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AUGMENTED REALITY: A NEW
FRONTIER FOR ON-PACK MARKETING

ZAPPAR: CREATING INTERACTIVE EXPERIENCES WITH SIG CARTONS

- Zappar enables SIG to offer its customers an inventive and unique method to get closer to their end-consumer and engage with them through the brand's packaging design. This "smart packaging" connects a product with the digital content and rewards consumers with relevant targeted content for taking the time to engage with a brand.
- Elmhurst's new plant-based protein drink will sport a "zapcode" at Natural Products Expo East in Baltimore. Once the zapcode is scanned (or "zapped") and the device is pointed towards the front of the carton, the consumer unlocks important information about "The Cleanest Protein Shake on the Planet." via augmented reality (AR) content.



Partnering with Zappar, one of the world's leading developers and providers of augmented reality (AR), SIG is turning carton packs into interactive and engaging experiences. The technology provides a bridge between physical objects and the digital world in real-time. All you need is a smartphone or tablet, the Zappar App and the fun begins: content is brought to life. The technology offers opportunity for a whole range of creative marketing ideas and campaigns that will engage and entertain consumers.

Smart packaging solutions

Zappar enables SIG to offer its customers an inventive and unique method to get closer to their end-consumer and connect with them through the brand's packaging design. This "smart packaging" links a product with the digital content and rewards consumers with relevant targeted content for taking the time to engage with a brand. Letting the consumer explore hidden content provides brands an excellent opportunity to improve brand awareness and strengthen brand

loyalty. These “zapcodes” have allowed SIG to provide customers and brands an added-value solution that answers to a rapidly growing digitized world.

Connected pack: Simpler. Better.

Elmhurst’s new plant-based protein drink will sport a “zapcode” at Natural Products Expo East in Baltimore. Once the zapcode is scanned (or “zapped”) and the device is pointed towards the front of the carton, the consumer unlocks important information about “The Cleanest Protein Shake on the Planet.” The AR content delivers all the essential details that emphasizes why this is a no-nonsense, free from artificial ingredients, and vegan shake. Along this AR journey, there is information about sustainability with SIG cartons as well as an opportunity for the consumer to take a picture with a personalized face filter to share on social media.

There is also a contact element that allows the consumer to communicate with customer care for additional inquiries. Through a simple “zapcode,” the consumer is entertained and engaged and more importantly, more educated about Elmhurst’s new plant-based protein drink.

Creating interactive packs of the future is part of SIG’s Value Proposition: three value-adding segments to help producers meet increasing industry demands. On-pack “zapcodes” are one of the latest solutions within Connected Pack – a commitment to deliver digital engagement with interactive tools and features such as augmented reality to improve brand awareness.

Yasmin Siddiqi, SIG Marketing Head North America, expressed, “The more interactive and engaging the content is, the more likely it will resonate positively in consumers’ minds. With the aid of AR, brand owners, such as Elmhurst Milked, can expand the experience beyond the product itself, and enable consumers to connect closely with the brand. Ultimately, this has a positive impact on brand image and sales.”

About Elmhurst Milked

Elmhurst 1925 launched in 2017, following the closure of owner Henry Schwartz’s Queens, NY dairy plant. Henry switched to plant milks, partnering with esteemed food scientist Dr. Cheryl Mitchell around a unique HydroRelease™ method, which uses water to extract nutrients from nuts and grains and seeds, and recombine them as a creamy emulsion without added gums or stabilizers. Based in Elma, New York, Elmhurst offers nut and grain milks, including new unsweetened and protein varieties. All products are made with six ingredients or less. Elmhurst’s nut milks are made with up to 4x more nuts than other leading brands, while its standard brown rice and oat milks have 20g whole grain per serving.

About Zappar

Zappar is the world leader in augmented reality on mobile devices accessible through its free-to-download app on iOS and Android. Zappar specializes in AR-enabled products and entertainment experiences: working closely with brands, license partners and retailers across the world to produce innovative, customizable market-leading solutions as bite-sized entertainment.

www.zappar.com

About SIG

SIG is a leading systems and solutions provider for aseptic packaging. We work in partnership with our customers to bring food 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.

Founded 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our 5,000-plus employees worldwide enable us to respond quickly and effectively to the needs of our customers in more than 60 countries. In 2017, SIG produced 33.6 billion carton packs and generated €1.66 billion in revenue. For more information, visit www.sig.biz

PICTURE CAPTION:

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Photo: SIG

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