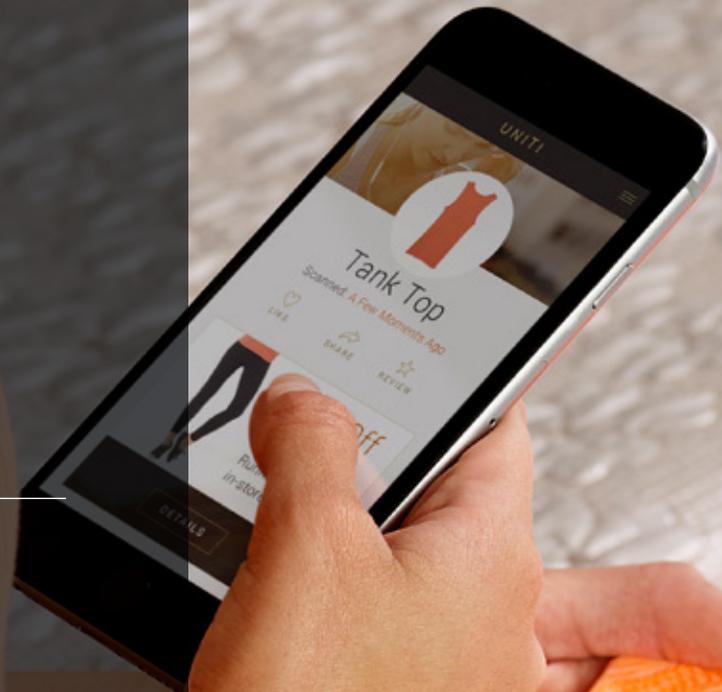


Smart Products Best Practice Guide

**A practical guide for successful
brand activations**



Brand leaders are taking action now

Your products can be transformed into connected digital assets.

Physical objects can be augmented with an engaging new digital layer of content and experiences, accessed with smartphones.

These 'smart products' represent a powerful new communications and commerce platform for direct 1-to-1 engagement between brand and customer.

Leading global consumer product companies across apparel and CPG industries are already capitalizing on these technology advances to forge more valuable relationships with their consumers and unlock data insights never previously available.

What's in this guide?

We'll answer the most important questions behind every successful product activation.

- What can you do to maximize the number of consumers interacting with your products?
- How do you create the optimal customer experience?
- What are the best design, creative and usability strategies?
- How can smart products supercharge brand loyalty?

Our recipe for success

Our domain expertise comes from years of working with the world's leading brands, from Coca Cola and Rebecca Minkoff, to Mars and Mondelez. We've condensed this experience into a practical guide for brand and marketing leaders, creative agencies and mobile development teams involved in activating smart products.



*Only 7% of brands are
exceeding customer expectations¹.*

What is the value of a 'brand in the hand'?

Each physical product represents an opportunity to build loyalty and grow revenue. If you sell millions or even billions of items each year, these assets give far greater reach, as an owned-media, than most other media channels. As well as being extremely low cost, it's a channel where brands get to control the consumer experience. What's more, unlike other digital media, there is no risk of the message not being seen, as 100% of interactions are with genuine consumers.

What is the value of a 'brand in the hand'?

