

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