



# Mobile Engagement Platforms



## TAP Technology Near Field Communications (NFC)



## Mobile Scratch 'N Win Games



# Mobile Engagement Platforms



Utilizing the Near Field Communications (NFC) technology already within shopper's mobile phones to communicate customized, brand-relevant and location-relevant engagement opportunities while they shop!



# About TPG's TAP/NFC Technology



Near Field Communication (NFC) is an extremely exciting technology utilizing programmed NFC chips/tags (in the form of stickers) affixed to displays and product packages that are inexpensive to deploy and extremely easy for consumers to use their mobile devices to interact with in order to engage with brand content in store and at home.

Near Field Communication “reader” technology is embedded within **all current Android phones and iPhone 6's (and up), including the Apple Watch**. This reader technology is central to mobile payment systems like Android Pay, Samsung Pay and Apple Pay. Android's implementation of NFC has always supported third-party NFC tags (like TPG's); and beginning in September 2017, a new Core NFC function which forms part of iOS 11 and watchOS 4 will add support for this type of third-party NFC tag reading to these Apple devices as well (as announced at Apple's Worldwide Developers Conference in June, 2017).

Consumers use their NFC-enabled mobile devices to **engage** by simply placing their phones on top of NFC chips found on displays or product packages. Once a consumer's phone engages with a NFC chip, the phone's screen instantly displays customized content such as product demo videos, coupons, recipes, sweepstakes entry, promotional offers - the possibilities are endless!

TPG further enriches the engagement process **by easily changing the content** delivered. Factors such as the **weather, pollen counts or other brand directed events** can be utilized to trigger an instant and seamless change of content by store without any display change.

An additional benefit of NFC is its ability to trigger the GPS location of each TAP. This feature allows TPG to measure the specific store engagements and track if the **display has been put up**.



## Apple adds support for NFC tags to iPhone and Apple Watch



A new Core NFC function which forms part of iOS 11 will add support for NFC tag reading to the iPhone, Apple has revealed. Support for NFC tag reading is also being added to the Apple Watch with the release of watchOS 4.

With Core NFC, iPhones will be able to “detect NFC tags and read messages that contain NDEF data,” [Apple says](#). “Using Core NFC, you can read Near Field Communication (NFC) tags of types 1 through 5 that contain data in the NFC Data Exchange Format (NDEF). To read a tag, your app creates an NFC NDEF reader session and provides a delegate.

“A running reader session polls for NFC tags and calls the delegate when it finds tags that contain NDEF messages, passing the messages to the delegate. The delegate can read the messages and handle conditions that can cause a session to become invalid.” iOS 11 was unveiled on June 5 at Apple’s Worldwide Developers Conference, is [now available in beta](#) and is due to roll out to consumers “in the fall”.

The addition of support for NFC tag reading for Apple Watch devices was revealed during [the opening keynote at the event](#) using an example of an Apple Watch being used to connect with gym equipment.

Apple introduced support for NFC card emulation with [the launch of Apple Pay on the iPhone 6 and 6S in September 2014](#). Until now, however, Apple devices have been unable to operate in any other mode.

--NFC WORLD Newsletter, June 6<sup>th</sup>, 2017

# NFC Statistics\*

Researchers compared consumer preferences using NFC, QR codes, beacons and Web browsers. In the five categories surveyed, NFC was the top preference. This is the breakdown of those who preferred to use NFC, by category:

- 61% -- Reorder consumables
- 56% -- Product info on large items
- 50% -- Related product info
- 49% -- Product info, check stock levels
- 43% -- Connecting to Wi-Fi, view deals

Three NFC benefits were identified: speed, convenience and control.

70% of consumers said NFC addressed inconveniences they have and 95% of those who have tried NFC said they were satisfied with it.

85% of those who expressed an interest in using NFC are most interested in store deals and coupons.

There are more than 275 models of NFC-enable phones and 1 billion NFC phones shipped worldwide over the last year.

# How TPG's TAP (NFC) Works



Branded NFC chips are placed on your POP materials or packaging



Shoppers simply “tap” their phone\* on the display  
**NO APPS REQUIRED**



Shoppers receive immediate notification and are served geographically customized content that is important to your brand

\* Non NFC-enabled phones can TEXT to receive the same content.





## TAP to Win



Walmart

**ALL-STAR GAME**

FOR THE THRILL OF THE  
**MLB ALL-STAR GAME**

WIN TWO (2) TICKETS TO THE  
**MLB ALL-STAR GAME**

TAP OR TEXT TO ENTER!

**TAP:** PLACE YOUR PHONE PLAY AGAINST THE DISPLAY ON THE DESIGNATED  
\* SINCE AND NAME SURE NFC IS ENABLED IN YOUR SETTINGS

**TEXT:** TEXT XXXXX TO XXXXX. MESSAGE AND DATA RATES  
MAY APPLY. CHECK YOUR CARRIER FOR DETAILS.

PLACE PHONE  
HERE

Lay's Classic

pepsi.