Surprise and delight customers

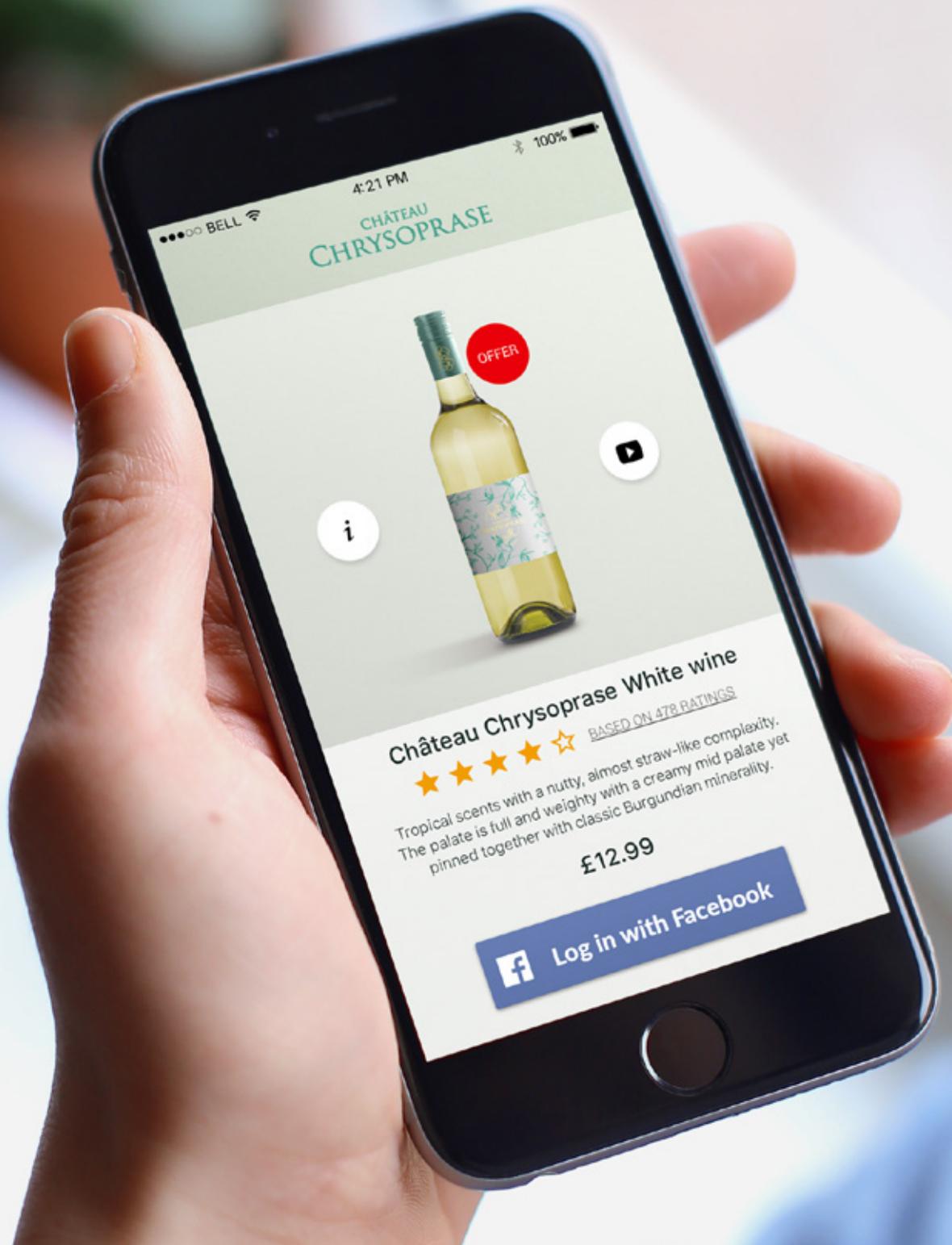
- Access rich content such as videos, recipes, reviews and style tips delivered straight to their mobile device in store or at home.
- Unlock rewards, offers and coupons
- Reorder or setup subscription services straight from the pack
- Get provenance and sustainability information to inform consumer buying decisions.



What is the value of a 'brand in the hand'?

More effective, lower cost

- Drive higher brand loyalty and higher sales.
- In-store conversions have been shown to increase by 70%².
- Consumers scanning packs have 39% higher expression rates and 23% higher dwell times compared to average users³.
- Cost to engage and acquire (CPE and CPA) customers estimated at 82% less than other digital media⁴.



What is the value of a 'brand in the hand'?

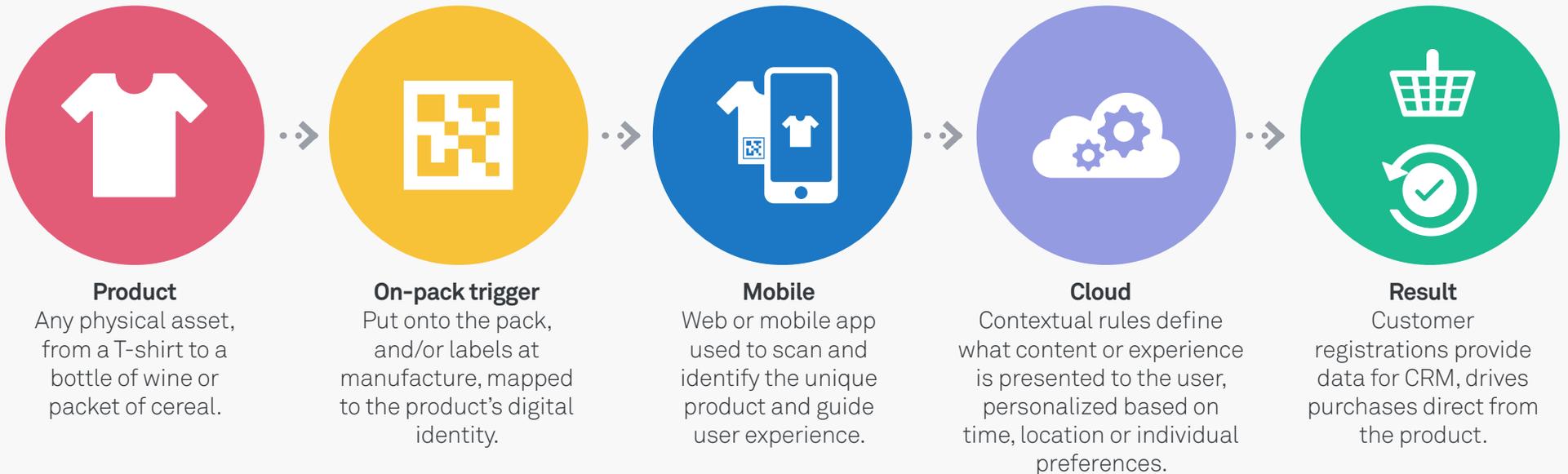
Data Data Data

- Get valuable data insights into consumer behaviour and profiles.
- 100% consumers, 100% consumption based, real-time and contextual
- Enables retargeting, cross and upsell campaigns.



