Global event shows how mobile phones are changing shopping habits

On 15 June 2010, GS1 MobileCom Day gave a unique perspective on how people are using mobile phones to shop and consume differently across the globe

Brussels, Belgium, 25 June 2010: More than 4 billion people – over half the planet – are equipped with mobile phones. Today, many people are starting to use internet-enabled smart phones which can:

- create and store shopping lists
- scan product bar codes to compare product characteristics
- access coupons and promotions

By having access to a range of information about products anytime, anywhere, consumers are becoming empowered to find the products that meet their needs best.

On 15 June 2010, GS1 organised its first "MobileCom Day" to celebrate this movement. GS1 is a not-for-profit organisation dedicated to the design and implementation of global supply chain standards with offices in over 100 countries worldwide. Over 30 local offices across the globe participated in this unique event to share knowledge and expertise on the future of mobile commerce. Some highlights are as follows:

- In **Germany**, manufacturers and retailers met for a workshop to discuss the impact of mobile commerce on their businesses
- In **Colombia**, over 200 people attended a one-day conference to discuss the mobile consumer
- In the **United States**, two sessions at the popular UConnect conference were dedicated to business-to-consumer topics.
- In **Japan**, over 80 companies from the retail and mobile industries met to share learnings about consumer behaviour in an already advanced market

In addition, 3 global webinars were organised to give insight into these new consumer trends. The webinars attracted participation from over 47 countries. Presentations from Kraft, L'Oréal, Ogilvy, Deloitte, IBM and SAP shared their expertise as follows:

- **L'Oréal: Vision of the mobile, multichannel consumer.** The presentation showed that consumers are ready for relationships with brands via mobile but partnership with retailers is vital.
- **Kraft: Success engaging consumers with iFood and Causeworld apps.** The presentation underlined that brands need to get experience now with real applications. Bar code scanning is powerful because it means consumers actually hold the product in their hands.
- **Ogilvy: Vision of Advertising in 2020.** The presentation explored how platforms such as internet and mobile that allow delivery of personalised information are will drive business-to-consumer (B2C) relationships with tailored communication messages.
- **Deloitte: Research on shopper information needs.** The presentation concluded that standardised labelling and product data is essential for meeting the range of different consumer needs.
- **IBM: The Smarter Consumer.** The presentation described how brands and retailers are lagging behind what consumers want. With powerful technology in hands of consumer, there is a strong demand for brands and retailers to understand impact and opportunity to relate to consumers.
- **SAP: The Future of the Future.** The presentation illustrated how businesses can be more competitive and generate greater value to consumers by organising themselves as networks (rather than static supply chains) where information flows more freely.

Recordings of the webinars are available at http://www.gs1.org/mobilecomday2010. Photos of local events are available at http://www.flickr.com/photos/21141007@N04/sets/72157624169391229/.

For further information, contact Joe Horwood at joe.horwood@gs1.org or +32 473 33 47 85.

ADDITIONAL INFORMATION ABOUT LOCAL EVENTS

The text above highlights events in Germany, Colombia, US and Japan. Examples of additional events are as follows:

- In **Italy**, more than 30 companies attended a meeting to launch a working Extended Packaging demonstration.
- In **Slovakia**, a press conference was organised to launch a free mobile application for consumers to access information about speciality foods from the COOP retails and healthcare products stocked by Slovak pharmacies. More than 20 printed media representatives, Slovak radio and three mainstream national Slovak televisions attended.
- In **Hungary**, over 70 people including key local manufacturers retailers and technology providers attended an event to launch a mobile couponing pilot and an intelligent supply chain project.
- In **Indonesia**, multinational companies including Coca-Cola and Johnson & Johnson attended a meeting to raise awareness about the possibilities of mobile commerce.

NOTES FOR EDITORS

About GS1

GS1 is a neutral, not-for-profit organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility in supply chains. GS1 is driven by more than a million companies, who execute more than six billion transactions a day with the GS1 System of Standards. GS1 is truly global, with local Member Organisations in 108 countries, with the Global Office in Brussels, Belgium.

Download the "What is GS1?" brochure from www.gs1.org/docs/what_is_gs1.pdf. For other information about GS1, go to www.gs1.org.

About GS1 MobileCom
The goal of the GS1 MobileCom initiative is to give all consumers access to trusted product information and related services via their mobile phones. It urges all stakeholders to use GS1 standards to make this possible and in doing so to ensure interoperable, scalable and cost-effective applications. In general, it seeks that collaborative Mobile Commerce applications are enabled by an open infrastructure. The group aims to:

- identify opportunities to use mobile technology and GS1 standards and to drive innovation in the extended supply chain
- show the business case behind relevant applications
- bring together existing standards to support those applications
- launch the development process to fill gaps in standards
- support standards implementation in the market

By building a community where all stakeholders are represented, GS1 aims to reach consensus on which open standards can be used to support this objective, in particular:

- Identification Keys to identify products with unique numeric codes
- Data Carriers such as bar codes to store identification keys
- Services to give access to accurate and reliable product data

With a growing number of mobile applications able to read and decode standard GS1 bar codes, the initiative is now focusing on ways to provide access to accurate and reliable product data.

More information available at www.gs1.org/mobile.