

ADS YOU CAN

FEEL

THE NEW MOBILE EXPERIENCE

BROUGHT TO YOU BY:

IPG MEDIA LAB

M/GNA

 immersion.

HOW HAS ADVERTISING **EVOLVED** TO BECOME MORE EFFECTIVE?



WHAT HAPPENS WHEN THE USER SENSES ON MULTIPLE LEVELS?



..... AUDIO

..... VISUAL

..... MOTION

..... TOUCH

WHAT IF VIDEO ADS COULD BE MORE THAN _____?



+



+



+



SIGHT

SOUND

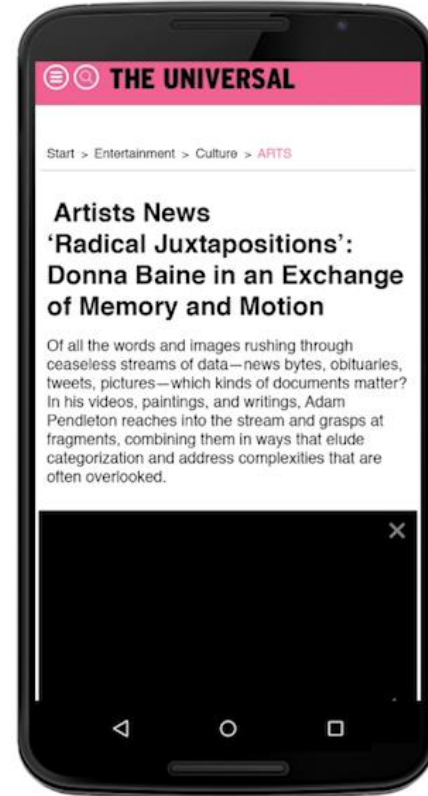
MOTION

TOUCH

TOUCHSENSE™ ADS - ADS YOU CAN FEEL

**Bringing the power of touch to
mobile video:**

Haptics, the technology behind creating digital touch experiences, engage users' sense of touch and create a impactful connection with consumers



WE PUT HAPTICS TO THE TEST FOR OUR CLIENTS

1



Does mobile video perform differently with haptics?

2



What do consumers think about ads enhanced with haptics?

3



How should haptics be implemented?

4



Should consumers be notified about haptics?

WE USED EXPERIMENTAL DESIGN



ONLINE PANEL

Participants recruited from nationally representative online panel on Android devices (TOTAL n=1,137)



QUESTIONS

Initial survey with demographic and media consumption questions



TEST CELLS

Participants randomized into test cells and selected 2 pieces of content to view. A pre-roll ad played prior to each piece of content



FEEDBACK

Post exposure survey to measure traditional brand metrics and qualitative feedback

TEST CELLS



4 VERTICALS



truvia



7 TYPES OF ADS

Control

Standard (Non-Haptic) Video Ads

Haptic Video Ads:

- High Density Haptics
- Low Density Haptics
- No Notification of Haptics
- Unbranded Notification of Haptics
- Branded Notification of Haptics

2 MODES

Skippable

Non-Skippable

A man with a full beard and glasses is looking down at his smartphone. He is wearing a dark, patterned button-down shirt. The background is a plain, light gray.

