

DIGITAL & PHYSICAL FOR STRONGER BRAND RECALL

Why adding a tactile advertising piece to your digital media buy improves outcomes.

Digital media starts the conversation, but physical interaction makes it stick. When people can hold, feel, or experience your brand in the real world, recall, trust, and emotional connection all rise.



DIGITAL IS SEEN AND SPARKS INTEREST.
PHYSICAL IS FELT AND DEEPENS IMPACT.

DIGITAL MEDIA	TACTILE MEDIA
Fast scroll	Slows attention
Passive viewing	Active engagement
Easy to ignore	Harder to dismiss
Fleeting	Stays in environment

The brain is built to remember touch.

Physical interaction activates more sensory pathways than digital alone:

- Touch increases memory encoding and recall
- People process tangible items as more real and trustworthy

DIGITAL DRIVES REACH. TACTILE DRIVES IMPACT

Cross-channel campaigns perform better when tactile is added to digital:

- Brand recall increases
- Message retention improves
- Purchase intent rises
- Trust strengthens



Physical tactics extend the life of a campaign:

- Stays on desks, counters, rooms, homes
- Creates repeat brand exposure
- Triggers recall of digital companion tactics



CREATE A MIX OF BRAND PRESENCE
PEOPLE DON'T JUST SEE — THEY REMEMBER.



AdReach™

Providing brands with impactful ad space, placed on paperboard water cartons. It creates a tangible experience for brands looking to make a 1-on-1 connection with their customers. From hotel rooms to entertainment venues and outdoor festivals, AdReach makes a lasting impression with every sip.