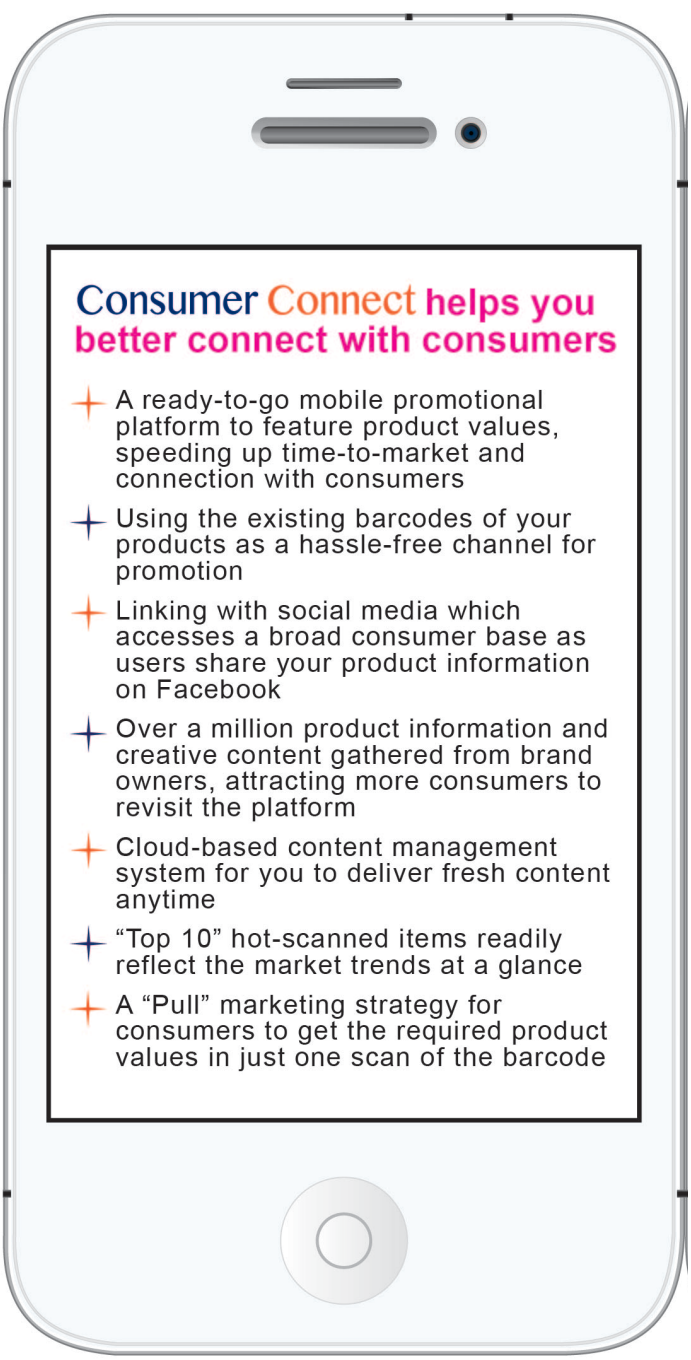
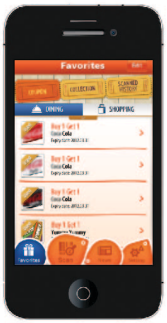
GS1
Hong Kong
贊助機構 Sponsor:
香港特別行政區政府
政府資訊科技總監辦公室
Office of the Government
Chief Information Officer
The Government of the HKSAR
物密嘟
Consumer Connect
powered by GS1® Hong Kong
DELIVERING YOUR PRODUCT VALUES
IN JUST ONE SCAN!
嘟一次就能帶出
你的產品價值！


Consumer Connect helps you better connect with consumers
A ready-to-go mobile promotional platform to feature product values, speeding up time-to-market and connection with consumers
Using the existing barcodes of your products as a hassle-free channel for promotion
Linking with social media which accesses a broad consumer base as users share your product information on Facebook
Over a million product information and creative content gathered from brand owners, attracting more consumers to revisit the platform
Cloud-based content management system for you to deliver fresh content anytime
“Top 10” hot-scanned items readily reflect the market trends at a glance
A “Pull” marketing strategy for consumers to get the required product values in just one scan of the barcode

物密嘟讓您更緊密連繫消費者
一個隨時可供使用的流動推廣平台，讓您輕易突出產品價值，加快產品上市及促進消費者連繫
應用現有的產品條碼於所有推廣途徑，您無須額外增設任何條碼便可與消費者連繫，因此更能善用資源
連接社交網，讓消費者在Facebook上分享您的產品內容,擴闊客戶群之餘亦促進更多互動性
集合超過百萬件產品內容及各品牌商的創意內容，鼓勵消費者持續瀏覽
雲端內容管理系統讓您隨時更新產品內容及推廣活動
顯示首10項城中熱嘟產品，抓住消費者注意力
以「拉銷」為產品行銷策略，讓消費者自行透過一次掃描貨品條碼讀取所需的產品資訊