OFFERS 10% OFF OF THE  
MLB ALL-STAR GAME

ASO

## TAP for Recipes



Dip into a  
luscious new kind  
of chocolate.

new!

PHILADELPHIA  
Indulgence

PHILADELPHIA  
Indulgence

Nilla

Try the rich creamy chocolate of  
PHILADELPHIA INDULGENCE paired with  
the simple goodness of NILLA wafers.

PLACING FULL

Touching 100

## TAP for Beauty Tips



GARNIER

PLACE PHONE  
HERE

your  
**AMPLIFY  
STYLE**

HOW TO LEARN HOW TO GET THE LATEST LOOKS  
TEXT: FRUCTIS TO 86677

Message and data rates may apply. Check your carrier for details.

## TAP to Vote



Farm Rich

**VOTE**

FOR YOUR FAVORITE

TAP HERE  
and follow prompts  
on screen

Make sure NFC is enabled in your settings

- or -

Text "VOTE"  
to 86677

Message and data rates may apply.  
Check your carrier for details.

When you VOTE you'll be  
entered for a chance to WIN a  
Farm Rich® Game Time Package!

#BackYourSnack

For more information go to [BackYourSnack.com](http://BackYourSnack.com)  
and [FarmRich.com](http://FarmRich.com) for recipes.

NO PURCHASE NECESSARY. Open to legal residents of the 48 contiguous US. 18 years or older who are eligible to participate in the Farm Rich® Back Your Snack Contest which is limited only to members of the Back Your Snack®. Sweepstakes ends 12/31/13. Odds of winning are 1 in 100,000. Winner will receive a Farm Rich® Game Time Package. Void where prohibited. Sponsor: Farm Rich® Corporation One Robert Road, Buffalo, NY 14213



# TAP to Learn & Save



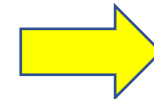
To see today's  
pollen count  
in your area:



OR  
Text 'CLEAR'  
to 88222 using  
your iPhone/  
Android device.

Message and data  
rates may apply.  
Check your carrier  
for details.

73% of Walmart  
consumers have  
an Android device



BREAKING NEWS:  
Sept. 2017  
iOS11 TAP support  
for iPhones



- Consumers tap phone on display (or text) for local pollen count, mobile couponing and brand messaging. **NO APP REQUIRED.**
- Executed @ Walmart

# TAP to Learn & Receive Alerts

- Consumers tap phone on display (or text) to view educational video about migraines based on weather/barometric pressure changes and benefits of using Excedrin for pain relief
- Consumers can then opt in for future “migraine day” alerts for their area
- Executed @ Walmart



# TAP for “Haircast” Weather Alerts

The image is a composite showing a physical product display and a mobile app interface. On the left, a store display for Pantene Haircast products is shown. A red circle highlights a specific product box, and a red arrow points from it to the right. On the right, a mobile app interface for the '5 Day PANTENE HAIR FORECAST' is displayed. The app shows a 'TAP ANDROID PHONE HERE' instruction with a red arrow pointing to the same product box in the store. The app also displays a weather forecast for Miami, FL, with a temperature of 90°F and a 'LOOKING GOOD' status. The app interface includes a navigation menu on the right with options like 'Hourly Forecast', '36 Hour Forecast', 'Weekend Forecast', '10 Day Forecast', 'Photo Contest', 'Radar Map', 'Hair Forecast', 'Travel', 'Pollen Forecast', 'Flu Report', 'Weather Films', 'Regional Forecast', 'Farmers' Forecast', 'Get Alerts', 'Log In', and 'Sign Up'.

**PANTENE Haircast**  
HEALTHY HAIR OWNS THE WEATHER

DEFY DAMAGE AND REMOVE BUILDUP

2,000 PPM

GET YOUR PANTENE Haircast

TAP ANDROID PHONE HERE

OR VISIT PANTENEHAIRCAST.COM

**5 Day PANTENE HAIR FORECAST**  
Miami, FL

TODAY FRI SAT SUN

**YOUR HAIR FORECAST**  
JUL 23

LOOKING GOOD

90°

RAIN: 60%  
WIND: 5.11 mph  
HUMIDITY: 72%

**TODAY'S PANTENE SOLUTION**

**STAY BEAUTIFUL**  
Ultimate 10 Collection

Navigation Menu:  
Hourly Forecast  
36 Hour Forecast  
Weekend Forecast  
10 Day Forecast  
Photo Contest  
Radar Map  
Hair Forecast  
Travel  
Pollen Forecast  
Flu Report  
Weather Films  
Regional Forecast  
Farmers' Forecast  
Get Alerts  
Log In  
Sign Up

