

Raising the Bar for Omnichannel Commerce

MMA Webinar Series
October 13, 2016

Sponsored by:



MMA Purpose

WHO The People We Serve

Prime Audience: Chief Marketers

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT Our Strategic Priorities



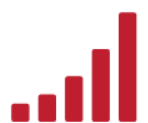
Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

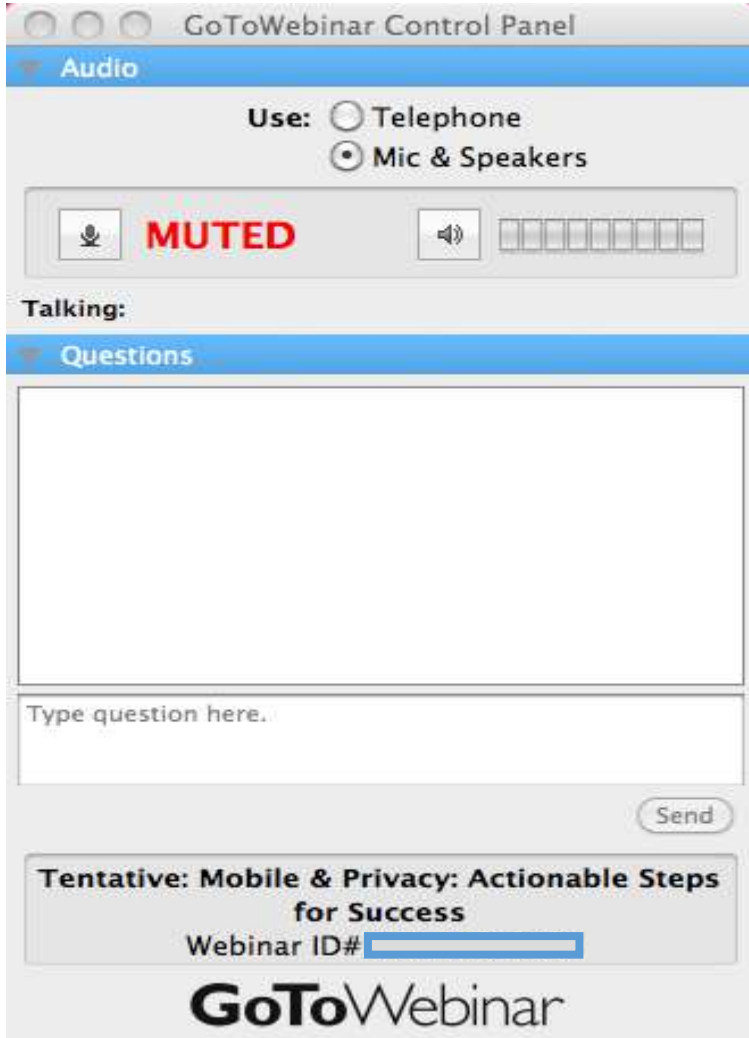
Working with partners and our members to protect the mobile marketing industry

MMA is 800+ Members Strong Globally

Marketers, Agencies, Media Sellers, Technology & Operators



Managing Your Questions



Share the Insights

#MMAWeb



Presenters



Matthew Bright
Senior Director, Product &
Technical Marketing
Thin Film Electronics Inc.

Moderator



Leo Scullin
VP of Industry Programs
Mobile Marketing Association



Raising the Bar for Omnichannel Commerce



Thin Film Electronics

Creating smart packaging solutions through *printing*

1

Near Field
Communication
for IoT Enablement

2

Global Leader
in
Printed Electronics

3

Scaling to the billions
of units through
roll-based manufacturing





Technology in the Enterprise

Gartner®

By 2017, CMOs will spend more on technology than CIOs.

More than ever, multichannel marketing is among the most critical customer-facing, revenue-generating functions.

Source: <http://blogs.gartner.com/jake-sorofman/yes-cmos-will-likely-spend-more-on-technology-than-cios-by-2017/>





Thinfilm's Vision

Add a

little bit

of intelligence



to *a lot* of things.





