

Revolutionising Retail through GS1 Digital Link

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We are unlocking the future of retail by combining two of the greatest inventions of all time - **the internet and the barcode**



2D barcodes work harder than traditional 1D barcodes as they encode more data within a smaller space on pack

GS1 GTIN



1 Dimensional

QR Code






GS1 DataMatrix



2 Dimensional

However only QR codes can power an end-to-end digital ecosystem allowing key data to be accessed by consumers

		PoS	Consumer no app	Consumer with app
QR code + GS1 Digital Link		Soon	✓ Yes	✓ Yes
GS1 DataMatrix		Some	✗ No	✓ Yes
Data Matrix + GS1 Digital Link		Soon	One or two	✓ Yes

Using a QR code, encoded with a GS1 GTIN can **connect consumers instantly with unlimited digital content specific to that product**

QR Code



GS1 GTIN



World Wide Web



We call this standard GS1 Digital Link

Business can use digital link to **drive revenue, increase efficiencies and improve consumer safety**

Inventory Management



Traceability



Safety



Sustainability



Consumer Engagement



Improved Packaging



The UK market is world leading in terms of digital and ecommerce adoption

Consumers demand more data



About
90%
of adults own a smartphone

In 2020
78%
of UK advertising spend was in digital



Manufacturers are under pressure to reduce packaging



On average consumers spend 3h 15 mins per day on their phones. And pick up their phones 58 times a day



In many categories it is becoming more difficult to advertise to consumers



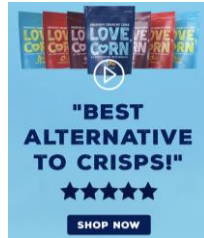
Top businesses in UK retail have a clear ambition of what they want to talk to their consumers about



However current implementation of QR codes on pack is in it's infancy – user journey and content is very limited



