

SIMPLIFYING MARKETING TO COMBAT THE 3-SECOND ATTENTION SPAN



< 1 MINUTE

We check our email 30-40 times per hour, putting our attention spans under a minute.¹



9 SECONDS

Web-browsing culture has given us the figurative attention span of a goldfish, nine seconds.²



2.7 SECONDS

The average time it takes to read a tweet; we can switch our attentions faster than 1, 2, 2.5...³

THE MORE MESSAGES THERE ARE, **THE LESS TIME WE HAVE TO LOOK AT THEM ALL...**

KIDS CAN DEAL WITH IT

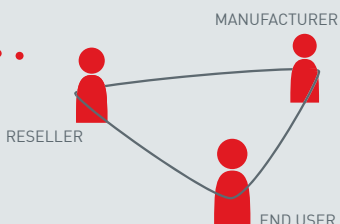
The brains of young children have begun to adapt to a multi-channel world.



ADULTS? NOT SO MUCH

But adults have to fight with their biology to take in so much.

SO, TO GET THESE MESSAGES THROUGH, WE MUST SIMPLIFY, **USING OUR DEEP UNDERSTANDING OF**



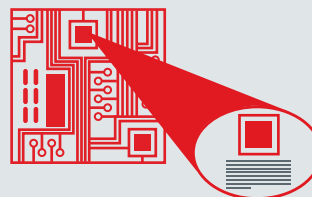
DISTRIBUTION CHANNEL PROGRAMS

that balance the "tension triangle" to result in effective, efficient messages.



GLOBAL MARKET SEGMENTS

to develop processes that streamline the globalization and localization of messages.



PRODUCT BENEFITS

of even the most complex products so every target segment can see the point quickly.

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WE MAKE THE COMPLEX... SIMPLE.

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