



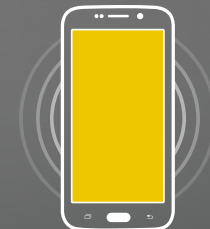
# ADS YOU CAN FEEL

## THE NEW MOBILE EXPERIENCE

MAGNA & IPG Media Lab partnered with Immersion to quantify the impact of touch-enabled mobile advertising. The technology used, haptics, allowed users to feel video ads through tactile feedback. Testing was conducted among a robust audience (n= 1,137) and included a range of brands: BMW, Royal Caribbean, Truvia, and Arby's. Participants were directed to realistic media experiences of their choosing, followed by a post-exposure survey.

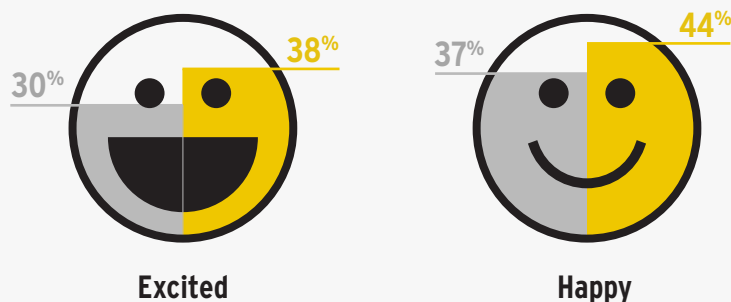


Standard Video Ads



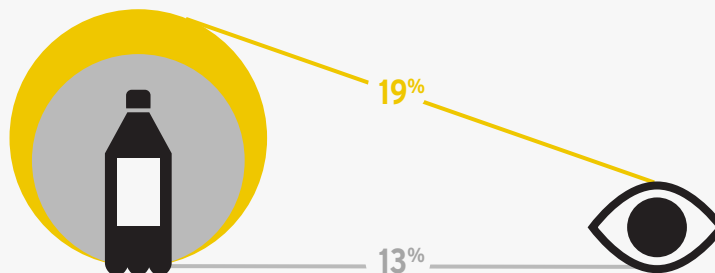
Haptics Video Ads

### ADS WITH TOUCH-EFFECTS ELICIT MORE EXCITEMENT AND HAPPINESS



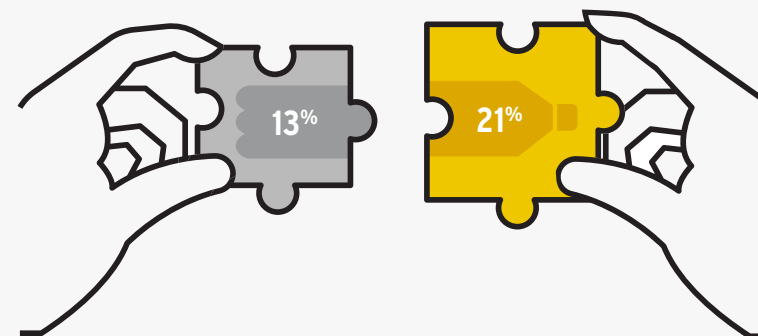
Impact on Emotions - % Who Reported Emotion During Ad

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



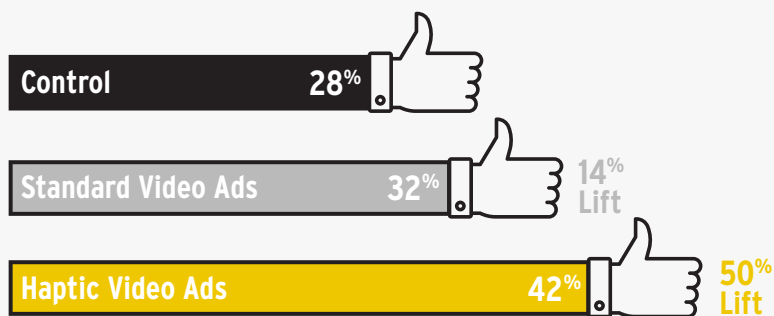
Impact on Perception of the Brand - % Agreement

### TOUCH HELPS CONSUMERS FEEL MORE CONNECTED TO THE BRAND



Impact on Feelings of Connection - % Agreement

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



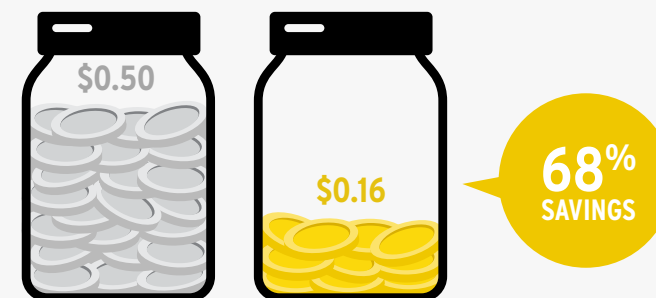
Impact on Brand Favorability - % Very Favorable

### AND HAPTICS ARE EFFECTIVE AT DRIVING PURCHASE INTENT AMONG THE HARD TO INFLUENCE | POTENTIAL NEW CUSTOMERS



Purchase Intent/Consideration - % Very Likely

### ULTIMATELY HAPTICS ARE NOT ONLY MORE IMPACTFUL, THEY ALSO ARE MORE COST EFFICIENT WITH 68% SAVINGS



Brand Favorability - Cost Per Person



Immersion (NASDAQ: IMMR) is the world leading innovator of touch feedback technology, also known as haptics. The company provides haptic technology to create immersive and realistic experiences that enhance digital interactions on mobile devices.



MAGNA is the centralized IPG Mediabrands resource that develops intelligence, investment and innovation strategies for agency teams and clients. We utilize our insights, forecasts and strategic relationships to provide clients with a competitive marketplace advantage.



The IPG Media Lab is the creative technology arm of IPG Mediabrands. Equal parts think tank, real-world proving ground, and change enabler, we provide agencies and media operators with the power to harness emerging communication opportunities.