



[AUGMENTED REALITY HOCKEY CARDS/TIM HORTONS & UPPER DECK]

TITLE	Augmented reality is introduced to the 2016-2017 edition of Tim Hortons' exclusive NHL Trading Cards
COMPANY / ORGANIZATION	
KEYWORDS	Marketing, consumer engagement, augmented reality, AR
INDUSTRY AREA(S) AFFECTED	Point of Purchase – Retail Food and Beverage Collectibles – Trading Cards
ISSUE ADDRESSED	In order to remain competitive, companies must discover new ways to attract consumers. For instance, millennials, represent approximately 9.5 million people – an enormous opportunity for retailers to engage. Influenced by things such as the digital age, they shop differently and expect different things from brands and their products when compared to older generations.
SOLUTION	<p>Tim Hortons has begun the 2016-2017 edition of the Tim Hortons Collector's Series NHL Trading Cards event promotional event. For this year, Tim Hortons and Upper Deck have included augmented reality (AR) features in the cards, making them the first NHL trading cards of their kind.</p> <p>To access the AR features, customers must download the “Tim Hortons Augmented Reality Hockey Cards” app onto their smart phone. By scanning the cards through the app, the player on the card becomes animated – scoring goals, making saves, and so forth.</p> <p>In addition to AR features, each physical pack of Tim Horton's NHL cards also contains a unique PIN that unlocks a digital trading card. When registered at www.collecttowin.ca, Tim Hortons' customers can collect and trade digital cards with other fans across the country for prizes such as VIP trips to the 2017 NHL All-Star Game, EA Sports' NHL 17 PlayStation Prize Packs, and over 120,000 other prizes.</p> 
EXPECTED BENEFITS	<p>Consumer engagement, brand loyalty: Tim Horton's AR trading cards uses new and trending technology to deliver promotional events to their customers. The trading cards attract hockey fans of all ages, while the younger ones are attracted by the digital features that provide media content, prizes, and social interaction in addition to the collectible AR cards themselves. Die-hard collectors and hockey-fans are almost guaranteed to return to Tim Hortons to complete their collection, building brand loyalty.</p> <p>Data collection: When customers use the app, Tim Hortons can collect a significant amount of data that is otherwise inaccessible to them, such as how often and what you buy from their stores. This information can then be used to improve Tim Hortons business operations and strategies.</p>

CASE LINK	<p>Linkedin, Dave Rodgerson, <i>Got 'em, Need 'em, Trade ya ...</i> https://www.linkedin.com/pulse/got-em-trade-need-dave-rodgerson</p> <p>Tim Hortons, <i>Get in on the Action: Tim Hortons NHL Trading Cards Return and Offer New Digital Experience</i> https://www.timhortons.com/ca/en/corporate/news-release.php?id=10266</p>	
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