

ONE SECOND

THE BLACK PAPER

no. 0001

THE RISE OF THE 1-SECOND WORLD

THE PSYCHOLOGY OF THE 1-SECOND CONSUMER

UNDESIGNED

Hey there! So, in this **BLACK PAPER** we're going to take a quick look at something called the "1-second world" and the psychology of the "1-second consumer." We'll cover some basic strategies that marketers can use to reach these consumers, and we'll also look at some mini-case studies and best practices. We'll talk about how technological advancements and consumer behavior are impacting this trend, and we'll offer some practical advice for brands to adapt their marketing strategies accordingly. Tons of words and just a few pics :). It will just take you a few, or more seconds to read, but worth it. Sound good? Let's dive in!

A handwritten signature in a cursive, gold-colored font that reads "Michael Callum".

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THE 1-SECOND CONSUMER

The 1-second consumer is a term used to describe the modern consumer who expects quick, seamless and convenient experiences in all aspects of their daily life. This type of consumer has a low attention span and a high demand for instant gratification. They want products and services that can be accessed and delivered rapidly, without any unnecessary delays or friction. In essence, they are looking for experiences that can be completed in just one second, hence the name “1-second consumer”. This trend is largely driven by advances in technology and the rise of digital channels, which have made it easier than ever for consumers to access information, make purchases, and communicate with businesses at lightning-fast speeds.



THE RISE OF THE 1-SECOND WORLD

I. THE RISE OF THE 1-SECOND WORLD

00:01



I. THE RISE OF THE 1-SECOND WORLD

1-second is all you got. In the modern-day ever-changing world consumers have adapted past the lightning pace of the swipe and a like, registering, and making decisions in just one second, the blink of an eye. Do I like this person, this message, that color, that font? All in a second. This type of consumer demands immediate and relevant information and has a low tolerance for irrelevant or time-consuming messages.

They are constantly bombarded (Duh) with information and advertising messages from marketers, influencer's, music, and mayhem making it essential for brands be they big or small to capture their attention quickly and effectively. As we know, attention spans continue to decrease and the pace continues to accelerate, AI Tools are moving faster and faster, and understanding to engage the 1-second consumer is becoming increasingly important for brands looking to succeed in today's marketplace. This we already know, right?!

Understanding the behavior and psychology of the 1-second consumer is crucial.

Let's start with the basics...

Technology, yeah we're living in a T-2 quasi-Minority Report world with Black Mirror written all over it.

The impact of technology on consumer behavior is it, it is what it is so adapt, in just the time you read this statement there's already a new way to steal your consumer. Tech is tech, it's more than significant it's life. And continues to evolve rapidly. Technology has revolutionized the way people shop, communicate, name their spawn (aka Elon and Kayne) and most of all make purchasing decisions. Here are 5 basics of ways technology has impacted consumer behavior (another no-brainer):

I wake up and know what country is in a crisis, what my friends did last night, a new diet, say hello to my gran-gran, the highlights from last-night games, and ordered my lunch based on the new diet before I even step foot out of my bed. Increased access to information: **Technology has made it easier for consumers to access information about products and services before making a purchase decision.** Consumers can now research products online, read reviews, and compare prices before deciding what to buy.

Convenience: (like I said, before even stepping foot out of my bed.) Technology has made shopping and decisions more convenient for consumers. Online shopping and mobile commerce have made it possible for consumers to shop from anywhere and at any time. Easy right, well, are you that brand that they are shopping for or looking for? *"Damn..." said the 1-second consumer "I was just thinking about that, is Alexa reading my mind."*

Personalization: Technology has enabled brands, sellers, influencers, and your frenemy. down the block to personalize their marketing, branding, and sales efforts to the 1-second consumer. Through the use of data analytics and AI, companies can collect and analyze customer data to tailor their marketing messages and product offerings to the specific needs and preferences of each customer.

Yeah, Yeah, like me, love me give me a comment.

Social media influence: Social media has become a powerful tool, for influencing consumer behavior (yes we know, and said it above). Consumers can now interact with brands directly on social media platforms and get recommendations from friends, family, or that frenemy.