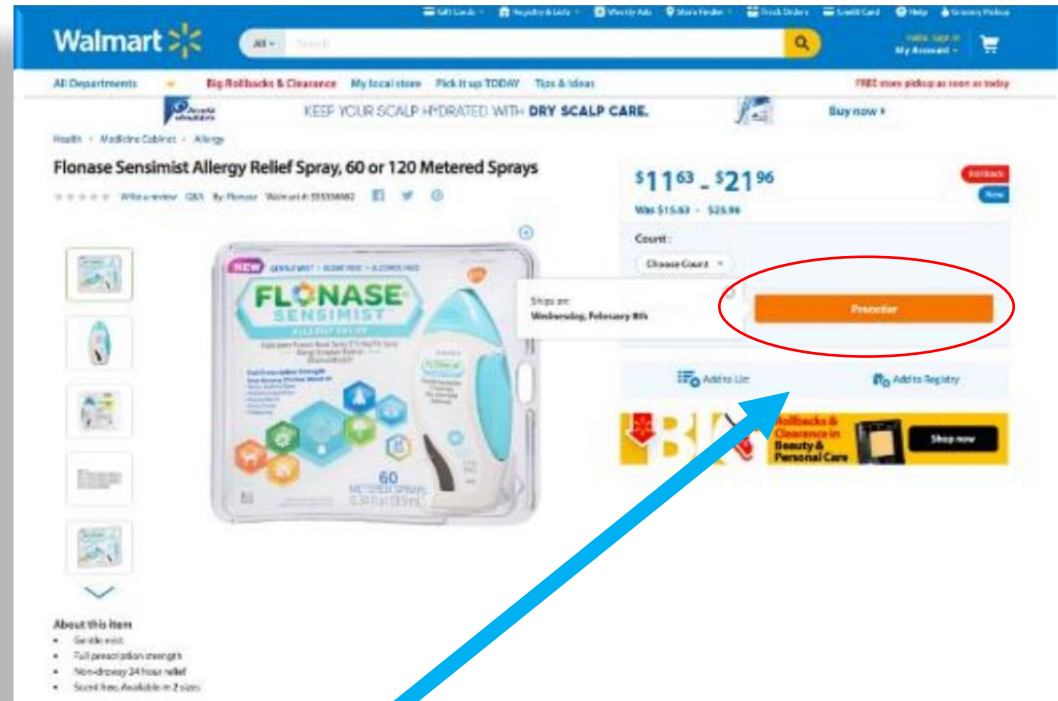


# TAP for New Product Intro



- Consumers tap phone on display (or text) to watch a video introducing Aleve's new lower back pain relief device and learn how it works
- Executed @ CVS, Meijer, Walgreens and Walmart

# TAP to Learn & Pre-Order New Product



**NEW!**

**FLONASE<sup>®</sup> SENSIMIST<sup>™</sup>**  
ALLERGY RELIEF

**PRE-ORDER AND SAVE \$4 ON YOUR PURCHASE**

**Android:**  
Tap phone on display.  
Make sure NFC is enabled.

**iPhone:**  
Text XXXXX to XXXXX.  
Message and data rates may apply.

gsk  
Consumer Healthcare

60 METERED SPRAYS

24 HOUR RELIEF

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**FULL PRESCRIPTION STRENGTH**



# TAP for Recipes & Savings

- For a NEW sauce brand introduction, consumers tap phone on shelf blade (or text) to get a recipe, watch a quick “how-to-prepare” video and access a savings offer.
- New content delivered each week featuring different sauces and recipes.
- Executed @ Walmart



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[illegible]

RECIPES  
REORDERED  
BASED  
UPON



## Weather



Holiday



### Events (Sports)



## Trending Foods



# Mobile Engagement Platforms




## Mobile Scratch 'N Win Games


Bringing the popular “scratcher card” to mobile devices to add something unique and entertaining into the in-store purchasing experience and to deepen consumers’ engagement with brands via gamification!



# Get a Chance to Win Each Time You Spend!




Spend to Win Sweepstakes




**You could win \$100,000!**

Get a chance to win each time you spend.

[Français](#)



To register, please enter the last 10 numbers of your Titanium+ Prepaid MasterCard in the fields below.




Enter your cell phone number: 1-


☐ I agree to give MasterCard permission to send text messages every time I use my Titanium+ Prepaid MasterCard Card.

☐ I confirm that I have read, understood and accept all the Terms in the Official Rules unconditionally.

Submit




Spend to Win Sweepstakes











**You could win \$100,000!**

Get a chance to win each time you spend.



Play now for your chance to win!