A Little Intelligence Goes a Long Way


BARBADILLO
DESDE 1821



M&D
MARIA & DONATO
Craftsmen Leather Goods


FERNGROVE
FRANKLAND RIVER



Jones

 **HOPSY.**



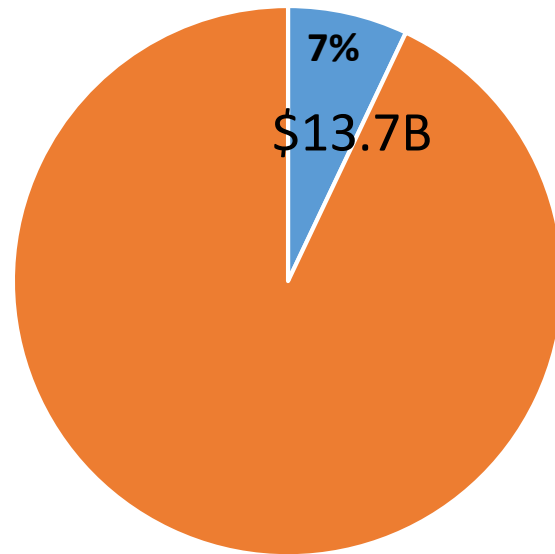

MMA
MOBILE MARKETING ASSOCIATION



Rapid Growth Rate of U.S. Mobile Commerce

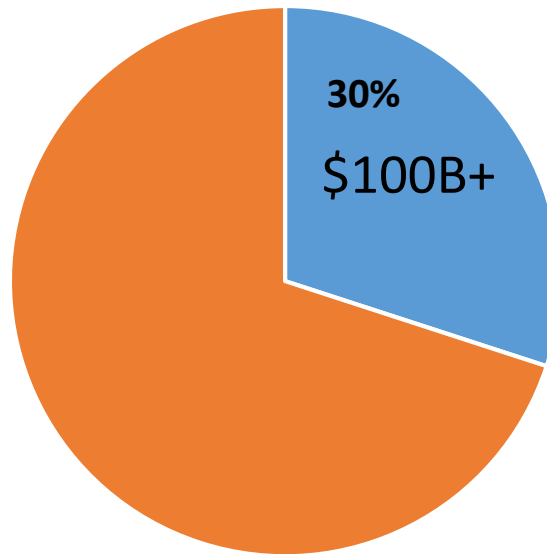
U.S. mobile commerce is growing faster than overall e-commerce

2011



■ Mobile ■ Non-Mobile

2015



■ Mobile ■ Non-Mobile

2017



(source: www.internetretailer.com, "Mobile Commerce is Now 30% of All U.S. E-Commerce" Aug.18, 2015)



The Convergence of Digital and Mobile

Smartphone >> the center of the digital lifestyle

84%

of agencies say their clients will increase **digital** marketing budgets over the next year¹



\$66 billion

By 2019, 72% of US digital ad spend will focus on **mobile**²

Digital

Mobile

¹Econsultancy, Marketing Budgets 2015 Report

²eMarketer, March 24, 2015



Mobile's Importance in Global Retail



In China and Japan, smartphone importance matches or surpasses the more traditional desktop/laptop option for shopping.

50%

37%



44%

45%



32%

53%



31%

46%



29%

51%



MOST IMPORTANT DEVICE

Mobile

Desktop/
Laptop

At least **30%** of shoppers consider smartphones as **THE** most important device for retail research

source: Global Mobile Path to Purchase Study 2016, xAd in partnership with Millward Brown



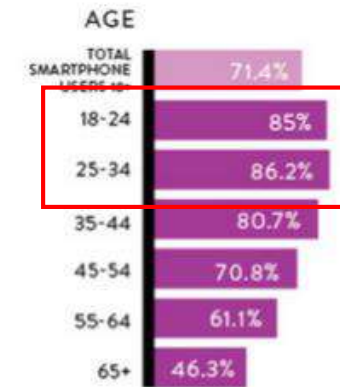
Demographics: Targeting Millennials

Millennials: largest population

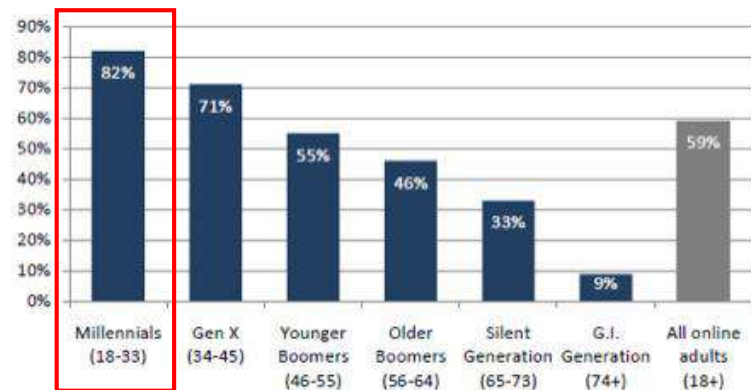
Generation name	Birth years, Ages in 2010	% of total adult population*	% of internet-using population*
Millennials	Born 1977-1992, Ages 18-33	30	35
Gen X	Born 1965-1976, Ages 34-45	19	21
Younger Boomers	Born 1955-1964, Ages 46-55	20	20
Older Boomers	Born 1946-1954, Ages 56-64	14	13
Silent Generation	Born 1937-1945, Ages 65-73	7	5
G.I. Generation	Born -1936, Age 74+	9	3

* Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older.

Millennials: highest smartphone ownership

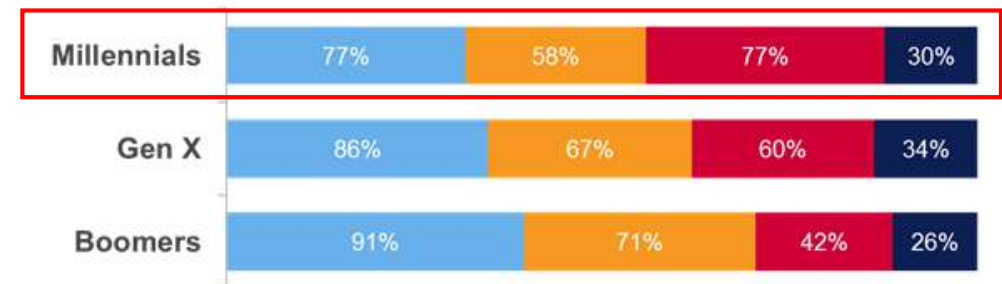


>82% millennials go online wirelessly

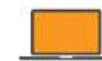


Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older.

