DIAGEO : CONSUMER AR EXPERIENCE FOR ALCO-BEV (CPG)

Part 2 – Track and trace (consumer experience)

Problem Statement - To deliver a great consumer experience while interacting with individual bottles. The individual bottle code brings a unique flavour of personalization or aggregate personalization as compared to other generic marketing activities.

Use cases

1. Personalized product story

Consumer interacts with the bottle (via qr code/nfc/printed electronics/ etc) and gets to know the product story

The product story itself can be personalized at the aggregate level. For example – flavour wise(each flavour note unique story etc), source of grain wise(each grain area etc), process wise (12 yr/18yr) etc.

2. Personalized User input

Consumer interacts with the bottle and shares the individual data / message that is unique to that bottle purchased.

The data/message is then shared with individual/set of people to whom consumer gifts /shares the bottle with.

Success Criteria

1. No of consumers interacting vs volume of bottle sold
2. Time spent by consumers

Components

1. **Backend**
    a. Which will allow us to run campaigns (period + variables of personalization)
    b. Upload marketing content (images/text/videos)
    c. Push PII data to a centralized location
    d. Consume data from Track and trace backend
    e. Store consumer transaction history
2. **Front end**
    a. User front face – PWA or browser etc.
3. **Delivering the experience**
    a. Output can vary = It can be AR / VR
    b. Input trigger can vary = It can be via code/nfc/any other tech
    c. Backend and variables will be fixed and with each campaign a set will be activated

Use case 1 – aggregate personalization basis bottle information

1. Bottle information will be in a standard format (flat file) - in future integration to base track and trace system
2. User flow
    a. User scans the qr code (placeholder) and then VR opens up with data of that bottle and showcases visually either the product story or product flavour notes etc.

Use case 2 – one to one personalization

1. User scans the qr code bottle
2. User is asked to input
    a. Mobile number for OTP validation
    b. Personalized message input (Text/Image/Video)
    c. Preview option
    d. Recipient mobile number
    e. Option to edit fields (with OTP authentication)
    f. Admin reset from backend for us
3. Recipient gets the bottle
    a. Scans the QR code
    b. Gets the option to view the message by inputting mobile number and OTP authentication
    c. Sees the message in VR format
        i. Text/Image/Video

Must haves

1. Showcasing the wow experience seamlessly

2. Element of personalization brought alive

3. Basic backend

4. Capability to handle 1k simultaneous users (Peak)

Can be scoped depending upon other inputs

1. Integration with track and trace backend

2. Enhanced backend

For Details

- Technical / project , please reach out to Sandeep.gyanchandani@diageo.com

- For GrowthEnabler platform and areas around the same please reach out to Akanksha

  Bhatnagar akanksha@growthenabler.com