"Just CashApp me...or Zelle it."

Mobile payments: The rise of mobile payment technologies is beyond here, it is it, heck I just paid my mortgage and bought some FIGS stock as I'm writing this. And yes, it has made it easier and faster for consumers to make purchases. With mobile payment options, consumers can make purchases without needing to carry cash or credit cards. *Again before stepping out of bed.*

Overall, technology has had a profound impact on consumer behavior, enabling greater convenience, access to information, personalization, and social influence. As technology continues to evolve, it is likely to have an even greater impact on consumer behavior in the future.

As the world is becoming faster and more instant than ever before. 1-second is more than enough to catch attention.

With the rise of technology and digitalization, we are now living in what some call the “1-second world” or less. This term refers to the growing trend of instant gratification, where people expect everything to be available at their fingertips, and they want it all right now.

In this 1-second world, we can see the impact of this trend in many aspects of our lives. For example, in the realm of communication, people expect instant responses to their messages, whether it’s through text, email, or social media. This has led to the rise of messaging apps like WhatsApp, Slack, Snap and more, where people can communicate quickly and easily with others.

In the world of commerce, online shopping has made it possible for people to order products from anywhere in the world and receive them in just a few days, or even hours. Amazon, with its one-click or saying “*Alexa order toilet paper, I’m getting ready for the next pandemic*” - ordering and same-day delivery options, has revolutionized the way we shop.

In the entertainment industry, streaming services like Netflix and Spotify have made it possible for people to access movies, TV shows, and music instantly, without having to wait for downloads or go to a physical store *all while taking a shower*. This has made binge-watching and discovering new music easier than ever before.

However, this trend toward instant gratification also has its downsides. It can lead to impatience and frustration when things don’t happen as quickly as we want them to. It can also make us more prone to distractions (*ooooh squirrel,*) as we constantly seek out new information and entertainment to fill our 1-second gaps.

The rise of the 1-second world is changing the way we live, work, and interact with each other. While it has its benefits, we must also be mindful of the potential downsides and strive to maintain a balance between our need for instant gratification and our ability to slow down and appreciate the present moment. What are we missing in the 1-second shuffle.



The evolution of consumer behavior and attention spans has been a topic, well is the topic, for brands and researchers for many years.

As technology has advanced and access to information has become more ubiquitous, consumer behavior and attention spans have undergone significant changes. In this discussion, we will explore the evolution of consumer behavior and attention spans, including the factors that have contributed to these changes and the implications for marketers and businesses.

Historically, consumer behavior has been largely influenced by factors such as social norms, personal experiences, and brand loyalty. However, with the rise of digital technology, consumers now have access to an overwhelming amount of information and choices. This has led to a shift in consumer behavior towards more informed and empowered decision-making. Consumers now research products online, read reviews and compare prices before making a purchase. This shift in behavior has created a more competitive marketplace, as businesses must work harder to differentiate themselves and offer unique value propositions to attract consumers.

At the same time, attention spans have also undergone significant changes. With the rise of social media, mobile devices, and instant gratification, consumers have become accustomed to receiving information quickly and in bite-sized snackable pieces. Before getting out of bed the average consumer has ingested a week's worth of content. This has led to a decrease in attention spans, with studies suggesting that the average attention span has decreased from 12 seconds in 2000 to 8 seconds in 2021 and now 1 second in 2023. This decrease in attention span has important implications for marketers and businesses, as they must now capture

consumers' attention quickly and communicate their message effectively in a short amount of time.

One factor that has contributed to the decrease in attention spans is the amount of information that is available to consumers. With so much information at their fingertips, consumers have become more selective about what they choose to engage with. This has led to a rise in content marketing, as businesses seek to create content that is engaging, informative, and relevant to their target audience. Businesses must now focus on creating content that is visually appealing, easily digestible, and can be consumed quickly.

Another factor that has contributed to the evolution of consumer behavior and attention spans is the rise of mobile technology. With the majority of consumers now using smartphones and other mobile devices to access information, businesses must now focus on creating mobile-friendly content that is easy to consume on smaller screens. This has led to a rise in mobile-first design, as businesses seek to create websites and content that are optimized for mobile devices.