Millennials #1 in mobile usage



TV



LAPTOP / PC



SMARTPHONE



TABLET



Millennials and Mobile Shopping

*84% of millennials use a mobile device while in-store
65% use a smartphone while waiting to checkout*

Source: Mobile Commerce Daily, Aug 2016

Social Media Activities that Influence Their Digital Shopping Behavior According to Digital Buyers Worldwide, Sep 2015

% of respondents



Note: n=22,618 ages 18+; among respondents who conduct each activity on social media
Source: PricewaterhouseCoopers (PwC), "They Say They Want a Revolution: Total Retail 2016," Feb 29, 2016

206756

www.eMarketer.com

Deals are a top decision driver - millennials are:

3X more likely to visit a coupon site

4X more likely to compare products online

Source: Mobile Commerce Daily, Aug 2016





Brick & Mortar Still Influences a Large Proportion of Global Retail Sales

90% of consumers use their **smartphones in-store****

76% of shoppers are more likely to shop in-store if **loyalty programs** are available**

43%
Search for more information*



49%
Price Shop*



21%

Consult friends*



36%

Read reviews*

Sources:

* IAB On-Device Research (global average), "A Global Perspective of Mobile Commerce", September 2016

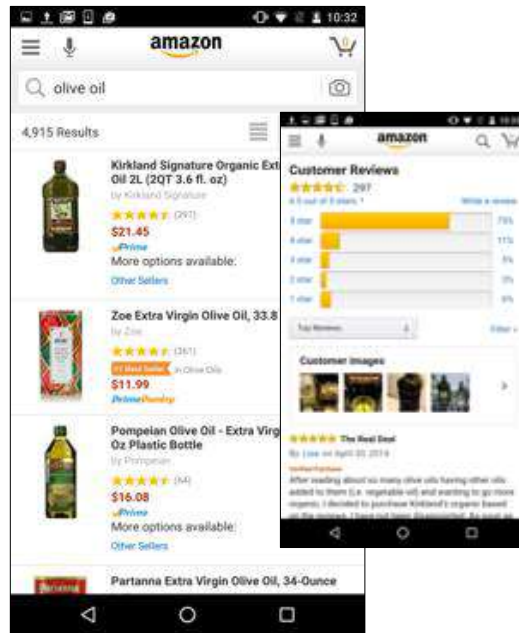
** www.marketingland.com, "Survey: 90% of Retail Shoppers Use Smartphones In Stores", July 20, 2015



Evolution of the Mobile Experience

Mobile Marketing Today

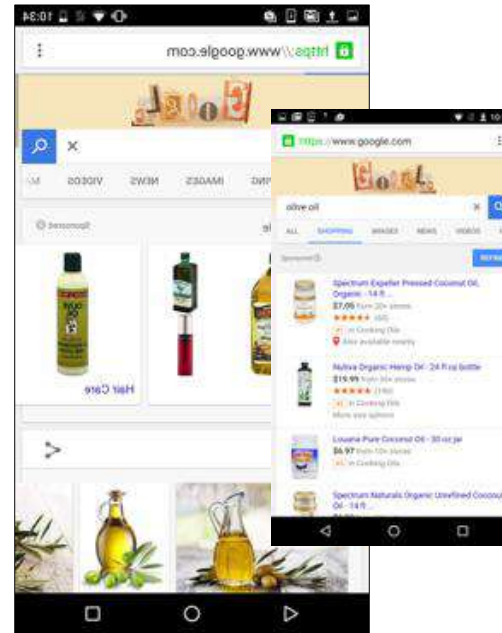
Consumer scrolling



Consumers researching “Olive Oil”

- Consumers looking for good deals and highly reviewed and rated products

Search-directed

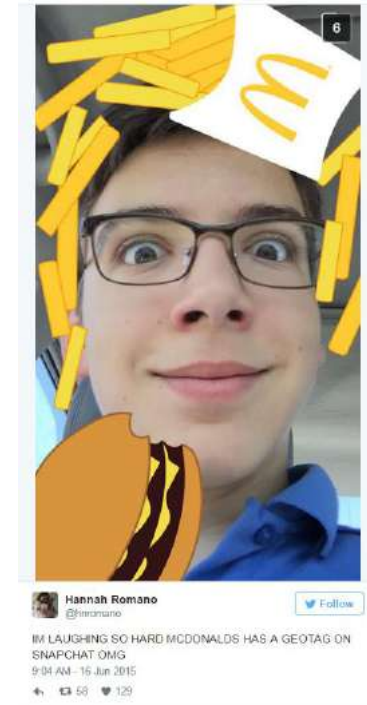


Consumers searching “Olive Oil”

- Brands pay for listing in “Sponsored” sections above the fold
- Traffic determined by search provider and influenced by SEO/SEM strategies

Omnichannel Today

More fad than fundamental?



