

10.08.2021



DIGITAL SOLUTION FOR ONLINE MARKETING

QR codes in closure caps: Nestlé Vietnam opts for SIG's "One Cap, One Code" solution to engage with Gen Z consumers

Nestlé is the first company in Vietnam to opt for SIG's innovative QR code closure solution "One Cap, One Code" for effective and unique one-to-one online marketing opportunities. The aim is to appeal in particular to Gen Z consumers and to strengthen their brand loyalty via a differentiated reward program. Since May, the closure caps of the popular Nestlé Milo Teen Protein drinks, in SIG's combismile carton packs, have included unique QR codes that can be easily scanned and serve as reward points that can be redeemed online via the Vietnamese messaging application Zalo – Top 3 of Gen Z's most used apps.

SIG's "One Cap, One Code" solution – available for SIG's closure combiGo – enables customers to apply QR codes not only visible on the package, but also hidden on the inside of the closure. This ensures that the QR code can only be scanned after the product has been purchased and opened by the consumer.

Rapid digital transformation

Vietnam has made a rapid digital transformation in socio-economic development and leads the world ranking with the largest number of internet users. According to statistics, in January 2021 around 73.7 % of the total Vietnamese population was active on social media channels. Social media such as Facebook, YouTube and Zalo are among the most important channels to reach Vietnamese consumers. These young consumers are looking for more than just product experiences – they want great brand experiences that provide emotional connections. They want to be entertained, rewarded and informed, all enabled by the powerful mobile devices they carry every day.

SIG is helping brands to engage with consumers and to also integrate complete transparency into the whole value chain. IoT and smart packaging innovations are opening up new possibilities for both tracking and interaction, and SIG's digital marketing solutions allow every product to act as a data-driven information and media source. SIG's QR code closure solution was first launched in China in 2020 and immediately created a buzz.

Nestlé is the first company in Vietnam offering SIG's innovative solution. With the QR code campaign included on the Milo Teen Protein Drink in SIG's combismile aseptic carton packs, Nestlé is targeting Generation Z teenagers in particular. Just one simple scan of the QR code inside the cap with their smartphones collects points, which in turn can be converted into rewards. The campaign will run until September 2021.

Tuan Pham, Brand Manager Milo & Milk at Nestlé Vietnam: "This new and dynamic digital solution from SIG creates unique, exciting experiences that appeal especially to teenagers. We can already see that this target group is buying more to collect points and get rewards."

SIG's QR code solution will help Nestlé build a competitive innovation and differentiation portfolio that will increase customer engagement, brand perception and brand loyalty. In addition, this marketing campaign opens up more opportunities for Nestlé Vietnam to further strengthen the positioning of Milo products as the most popular breakfast drinks by scoring more points when consumers scan the QR code between 6am and 10am. Teens are also encouraged to invite friends to collect points and spread the campaign in their community.

Binh Hoang, Country Manager Vietnam at SIG: "We work closely with our customers and tech partners to ensure that our innovations can be used at the right time and are the best solutions on the market. Our team in Vietnam is a key strategic partner for our customers to help them develop and implement digital marketing strategies. We leverage our innovative packaging solutions and the experience of our digital technology partners to create perfect solutions."

Connections beyond the pack

The QR code closure solution can be used as part of SIG's **PAC.ENGAGE** portfolio that allows food and beverage companies to reach their target audience, leverage powerful market data, and grow their emotional footprint with one-to-one communication. **PAC.ENGAGE** offers a variety of communication options for brands to interact with consumers directly on the packaging.

With a simple smartphone scan, the unique QR code can launch dynamic engagement in the form of sweepstakes, loyalty programs, fun questionnaires and more. Flexible and easy to develop

modules can be customized for any brand and provide valuable insight and useful consumer data. These promotion pages can also generate more traffic to company's social networking platforms and product sites to not only increase interaction with the brand, but also boost sales.

MORE INFORMATION ON SIG'S CONNECTED PACK SOLUTIONS:

<https://www.sig.biz/en/solutions/connected-pack>

<https://www.sig.biz/en/solutions/connected-pack/pacengage>

About SIG

SIG is a leading systems and solutions provider for aseptic carton packaging. We work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable and affordable way. Our unique technology and outstanding innovation capacity enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories and connected packs, all to address the ever-changing needs of consumers. Sustainability is integral to our business and we are going Way Beyond Good to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,900 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2020, SIG produced 38 billion carton packs and generated €1.8 billion in revenue. SIG has an AA ESG rating by MSCI, an 18.8 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit www.sig.biz

For insights into trends that drive the food and beverage industry and inspire us to innovate, visit our SIGnals blog: <https://www.sig.biz/signals/en>

PICTURE CAPTION:

Nestlé is the first company in Vietnam to opt for SIG's QR code closure solution "One Cap, One Code" for effective and unique one-to-one online marketing opportunities.

Photo: SIG

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