Sustainability



Homepage



Promo



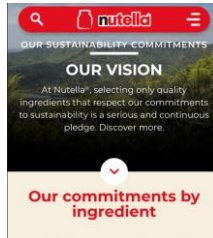
Promo



Promo



Homepage



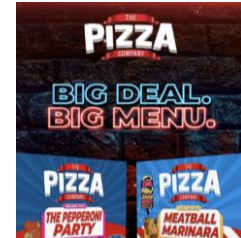
Sustainability



Promo

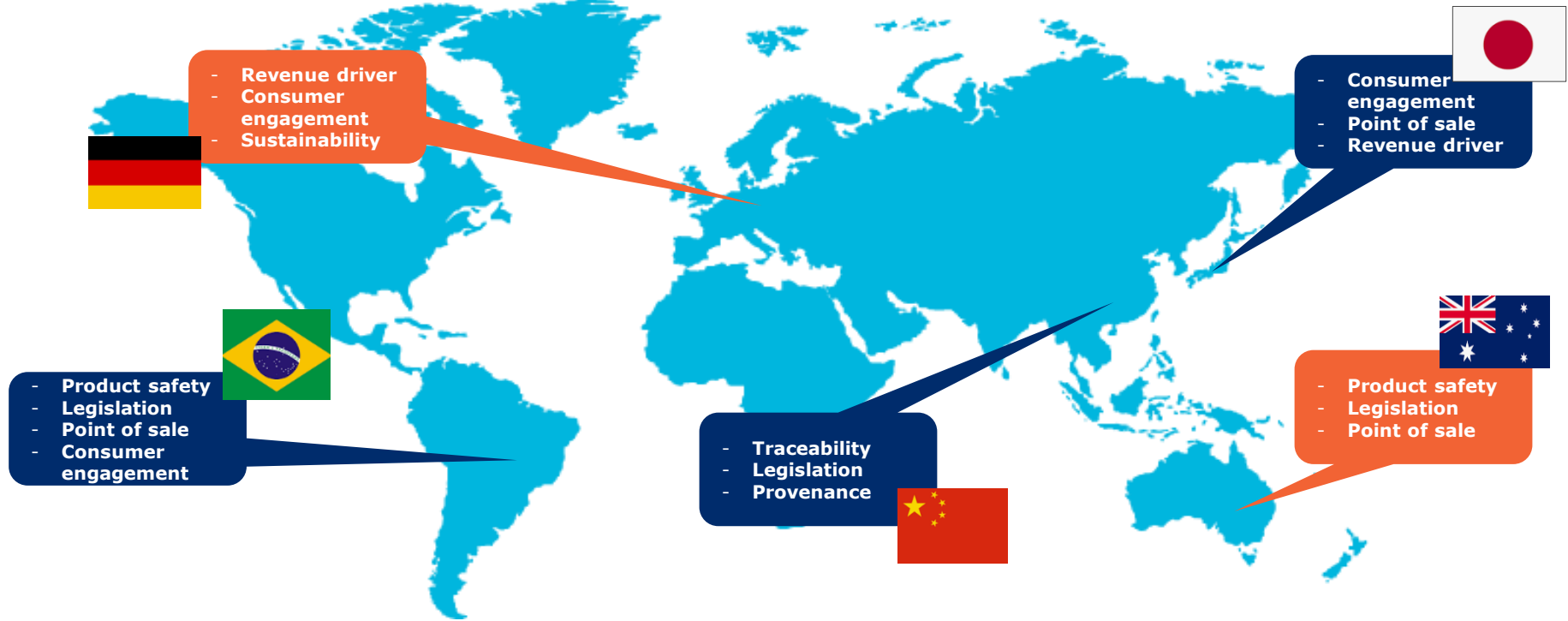


Product Page



Homepage

Globally we are seeing the power of GS1 Digital Link transforming retail



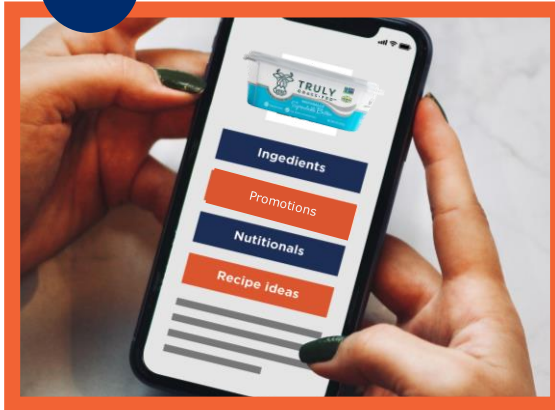
We have defined a scalable user experience allowing business to connect consumers to multiple sources of enriched digital content in line with their business objectives

1



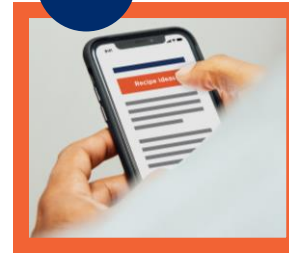
Consumer scans
2D barcode on product
(QR code plus GTIN)

2



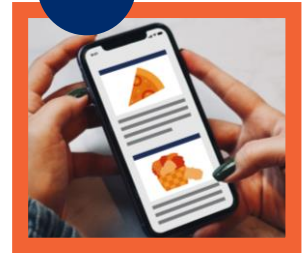
Consumer is taken
to landing page
featuring key content
specific to that SKU

3



Consumer
clicks into
"recipe ideas"

4



Consumer is
taken to a page
on recipes

This will enable every product to become it's own media channel **giving manufacturers the power to connect directly with their consumers**

1



Promote
rest of range



Introduce seasonal
variations



Offers
promotions



Links to brands
social media

2



Measured
interactions with
customers



Less reliance on
expensive
campaigns (TV)



Content can be
changed instantly
by manufacturers

Please get in touch with the GS1 UK team to discuss
connect-to-consumer through digital labelling



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