Experiment & Experience Driven

- Focus on social sharing; earned media
- Not truly part of the core ‘product concept’



IoT in Omnichannel Commerce



Redefining the Internet of Things



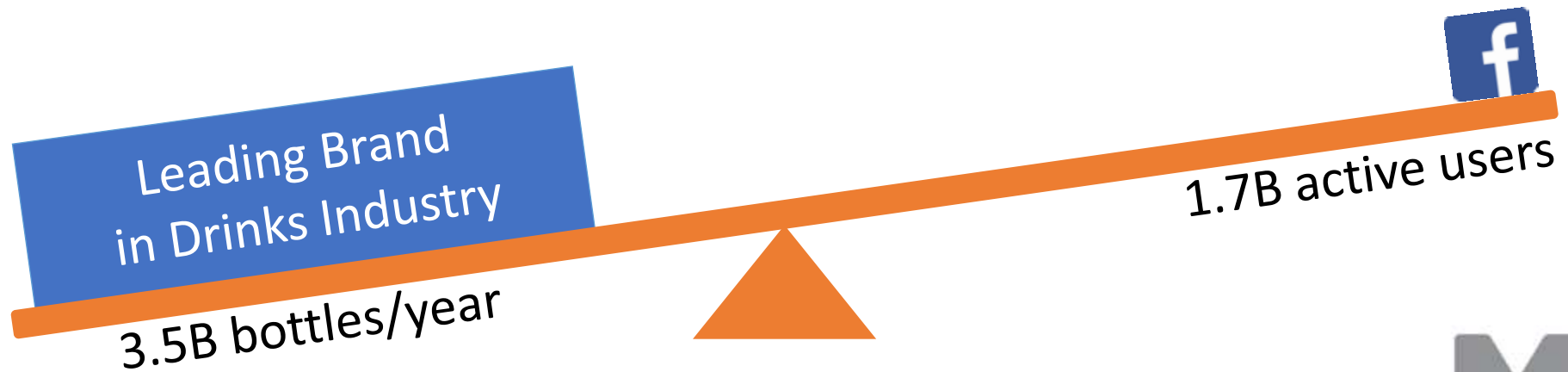


The Product as a Media Channel

An individual media channel capable of reaching today's digital and mobile consumers on their terms



A ubiquitous engagement tool that protects product integrity and is in the hand of virtually every consumer





NFC: Converging Trends



Universal
Smartphone
Ownership



Mobile-First Attitude



Mobile
Payments
Readiness



NFC Omni-Channel Marketing



NFC-Ready Phones Are Everywhere



Galaxy S7

Also Galaxy 4,5,6



LG LG G5



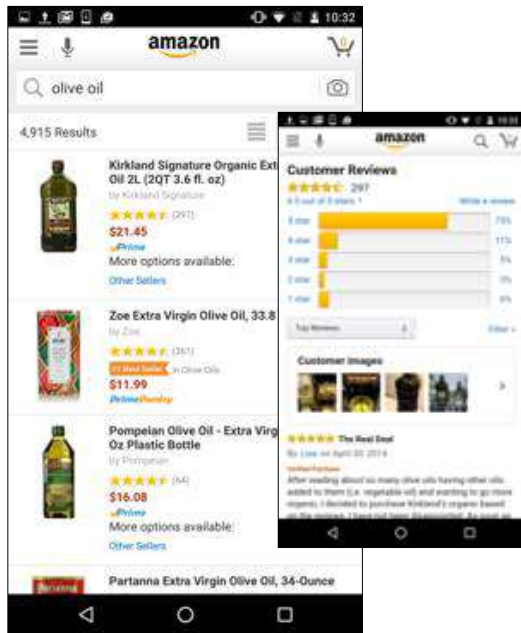
M5



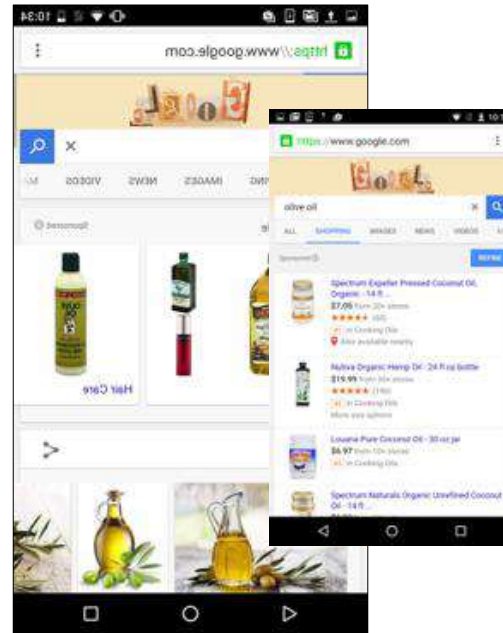
Evolution of the Connected Consumer

Mobile Marketing Today

Consumer scrolling



Search-directed



Tapping w/ NFC Smartphones

Direct dialogue with Brand



Consumers researching “Olive Oil”

- Consumers looking for good deals and highly reviewed and rated products

Consumers searching “Olive Oil”

- Brands pay for listing in “Sponsored” sections above the fold
- Traffic determined by search provider and influenced by SEO/SEM strategies

Offline-to-Online (O2O)

- Brands connect directly with consumers when they tap on products



NFC Consumer Engagement

1



Tap to Connect

User taps on smart package featuring NFC SpeedTap™

2



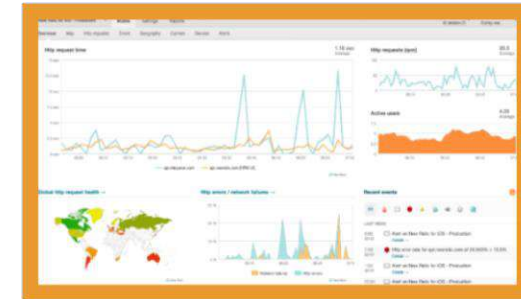
Mobile Commerce



Winery Photo Tour

Mobile device launches content for consumer engagement

3



Thinfilm Dashboard

Cloud systems collect analytics and facilitate reporting



NFC: Optimized for Omnichannel

82% of smartphone users consult their phones in-store when deciding what to buy



24% of consumers who research at home with their mobile phones are searching for a **store location** to purchase from*

