General Specifications Change Notification (GCSN)

The Global Language of Business

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.

Disclaimer

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

Commented [CJ2]: WR16-012

Example 1 Coupon with GCN

GS1 example brand

Receive a free birthday gift!

(255) 950110153400170368769587

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

Example 2 Coupon with GCN and free gift amount

(255) 9501101534001703004587 (3900) 000

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

(255) 9501101534001 (17) 160531 (3902) 050

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

Example 4 Coupon with GCN and loyalty points

GS1 example brand

Get 500 bonus points on
a purchase of 50 euros or more!

(255)9501101534018015374
(8111)0500

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

Example 5 Coupon with GCN and percentage discount

GS1 example brand

Get a 3.5% DISCOUNT on all
our glass fibre products

(*) Valid only on 15-May

(255) 9501101534001
(3941)0035

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