Loyalty via Transparency

Making the most of the
GS1 QR Code Opportunity

Greenpage

Business & packaging needs are evolving

Consumer demands

Consumers are **demanding more information** than ever about the products they are consuming:

e.g. Ingredients, allergens, nutrition, sustainability, authenticity, accessibility.

Sustainability

We need to **reduce the environmental impact** of the food supply chain. Waste reduction is a key component, both from food and packaging.

Improving **supply chain visibility** with real time information about products is key to unlocking.

Regulatory requirements

Regulators are requiring the **disclosure of more information** about products:

e.g. DPP, DRS, EU wine regulations.

Digitalisation

Omni-channel shopper journey is blurring the lines between physical and digital shopping experiences.

Proliferation of new codes on pack to meet the demands of consumer engagement, packaging systems, regulation and POS.

Greenpage

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Microsoft amazon epa *Environmental Protection Agency An Ghníomhaireacht um Chaomhnú Comhshaoil* esri Ireland
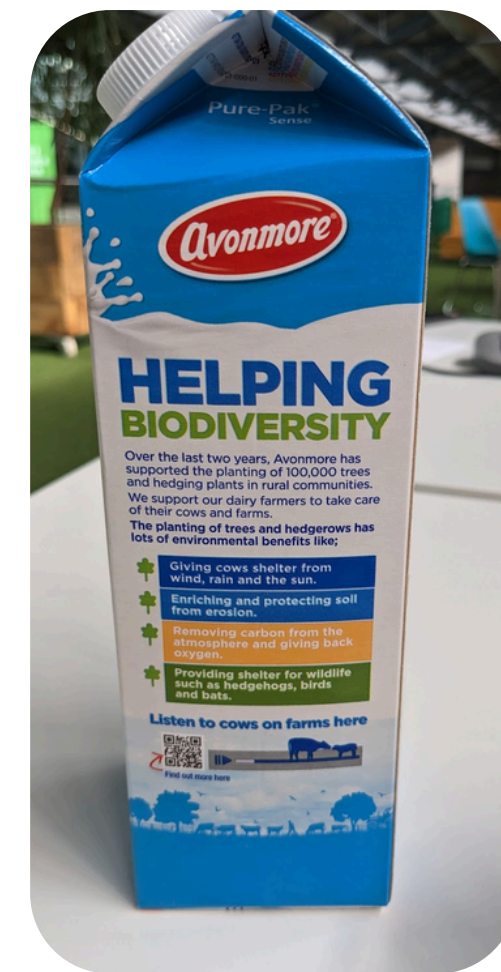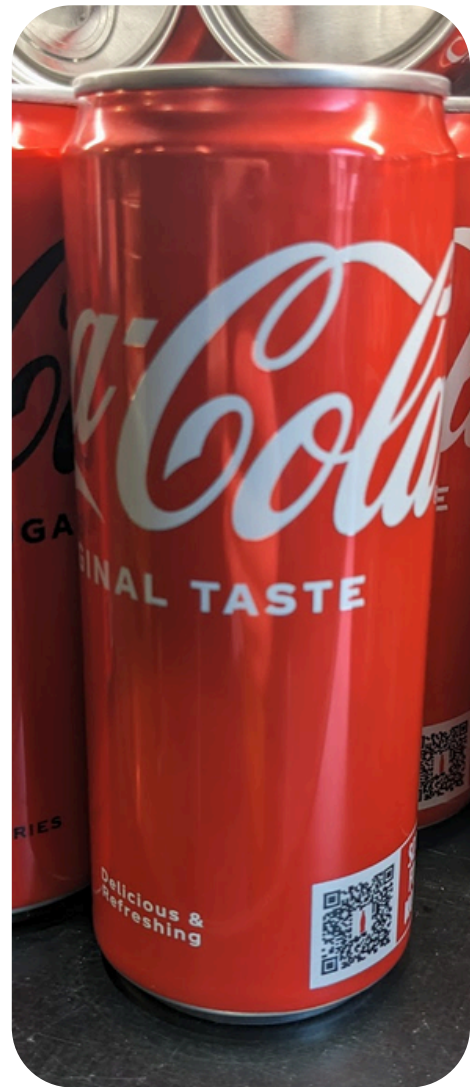
Ex-Amazon, Ex-Microsoft Software Engineer,
Sustainability PostGrad,
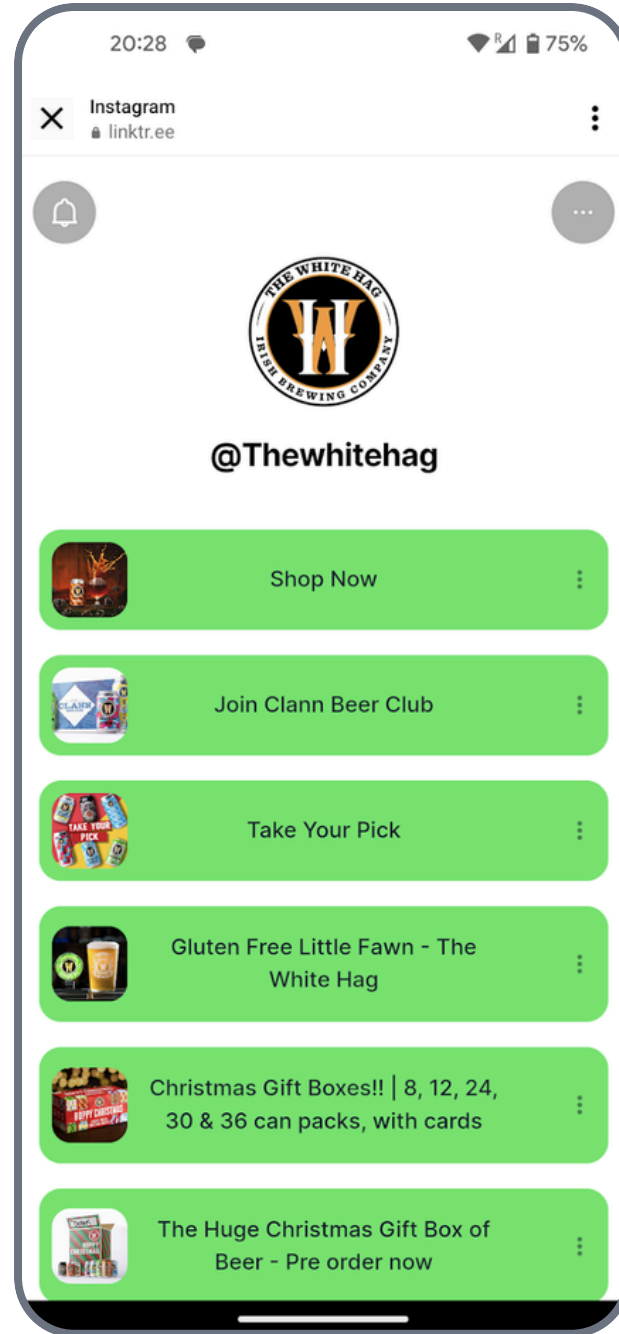Freelance Sustainability Communicator