For **69%** of online consumers: **timing, quality, and relevance** of a company's message influences their perception of a brand



NFC-tagged products can generate **instant reorders, cross-sell or sell-up opportunities**

Sources: *Global Mobile Path to Purchase Study 2016*, xAd in partnership with Millward Brown; Google Research, "How Micro-Moments are Changing the Rules", April 2015

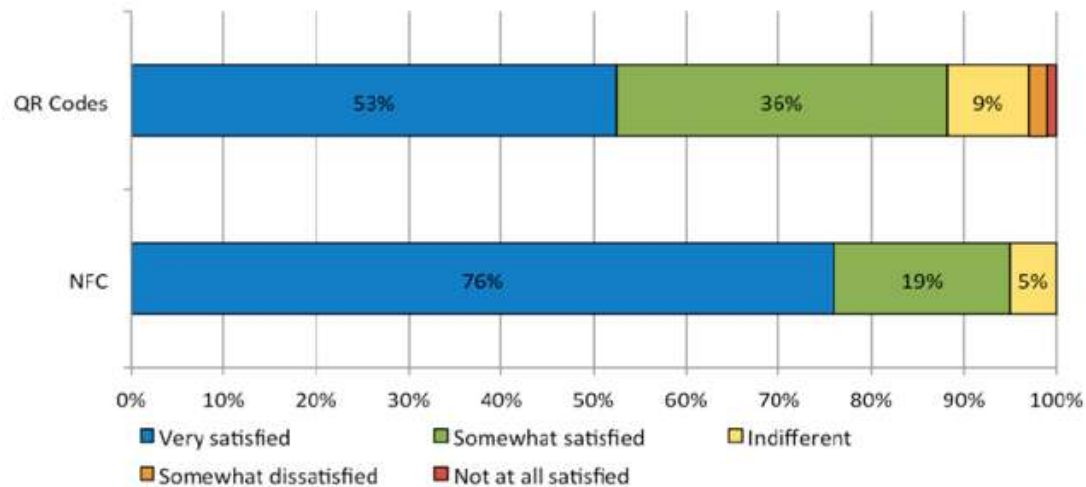


Users Prefer the NFC Experience



Novice users completed an identical task **31% faster using NFC** compared to a QR code (Strategy Analytics)

Participants Were Asked "How Satisfied Have You Been with Your Experience(s) Using NFC / QR Codes?"



*For those that have used NFC (n=100) / QR Codes (n=561)

After initial use:

- QR code 10-15 sec
- **NFC tag 1-2 sec**

Users prefer NFC based on:

1. Speed
2. Convenience
3. Staying in control



Item & Package-level Interactive Technologies

	Barcode / QR Codes	Image Recognition & Augmented Reality	NFC Solutions (Thinfilm NFC SpeedTap™)
Consumer ease of use	Complex	Medium-Complex	Simplest
App needed?	Yes	Yes, highly customized	Optional
App launch from background?	No – must open Barcode scanner app	No – must open dedicated app	Yes – tap NFC tag from any screen
Counterfeit / copy risk	High – simply copy barcode image	High – simply copy package graphics	Low
Unique identification / serialization / authentication	Yes, but adds cost/complexity; makes QR code harder to read or requires physically larger QR code	No	Yes, by default
Compatible with curved surfaces?	Not recommended	Yes	Yes
Sensor integration	No	No	Yes, with NFC OpenSense™



Making Sense of In-Store Retail Tech

	Scope	Unique ID @ Item level	Point of Sale	Point of Use	Need App?	Sensor Potential	User Effort to Trigger Action
NFC SpeedTap™	Package/ item	Yes	Yes	Yes	No	Yes, with OpenSense™	1-2 seconds
QR Codes	Package/ item	Complicated (typically SKU)	Yes	Yes	Yes	No	10-15+ seconds in good lighting, if app already installed
Augmented Reality	Package/ item	No (SKU level)	Yes	Yes	Yes	No	a few seconds to ~minutes (if app download required)
Bluetooth Beacon	Area (up to a few meters)	No	Yes	No	Yes	Yes (at area level)	a few seconds to ~minutes (if app download required)



Omnichannel User Journey: Subscription Boxes



Discover

- Subscribe via mobile
- Tap box to view contents
- Learn about ingredients & brand story

Engage

- Read recipes, serving suggestions
- Watch cooking and preparation tips
- Loyalty club registration

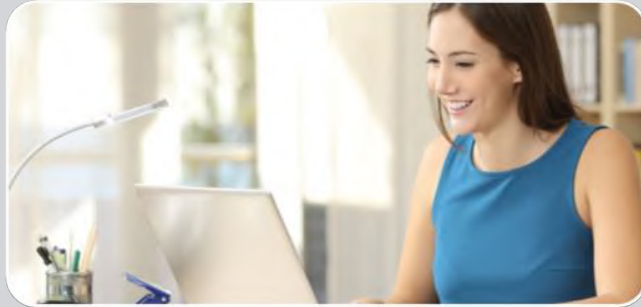
Inspire

- Recommendations based on activity/reviews
- Promotions (cross/up-sell)
- Place/adjust next order
- Social sharing