The evolution of consumer behavior and attention spans has been shaped by a variety of factors, including the rise of digital technology, the availability of information, and the prevalence of mobile devices. These changes have created a more competitive marketplace and have important implications for businesses and marketers. To succeed in this environment, businesses must focus on creating engaging, informative, and mobile-friendly content that can capture consumers' attention quickly and communicate their message effectively.

How consumers make decisions in a 1-second world.

In today's fast-paced digital age, consumers are bombarded with an overwhelming amount of information and stimuli, making it challenging to capture their attention and influence their decision-making process. In a 1-second world, where consumers are constantly on the go and have limited attention spans, the decision-making process is streamlined and compressed, relying heavily on intuitive thinking and heuristics.

One of the primary ways in which consumers make decisions in a 1-second world is through the use of mental shortcuts, also known as heuristics. Heuristics are cognitive shortcuts that help individuals make quick and efficient decisions based on limited information. For example, a consumer may rely on the brand name, color, packaging, or price of a product to make a quick decision without thoroughly evaluating all the available information. This is known as the availability heuristic, where consumers make decisions based on the most readily available information.

Another way in which consumers make decisions in a 1-second world is through emotional appeals. In a world where attention is scarce, emotions play a significant role in capturing and retaining a consumer's attention. Brands often use emotional appeals in their marketing messages, such as humor, nostalgia, fear, or joy, to create a connection with the consumer and influence their decision-making process.



Finally, social proof is another way in which consumers make decisions in a 1-second world. Social proof is the psychological phenomenon where people rely on the actions and opinions of others to guide their behavior. For example, a consumer may choose a product based on the number of positive reviews or ratings it has received from other customers. Social proof is a powerful tool in influencing consumer behavior, as it taps into the innate human desire for social acceptance and conformity.

Consumers in a 1-second world rely on mental shortcuts, emotional appeals, and social proof to make quick and efficient decisions. In a world where attention is scarce and information overload is the norm, brands must capture the consumer's attention and influence their decision-making process through strategic use of heuristics, emotional appeals, and social proof.

THE RISE OF THE 1-SECOND WORLD

II. THE PSYCHOLOGY OF THE 1-SECOND CONSUMER

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The psychology of the 1-second consumer is shaped by attention, perception, and decision-making. In a world with limited attention, brands that quickly capture attention through visual or auditory cues are more likely to influence decisions. Consumers rely on mental shortcuts, emotional appeals, and social proof to make decisions quickly. Brands that understand these factors are more likely to influence behavior.

Present day consumers are faced with an overwhelming amount of information that makes it challenging to capture their attention and influence their behavior.

THE PSYCHOLOGY OF THE 1-SECOND CONSUMER IS ROOTED IN THE PRINCIPLES OF ATTENTION, PERCEPTION, AND DECISION-MAKING.

To effectively target this type of consumer, brands need to understand these underlying psychological factors.

One of the primary factors that influence the behavior of the 1-second consumer is attention. Attention is the process by which individuals select and focus on certain stimuli while ignoring others. In a 1-second world, attention is a scarce resource, and consumers must quickly evaluate and prioritize information based on its relevance and importance. Brands that are able to capture the attention of the 1-second consumer through visual or auditory cues are more likely to influence their decision-making process.

Perception is another important psychological factor that influences the behavior of the 1-second consumer. Perception is the process by which individuals interpret and make sense of the sensory information they receive. In a 1-second world, consumers rely heavily on visual cues, such as color, shape, and imagery, to quickly process and evaluate information. Brands that are able to create visually compelling and memorable messages are more likely to capture the attention of the 1-second consumer and influence their perception of a product or service.

Decision-making is a crucial aspect of the psychology of the 1-second consumer. In a world where attention is scarce, consumers must rely on mental shortcuts, emotional appeals, and social proof to make quick and efficient decisions. Brands that are able to tap into the underlying emotional and psychological factors that influence the decision-making process, such as the desire for social acceptance, fear, or nostalgia, are more likely to influence the behavior of the 1-second consumer.