THE POWER OF **TOUCH**

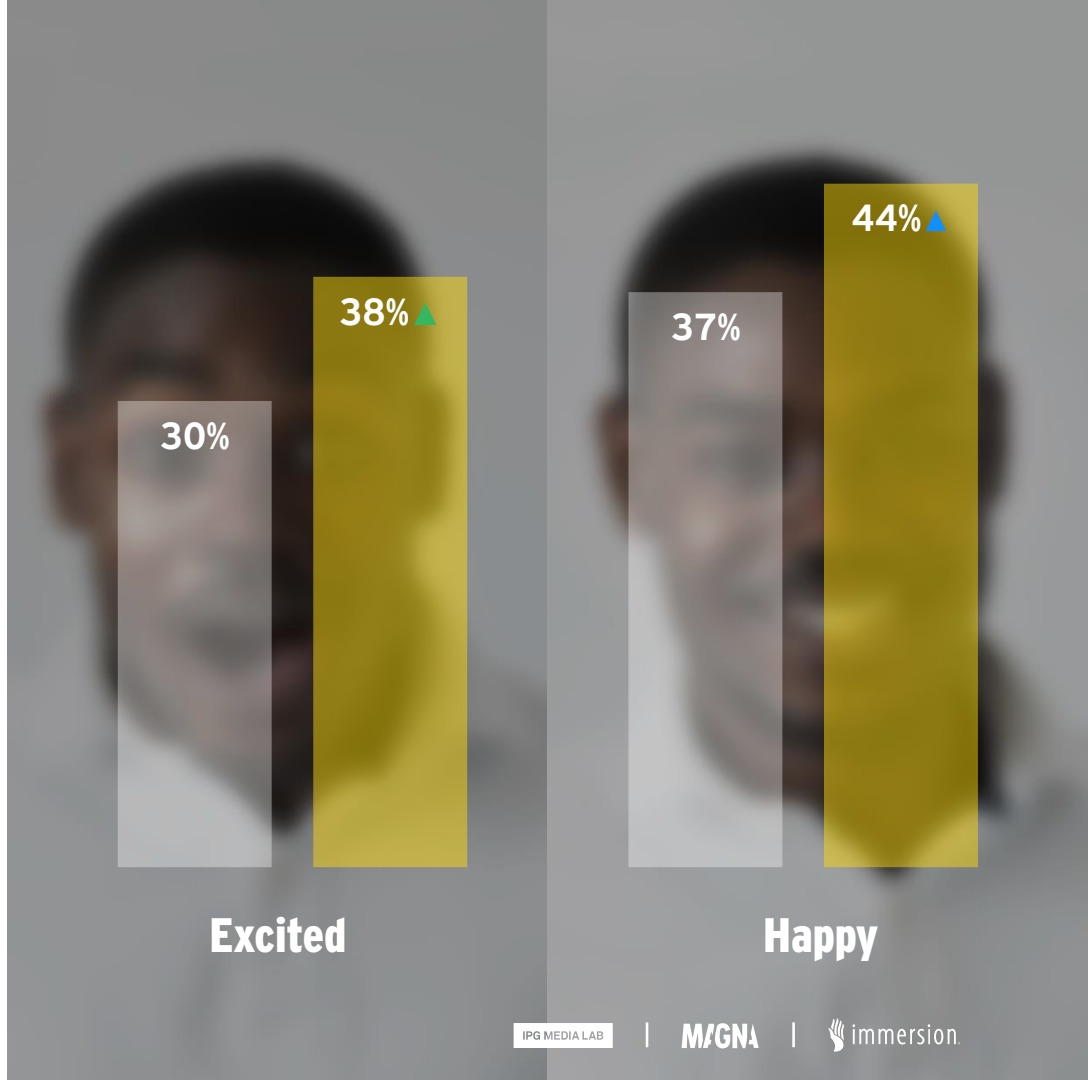
AN EMOTIONAL EXPERIENCE

HAPTICS ELICIT MORE EXCITEMENT AND HAPPINESS

IMPACT ON EMOTIONS

% Who Reported Emotion During Ad

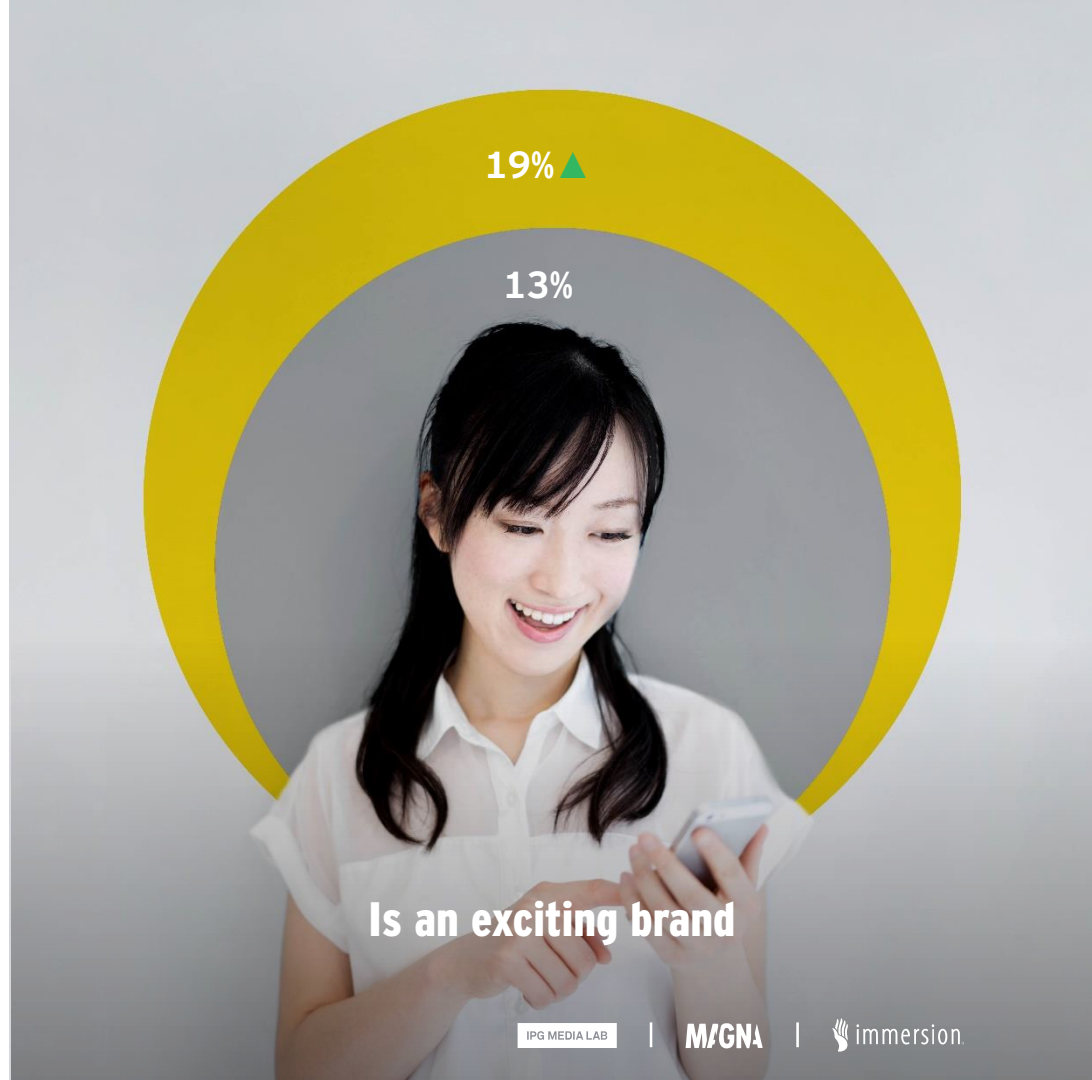
- Standard Video Ads
- Haptic Video Ads



STRONGER EMOTIONS HAVE A HALO EFFECT ON WHAT PEOPLE THINK ABOUT THE BRAND

IMPACT ON PERCEPTION OF THE BRAND

% Agreement

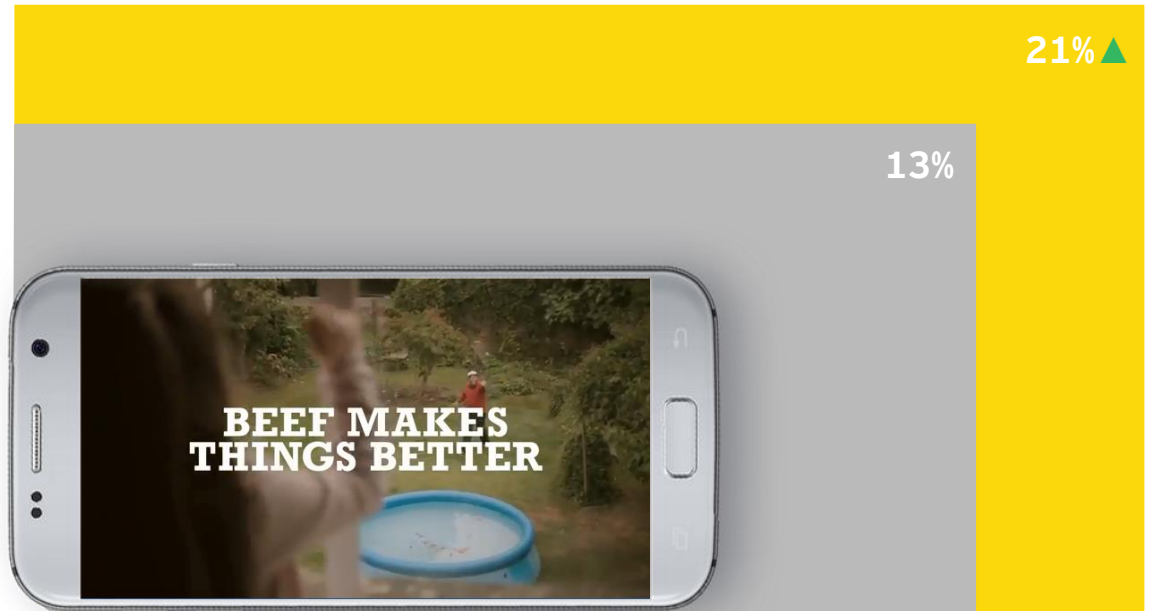