What is the value of a 'brand in the hand'?

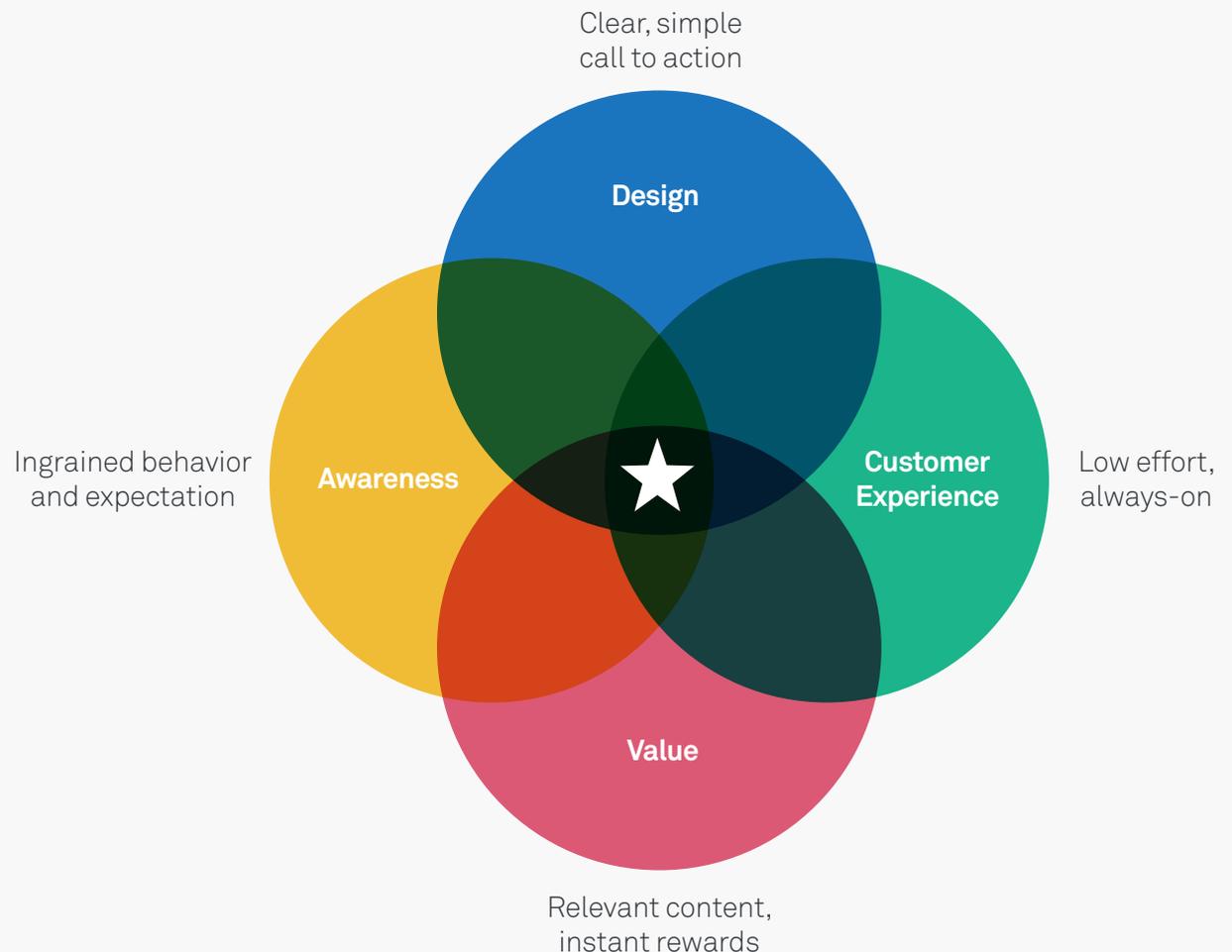
How it works



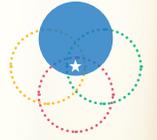
40%
higher conversion rate by consumers who use a device during their shopping journey⁵.

The key to smart product success

There are 4 elements behind every successful product activation. Each area requires careful consideration, and if neglected will result in lower interaction rates.