Brands that understand the underlying psychological factors that influence the behavior of the 1-second consumer are more likely to capture their attention, influence their perception of a product or service, and ultimately influence their decision-making process.



EXPLORATION OF THE COGNITIVE PROCESSES AND BIASES THAT INFLUENCE DECISION-MAKING IN A 1-SECOND WORLD.

In a 1-second world, consumers are constantly exposed to an overwhelming amount of information, leading to

COGNITIVE OVERLOAD

As a result, consumers rely on mental shortcuts and biases to make quick and efficient decisions. **Understanding the cognitive processes and biases that influence decision-making in a 1-second world is crucial for brands to effectively reach and influence consumers.**

One important cognitive process that influences decision-making is heuristics, or mental shortcuts, which allow individuals to make quick judgments based on limited information. For example, consumers may make decisions based on the brand name, color, packaging, or price of a product. Another cognitive process that affects decision-making is the availability heuristic, where individuals make decisions based on the most readily available information. Brands can take advantage of these cognitive processes by creating a strong brand identity, using distinctive packaging, or pricing products strategically.

Biases also play a significant role in decision-making. Confirmation bias, for example, occurs when individuals seek out information that confirms their existing beliefs or opinions. In a 1-second world, consumers may quickly scan information and select only the information that confirms their pre-existing beliefs. Similarly, the halo effect, where individuals form an overall positive impression of a person, brand, or product based on one positive characteristic, can influence consumer decision-making in a 1-second world. Brands can use the halo effect to their advantage by highlighting positive features or characteristics of their product or service.

And all ways, emotions play a crucial role in decision-making in a 1-second world. Consumers may make decisions based on emotional appeals, such as fear, nostalgia, or humor. Brands can use emotional appeals in their marketing messages to create a connection with consumers and influence their decision-making process.

By taking advantage of heuristics, biases, and emotional appeals, brands can capture the attention of consumers and influence their decisions.



THE EMOTIONAL AND PSYCHOLOGICAL FACTORS THAT AFFECT CONSUMER BEHAVIOR

In a 1-second world, marketers face the challenge of capturing and holding the attention of consumers who are constantly bombarded with information. One effective strategy to connect with the 1-second consumer is to leverage psychological insights to create marketing messages that resonate with their cognitive and emotional processes.

One psychological insight that marketers can leverage is the power of social proof.

Consumers are more likely to trust and follow the actions of others who they perceive as similar or credible. Marketers can use social proof to connect with 1-second consumers by showcasing positive reviews, testimonials, and endorsements from satisfied customers or influencers. This can help build trust and credibility with consumers, and increase the likelihood of them making a purchase.

Another psychological insight is the importance of emotions in decision-making.

1-second consumers often make quick decisions based on emotional appeals such as humor, fear, or nostalgia. Marketers can leverage this insight by creating emotionally engaging content that resonates with the target audience. For example, a brand may use humor in their social media advertising to quickly capture attention and create a positive association with their product or service.

Marketers can also leverage cognitive shortcuts such as heuristics to connect with the 1-second consumer. For example, using visual cues such as color or packaging can help consumers quickly identify a brand or product and make a purchasing decision. Additionally, using pricing strategies such as odd pricing (ending prices in .99 or .95) can create a perception of value and increase the likelihood of a purchase.

As marketers we can also leverage the psychological insight of personalization to connect with the 1-second consumer. Personalized marketing messages that are tailored to the individual preferences, behaviors, or demographics of the target audience can create a sense of relevance and increase engagement with the brand.

Marketers can leverage psychological insights to connect with the 1-second consumer by using social proof, emotional appeals, cognitive shortcuts, and personalization. By creating marketing messages that resonate with the cognitive and emotional processes of 1-second consumers, marketers can effectively capture and hold their attention, and increase the likelihood of making an interaction with the brand.