ENGAGING A THIRD SENSE - TOUCH - HELPS CONSUMERS FEEL MORE CONNECTED TO THE BRAND

"BRAND I FEEL CONNECTED TO" AFTER EXPOSURE TO THE VIDEO AD...

% Agreement

- Standard Video Ads
- Haptic Video Ads





HAPTICS **HARD** **AT WORK** FOR BRANDS

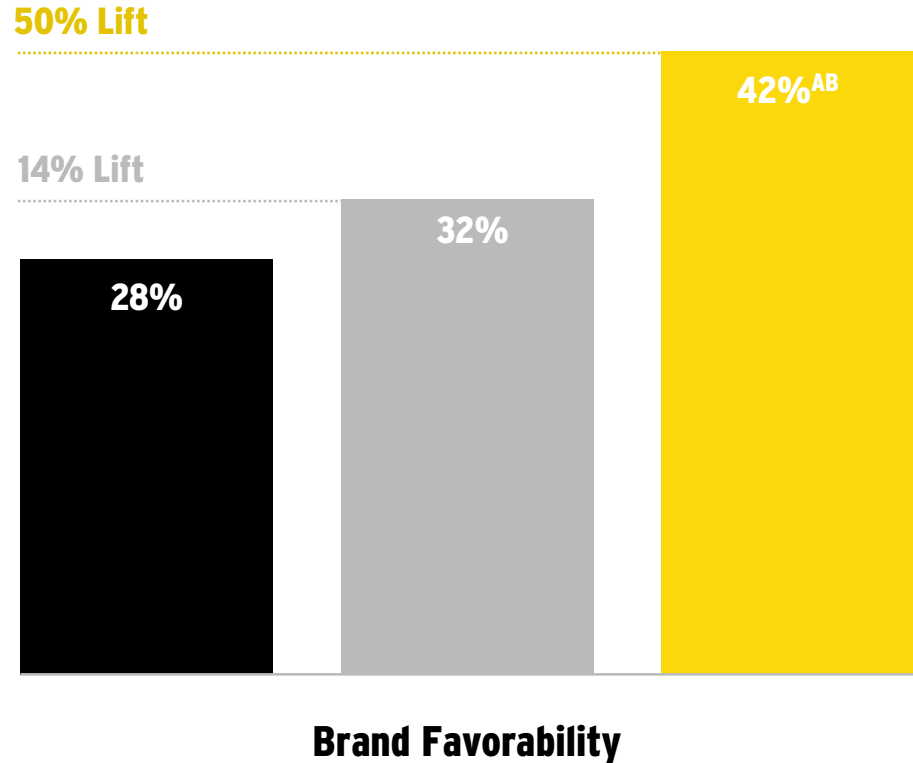
IMPACTING KPIs WITH REAL CASE STUDIES

ADDITION OF HAPTICS TO VIDEO ADS = **50% LIFT** IN FAVORABILITY

IMPACT ON BRAND FAVORABILITY

% Very Favorable

- Control (A)
- Standard Video Ads (B)
- Haptic Video Ads (C)



