

How Blue Bite Empowers Product Differentiation on Store Shelves



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“The number of products is continually **expanding** while shelf space shrinks,” Forbes reports on the state of in-store retail today.

Finding ways to make products stand out on store shelves is harder today than ever; brands need **novel** ways to differentiate products that go beyond packaging design and shelf position.



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Imagine it from your customer's eyes:

*On a shelf of uniformity, your product stands out because of a CTA design offering **incentives** like an immediately usable discount in exchange for a simple QR code scan.*

*The scan launches a digital experience that presents that coupon, along with a 10 second video demonstrating exactly why the product is **better** than the others on the shelf. This is a powerful way for brands to use incentives and storytelling to not only stand out, but also drive purchases.*

Blue Bite **powers** these stories.

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How Blue Bite Differentiates Products on Store Shelves

1. Catch the Eyes of Consumers

Attaching **digital** experiences to products and packaging takes this to the next level.

The digital experiences are attached via connecting technologies like **NFC** and **QR** that are incorporated into design as call-to-actions incentivizing interactions.

2. Inform Purchase Decisions

Blue Bite-powered experiences go beyond just attracting attention on shelves, they help buyers make **informed** purchase decisions by telling the product story.

For example, a gin brand uses a pre-sale digital experience to provide drink recipes to consumers. This list of ingredients allows the consumer to, while still at the store, pick up everything needed to make a great cocktail at home, thus improving their brand **experience** both in-store and once they are at home.

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3. Keep Connected

Going back to the gin example, the experience can be programmed to **recognize** that the same device has tapped twice — indicating a purchase — and unlock a **new** experience with additional, exclusive content.

The post-purchase experience also offers information like **brand story** and recycling info to help get consumers involved in the brand's sustainability goals once the bottle is empty. It also serves as a new **direct** sales channel. Even though the gin was bought at a retail store, consumers can be prompted to **reorder** with a simple tap within the experience.

From influencing purchases to driving new sales, Blue Bite helps your brand differentiate itself from the rest.

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