THE RISE OF THE 1-SECOND WORLD

III. STRATEGIES FOR REACHING THE 1-SECOND CONSUMER

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Marketers need to take a different approach to engage the 1-second consumer compared to traditional marketing campaigns. It's crucial for brands to be creative with their tactics and adjust them to the fast-paced, ever-changing 1-second world.

Essentially, they need to be quick, concise and effective in grabbing the attention of their audience in just one second.

WE KNOW...

BRAND STORYTELLING AND VISUAL COMMUNICATION ARE BOTH CRUCIAL COMPONENTS OF A SUCCESSFUL MARKETING STRATEGY. HERE'S SOME REMINDERS WHY:

- 1 Builds emotional connections:** By telling a story that resonates with your target audience, you can build an emotional connection with them. This emotional connection can help to build trust and loyalty towards your brand.
- 2 Sets you apart:** In a crowded marketplace, a compelling brand story can set you apart from your competitors. When done effectively, it can help to differentiate your brand and create a unique identity that customers can relate to.
- 3 Creates a memorable experience:** A well-crafted brand story can create a memorable experience for customers. This can help to increase brand awareness and improve customer retention.
- 4 Simplifies complex ideas:** Visual communication can be a powerful tool for simplifying complex ideas. By using images, videos, and infographics, you can convey complex concepts in a way that is easy to understand and digest.

- 5 Enhances engagement:** Visual content is more engaging than text-based content. Using visuals can help to grab the attention of your audience and keep them engaged for longer.
- 6 Supports brand consistency:** By using consistent visual elements across all of your marketing materials, you can create a cohesive brand identity that is easily recognizable to your audience.
- 7 Appeals to different learning styles:** Not everyone learns or processes information in the same way. By using both visual and text-based communication, you can appeal to a wider range of learning styles and preferences.

Again, effective marketing strategies rely on tried and true brand storytelling and customized visual communication. By utilizing these techniques tailored to your brand, you can establish emotional connections with your audience, set your brand apart, simplify intricate concepts, boost engagement, and maintain brand consistency.



IN ORDER TO UNDERSTAND HOW TO REACH THE 1-SECOND CONSUMER, IT'S IMPORTANT TO ANALYZE THE IMPACT OF SOCIAL MEDIA, MOBILE MARKETING, AND OTHER DIGITAL CHANNELS. THESE CHANNELS HAVE A CRUCIAL ROLE IN ENGAGING THIS TYPE OF CONSUMER DUE TO THEIR FAST-PACED AND CONSTANTLY CONNECTED LIFESTYLE. THE FOLLOWING ARE SOME REASONS WHY THESE CHANNELS ARE SO EFFECTIVE IN REACHING THE 1-SECOND CONSUMER:

- 1 Social media:** Social media platforms like Instagram, TikTok, and Twitter are popular with the 1-second consumer because they offer short-form content that can be consumed quickly. Brands can leverage social media to create engaging content that captures the attention of their target audience. By using hashtags, targeting specific audiences, and partnering with influencers, brands can increase their reach and engagement on social media.
- 2 Mobile marketing:** With more and more consumers accessing content on their mobile devices, mobile marketing has become a crucial part of reaching the 1-second consumer. Brands can use mobile marketing to create short-form content that is optimized for mobile devices. By using push notifications, mobile ads, and location-based targeting, brands can reach consumers wherever they are.
- 3 Email marketing:** While email marketing may not seem like a suitable channel for the 1-second consumer, it can be effective when done correctly. Brands can use email marketing to send personalized, targeted messages that are optimized for mobile devices. By using eye-catching subject lines, short-form content, and clear calls to action, brands can capture the attention of their target audience.
- 4 Digital advertising:** Digital advertising offers a variety of options for reaching the 1-second consumer. Brands can use display ads, video ads, and native ads to create short-form content that is optimized for digital channels. By using targeting options such as demographics, interests, and behaviors, brands can reach the right audience with the right message.
- 5 Chatbots:** Chatbots can be used to engage the 1-second consumer in real-time. Brands can use chatbots to answer frequently asked questions, offer personalized recommendations, and provide support. By using chatbots, brands can create a fast, convenient experience that meets the needs of the 1-second consumer.

