

## Packaging Speaks

# With trends toward mobile, social and digital, packaging must adapt to compete.



Consumers want more from a brand than a tagline and a list of ingredients. Surveys show that people want insights on health, recipes and environmental impact. With government and industry trade groups pressuring brands to reduce their carbon footprints and offer data on provenance, traceability and more, designers and brand owners face a dilemma. Caught between information demands and limited space, how do they connect with the consumer while flooding the package with data? And can it “communicate” without using any text at all? The answer resides on the package itself.

### There’s a revolution on shelf.

Meet the connected package. Standard UPC/EAN symbols are being augmented with new barcode technology that’s imperceptible, faster to scan and connects to interactive mobile content. Shoppers can get coupons, videos, ingredients, information about GMOs and more. Messaging can be changed whenever the

brand owner wants to respond to market moves. And designers can create packaging without diminishing the aesthetics of the package with ugly scanning symbols.

### Leading the change.

At the heart of the interactive packaging movement is Digimarc, innovator of the Digimarc Barcode. Says Larry Logan, Digimarc’s chief marketing officer, “Consumer demand and the rapid pace of technology drove the call for accessible product information. In response, we made the package a marketing channel that brands finally have full control over. Now, when consumers walk out of the store, they can have an ongoing relationship with the brand.” The Digimarc Barcode reflects a changing paradigm. Digimarc is collaborating with GS1 US, the organization that maintains global standards for barcodes and serves thousands of brands across the globe. “GS1 led worldwide adoption of the traditional UPC barcode, so it says a lot that



they’ve endorsed the Digimarc Barcode as a new means of communicating product information and an approved data carrier for global retail,” says Logan.

This advance helps both national and house brands. Digimarc Barcode occupies zero space on pack. Package designs enhanced with imperceptible codes give consumers access to dozens of data points. And private brands with limited marketing spend can compete like CPGs. Beyond communicating directly with consumers, there are enormous benefits that enhance the in-store experience and make self-checkout simple.

Recent demonstrations showed a 30 percent increase in checkout speed when items are marked with Digimarc Barcodes. Says Logan, “This technology not only fosters consumer loyalty, but the increased speed at checkout can save large grocers millions.”

Digimarc Barcode delivers faster checkout, higher retailer margins and new marketing channels—in aisle and at home. This is game changing. So the next time you hear your inner voice say, “Those chips are calling to me...” they probably are!

Find out more about the Digimarc Barcode at [www.digimarc.com](http://www.digimarc.com)