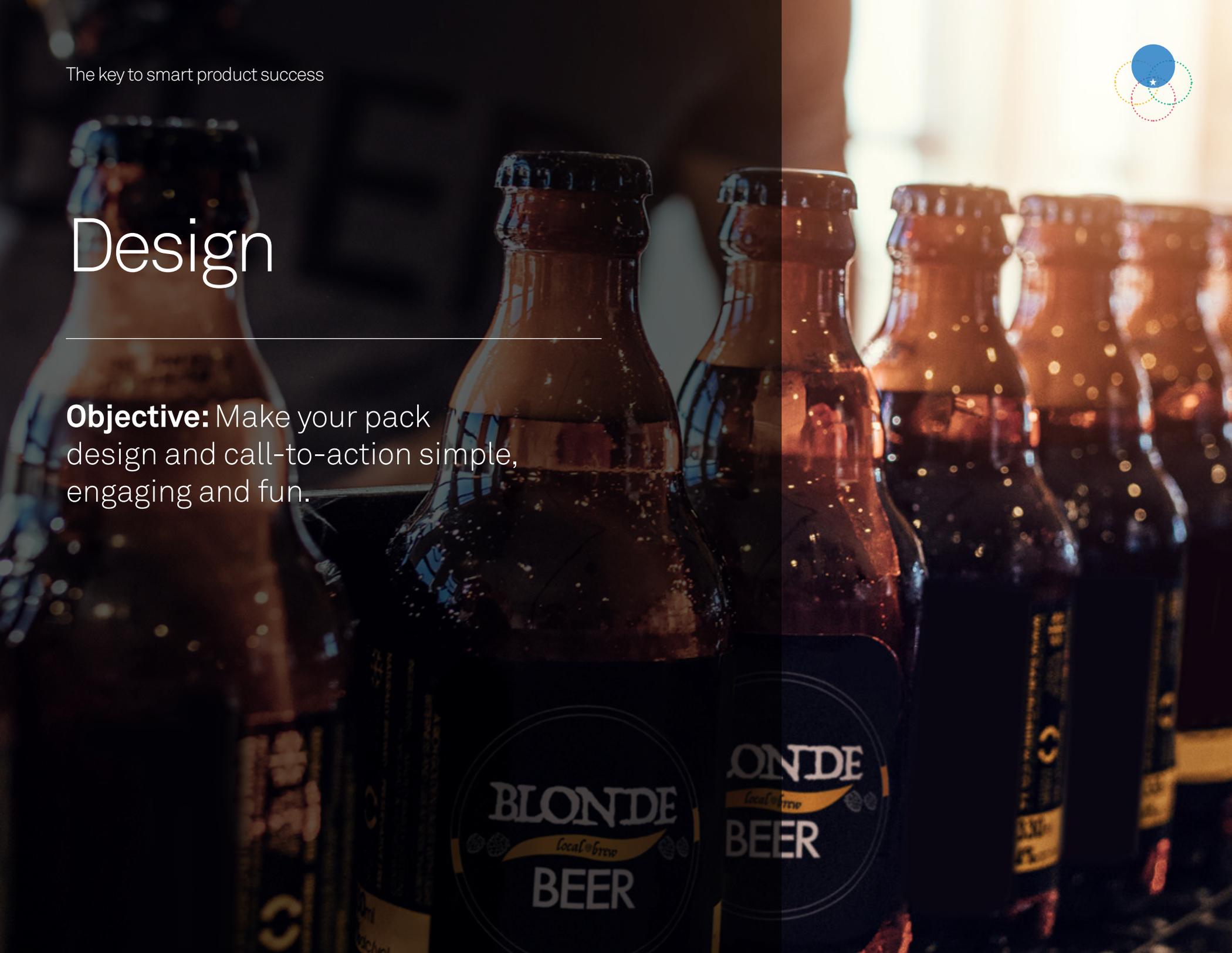


The key to smart product success



Design

Objective: Make your pack design and call-to-action simple, engaging and fun.



The key to smart product success

Design

Recommendations

Clear visual clues

Use icons and pictures on your product's packaging. Make sure this is consistent across all your products .

Front is best

Consider where on the pack your call-to-action (CTA) will be located. Engagement rates have been seen to increase by over 250% when the CTA is on the front of pack compared to the side⁵.



*Clear
visual clues*

*Front of
pack increases
engagement*

The key to smart product success

Design

Recommendations

Size matters

Consider the legibility of fonts, colors and sizes in the environment where your product will be scanned - for example, a bright supermarket or dark atmospheric club.

UPPERCASE fonts have lower readability, but can be used for emphasis of shorter words or phrases.

Avoid clutter

Do not place any other codes such as barcodes next to QR codes as this can impact code readers and confuse consumers. Similarly, use white space around the CTA and QR code to avoid jumbled messaging.



Consider the environment where your product will be scanned

Consider the legibility of your CTA


60% of consumers find new experiences more exciting than new products, and are starting to seek products offering more than mere functionality⁷.

The key to smart product success

Customer experience

Objective: The shortest, simplest user journey will result in fastest results and highest participation.



The key to smart product success

Customer experience

Triggering the experience

Web or Native app

The primary consideration is whether the experience is initiated from within a native app or from the browser. Each has merits, but using the web app avoids the need to download and therefore can be a more frictionless experience.

If using a native app, the CTA should instruct to open or download it from a clear URL. Within the app, highlight the scan feature, include it in the navigation and use notifications to prompt users.



The key to smart product success

Customer experience

The scan

Simple start

To begin the experience, users scan the on-pack code or type a short URL to take them to the web app. This URL should be memorable and adjacent to the code.

Think about language

Using active words, like ‘Scan!’ or ‘Snap!’ inject a sense of urgency and helps drive behaviour.

Shout about rewards

People won’t engage if it is not clear what the value is so keep them motivated by featuring this on the first steps of user journey.