Click or touch to select three of the eight Titanium+ MasterCards below. Get **two \$25** cards to collect \$25 cash, get **two \$50** cards to collect \$50 cash or get **three \$100K** cards to win the \$100,000 Grand Prize.



Winning Combinations

\$25

\$25

\$50

\$50

\$100K


\$100K

\$100K


[Play Now](#)

[My Game Results](#)

[Game Help](#)




Official Rules  
Frequently Asked Questions



Privacy Policy  
Terms of Use

- Increased Card Use at Retail vs. ATM (higher margin)
- Sophisticated API Development for PCI Compliance

The logo features the text "PCI" in a large, bold, green font, followed by a green checkmark. To the right, the text "DSS COMPLIANT" is displayed in a smaller, black, sans-serif font.

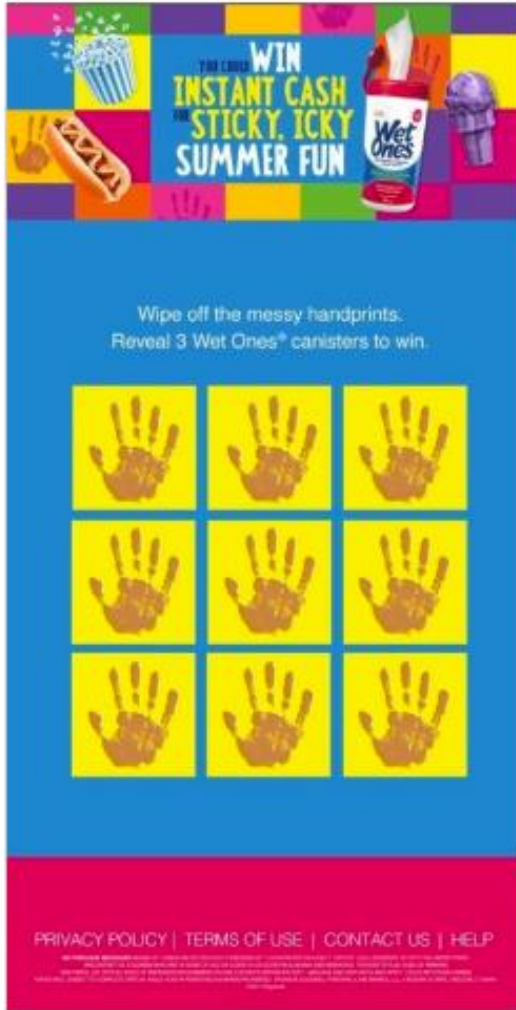
# Winning with Convenience!



- Unprecedented Store/Franchise Adoption of Promotion = 93%
- Massive Engagements = Over 500,000 game plays in two months
- Impressive Sales Lift = Dramatic increase in sales vs. previous year



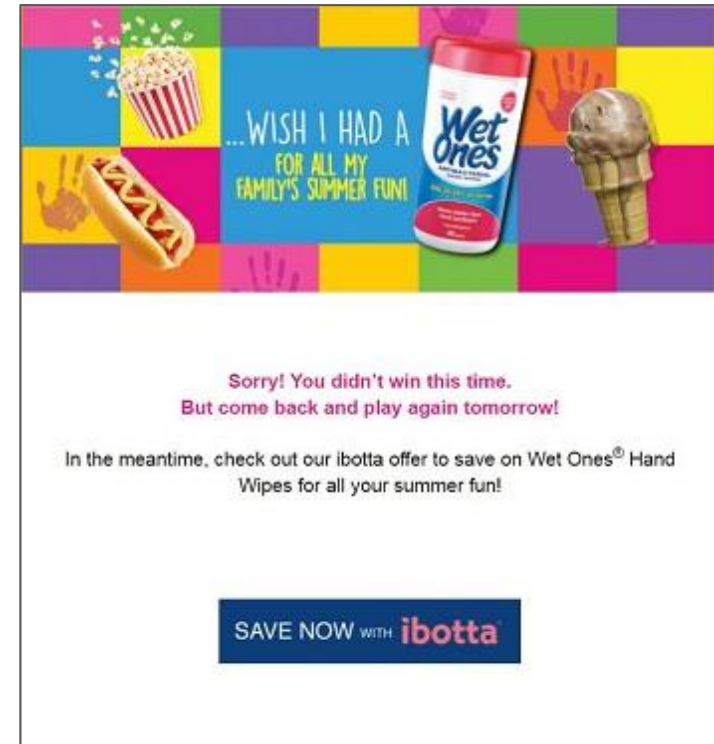
# Wipe & Win!



WIPE



YOU WIN!



TRY AGAIN

Visit us at [www.tpgrewards.com](http://www.tpgrewards.com)  
to see more about our company  
and current campaigns

Contact:

John S. Galinos

212.907.7101

[jgalinos@tpgny.com](mailto:jgalinos@tpgny.com)