HAPTICS NOT ONLY MORE IMPACTFUL, BUT ALSO MORE COST EFFICIENT

BRAND FAVORABILITY

Cost Per Person



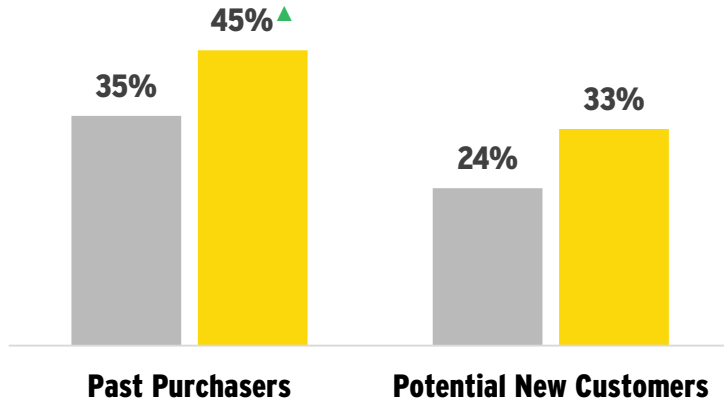
Standard Video Ads



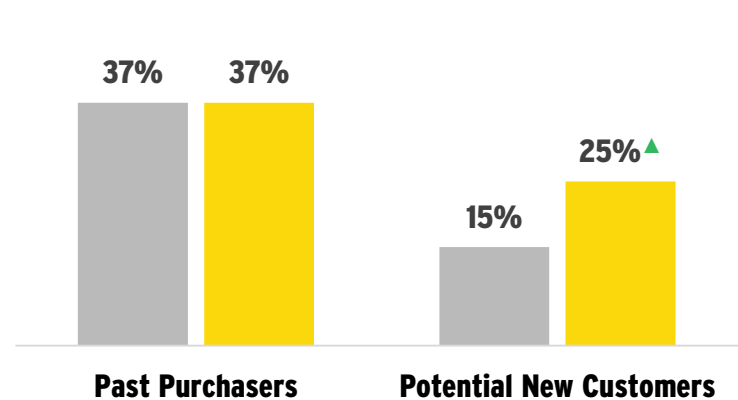
Haptic Video Ads

HAPTICS ARE EFFECTIVE AMONG THE HARD TO INFLUENCE - POTENTIAL NEW CUSTOMERS

Brand Favorability



Purchase Intent/Consideration



Standard Video Ads | Haptic Video Ads



PRIME **TARGETS** FOR HAPTICS

THE IDEAL CANDIDATES

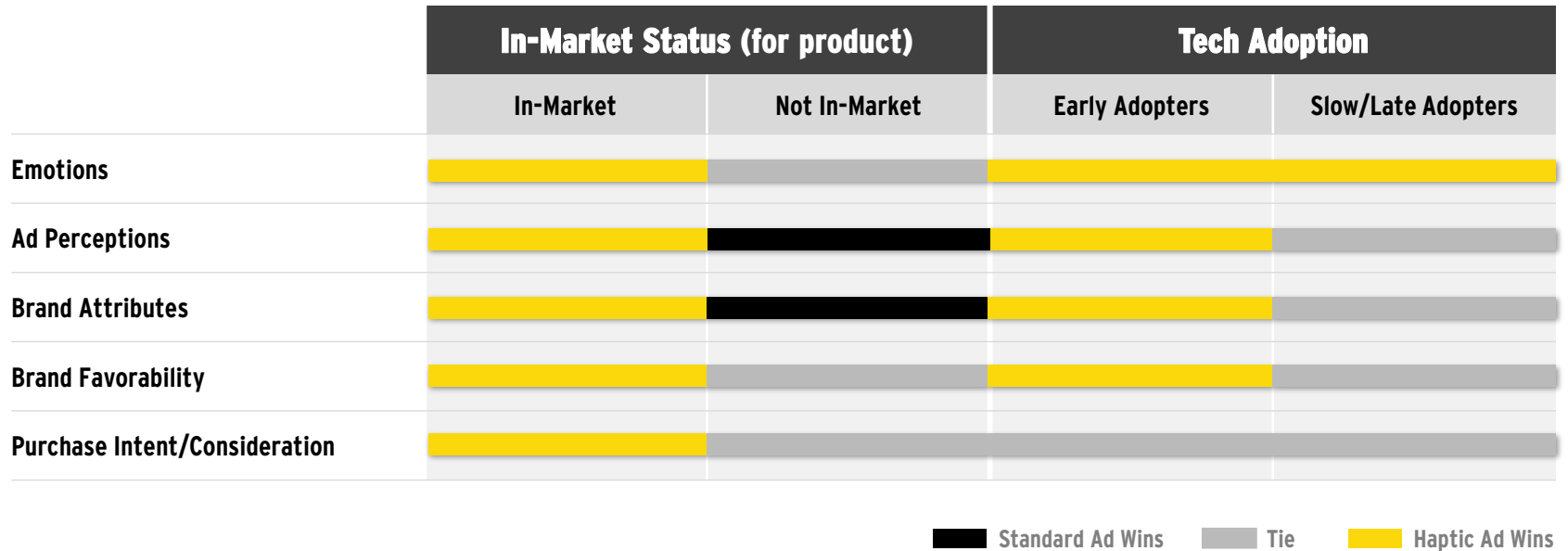
SUPERIOR PERFORMANCE OF HAPTICS SPANS DEMOGRAPHICS

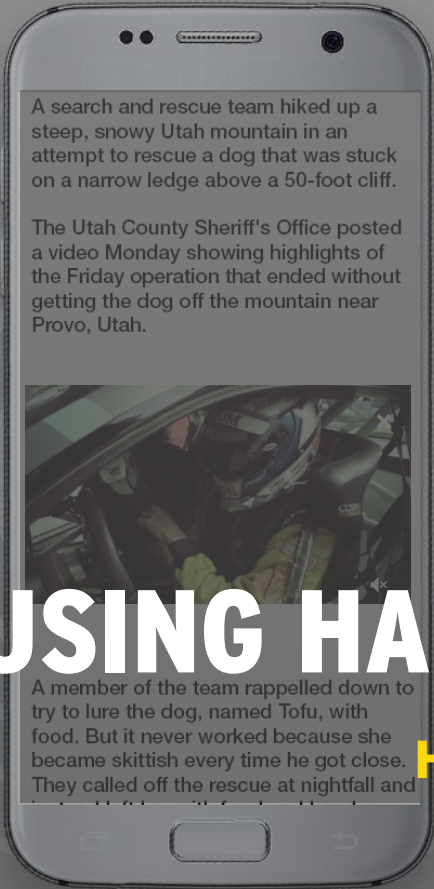
	Gender		Age	
	Males	Females	A18-34	A35+
Emotions	Standard Ad Wins	Standard Ad Wins	Standard Ad Wins	Haptic Ad Wins
Ad Perceptions	Standard Ad Wins	Standard Ad Wins	Standard Ad Wins	Standard Ad Wins
Brand Attributes	Standard Ad Wins	Haptic Ad Wins	Haptic Ad Wins	Standard Ad Wins
Brand Favorability	Haptic Ad Wins	Haptic Ad Wins	Haptic Ad Wins	Standard Ad Wins
Purchase Intent/Consideration	Standard Ad Wins	Standard Ad Wins	Standard Ad Wins	Standard Ad Wins

