

[ZAPCODE/ZAPPAR & SIG COMBIBLOC]

TITLE	Zappar partners with SIG Combibloc to use ‘augmented reality’ for on-pack marketing
COMPANY / ORGANIZATION	
KEYWORDS	Augmented reality, AR, connect, digital, smart
INDUSTRY AREA(S) AFFECTED	Point of Purchase – Retail Consumer-use
ISSUE ADDRESSED	As technology advances, the expectations of consumers change as well. Research has indicated that more consumers are purchasing experiences delivered via the product, rather than the product itself. To improve brand loyalty and stay ahead of competitors, brands must provide new and innovative ways to connect with their consumers and market themselves as better than the rest.
SOLUTION	<p>Zappar, the developer of an augmented reality (AR) app, has partnered with SIG Combibloc to deliver carton packaging embedded with a ‘Zapcode’. This code can be scanned with smartphones using the Zappar app, which then displays interactive content for consumers, all superimposed onto the object the smartphone’s camera is looking at – in this case, the packaging. This includes games, animations such as cartoon figures, social media links, recipes, promotions, product information, and other forms of ‘infotainment’.</p> <p>Zapcode is scalable and flexible, allowing brands to tailor their AR packaging to suit their target audience. For example, a cereal brand can provide games and puzzles for children; while a carton of milk provides parents with a step-by-step cake recipe along with video and images as a guide, right on the screen of their phone. The technology at work here is much like the wildly popular smartphone game, <i>Pokemon GO</i>, which made worldwide headlines and shattered various records in the summer of 2016.</p> 
EXPECTED BENEFITS	<p>Consumer engagement, brand awareness: The interactive nature of Zapcode is a strong way to engage consumers. Smartphones are commonly owned by many, and the intuitive and simple to use interface of Zappar (app) makes it easy for consumers to connect with the brand while receiving additional content that improves the experience of using the product associated with the Zapcode.</p> <p>Advertising: The scalable nature of Zapcode means brands have extensive creative freedom in how they use it. Additionally, AR is a relatively new technology, and its use in packaging is</p>

	virtually unheard of until now. First adopters will likely generate a significant amount of ‘buzz’ and media attention for this alone.
CASE LINK	<p>AIPIA, <i>Carton Packs Getting REAL with Zapcodes</i> http://www.aipia.info/news-Carton-Packs-Getting-REAL-with-Zapcodes-571.php</p> <p>SIG Combibloc, <i>Zappar magic: SIG Combibloc carton packs become an interactive experience</i> http://www.sig.biz/sig-global/en/teaser-global/interactive-experience/</p>
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