ADS YOU CAN FEEL
THE NEW MOBILE EXPERIENCE
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 _____?
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
<table>
<thead>
<tr>
<th>4 VERTICALS</th>
<th>7 TYPES OF ADS</th>
<th>2 MODES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>Control</td>
<td>Skippable</td>
</tr>
<tr>
<td>Arby's</td>
<td>Standard (Non-Haptic) Video Ads</td>
<td>Non-Skippable</td>
</tr>
<tr>
<td>truvia</td>
<td>Haptic Video Ads:</td>
<td></td>
</tr>
<tr>
<td>RoyalCaribbean</td>
<td>- High Density Haptics</td>
<td></td>
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<td></td>
<td>- Low Density Haptics</td>
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<td></td>
<td>- No Notification of Haptics</td>
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</table>
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

Standard n=253; Haptics (High Density, Unbranded Notification) n=253
▲ = Statistically significant difference between Standard & Haptics at ≥90% confidence
▲ = Statistically significant difference between Standard & Haptics at ≥85% confidence
STRONGER EMOTIONS HAVE A HALO EFFECT ON WHAT PEOPLE THINK ABOUT THE BRAND

IMPACT ON PERCEPTION OF THE BRAND

% Agreement

- Standard Video Ads
- Haptic Video Ads

19%▲

13%

Is an exciting brand
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

Standard n=253; Haptics (High Density, Unbranded Notification) n=253
▲ = Statistically significant difference between Standard & Haptics at >=90% confidence
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)

50% Lift

14% Lift

28% 32% 42%AB

Brand Favorability

Control n=253; Standard n=253; Haptics (High Density, Unbranded Notification)n=253
A/B/C =Statistically significant difference between A/B/C at >=90% confidence
HAPTICS NOT ONLY MORE IMPACTFUL, BUT ALSO MORE COST EFFICIENT

BRAND FAVORABILITY
Cost Per Person

- Standard Video Ads: $0.50
- Haptic Video Ads: $0.16

68% savings
HAPTICS ARE EFFECTIVE AMONG THE HARD TO INFLUENCE – POTENTIAL NEW CUSTOMERS

**Brand Favorability**

- Past Purchasers
  - Standard Video Ads: 35%
  - Haptic Video Ads: 45% ▲
- Potential New Customers
  - Standard Video Ads: 24%
  - Haptic Video Ads: 33%

**Purchase Intent/Consideration**

- Past Purchasers
  - Standard Video Ads: 37%
  - Haptic Video Ads: 37%
- Potential New Customers
  - Standard Video Ads: 15%
  - Haptic Video Ads: 25% ▲

- Note: Potential New Customers are those who have not purchased the brand in the past.
- Past Purchasers (Standard n=186, Haptic n=174); Potential New Customers (Standard n=67, Haptic n=79)
- ▲ Statistically significant difference between Standard & Haptics at >=90% confidence.
PRIME TARGETS FOR HAPTICS

THE IDEAL CANDIDATES
# SUPERIOR PERFORMANCE OF HAPTICS SPANS DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>Females</td>
</tr>
<tr>
<td>A18-34</td>
<td>A35+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Emotions</th>
<th>[Standard Ad Wins]</th>
<th>[Tie]</th>
<th>[Haptic Ad Wins]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Perceptions</td>
<td>[Standard Ad Wins]</td>
<td>[Tie]</td>
<td>[Haptic Ad Wins]</td>
</tr>
<tr>
<td>Brand Attributes</td>
<td>[Standard Ad Wins]</td>
<td>[Tie]</td>
<td>[Haptic Ad Wins]</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>[Standard Ad Wins]</td>
<td>[Tie]</td>
<td>[Haptic Ad Wins]</td>
</tr>
<tr>
<td>Purchase Intent/Consideration</td>
<td>[Standard Ad Wins]</td>
<td>[Tie]</td>
<td>[Haptic Ad Wins]</td>
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</tbody>
</table>
**BUT MORE ADVANCED TARGETING CAN IMPROVE EFFECTIVENESS**

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

<table>
<thead>
<tr>
<th>In-Market Status (for product)</th>
<th>Tech Adoption</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Market</td>
<td>Not In-Market</td>
</tr>
<tr>
<td>Emotions</td>
<td></td>
</tr>
<tr>
<td>Ad Perceptions</td>
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<td>Brand Attributes</td>
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<tr>
<td>Purchase Intent/Consideration</td>
<td></td>
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</table>

- Standard Ad Wins
- Tie
- Haptic Ad Wins

*Note: The table indicates the effectiveness of different targeting strategies based on in-market status and technology adoption.*
A search and rescue team hiked up a steep, snowy Utah mountain in an attempt to rescue a dog that was stuck on a narrow ledge above a 50-foot cliff.

The Utah County Sheriff’s Office posted a video Monday showing highlights of the Friday operation that ended without getting the dog off the mountain near Provo, Utah.

A member of the team rappelled down to try to lure the dog, named Tofu, with food. But it never worked because she became skittish every time he got close. They called off the rescue at nightfall and try to lure the dog, named Tofu, with food. But it never worked because she became skittish every time he got close. They called off the rescue at nightfall and...
THE RIGHT LEVEL OF HAPTICS

WE TESTED:

High Density

Low Density

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

- High Density
- Low Density

69% ▲
61%
12% ▲
8%

Original
Overwhelming

High Density n=253; Low Density n=253
▲ = Statistically significant difference between High & Low at >=90% confidence
SUBTLETY IS KEY

IMPACT OF DENSITY ON BRAND METRICS & ATTRIBUTES

% Agreement

- **High Density**
- **Low Density**

<table>
<thead>
<tr>
<th>Metric</th>
<th>High Density</th>
<th>Low Density</th>
<th>Statistically Significant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Favorability</strong></td>
<td>37%</td>
<td>49%</td>
<td>▲</td>
</tr>
<tr>
<td><strong>Purchase Consideration</strong></td>
<td>20%</td>
<td>27%</td>
<td>▲</td>
</tr>
<tr>
<td><strong>Recommendation Intent</strong></td>
<td>54%</td>
<td>62%</td>
<td>▲</td>
</tr>
<tr>
<td><strong>Is relevant to me</strong></td>
<td>38%</td>
<td>46%</td>
<td>▲</td>
</tr>
</tbody>
</table>

High Density n=253; Low Density n=253

▲ = Statistically significant difference between High & Low at >=90% confidence
TO NOTIFY OR NOT

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

- **Engaged**
  - Without Notification: 40%
  - With Notification: 46%

- **Excited**
  - Without Notification: 30%
  - With Notification: 39%

- **Brand Favorability**
  - Without Notification: 28%
  - With Notification: 38%

▲ = Statistically significant difference between Standard & Haptics at >=90% confidence
▲ = Statistically significant difference between Standard & Haptics at >=85% confidence
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)

Aided Ad Recall

- No Notification (A): 69%
- Unbranded Notification (B): 66%
- Branded Notification (C): 65%

Message Recall

- No Notification (A): 51%
- Unbranded Notification (B): 48%
- Branded Notification (C): 44%

A/B/C = Statistically significant difference between A/B/C at >=85% confidence
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

A/B/C = Statistically significant difference between A/B/C at >=90% confidence
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)

No Notification n=252; Unbranded n=253; Branded n=253
A/B/C = Statistically significant difference between A/B/C at >=90% confidence

Brand Favorability

- No Notification: 28%
- Unbranded Notification: 35%
- Branded Notification: 42%

Purchase Intent

- No Notification: 27%
- Unbranded Notification: 30%
- Branded Notification: 33%
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