



Reaching consumers using mobile phones

Joe Horwood, GS1 Global Office
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Brands and retailers need to innovate to be successful



“Innovation is our lifeblood – new ideas and products that make consumers' lives better, build customers' sales & profits, and build P&G's market share, sales, profits, and total shareholder return”

AG Lafley, CEO, Procter & Gamble



Mobile is a key channel to innovate and grow



A communicative device



A connective device



An intelligent device



A transactional device



Video example: Nokia Life Tools

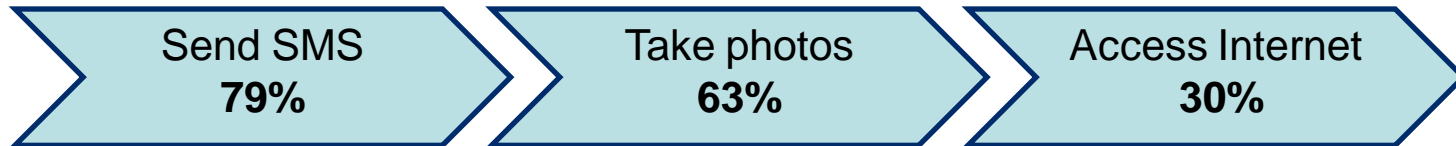




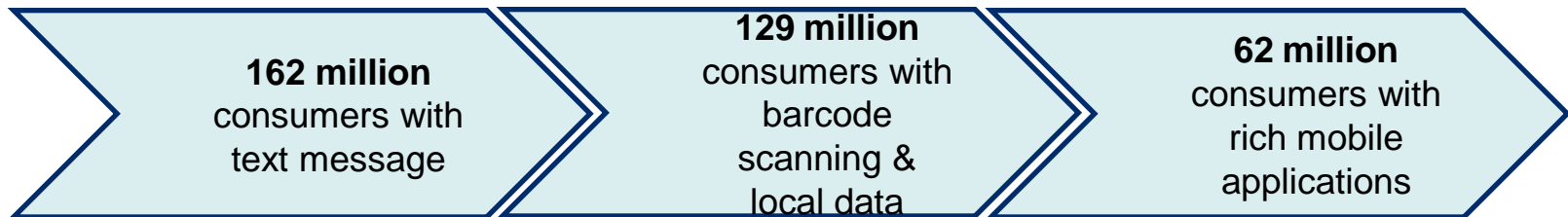
Mobile Consumers in EU

For Belgium, France, Italy & Spain penetration rate of mobile equipment is 99,5% on average and represent 206 million consumers.

These consumer are able to :



Future information services from retailers could target a large scale of users :





But... brands and retailers cannot use mobile in a mass way today

- Too complex
 - Not integrated with business processes
 - Limited experience and success of using new media to connect with consumers
- Too costly
 - Many platforms
 - Few standards
 - Not scalable





Standards and collaboration are key success factors



*“Once a standard takes hold, people start to focus on the quality of **what** they are doing as opposed to how they are doing it”*

