

**marktforschung.de**

Interview on the web-seminar by Michael Schießl "Schön, Wahr, Gut"

28/10/2021

**Building a relationship requires the counterpart's attention. Today, the challenge is how to efficiently break through the short, fast-paced windows of perception. Beautiful, true and good: this is how the beginning of a brand-to-people relationship should be, says Michael Schießl, co-founder and CEO of eye square.**



**For Michael Schießl, co-founder and CEO of eye square, the perception of a beautiful moment is a starting point for new and successful relationship in the digital world. (Image: eye square)**

**Mr Schießl, do you believe in love at first sight?**

Michael Schießl: Of course. For my wife and me, it was love at first sight- at least from my side. We see so much every day; almost immediately our brain implicitly decides whether a thing is good or bad for us. But even before we see something, especially in today's day and age, our perception is already overstimulated. And that is the actual sense-based perception. For instance, my wife and I first met on the train; had she been looking at her phone and wearing headphones, my hello to her would have gone unrequited. Without perception, the right channel, message and timing, there is no success.

**...and in the digital world? How important is the (first) impression of users when it comes to digital touchpoints?**

Michael Schießl: It's comparable: imagine they are trying to communicate with someone at a rock concert. In that situation, they have to get the other person's attention and willingness to communicate. Otherwise, the other person turns away, massively annoyed.

The smartphone nowadays attracts people's attention in the same way that a rock concert does. Sensory overload is present in both the smartphone and the rock concert. It is vital to send something beautiful in order to be seen and heard; it is more effective than simply speaking the truth.

**Even if it clicks at the first encounter or a later one between users and user interfaces, there are still a few more points of contact in a hopefully long-lasting relationship. Are the first touches more important than all the subsequent ones added up?**

Michael Schießl: A first contact's purpose is to develop a relationship, and the initial point of contact is the most vital. The initial few seconds are a barrage of data, and the first impression paints a picture that can be fleshed out later. The window is closes if nothing comes of it.

**Value, purpose and beauty: these three buzzwords appear in your webinar announcement. What role do they play in digital relationships between companies and their customers?**

Michael Schießl: You must not forget how important beauty is in the communication industry. The visual habits of users are often mainstream orientated; aesthetic perception is subject to changing times. This is accompanied by great, contemporary debates about power structures and influence on the definition of beauty and visibility.

We must not forget that central to the perception of communication is whether the message is processed and how the message is processed. Here I see that the importance of beauty as a motive for viewing intensity underestimated.

**And how do you combine them into a trinity?**

Michael Schießl: To fulfill the vast needs of customers, the linkage of value, purpose, and beauty into a trinity is meticulously connected. Even in the world of art and architecture, beauty is perceived in a picturesque way. The challenge today is to efficiently break through the fast pace of life and the short windows of perception.

**You shared some insights about creating moments and successful relationships in your webinar from the 10<sup>th</sup> of November. Where do they come from?**

Michael Schießl: Together with my team, I have been researching the impact of advertising at eye square for more than 20 years, in addition in collaboration with colleagues from the market research and the scientific field. Alongside of psychology and communication sciences, other disciplines such as art, computer science and engineering have always had an influence on our research.

Single moments can decide the viability of relationships. In our eye square Media Attention Benchmark, we summarize the output from thousands of study results into quality and successful creations.

**Imagine that I maybe am interested in your webinar. What do you say to me to convert me into a registrant?**

Michael Schießl: I invite them to join me in understanding the human experience better, to learn insights into good creations and to rediscover the meaning of beauty.



**Michael Schießl**  
**Media Psychologist & CEO**

Michael Schiessl graduated in psychology, founder and Chief Executive Officer of eye square. He is an expert in the field of implicit market research.

His research and publications focus on advertising impact and brand research, user experience and shopper research. He is a regular speaker at conferences and symposia.