Standard Ad Wins
 Tie
 Haptic Ad Wins

BUT MORE ADVANCED TARGETING CAN IMPROVE EFFECTIVENESS

Aim for those in-market for the product category and early tech adopters



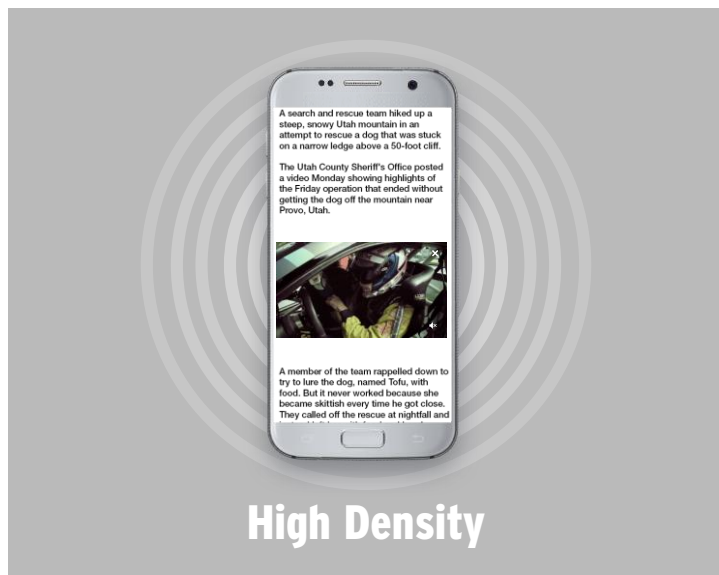


USING HAPTICS EFFECTIVELY

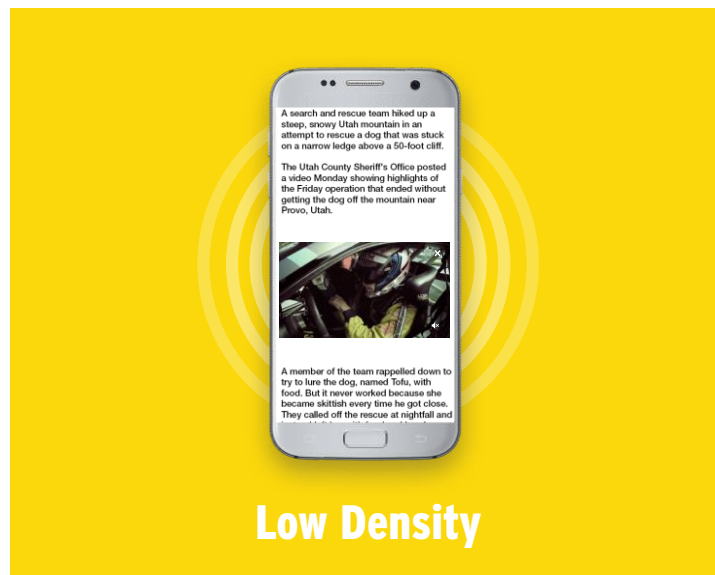
HOW MUCH IS ENOUGH?

THE RIGHT LEVEL OF HAPTICS

WE TESTED:



VS

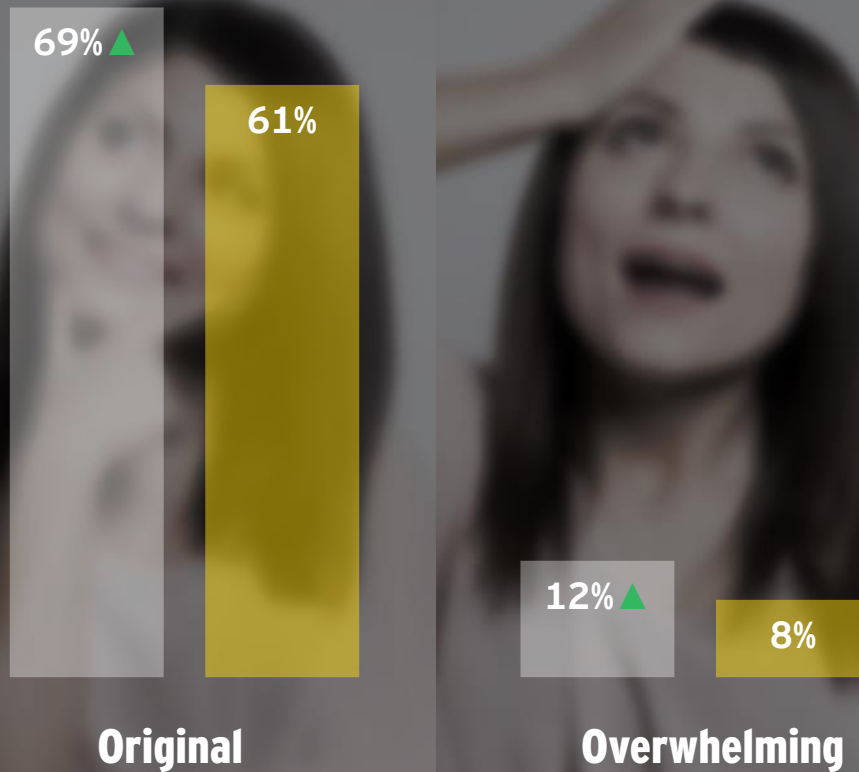


These treatments had approximately 2/3 the haptic effects as high density treatments

