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IMMERSIVE BRAND PROMOTION IN THE ECONOMY OF ATTENTION: SPECIFICS OF FAKE OUT-OF-HOME ADVERTISING

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In today's digital landscape, the sheer volume of information has led to a critical shortage of consumer attention, a phenomenon central to the "economy of attention" [6] and the "experience economy" [4]. Traditional advertising formats are rapidly losing their edge [1, 4, 5]. For instance, research by Eye Square reveals that social media users engage with ad content for an average of just 2.5 seconds [5]. If a brand fails to spark an emotional connection within this brief window, the message is instinctively filtered out by the brain. This aligns with Herbert Simon's concept of "attention poverty," where the mind must rigorously screen incoming stimuli to conserve cognitive energy [7].

In 2023, seeking more innovative and emotional triggers, the first Fake Out-Of-Home (FOOH) advertising were introduced, utilizing CGI to seamlessly blend surreal 3D elements into video footage of real-world urban settings [3]. Unlike standard AR, FOOH requires no extra gear and creates an immediate "here and now" illusion that blurs the line between physical reality and digital fiction [1]. When a passerby spots a giant handbag cruising down the street instead of a bus, it triggers an instant conflict between their understanding of physics and their visual perception. The brain "wakes up" to resolve this paradox, successfully breaking through the 2.5-second attention barrier. According to Leon Festinger's theory of cognitive dissonance, this visual inconsistency jolts the audience out of passive scrolling and into active analysis [2].

The novelty of so-called simulated advertising practices determines the lack of relevant scientific studies, research approaches, and methods for studying this phenomenon [1, 3]. This study implements a multi-layered approach to studying such advertising as a technological, communicative and social phenomenon.

The paper presents the first stage of the multi staged research, consistently answering a number of questions. RQ 1: What are the technological specifics of FOOH advertising? RQ 2: What are the basic technology parameters of the FOOH content which attract the maximum of audience attention?

The study presents the results of the technological specifics and features of attracting attention of the very first high-engagement FOOH advertising campaigns for the brands Jacquemus, Maybelline, IKEA, Domino's Pizza (2023-2025). Technologically, luxury and beauty brands (Jacquemus, Maybelline) present videos that respect the laws of gravity but offer a transformation of the scale of the advertised object (oversized handbags on the road) or function (painted eyelashes on a subway train). The advertised object can be called hyperrealistic; the technological images are elaborated in detail (lighting, textures, etc.) to mimic reality. The visualization parameters can be described as naturalism and mimicry, the complete merging of the advertised object with its surroundings. The use of a "shaky camera" effect and natural light is used to simulate user-generated content. Mass-market brands (Domino's, IKEA) disrupt the semantic context in their advertising, causing dynamic interaction and cognitive shock in the audience. The emphasis is on the simulation of anomalous physical objects; a contrasting combination

of incompatible materials. Visualization involves the use of camera tracking and complex animation, and special effects.

Research into audience sentiment (n=120 respondents, 20-35 years old, 2026) uncovered the main technological feature of an ad effectiveness as a "content paradox": while "flawless" 3D models often trigger skepticism (78%) or rejection (53%), the intentional use of technical imperfections - such as simulated amateur camerawork, digital noise, or dynamic shadows - actually serves as a validation tool. These "flaws" trick the viewer's brain into accepting the virtual object as an authentic, organic part of the real world.

Ultimately, by strategically clashing physical reality with digital simulation, FOOH advertising forces users to engage more deeply. The deliberate "imperfection" of the tech execution drives the greatest advertising impact.

Источники и литература

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