
Empathize With Your Audience



PEOPLE FIRST

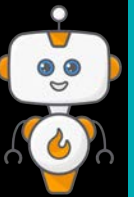


Externally AND Internally





Enable Participation



Grove Ecosystem - Grow Fresh Food In Your Home

by Grove



447

backers

\$345,842

pledged of \$100,000 goal

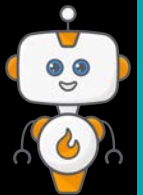
7

days to go

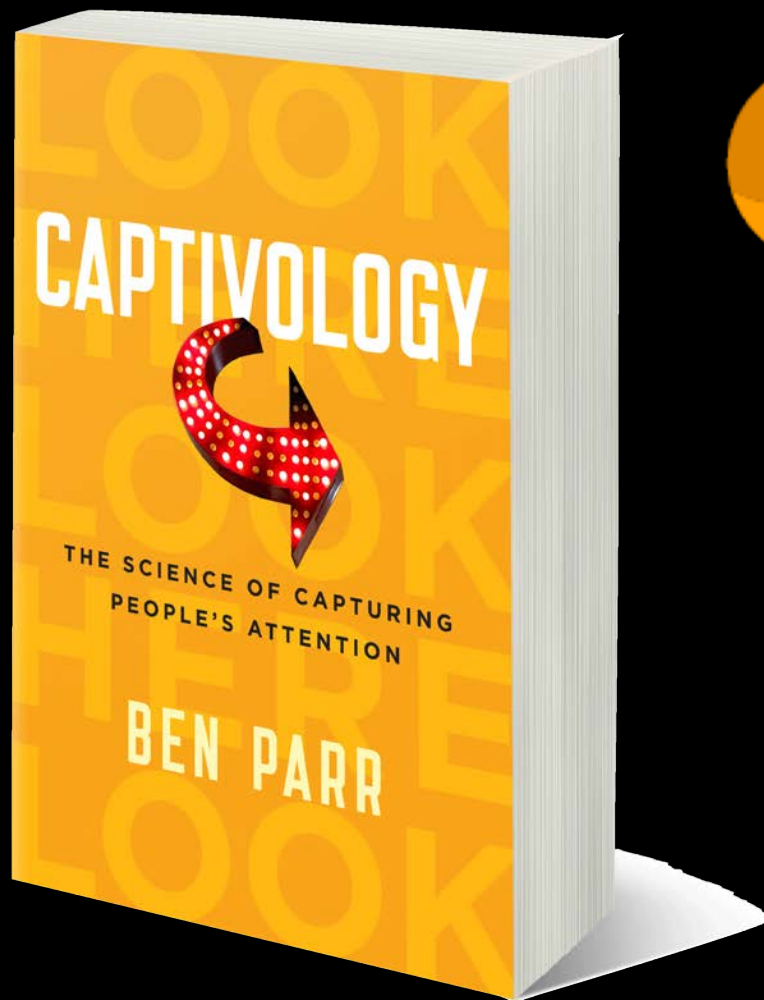
[Back This Project](#)

★ [Remind me](#)

This project will be funded on Thu, Dec 10 2015 9:00 AM PST.



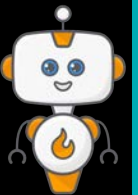




OCTANE AI

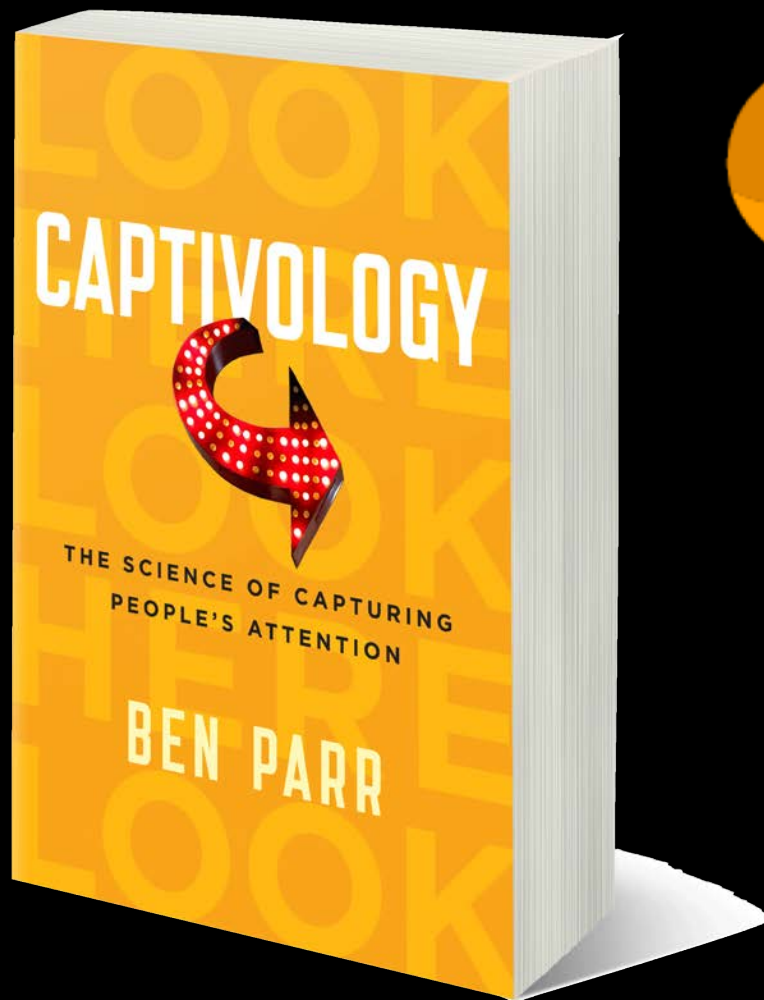
@BenParr

Ben@Octane.ai



THANKS FOR YOUR ATTENTION





OCTANE AI

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