HIGH DENSITY MORE ORIGINAL, BUT SLIGHTLY OVERWHELMING

IMPACT OF DENSITY ON AD PERCEPTIONS

% Agreement



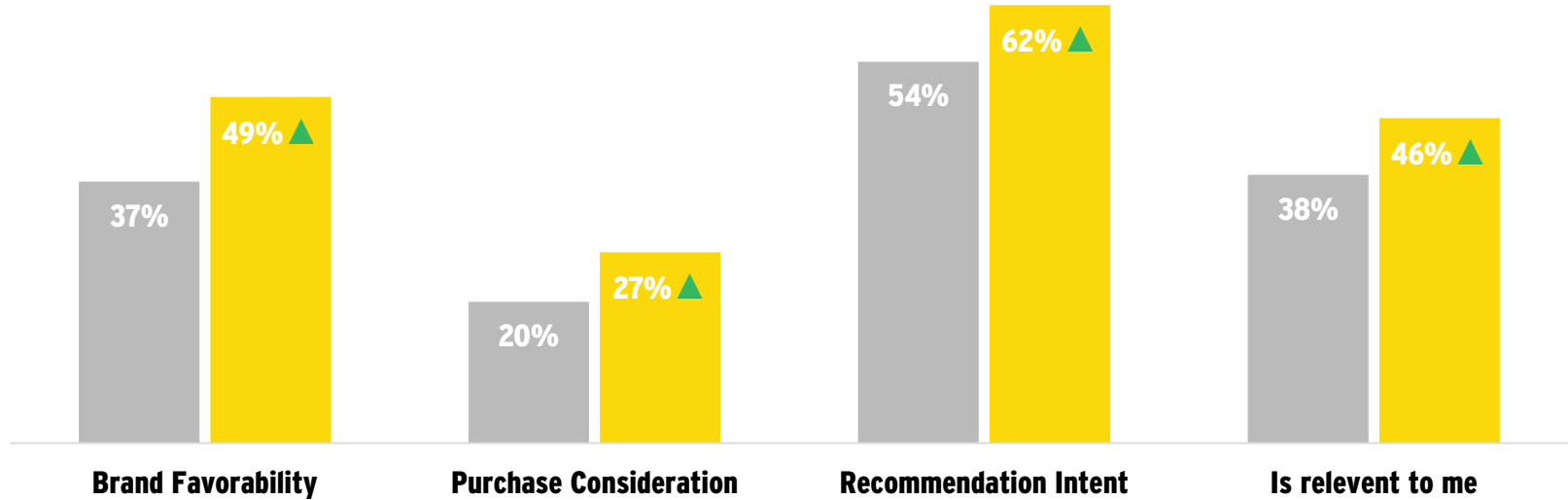
SUBTLETY IS KEY

IMPACT OF DENSITY ON BRAND METRICS & ATTRIBUTES

% Agreement

■ High Density

■ Low Density





ENHANCED WITH

TouchSense® Effects

TO NOTIFY OR NOT TO NOTIFY

BEST PRACTICES FOR A NEW TECHNOLOGY



**BUT,
WITH THIS NEW
TECH, IS CONSUMER
EDUCATION NEEDED?**

TESTING NOTIFICATIONS



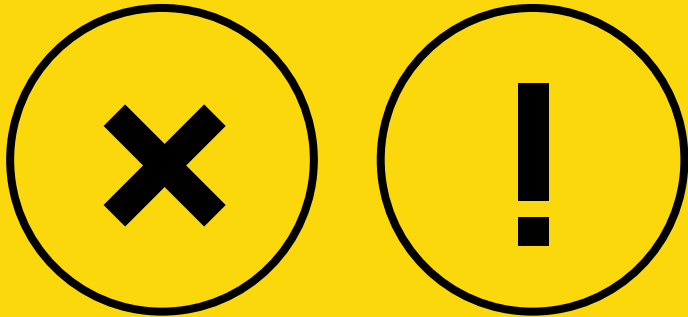
3 SECOND NOTIFICATIONS

- Tested notifications that appear prior to the video ad for approximately 3 seconds

NOTIFIES OF HAPTICS

- The notification explicitly points out that the ad is “Enhanced with TouchSense” and incorporates haptics into the notification itself