The integration of various channels, such as social media, mobile marketing, email marketing, digital advertising, and chatbots, all contribute significantly to the strategy of reaching the 1-second consumer. When utilized properly, these channels enable brands to create personalized and captivating experiences that effectively capture the interest of their desired audience.

ARTIFICIAL INTELLIGENCE, MUCH LIKE RAP MUSIC, HAS BECOME AN INTEGRAL PART OF OUR CULTURE AND IS POISED TO HAVE A LASTING IMPACT.

Artificial Intelligence (AI) has become an essential tool for businesses of all types and sizes, and the marketing industry is no exception. In recent years, AI has revolutionized the way marketers analyze data, optimize campaigns, and interact with customers. One of the most significant impacts of AI on marketing is the emergence of the 1-second consumer, who expects instant gratification the “I WANT IT NOWERS,” and personalized experiences. In this article, we will explore the ways in which AI affects marketing and the 1-second consumer.

AI and Marketing: AI technology provides marketers with a vast amount of data to work with. This data comes from various sources, including social media, online searches, and customer interactions. With the help of AI, marketers can quickly and accurately analyze this data to gain valuable insights into consumer behavior, preferences, and trends. AI algorithms can process data at a speed and scale that is impossible for humans, making it an indispensable tool for marketers.

AI is also transforming the way marketers interact with customers. Chatbots and virtual assistants powered by AI can provide instant customer support and assistance, enhancing the customer experience. These tools can also personalize marketing campaigns based on individual customer preferences and behaviors, improving the chances of conversion and customer retention.

The 1-Second Consumer: The rise of AI has contributed to the emergence of the 1-second consumer, who expects immediate and personalized responses from brands. Today's consumers

are bombarded with an overwhelming amount of information and options, making it challenging for marketers to grab their attention. Therefore, marketers must find ways to engage with consumers quickly and efficiently.

AI helps marketers meet the demands of the 1-second consumer by providing real-time insights into consumer behavior and preferences. With this information, marketers can personalize their messaging and campaigns to resonate with individual consumers. Chatbots and virtual assistants powered by AI can also provide instant responses to customer inquiries, enhancing the customer experience and building brand loyalty.

Another way that AI is impacting the 1-second consumer is through predictive analytics. AI algorithms can analyze vast amounts of data to identify patterns and trends that human analysts may overlook. This analysis enables marketers to anticipate consumer needs and preferences and tailor their messaging and campaigns accordingly.

Conclusion:

AI is transforming the marketing industry, providing marketers with valuable insights into consumer behavior and preferences. The emergence of the 1-second consumer has further emphasized the need for personalized and immediate responses from brands. With the help of AI, marketers can meet the demands of the 1-second consumer by providing real-time insights, personalized campaigns, and instant customer support. As AI technology continues to evolve, it is likely to play an even more significant role in the future of marketing.

HAVE YOU EVER WONDERED HOW AI CAN HELP YOU AS A MARKETER IN THIS FAST-PACED WORLD? AI CAN ACTUALLY BE A GREAT TOOL, INSTEAD OF FEARING THAT IT WILL TAKE YOUR JOB, THINK OF IT AS A WAY TO BOOST YOUR PRODUCTIVITY AND EFFICIENCY. AND YOU KNOW WHAT'S EVEN BETTER? AI THRIVES ON IDEAS, AND THOSE IDEAS CAN COME FROM YOU!



AI is an important tool for brands, marketers, and creators because it has the ability to analyze large amounts of data and extract valuable insights that can help inform and optimize their strategies. Here are some specific reasons why AI is such a valuable tool:

Personalization: AI algorithms can analyze customer data to create personalized experiences for each individual, such as recommending products or services that match their preferences and needs.

Efficiency: AI can automate repetitive tasks, such as data analysis or customer service, freeing up time for marketers and creators to focus on more creative and strategic work.

Predictive analytics: AI can analyze data to make predictions about future trends or customer behavior, helping brands and marketers make informed decisions and stay ahead of the curve.

Content creation: AI can be used to generate content such as product descriptions, social media posts, and even music and art.

