

The Staying Power of Lenticular

We commissioned a market research study through StrataVerve, Inc., a well known consumer products market research company, with the objective of quantifying the effectiveness of lenticular print technology in capturing attention, raising a brand's value and increasing product engagement. Lenticular delivers increased noticeability and memorability and can enhance consumer engagement with a brand's product or advertisement.



Lenticular boosts a brand's direct mail effectiveness significantly. Study participants shared that the lenticular grabbed their attention and made them want to engage with the direct mail. Consumers also indicated that the lenticular sent a positive message about a company and the investment that was made in lenticular print ad vs. the typical paper direct mailer.

These statistically significant findings show that lenticular can make a real impact on potential customers seeing your print advertising, especially in a saturated market when a new brand faces existing, dominant brands.



"It interacts with the person holding the piece of mail. It makes you want to pick it up. Even if it's just to play with the graphics."

When examining the results for the study, it became evident that consumers were three times more likely to keep a piece of lenticular direct mail than a postcard with similar artwork that wasn't lenticular.