53% of subscription box traffic is generated from mobile devices



Omnichannel User Journey: Cosmetics



Discover

- Research brands
- Check reviews
- Seek social guidance

Engage

- Learn origins, brand story
- Find complementary products
- Get personalized offer
- Collect loyalty points

Inspire

- Watch tutorials, get tips
- Real-time customer voice
- Reminder when product is approaching expiration
- One-touch re-order

*Personalized, dynamic content,
tailored to a consumer's immediate need*



Cloud Dashboard & Analytics

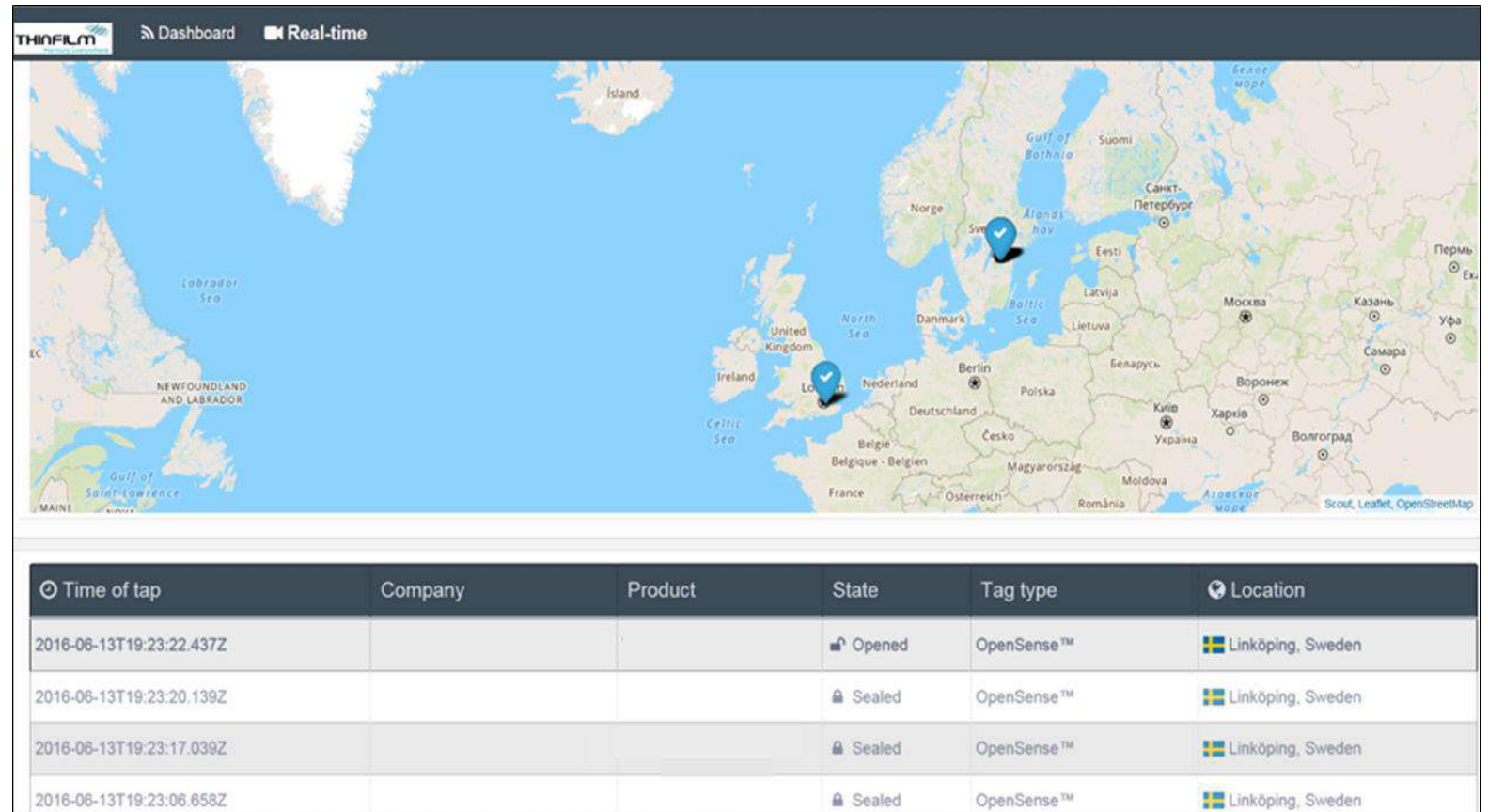
Tag Unique Identities

Scan History

- Device ID
- Date
- Time
- Location
- Product ID*

Sensor Data
(When available)