Thomas L. Friedman, *The World is Flat*

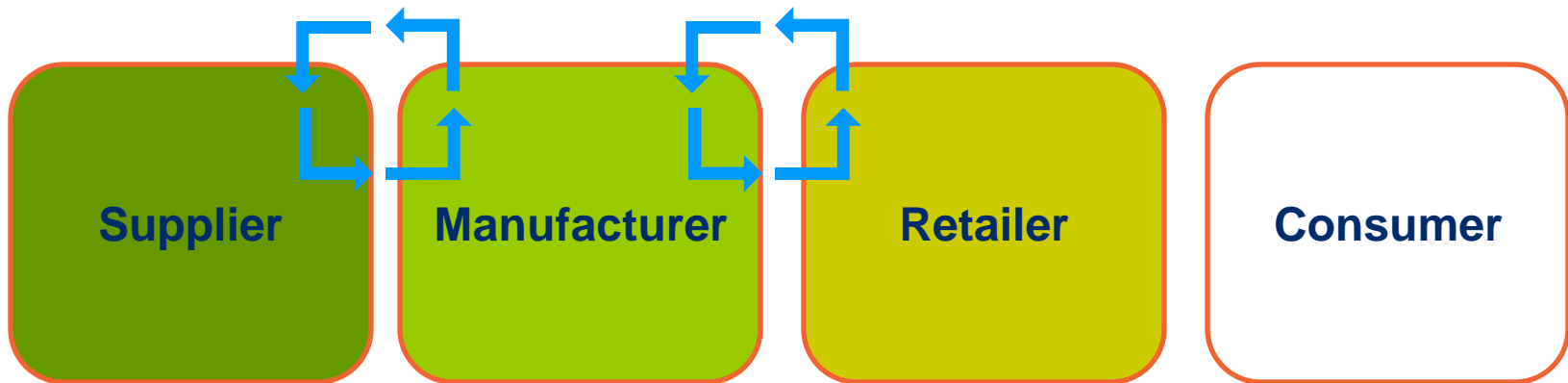




For 30 years GS1 has focused on optimising the **B2B** Supply Chain



Flow of information



Flow of goods

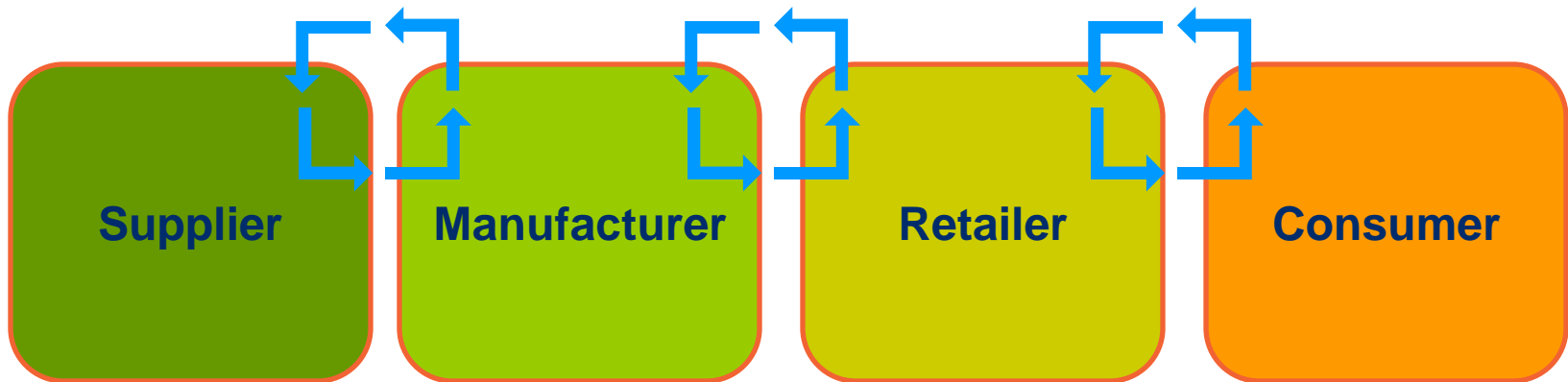




Consumers now have mobile phones and the internet



Flow of information

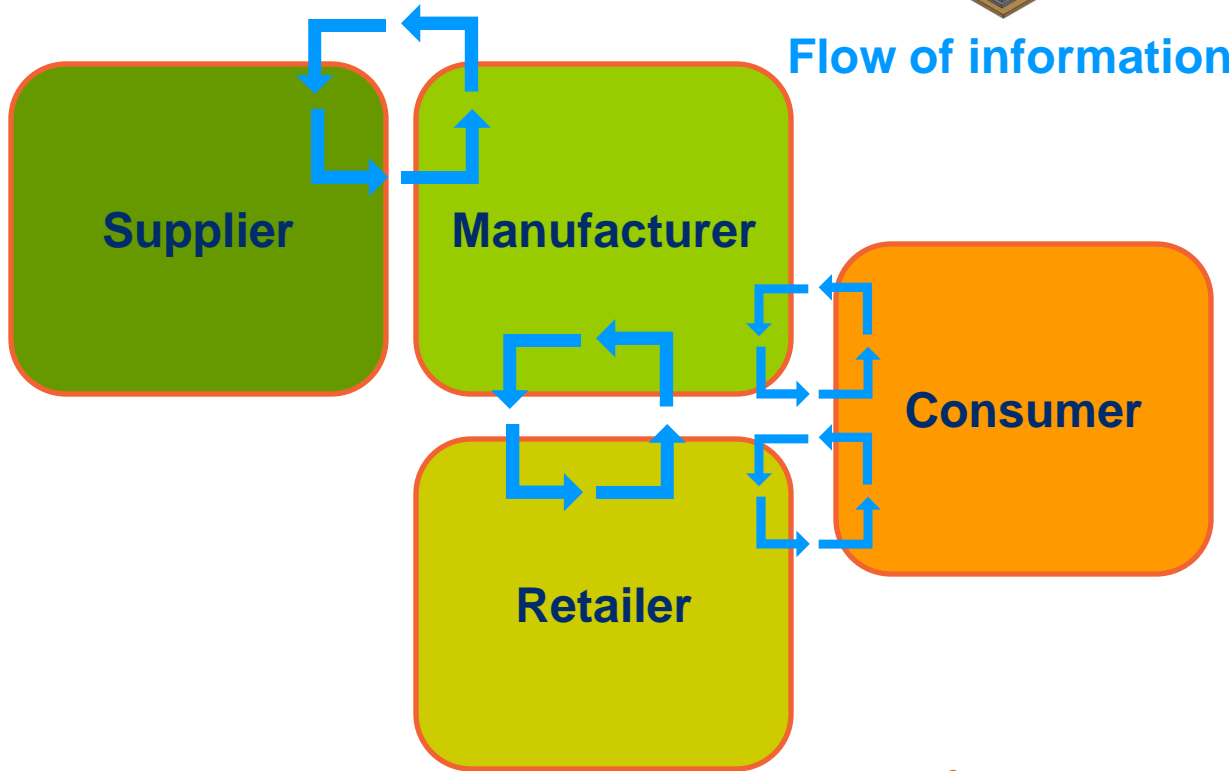


Flow of goods





Now GS1 want to optimise the **B2B2C** supply chain

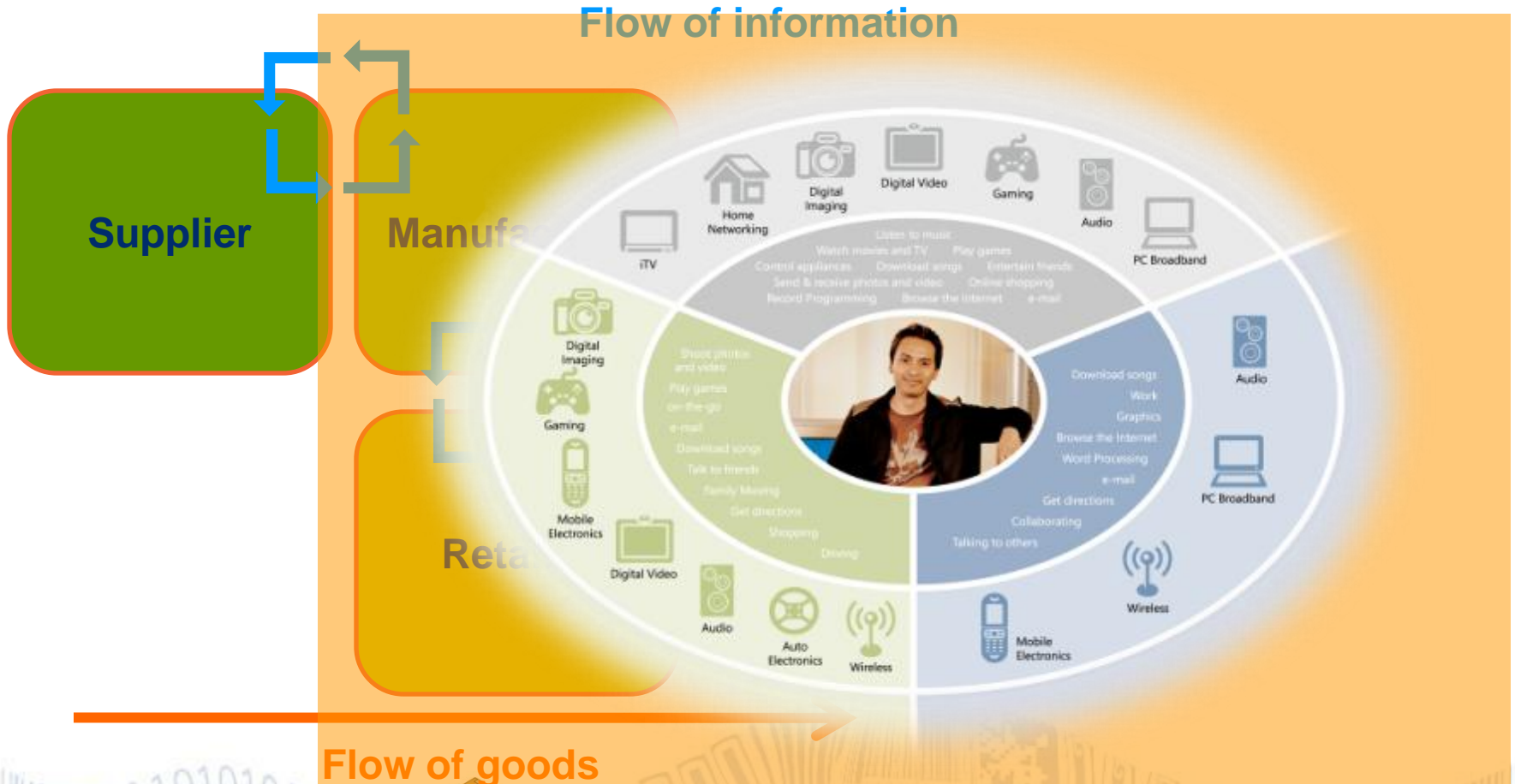


Flow of goods





That means integrating the consumer





Video example: ShopSavvy





4 major uses of mobile



Commercial Information

- Product information and services
- Personalised information, advice, coaching



Mobile Commerce

- Store Location
- Promotions, mobile commerce websites



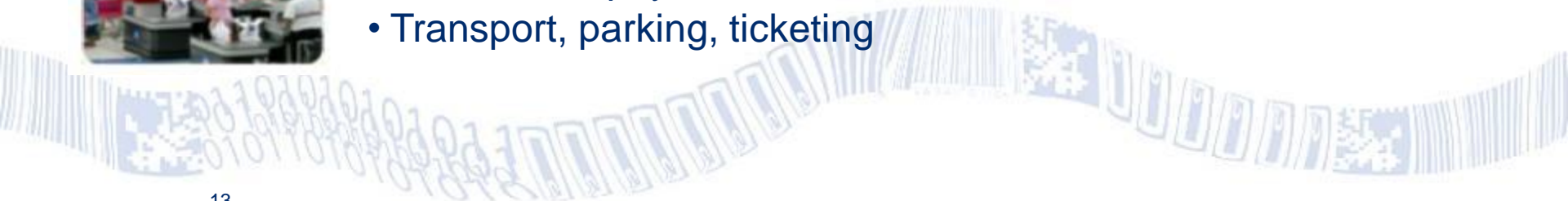
Customer relations

- Loyalty, couponing
- Customer acquisition



Payment

- Contactless payment
- Transport, parking, ticketing





Key questions for brands & retailers

- What is your strategy for mobile?
- What business units are affected by mobile?
- How is data about your products available to business partners and consumers?
- What impact will mobile have on in-store environment?