WE TESTED HAPTICS WITH AND WITHOUT THESE NOTIFICATIONS TO FIND OUT WHAT WORKS BEST



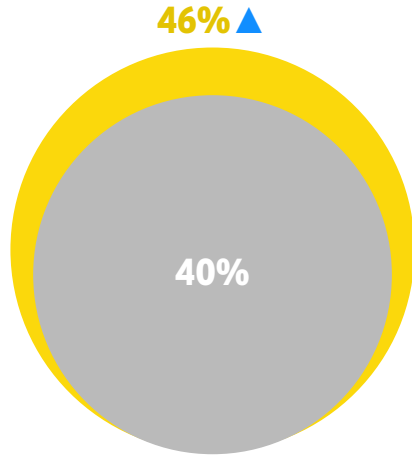
**HERE'S WHAT
WE LEARNED...**

GIVE CONSUMERS A HEADS-UP FOR A BETTER USER EXPERIENCE

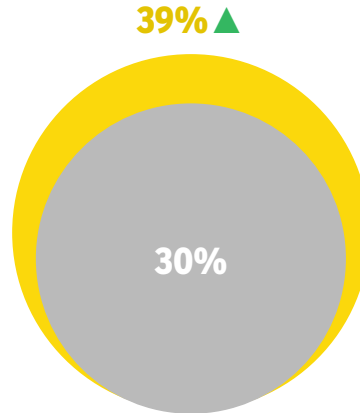
IMPACT OF NOTIFICATION

■ Haptics - No Notification

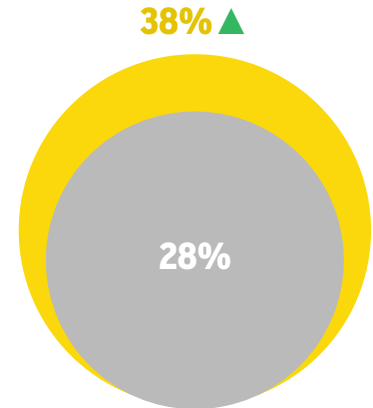
■ Haptics - With Notification



Engaged



Excited



Brand Favorability

LACK OF NOTIFICATION MAY LEAD TO A CONFUSING EXPERIENCE

FEEDBACK FROM PARTICIPANTS WHO RECEIVED "NO NOTIFICATION"

Question: Can you please explain what you didn't like about the ad?

"The vibrations on my phone, I thought it was broken!"

"Trying to figure out what was making my phone vibrate. Took me a minute."

BUT, HOW SHOULD CONSUMERS BE NOTIFIED?

2 TYPES OF NOTIFICATIONS...



Unbranded Notification

(Click to play example)



Branded Notification

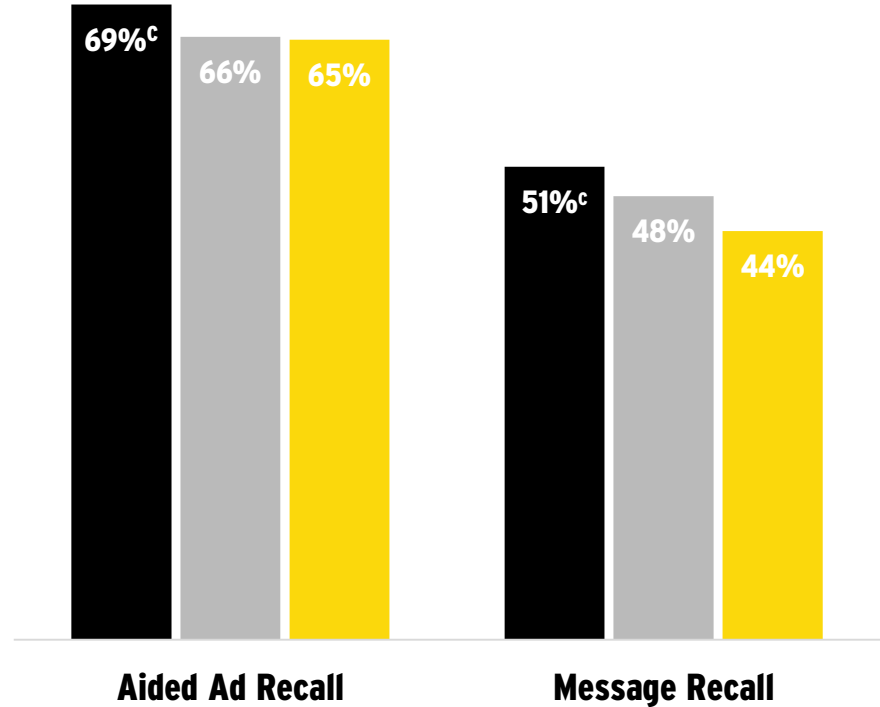
(Click to play example)

FIRST, NOTIFICATIONS COME AT A SLIGHT COST - THEY SERVE AS AN AD PROMPT

IMPACT OF NOTIFICATION TYPE ON RECALL

% Recall

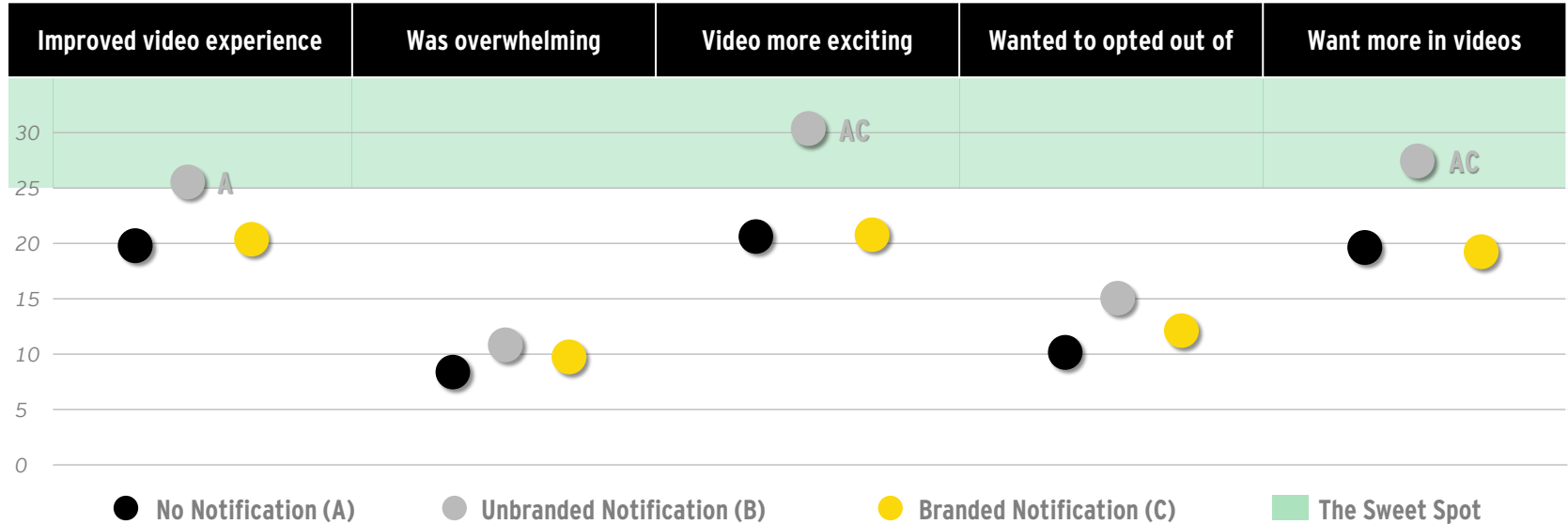
- No Notification (A)
- Unbranded Notification (B)
- Branded Notification (C)