Scan for exclusive content



WWW.EVT.COM/UNITI

*Use active,
memorable
language*

The key to smart product success

Customer experience

The scan

Visual cues

Scanning instructions within the app need to be clear, concise and step-by-step, including which part of the packaging to scan.

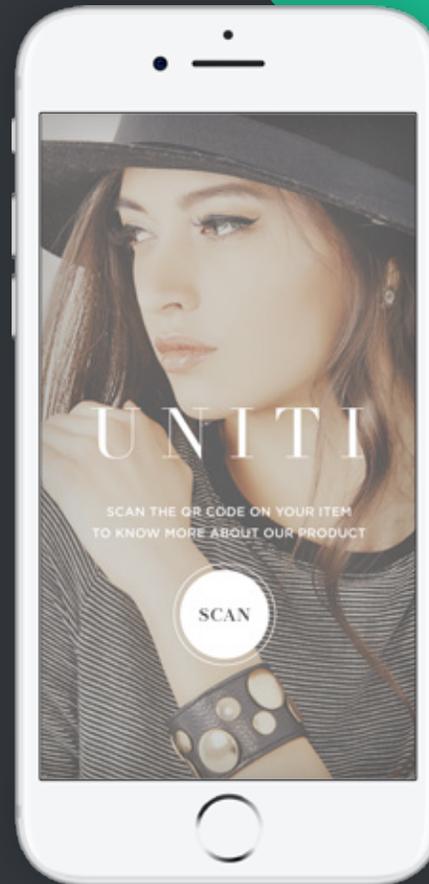
Clear signposting

The journey from scan to web page experience needs to be smooth and seamless, with expectations set at each step about what is happening.

Keep motivated

Design your mobile website around the CTA and make sure it is prominent throughout the mobile journey, ensuring consumers keep their motivation to engage.

Clear instructions



Seamless user journey



The key to smart product success

Customer experience

The scan

Keep informed

Make sure consumers know their progress within the experience, and give clear confirmation when each step is completed. If there's any momentary delay in identification after the scan, use clear icons on screen to show things are happening.

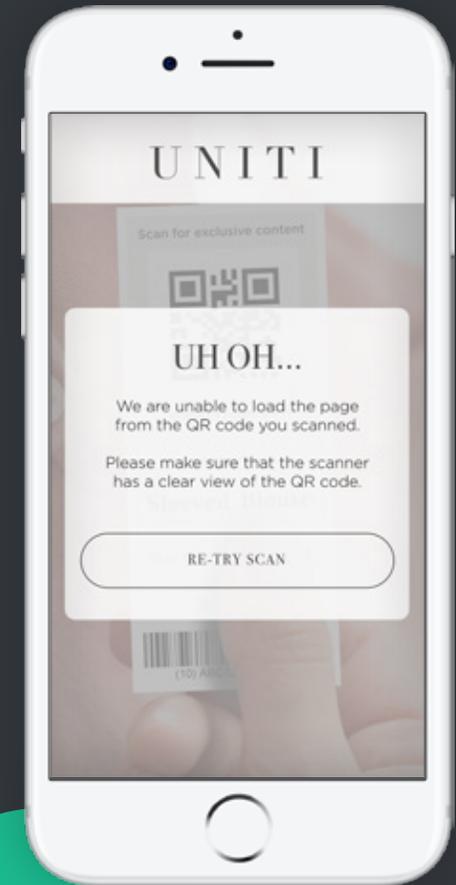
Avoid drop-offs

Make sure the sign-up and marketing opt-ins take place as far along the journey as possible, keeping data capture to a minimum, as users are more invested and less likely to quit.

Try again

Any scan errors should be processed fast and the user message clear, with hints and troubleshooting tips if the scan attempt fails.

