**playTMNTM achieves 1m consumer engagements**

2 June 2014 - playTMNTM, a new media space which produces meaningful consumer engagements right at the location purchasing decisions are made, launched in Singapore in December 2013. By displaying interactive apps based on gamified branded experiences, playTMNTM is generating unheard of levels of consumer engagement at retail – reaching over 1 Million interactions by the end of May 2014.

playTMNTM leverages the language of games to create short interactive experiences that tie closely into existing brand campaign elements. The games make the consumers interacting with them part of the brand story. The engaging branded content is displayed in loop fashion on internet-connected, remotely managed touch screen tablets which are deployed in retail stores.

“Fulfilling the promise of an experiential retail journey for shoppers is exciting” says Julian Corbett Founder and CEO of playTMN. “By talking to digitally primed shoppers in a language they actually enjoy, we are able to convey brand messages in far more memorable ways.“

To date, on a network of 200 screens across Health & Beauty stores in Singapore, playTMNTM has clocked over 165k engagements per month, with each engagement lasting about 57 seconds. 75% of started experiences are completed. playTMNTM data driven solution ensures optimal ROI and effectiveness for brands.

Unilever was early to adopt this new media and have already run 6 campaigns on playTMNTM platform. More campaigns are being planned. Suzanne Arfelt Director of Marketing for Unilever says “playTMN interactive media space is a truly scalable solution for engaging customers at point of purchase in exciting new ways. We are thrilled to have pioneered this in last few months with them.“

By positioning brands on the playTMNTM platform, the shopper feels greater brand affinity. The fact that they physically involve themselves brings them closer to the brand, creates a lasting impact and an opportunity for conversion as the consumer is within 3 feet of the product.

By end of May 2014, playTMNTM surpassed 1 million engagements that generated over 16,000 hours of active consumer time on the 200 screens. Corbett added that “to generate this number of clicks online would require 1 billion impressions – but engagement is a step further than that as most of those clicks bounce off the page. Customers actually spending a minute or more actively engaging with the brand with the right content in the right location is what playTMNTM enables.”

playTMNTM is now working with a wide range of leading brands and retailers across Asia ahead of large scale roll-out. Brands that are interested in the playTMNTM platform should visit www.playTMN.com.

– Ends –

**Notes to Editors:**

1. Brick and mortar space is an untapped market when it comes to consumer engagement. The vast majority of transactions, 93% or $15 trillion annually, are happening in retail today1. 76% of customers make their purchase decisions in the store2; 84% of consumers prefer to buy products in person3 and 40% of customers report spending more money than planned in retail store4.

1. Gaming is an activity cuts across most demographics. As a population, we play 3 billion hours of games every week5. It is estimated that by end of 2015, about half a trillion apps would have been downloaded6 and 70%-80% of the mobile apps downloaded are games7.
2. playTMNTM is a registered trade mark of Touch Media Network Pte Ltd

Sources:

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1. [Ted Talk Jane Mcgonigal Gaming can make a better world](http://www.ted.com/talks/jane_mcgonigal_gaming_can_make_a_better_world/transcript)
2. <http://www.blogmost.com/smartphone-app-store-statistics/>
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