BUT, UNBRANDED NOTIFICATIONS ARE A HAPPY MEDIUM

IMPACT OF NOTIFICATIONS TYPE ON HAPTIC PERCEPTIONS

Adequate notification without a strong branding prompt prior to the ad having a chance to pull consumers in to the story

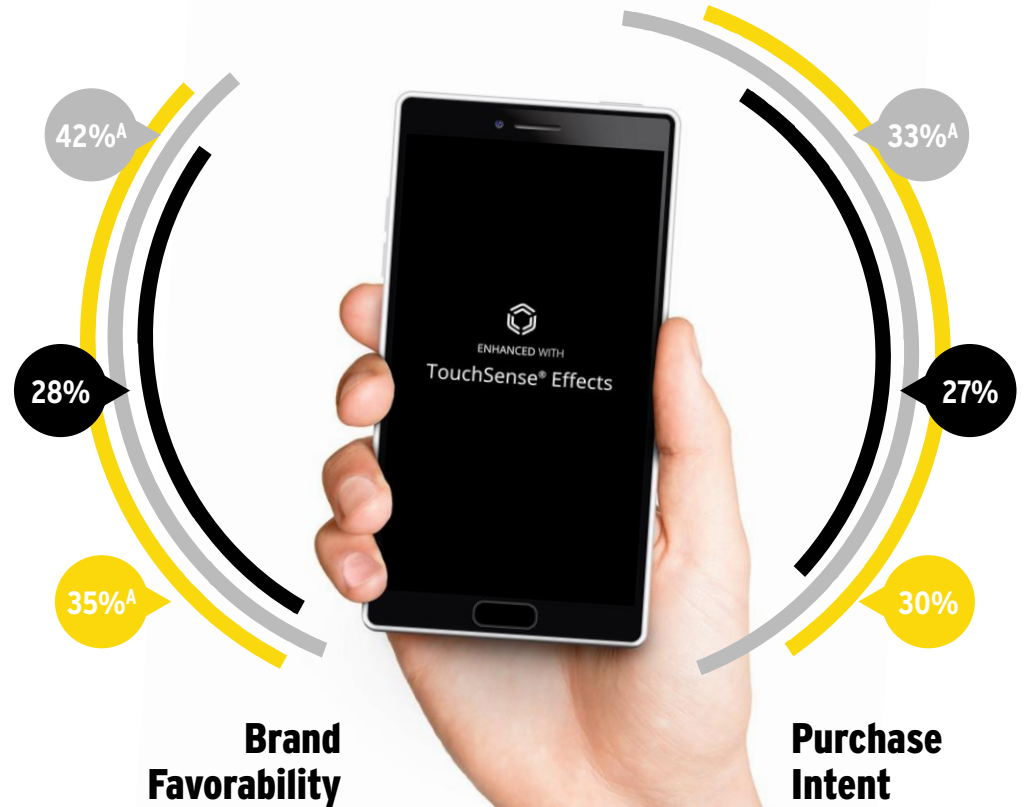


UNBRANDED NOTIFICATIONS DRIVE POSITIVE OPINIONS & INTENT

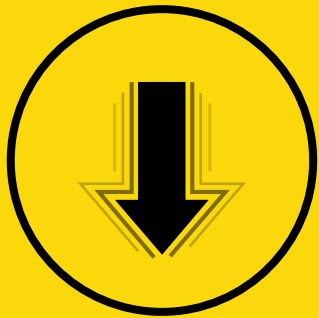
IMPACT ON PERSUASION METRICS

% Very Favorable/
Very Likely to Purchase

- No Notification (A)
- Unbranded Notification (B)
- Branded Notification (C)



FORMULA FOR SUCCESS



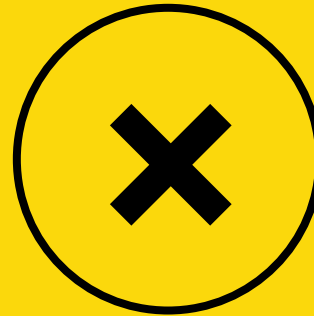
LOW DENSITY

+



NOTIFICATION

+



UNBRANDED

=



BEST APPROACH

FINDING

Haptic technology takes typical video ads to the next level, by engaging an additional human sense - touch.

While impact doesn't appear to be tied to a single set of demographics, certain audiences were particularly responsive.

Low density haptics produced the best results, including 35% higher lift in Purchase Intent over standard ads.

Given this technology is new to consumers, there are certain best practices, making them a win for both consumers and brands.

IMPLICATION

Marketers should be testing haptics as a part of their mobile media buys when aiming to drive persuasion. It's an effective way to boost performance without expensive creative overhauls.

Advertisers should pair haptic ads with advanced targeting to reach those most likely to be in market for their product. Those targeting early tech adopters should especially be using new, innovative technologies such as haptics.

Creative with many "haptic opportunities" aren't required to take advantage of this new tech, given low density works well.

Utilize these best practices, but don't be afraid to try a new approach to haptics. Marketers should continue to test and learn as consumers become more familiar with haptics.



THANK

YOU

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