Let consumers know what's happening



Address errors quickly & clearly

90%

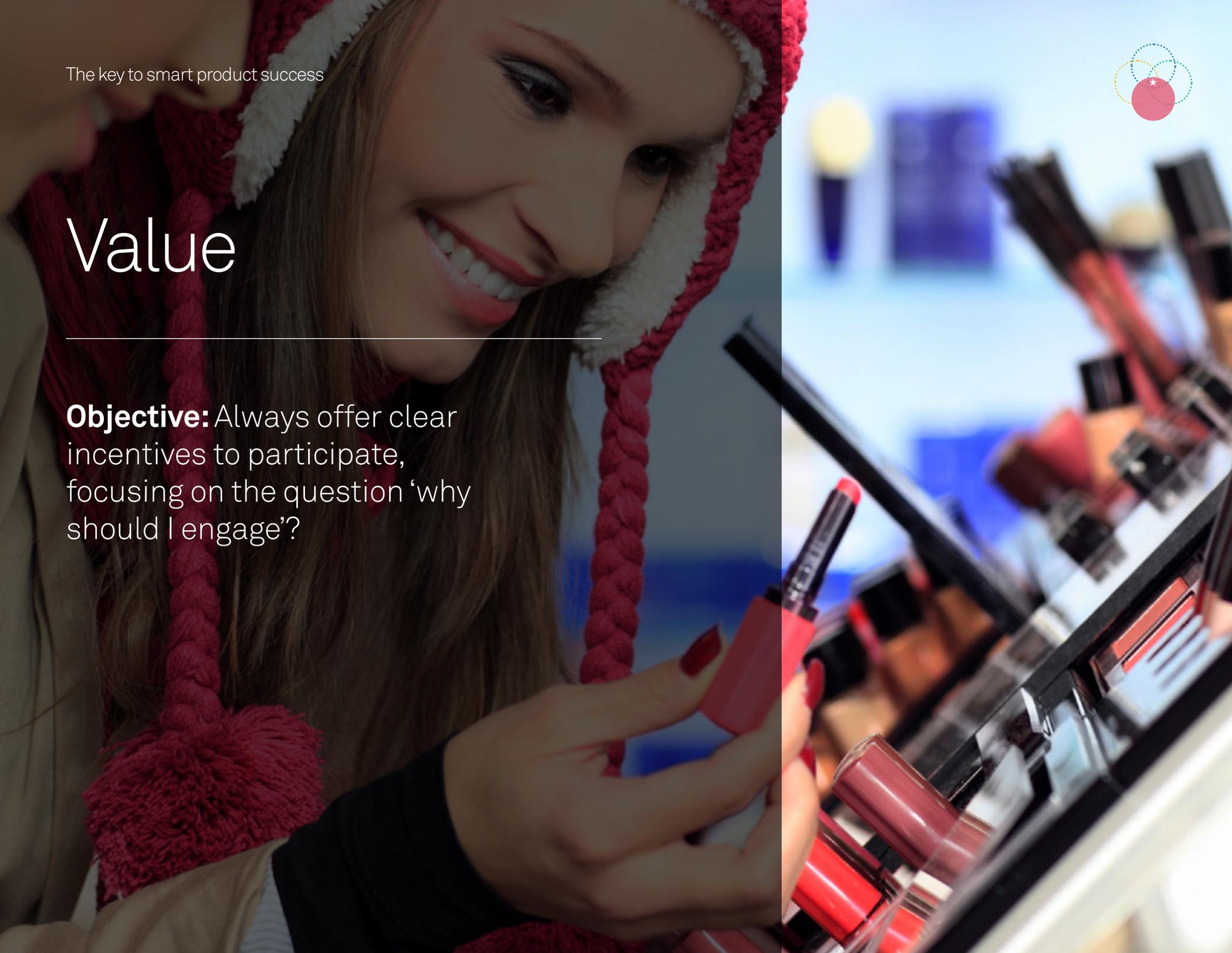
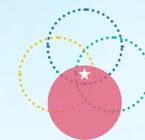
of consumers expect a consistent customer experience across channels and devices when they interact with brands⁸.



The key to smart product success

Value

Objective: Always offer clear incentives to participate, focusing on the question 'why should I engage'?



The key to smart product success

Value

Recommendations

Make it stand out

Personalized, contextual scanning experiences, customized by product, time or location differentiate from other generalised brand information that can be found anywhere on the web.

Deliver real value

Give customers useful information with a personal feel - instructions, tips, trends or other helpful content that only your brand experts - the designer, stylist, top chef etc. - are uniquely qualified to provide.