Me

- The Past
- The Present
- The Opportunity = ?
- The Opportunity = Loyalty
- The Opportunity = Loyalty = ?
- The Opportunity = Loyalty = Transparency
- The Opportunity = Loyalty = Transparency = ?
- The Opportunity = Loyalty = Transparency = 🤠

Today

The Present

❌ Is Not

- Point of sale conversion
- Customer feedback & insights

🆗 Is Kind of

- Compliance and instructional info - recycling, repairs, setup, use
- Back up claims on packaging

✅ Is Definitely

- Brand Loyalty - emails, followers, engagement, subscriptions

🍃 **The Opportunity = ?**

- Brand engagement - competitions, recipes, etc.

- Product storytelling

- Sustainability, transparency, traceability

- Emails signups, social followers

- Drive traffic to shop, offers, subscriptions, other products, where to buy, etc.

Without this strategy, these customers would have remained single-transaction buyers, possibly never engaging with Zeepy again
- Dave Law

The Opportunity = Loyalty

❌ Not Great

- Website home page
- Sustainability page
- Straight to email sign up, socials, subscriptions, etc.

🔥 Great with a big effort

- Campaigns - competition, special offer, sustainability, spotify playlist, etc.

✅ Great

- Brand / Product linktree
- Product story page (can be e-commerce page)
- Product story page + linktree
- Product story page + linktree + campaign CTA

🍃 **The Opportunity = Loyalty = ?**

- **Your ad no longer looks like an ad!**

- Great CTA's

- Customers want to feel good post-purchase

- Back up claims on packaging

- Natural line to buy more, cross sell, subscriptions

- Natural line to compliance and instructional info

Digital product storytelling greatly elevated the perceived value of our offering and was a big hit with new business clients and their end customers
- Karol Keane

The Opportunity = Loyalty = Transparency

❌
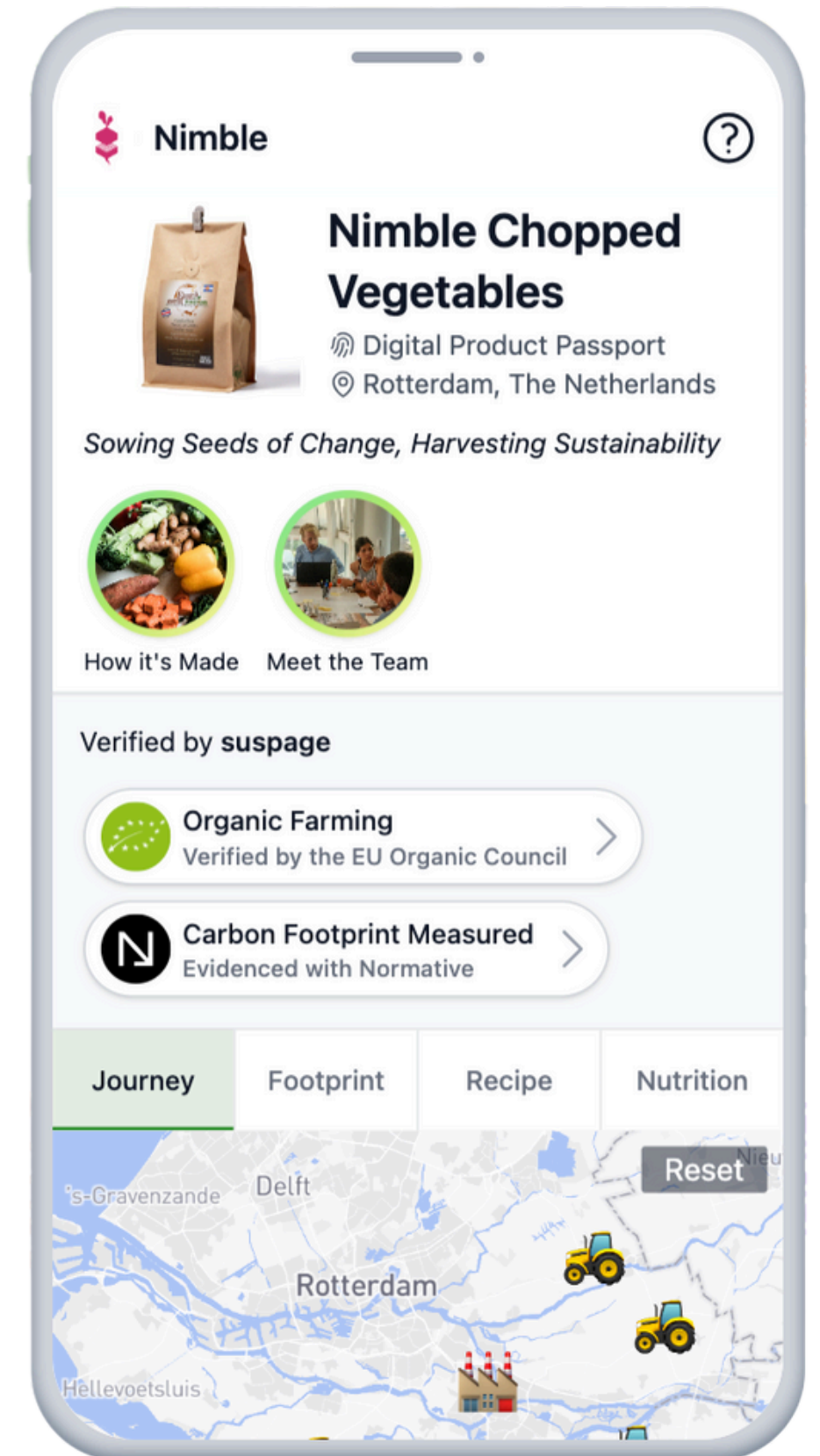
Not Great

- Anything that looks like an ad
- Weak CTA
- Manual linktrees
- Talking about sustainability without backing it up

✅

Great

- Start with product storytelling (what they're here for)
- Videos > images > text
- Keep everything on the same page
- As much transparency / sustainability info as possible and as evidenced as possible
- Compliance and other info but keep it out of the way
- Pick one customer action and make it front and centre

🌿 **The Opportunity = Loyalty = Transparency = ?**

🪩

Demo Time

🌿 **The Opportunity = Loyalty = Transparency = Greenpage** 🤠

Greenpage

Thanks for Listening

& join the transparency revolution 💪