Data Export

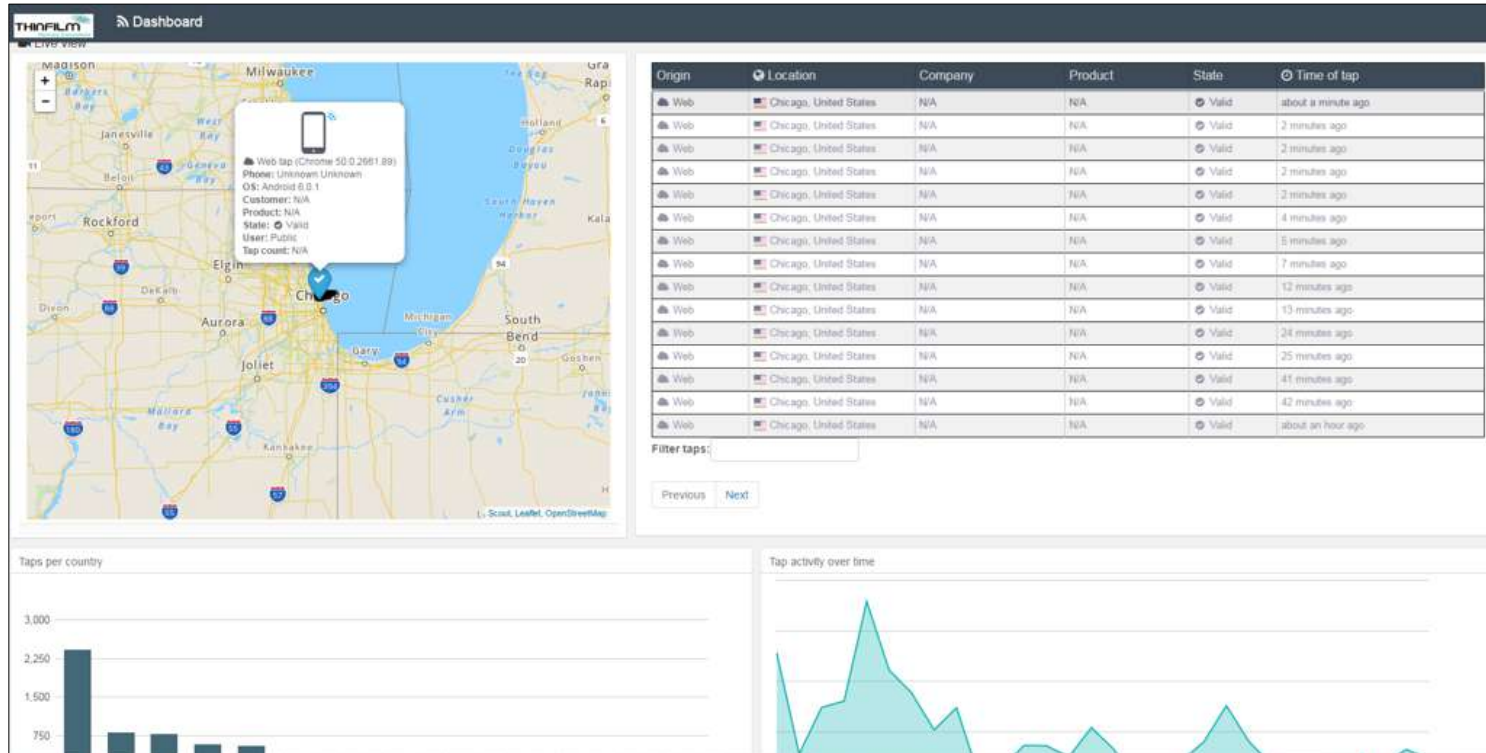


*Product Information must be supplied to ThinFilm for input into the database





Analytics & Insights



Visualize Individual Events or Trends

- Where: Location
- When: Date/Time
- What: Product
- Who: Device/User

Essential Insights

- Where and when do consumers engage with products?
- What do consumers consider & what leads to purchase?
- What products do consumers re-engage after purchase?
- How frequently do consumers engage?
- What drives loyalty and re-order/refill?



NFC Smart Products & Packaging


BARBADILLO
DESDE 1821



M&D
MARIA & DONATO
Craftsmen Leather Goods


FERNGROVE
FRANKLAND RIVER



Jones

 **HOPSY.**




MMA
MOBILE MARKETING ASSOCIATION



Wine – Barbadillo & Ferngrove



- Barbadillo using OpenSense™ to authenticate bottles of rare sherry
- Solution specifically designed to thwart counterfeiters, prevent unauthorized refills, and facilitate product authentication



- Ferngrove / G World integrating OpenSense™ in wine bottles for product authentication and consumer engagement
- Ferngrove exports 700,000 bottles per year to China



“Given the rarity of this release and its significance to the Barbadillo family, we feel compelled to protect it. Thinfilm’s technology delivers that protection, for our business and our valued consumers.”

– Manuel Barbadillo, Chairman, Barbadillo

“We’re excited to leverage Thinfilm’s technology and believe this solution will be of real value to brand producers as well as consumers that demand authentic products.”

– Grant Shaw, Managing Director, G World



Diamonds - Sarine Technologies



- Thinfilm and Sarine using NFC to create digital identities for diamonds
- SpeedTap™ integrated into Sarine Profile™ sales and consumer support system
- Tags tell each diamond's story in real-time, supports buying decisions with scientific accuracy, and provides digital proof of lineage and ownership.



“Sarine is leveraging world-leading NFC technology to advance the performance of Sarine Profile in jewelry retail settings in real time.”
– Uzi Levami, CEO, Sarine Technologies.