Target Market

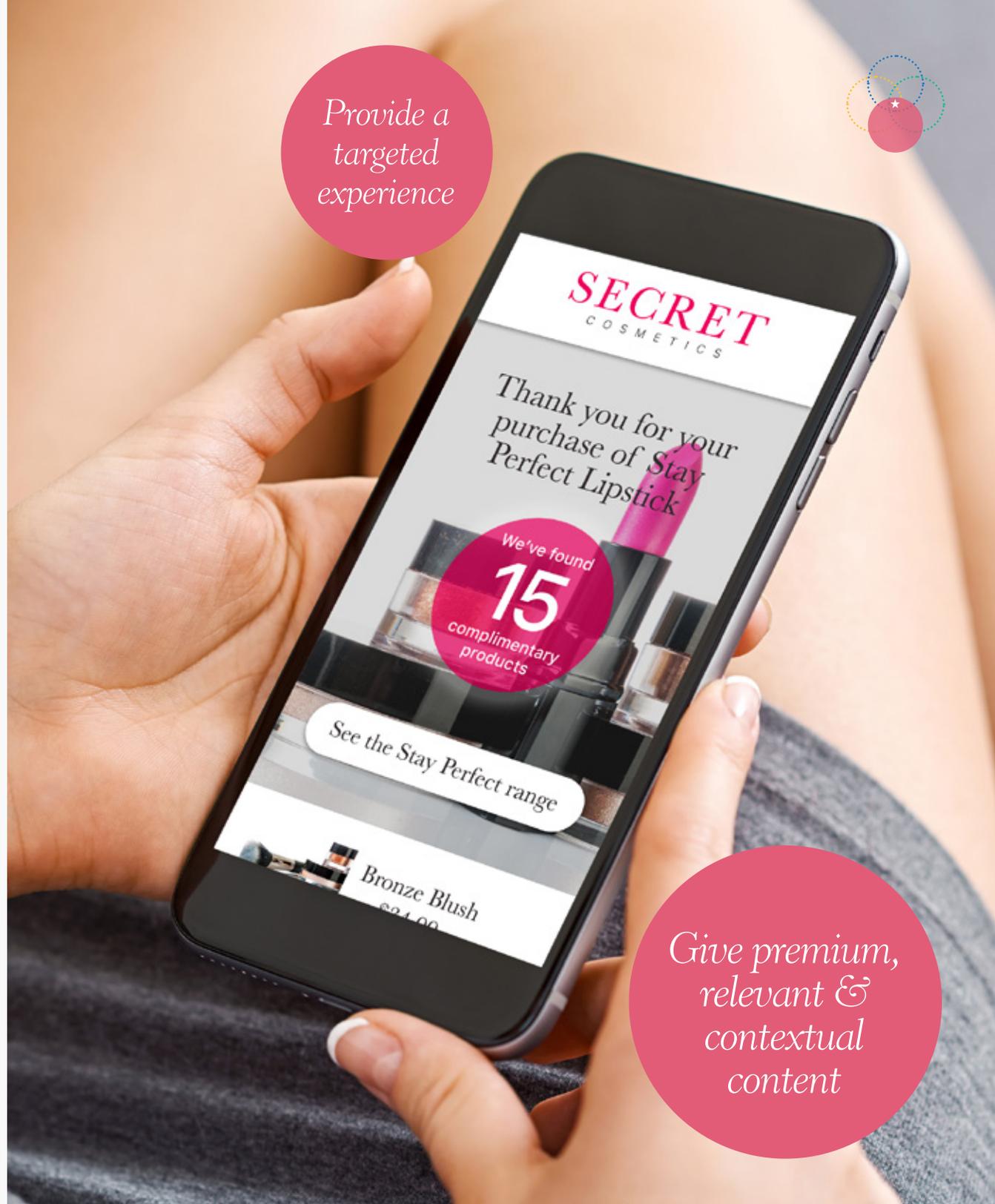
Tailor the incentives you offer to the demographic segment you are trying to reach, like VIP entrance to events or places of interest which would appeal to that audience.

Content

Leveraging existing content is as important as creating new. Giving consumers premium, relevant and contextual content to the scan is important to make it feel like a targeted experience.

*Provide a
targeted
experience*

*Give premium,
relevant &
contextual
content*



The key to smart product success

Value

Recommendations

Make it fun

Drive participation through promotional or gamified experiences, such as collecting loyalty points or completing levels.

Real-time

Think about how to use push communications to the user to trigger scans at key moments.

Scarcity and urgency

Drive conversions in store with time-limited offers, such as discounts if redeemed within 30 minutes.

Exclusivity

Make sure rewards or payback are only available from smart product interactions, and not via other channels.

Use push notifications at key moments

Drive conversions in store with time-limited offers

*82%
of smartphone users consult their phones on purchases they're about to make in store⁹.*



The key to smart product success

Awareness

Objective: Create the 'always-on' expectation that all products have inherent digital value.



The key to smart product success

Awareness

Recommendations

Create an integrated media plan

Awareness doesn't just happen on packaging! Smart products need to be reinforced and amplified across all channels, such as print, broadcast and display ads.