Customer insights: AI can analyze customer feedback and sentiment to help brands understand what their customers want and how they can improve their products and services.

Overall, AI can help brands, marketers, and creators make data-driven decisions, streamline their workflows, and ultimately improve their bottom line.

THE RISE OF THE 1-SECOND WORLD

IV. MINI CASE STUDIES FOR THE 1-SECOND CONSUMER

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Effective tactics and campaigns for engaging the 1-second consumer can be observed in real-world examples. Such tactics encompass innovative applications of social media, visually captivating short-form content, compelling brand narratives, and content marketing. By leveraging these approaches, brands have been able to attract the attention of the 1-second consumer and foster emotional connections that lead to increased engagement and brand advocacy.

MINI-CASE STUDY: WENDY'S ROAST ME

In 2017, Wendy's launched a "Roast Me" campaign on Twitter, where users could tweet at the fast food chain and ask to be roasted. Wendy's responded with witty and often savage comebacks, which quickly went viral and generated a lot of buzz for the brand. The campaign was successful because it was unexpected, entertaining, and resonated with the one-second consumer's love of humor and social media engagement.

Wendy's social media presence has become famous for its witty, snarky responses to customer inquiries and complaints. **The company's Twitter account has over +3.5 million followers and has become a popular destination for people looking for a laugh.** Wendy's success on social media has helped the company to rebrand itself as a hip, edgy fast food chain that appeals to younger 1-second consumers.



MINI-CASE STUDY: OREO DUNK IN THE DARK

During the 2013 Super Bowl, the power went out in the stadium, causing a 34-minute delay. Oreo quickly capitalized on the moment by tweeting a simple image that said “Power out? No problem. You can still dunk in the dark.” **The tweet was retweeted over 10,000 times within the first hour and became one of the most talked-about moments of the Super Bowl.** The tweet was successful because it was timely, relevant, and quickly captured the attention of the one-second consumer.



MINI-CASE STUDY: HONDA #NEXTMILESTONE

For the launch of the 10th generation Honda Civic, Honda created a campaign that was just as compelling and unique as the newly designed Civic to reach the 1-second consumer. They went experiential and social first by working with Street Dreams, a highly influential collective of photographers with a rapidly growing Instagram fan base.

This integrated campaign included the #NextMilestone tour, a series of meet-ups of photographers and Honda Civic owners in Los Angeles, Austin, Washington DC, and New York. **The meet-ups generated over 12 million pieces of social content and engagement that Honda altered its media strategy and we then created a 30-second broadcast spot based on the meet-ups and the newly designed Civic.**



MINI-CASE STUDY SNAPCHAT 2020 ELECTIONS



Snapchat recognized an opportunity to empower the 1-second demographic during a time of despair and uncertainty. To give this generation a voice in the political process, they created an in-app tool to guide them through the voter registration process. Their efforts paid off, as **they successfully registered 1.7 million new voters, making a significant impact and shaping the future of the nation.** Snapchat demonstrated that posting on social media is not the same as casting a vote, and by giving the 1-second demographic a voice, they were able to make a difference.



MINI-CASE STUDY NOT DRAKE - GHOSTWRITER977 HEART ON MY SLEEVE



“Heart on My Sleeve” was a track produced and composed by ghostwriter977, a TikTok user. The song utilized artificial intelligence (AI) to generate vocals that mimicked the styles of Canadian musicians Drake and The Weeknd. The track was self-released on various streaming platforms such as Apple Music, Spotify, and YouTube on April 4, 2023. **The use of AI in the creation of “Heart on My Sleeve” was a significant feature, and the song gained popularity on TikTok, racking up millions of views across multiple platforms.**

However, the song was eventually taken down by Universal Music Group (UMG). Before being removed, the song had millions of streams, driven by the 1-second demographic’s fear of missing out (FOMO) and by tapping into heuristics, biases, and emotional appeals.

This was a prime example of how AI can still influence the cognitive process of the 1-second consumer in the fast-paced, digital world.

THE RISE OF THE 1-SECOND WORLD

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