

Perception

Marketing

Why most marketing is never noticed at all.

Three filters between a message and a memory.

The filters

Selective attention — most is never noticed

Selective distortion — fitted to existing beliefs

Selective retention — only some is remembered

What gets through

Contrast against the surrounding context

Relevance to a current goal

Repetition over time, with variation

Distinctive assets recognised at a glance

Distinctive brand assets — colour, shape, sound — are processed faster than words, and survive low attention.