Leverage influencers

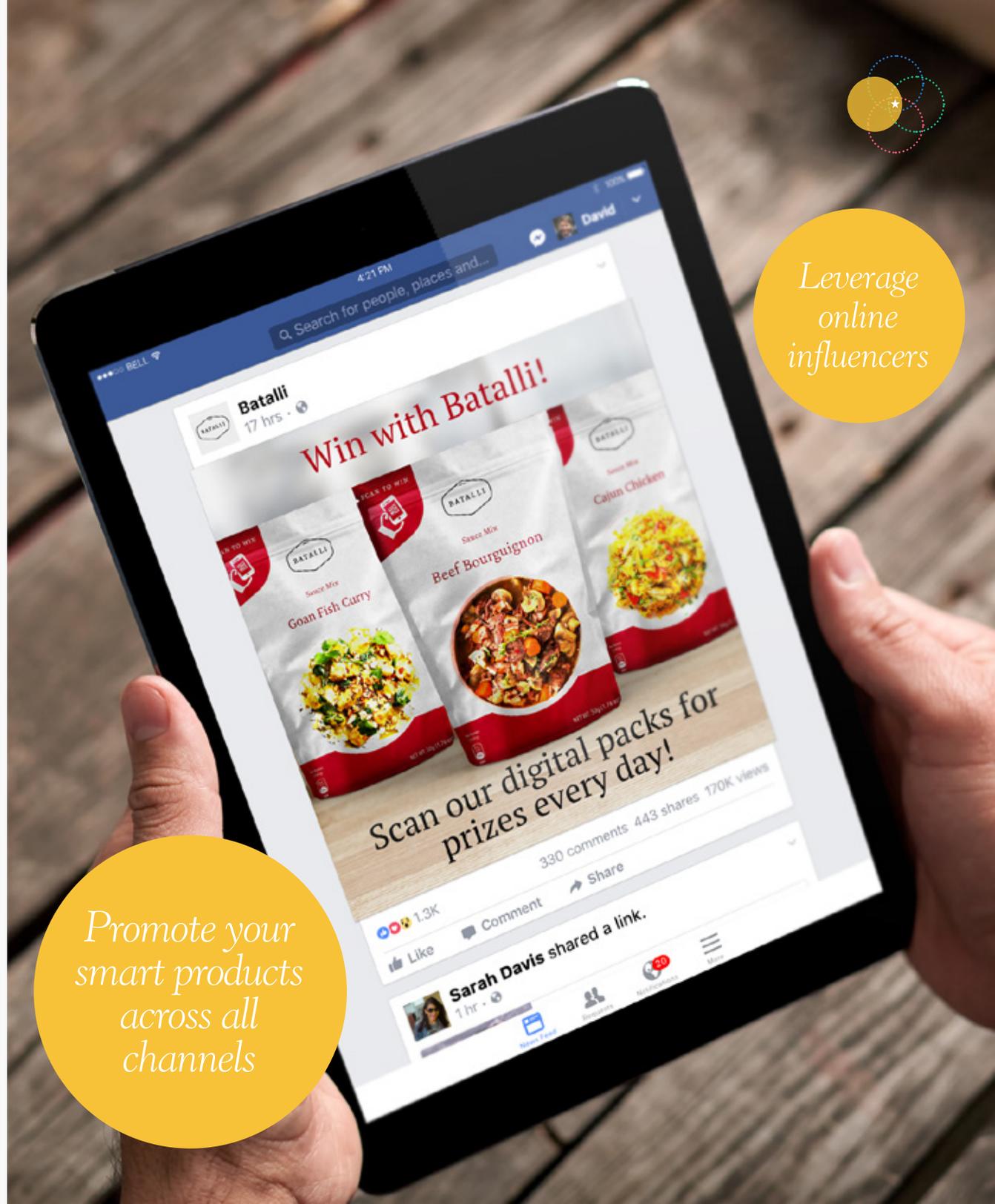
Use your website, social channels and influencers to evangelize about your activations, motivate social groups and drive traffic. Getting influential Snapchatters and Instagrammers to promote to their communities will be a huge boost to engagement.

Make social friendly

Think about giving the scanning concept a name to make it sharable via social, like 'Bottle Selfie' or 'Smart Jacket'.

In-store is key

Build awareness at POS with eye-catching signage and bag stuffers.



*Promote your
smart products
across all
channels*

*Leverage
online
influencers*

The key to smart product success

Awareness

Recommendations

Create a new behaviour pattern

The goal is for your customers to expect products to be scannable. Non-digital competitor products will pale by comparison!

Build familiarity

Consistent packaging design will help with both the aesthetic impact and customer recognition.

Educate

Video tutorials to explain step by step what consumers need to do to participate will dramatically boost activation rates.

Spread the word

Turn your staff into smart product advocates by proactively training employees on the value so they promote via word of mouth and in stores.

*Create a new
behaviour
pattern*



*Consistent
packaging design
helps customer
recognition*

82%
*of consumers are
highly likely to follow a
recommendation made
by a social influencer¹⁰.*



About EVERYTHING

Fast Go-To-Market

EVERYTHING's consultants can guide you through the key steps needed to activate your product packaging, including creation of your smart product strategy, user journey, and packaging design. We have a proven Go-To-Market engagement model to work with you from Proof of Concept to Pilot and then full Enterprise roll-out. You can use any of our templated solutions, including Coupons, Experiences and Sustainability, or create your own bespoke applications.

Scalable IoT platform

EVERYTHING is the IoT Smart Products Platform for turning passive, everyday consumer products into intelligent, trackable and interactive digital assets. We collect and manage data generated by, and about, digitized products throughout the product lifecycle. Not only can CPG or apparel items become a new media channel for brands, but they can also become smart assets which generate data through the supply chain, helping to improve transparency and efficiency of product operations.

Digitizing consumer products at massive scale

Through partnerships with the world's largest packaging and labelling providers, such as Crown, Westrock and Avery Dennison, EVERYTHING are able to attach a digital identity to billions of everyday consumer products at point of manufacture which means they are automatically connected to the Web. This means brands can focus on generating value from smart products rather than the mechanics of how they become smart.

hello@evrythng.com | www.evrythng.com | [@evrythng](https://www.instagram.com/evrythng)

About Avery Dennison RBIS

Avery Dennison RBIS, a global leader in apparel and footwear industry solutions, provides intelligent, creative and sustainable solutions that elevate brands and accelerate performance throughout the global retail supply chain. Avery Dennison RBIS elevate brands through graphic tickets, tags and labels, embellishments and packaging solutions that enhance consumer appeal. In addition, they accelerate performance through RFID enabled inventory and loss prevention solutions, price management, global compliance, and brand security solutions. Avery Dennison, Uniti are trademarks or trade names of Avery Dennison Corporation and are used with permission.

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