



Yahoo7 Launches Market-First Mobile Interscroller with Haptic Feedback Ad Format

Sydney, Australia, 9 March, 2016 – In an Australian first, Yahoo7 has today launched, Mobile Interscroller with Haptic Feedback, a new mobile advertising format for Android together with Celtra, a HTML5 creative and analytics platform for display and video advertising. The new format will provide a new sensory experience by simulating the sense of touch via mobile phone vibrations. Kimberly-Clark Australia will be the first to use this new ad format with Yahoo7, launching next week.

Advertising has long targeted the senses of sight and hearing, and now Mobile Interscroller with Haptic Feedback – also known as Haptics – will simulate the sensation of touch for consumers. Recent international research has illustrated that the use of haptic technology can double brand recall in consumers, compared to engagement generated by a standard mobile ad.

Paul Sigaloff, Commercial Director, Yahoo7 said: "We are thrilled to be the first in Australia to launch the Haptics for our advertisers. Android devices make up over half of all smartphones used in Australia, so we want to evolve our advertising technology to create an immersive experience for users. We're excited to offer new opportunities to engage with consumers on a sensory level, and we can't wait to see this new technology in action with Australian brands for the first time." Haptics has worked wonders for other international brands, and we look forward to engaging our consumers in this innovative way in Australia."

Yahoo7 have been working closely with launch partner, Kimberly-Clark Australia to create a mobile advertising execution for one of their leading brands, Snugglers, that will enhance the sensory stimulation a user has when interacting with a brand.

Catherine Jackson, Senior Brand Manager Baby Care at Kimberly-Clark Australia said: "We are thrilled to be working with Yahoo7 on the first Mobile Interscroller with Haptic Feedback in Australia. We're always looking for ways to disrupt consumers in an ever cluttered digital environment, so the new mobile advertising we're launching includes a game in which Haptics will be used to highlight when a user has progressed.

The Haptic Feedback Ad Feature is available now across a range of Yahoo7's leading content environments, including News, Lifestyle and Sport.

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For further information please call or email:

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About Yahoo7

Yahoo7's mission is to make the world's daily habits inspiring and entertaining. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, anywhere, anytime and across any device. A 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo Inc. (Nasdaq: YHOO), Yahoo7 combines the strengths of Yahoo's global network with Seven West Media's TV, magazine and newspaper brands. In turn, Yahoo7 creates value for advertisers and partners by connecting them with the audiences that build their businesses.