



GSMP:

## General Specifications Change Notification (GCSN)

GSCN #	GSCN Name	Issue Date	Status
WR 16-012	Coupon examples	Aug 2016	Ratified

### Associated Work Request (WR) Number:

WR 16-012

### Background:

Add coupon examples in order to clarify the use of the Global Coupon Number (GCN) in combination with application identifiers.

### GS1 General Specification Change:

The recommended changes are highlighted in the attached excerpt from the GS1 General Specifications, v16.

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### Unique application processing requirements

For a description of processing requirements, see section 7.

#### 2.5.3 Service Relation Instance Number: AI (8019)

When a product or service is administered (e.g., a particular treatment is given) it can easily be associated with the patient by scanning the Global Trade Item Number (GTIN) of the product or service as well as the caregiver's GSRN (barcoded with AI (8017)) and the patient's GSRN (barcoded with AI (8018)). If the subject of care identification needs to, optionally, be made more granular with a sequence indicator corresponding to each encounter during the episode of care, attribute data in the form of a Service Relation Instance Number (Application Identifier AI (8019), see section 3.2) may be added. This would, for example, allow differentiation of subject of care identification captured from an identification band, both before and after its replacement (i.e. radiology examination). If the treatment plan requires different instances of care, such as chemotherapies, and when a record should be captured for each instance, the SRIN linked to the GSRN may be used.

## 2.6 Special applications

### 2.6.1 Coupons

A coupon is a digital or paper based voucher that can be redeemed at the point-of-sale for a cash value or free item. Coupon identification is organised at the local level. Determining the data structure of a coupon is, therefore, the responsibility of the GS1 Member Organisations for their area of jurisdiction.

The purpose of coupon numbering and symbol marking is to automate and speed up coupon handling procedures at the point-of-sale. Moreover, coupon issuers and retailers may be able to reduce the costs involved in sorting coupons, administering manufacturers' payments, and producing reports on redemption.

All GS1 system coupon standards presented here allow for coupon validation (e.g., to check whether the item(s) covered by the coupon is within the customer's order).

If either validation or value look up is performed, manufacturers must advise their distributors and retailers of the impending issue of a coupon so that retailers' files can be updated to process the information at the point-of-sale.

A GS1 system coupon number is used for numbering promotional coupons for manufacturers and retailers as well as tokens with monetary value, such as gift tokens, book tokens, food stamps, luncheon vouchers, and social security tokens.

The structure of GS1 system coupon numbers ensures uniqueness against all other GS1 system numbers only when used within the monetary area of the appropriate GS1 Member Organisation(s).

### 2.6.2 Coupons identified using the Global Coupon Number

#### 2.6.2.1 Paper coupons

##### Application description

A paper coupon is a physical representation that is distributed and presented in hard-copy form, and can be exchanged for a financial discount or for loyalty points when making a purchase.

Paper coupons may be identified by a Global Coupon Number (GCN) assigned by the coupon issuer. The GCN comprises a GS1 Company Prefix followed by a coupon reference. It may be supplemented by an optional serial number.

Before implementing the Global Coupon Number to identify paper coupons, it is advised that the issuer of the coupons confirm the acceptance of the Global Coupon Number with their trading partners. Several options exist for coupons with restricted geographic distribution that may be preferred method of identifying coupons, see section 2.6.3.

**GS1 key****Definition**

The Global Coupon Number is the GS1 identification key that provides a globally unique identification for a coupon, with an optional serial number.

The Application Identifier to indicate the Global Coupon Number (GCN) is AI (255) (see section 3.2 for a list of all GS1 Application Identifiers).

**Rules**

All the GCN application rules described in section 4.

**Attributes****Required**

Not applicable

**Optional**

To provide additional information to the Global Coupon Number, the following AIs can be used: AI (17) Expiration date, AI (390N) Coupon value – Single monetary area or AI (394n) Percentage discount of a coupon or AI (8111) Loyalty points of a coupon (see section 3).

**Data carrier specification****Carrier choices**

GS1 DataBar

**Symbol placement**

Not applicable

**Examples****Example 1 Coupon with GCN**

Coupon barcode contains AI (255) GCN (serialised) which serves as database access to all relevant coupon data.

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### Example 2 Coupon with GCN and free gift amount



Coupon barcode contains AI (255) GCN (serialised) and AI (3900) AMOUNT with value "000" which indicates a free gift. In order to process this coupon value correctly as free gift the till software needs to be adjusted accordingly.

### Example 3 Coupon with GCN, expiration date and coupon value



Coupon barcode contains AI (255) GCN, AI (17) EXPIRY and AI (3902) AMOUNT (two decimals)

#### Example 4 Coupon with GCN and loyalty points



Coupon barcode contains AI (255) GCN (serialised) and AI (8111) POINTS

#### Example 5 Coupon with GCN and percentage discount



Coupon barcode contains AI (255) GCN and AI (3941) PRCNT OFF (one decimal)

### 2.6.2.2 Digital coupons

#### Application description

A digital coupon is an electronic presentation that is distributed and presented without manifesting as "paper" or in other hard-copy form, and can be exchanged for a financial discount or for loyalty points when making a purchase. GS1 global standards enable efficient digital coupon processes for the benefit of:

Brands who can execute offers in the same way in multiple countries and with multiple retailers. Brands can have more relevant/targeted marketing and campaign opportunities tied to specific factors (ex. Location, consumer, products, interest, and interaction with media).

Mobile industry and solution providers who will have a baseline and one standard to implement rather than multiple

Retailers who can accept offers from coupon issuers in one rather than multiple ways and can understand how to configure (and possibly upgrade) the POS system. Retailers can also accept