- How are you getting what you want from the mobile industry?





GS1 MobileCom vision

- All **consumers have access to trusted product information** and related services via their mobile phones.
- All stakeholders use **GS1 standards to make this possible** and so ensure interoperable, scalable and cost-effective applications.
- In general, collaborative Mobile Commerce applications are enabled by an **open infrastructure**.





What is Extended Packaging?

Consumer



Mobile phone



Brand/Retailer



A consumer has a question about a product they are buying

By using a mobile phone to interact with the pack they find the answer they need.

Satisfied consumers, deeper understanding, increased trust, better sales.





Extended Packaging : A foundational application for mobile commerce

Health/Wellness

Nutrition Facts	
Serving Size 5 oz	
Servings Per Container 23	
Amount Per Serving	
Calories 100	Calories from Fat 30
Total Fat 5g	
Saturated Fat 3g	
Cholesterol 10mg	
Sodium 40mg	
Total Carbohydrate 20g	
Dietary Fiber 3g	
Sugars 20g	
Protein 2g	
Vitamin A 20%	
Vitamin C 20%	
Calcium 20%	
Iron 10%	
Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie intake.	
Dietary Fiber 3g 6%	
Sugars 20g 40%	
Total Fat 5g 10%	
Saturated Fat 3g 6%	
Cholesterol 10mg 20%	
Sodium 40mg 80%	
Total Carbohydrate 20g 40%	
Dietary Fiber 3g 6%	
Sugars 20g 40%	
Protein 2g 4%	
Calories from Fat 30 30%	
Total Fat 5g 10%	
Saturated Fat 3g 6%	
Cholesterol 10mg 20%	
Sodium 40mg 80%	
Total Carbohydrate 20g 40%	
Dietary Fiber 3g 6%	
Sugars 20g 40%	
Protein 2g 4%	
Calories from Fat 30 30%	



Environment/Ethical



Certified



Access to services/ Loyalty programs



Product location



Advice



Detailed information/ Origin



Community





What have we done so far

- Established GS1 MobileCom community
 - Multi-user Steering Committee
 - 300 people, 180 organisations
- Understood business needs of GS1 members
- Got to know mobile industry (GSMA, MMA, OMA)



Mobile Commerce
White Paper

Feb 2008 18



Position Paper on Data
Carriers for Mobile Commerce
Sep 2008



Extended Packaging
Pilot Handbook
Feb 2009



GS1 MobileCom : get involved

- White Paper available at www.gs1.org/mobile
- Next physical meeting Paris, 18 – 19 November 2009





Any questions?





For more information...

If you need to know any further information about this presentation or to get in touch with any of the speakers, contact:

Joe Horwood, GS1

+32 473 33 47 85

joe.horwood@gs1.org

www.gs1.org/mobile