Pharmaceuticals (Rx & OTC) – Jones Packaging



- Promoting user education, safety, and compliance in Rx/OTC packaging
- Established key manufacturing processes for high-speed/high-volume production lines



“Thinfilm’s unique printed NFC solution addresses multiple needs and allows our customers to connect the world of physical packaging to virtual and dynamic content – it’s a very unique and compelling proposition.”
– Chris Jones Harris, Principal, Strategic Initiatives and Alliances



Craft Beer – Hopsy



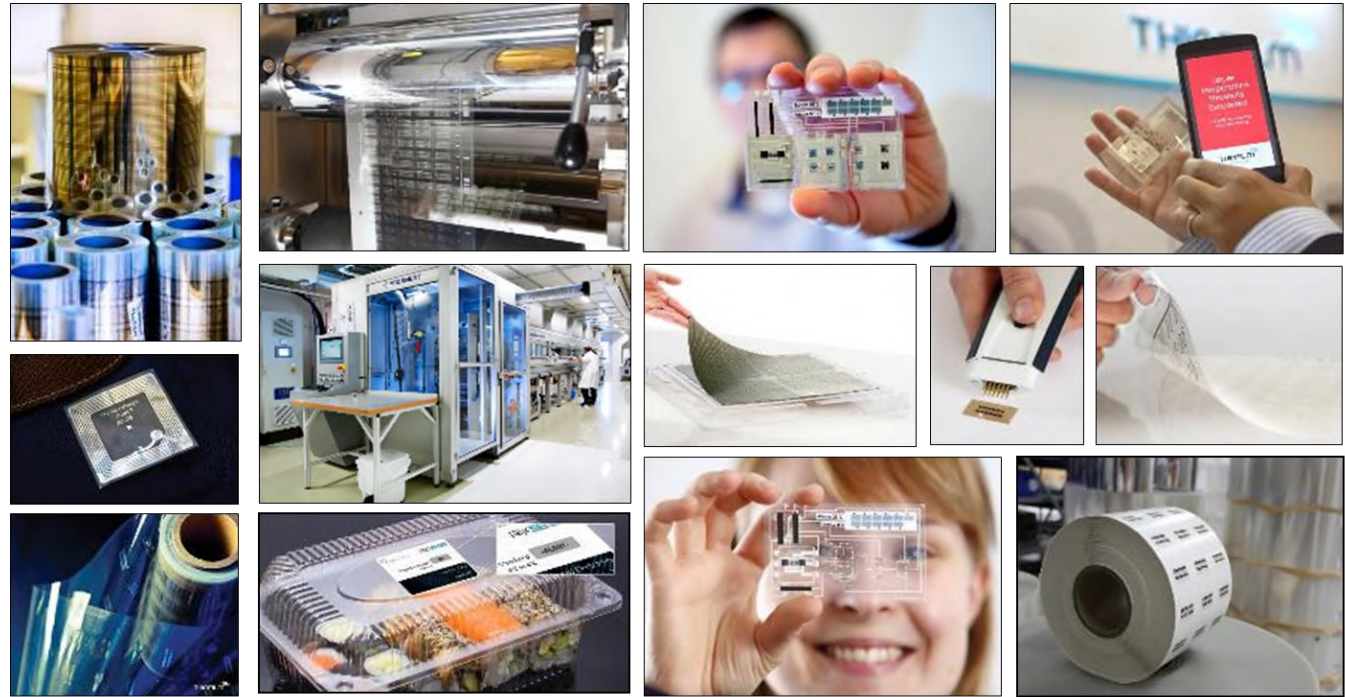
- Thinfilm and Hopsy delivering “smart beer” to the craft brew market
- Partnership to integrate OpenSense™ into locally produced craft beers across the United States
- Enables microbreweries to engage with consumers, educate customers, and differentiate their brands



“We believe Thinfilm’s technology gives our partner breweries a powerful tool to connect with their customers beyond the brewery.”

– Sebastien Tron, Co-Founder & CEO, Hopsy





Questions?

Matthew Bright

Sr. Director, Product & Technical Marketing
matthew.bright@thinfilm.no

Marge Ang

Sr. Director, Corporate Marketing
marge.ang@thinfilm.no



Be Inspired and Learn

MMA Webinar Series

Discover How Location Based Intelligence Generates Real-Time Insights, Foot Traffic, and Sales
Wednesday Oct 26th

Introducing the Mobile Prodigies: Millennials and Gen Z Define the Future of Location-Based Marketing
Tuesday, Nov 1st

Debunking The Myth of Programmatic TV: A #NoFilter Close-Up
Wed, November 9th

Top 3 Tips to Nail Native Advertising
Thursday, November 10th

mmaglobal.com/webinars

Upcoming MMA Events



MMA Forum Istanbul
November 1, 2016



MMA Forum Singapore
November 28, 2016

mmaglobal.com/calendar/monthly



Take a Seat at the Table

[MMA programs](#) and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

Attribution
Analysis



Currency
Measurement



Internet of
Things



Location



Mobile
Messaging



Mobile Native
Advertising



Mobile
Programmatic



Mobile Shopper
Marketing



Mobile Video



Privacy



To join a program, contact committees@mmaglobal.com.



Participate in the Conversation

MMA Smartbrief



Mobile Marketing Insights



MMA LinkedIn Group

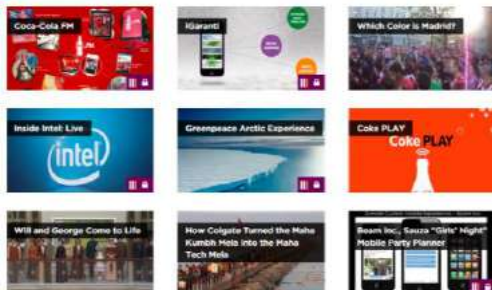


Get Social with MMA



Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook

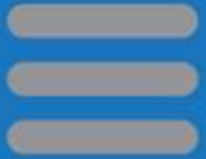


Guidance Reports and Benchmarks



Webinar Library





Thank You!