The Power of Touch in Media
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Improving media engagement with a fleeting touch

Chris White
Advertising works hard on sight and sound
Touch is a critical factor in development and well-being
Touch has a profound effect on behaviour

11% increase in satisfaction scores
Touch has a profound effect on behaviour

128% more likely to get a tip in France
Touch is effective in the retail environment as well

63% Longer
Touch is effective in the retail environment as well.

63% Longer
52% Better Impression
Touch is effective in the retail environment as well

- 63% Longer
- 52% Better Impression
- 23% Increase in purchase
Touch Vision

Touching is believing

Touch is the catalyst of creating realities
Hypothesis

The simple act of touching an advertisement will increase recall of the advertisement and favourability to the brand.
Problem

How can we set up an experiment which isolates the effect of touch?
Solution
The Experiment

- We asked participants to read a reduced edition of a newspaper
  - The first group was asked to navigate the paper using a traditional mouse
    - Not touching the ads
  - The second group simply used their hands on the touchscreen
    - Touching the ads
The Advertising Inserted

- RETAIL
- AUTOMOTIVE
- TECHNOLOGY
- DOMESTIC APPLIANCE
- FMCG
- FMCG
Results
Touch increased spontaneous recall by 28%
Key metrics show significant uplift in the touch condition

- **Innovation**: 79% Increase
- **Get the most out of products**: 92% increase
- **Value for money**: 16% Increase
Hypothesis Accepted

A simple touch
the antidote to the ever increasing calls for interactivity and engagement
We are adept at filtering out information.
Adding an extra sense to the mix aids comprehension
Some media has touch already built in
Innovation opens the touch opportunity in every medium
25% increase in digital press format 2014
Significant increases in motivation and involvement scores

Source: Kantar 2014
90 Guests
Touch 2.0
Thank You