

# Extended Packaging

## Entering into a dialogue with consumers



A consumer has a question about a product they are considering buying.

### Consumer benefits

- get more information about product ingredients
- check products are genuine
- get further product instructions
- get information about allergens
- pick up coupons electronically



By using a mobile phone to interact with the pack they find the answer they need.

### Brand and retailer benefits

- understand consumers better
- develop another sales channel
- strengthen loyalty programmes
- add value to brands
- increase trust



Satisfied consumers, deeper understanding, increased trust, better sales.

**GS1 is helping  
to make  
Extended  
Packaging  
a reality**





# Extended Packaging

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GS1 Mobile Com is an industry-wide initiative to enable businesses to give consumers access to product information via their mobile phones. The objective is to provide a simple way for consumers and businesses to interact based on an open infrastructure and open standards.

Looking for a richer relationship with your consumers? Want to develop innovative shopper experiences? Join our Extended Packaging work group to express your business needs and help shape the future of mobile commerce.

- Find out more and download the **GS1 Mobile Com White Paper** at [www.gs1.org/mobile/](http://www.gs1.org/mobile/)
- Join the **Extended Packaging work group** by sending an email to Joe Horwood at [joe.horwood@gs1.org](mailto:joe.horwood@gs1.org)
- Come to Breakout 3.1 **“Shopper Dialogue: how mobile phones are bringing consumers and brands closer together”** on [Wednesday 28 May 2008](#)