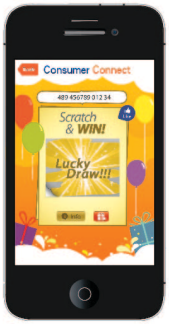
Learn about the promotional offers in just ONE scan

- Engages consumers by displaying the latest product information
- Offers digital coupons for consumers to enjoy your promotional offers anytime
- Integrates on-line and off-line marketing campaigns for greater consumer engagement



Promotional Information and Product Launch

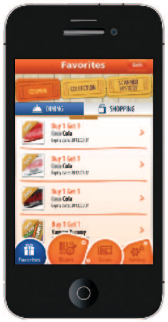
Latest Promotional Offers



Consumers can join lucky draws anywhere, anytime

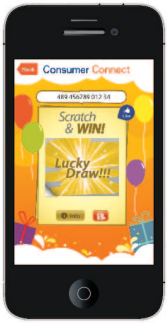
貼身優惠，一嘟就知

- 顯示最新產品資訊，吸引消費者注意
- 提供電子優惠券讓消費者隨時隨地享用推廣優惠
- 融合在線和離線營銷推廣活動，以吸引更多消費者參與



市場推廣訊息及新產品上市

最新產品優惠



消費者可隨時隨地參與抽獎推廣

Trusted Source of Data to Enhance Product and Brand Values

- Consumers can access product information provided by brand owners and the awards received, anywhere, anytime. The information provided beyond the product package can greatly enhance brand values.

可信的資料來源 加強產品及品牌價值

- 消費者隨時隨地獲得來自品牌商的產品資訊，品牌獲取的獎項。藉著讀取包裝以外的產品資訊，加強產品及品牌價值。

GENUINE
Product Authentication

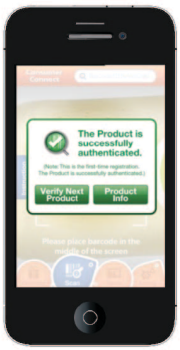
Consumers can obtain authenticated product information if brand owners have participated in GS1 Hong Kong's "GENUINE Product Authentication" service.

GENUINE Label Info

Date: 01/05/2012
Status: Ready for Sale
Selling Location:
XX Wanchai Store

Once the VerCode (Verification Code) is verified, the authenticated results will be show:

VerCode



The solution enables companies to combat counterfeiting and diversion, thus it increases brand integrity and bolsters consumer confidence.

正貨驗證

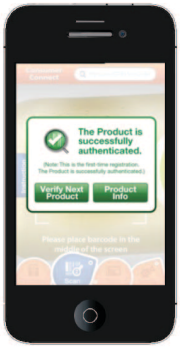
若品牌持有人參與了香港貨品編碼協會的正貨驗證服務，消費者就可以獲得產品驗證資訊。

正貨標籤內容

公開發售日期：01/05/2012
狀況: 可供出售
售賣地點：XX灣仔分店

驗證碼一經核實，
即出現以下驗證結果：

驗證碼

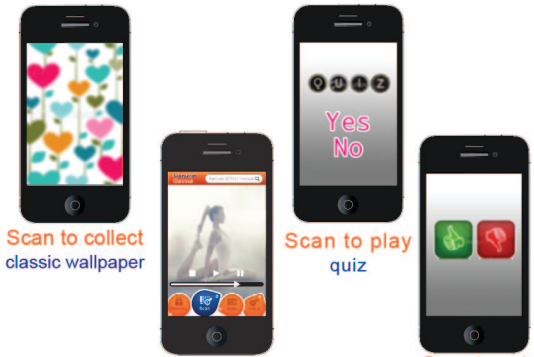


此方案有助公司打擊假貨和水貨，能提升品牌形象及增加消費者信心

Attract Consumers by Enabling their Direct Interaction with You

- Interesting multimedia content to interact with consumers
- New excitements offered to enrich consumers' shopping journey
- Enhancing the emotional connection with consumers

More ideas to connect with your consumers



Scan to collect
classic wallpaper

Scan to watch
behind-the-scene video

Scan to play
quiz

Scan to act
voting

吸引消費客戶
讓他們直接與你聯繫

- 以有趣的多媒體資訊吸引消費者參與互動
- 為消費者的購物旅程帶來新體驗
- 加強與消費者感情連繫

更多連繫消費者的點子心思

經典珍藏
手機牆紙

精彩短片
幕後花絮

益智遊戲
小測驗

行動參與
投票

How does Consumer Connect work?

Product with a GS1 BarCode

PACKAGING

Use Consumer Connect to scan the GS1 BarCode

CONSUMER EXPERIENCE

Product Values from Trusted Source

INCREASE CUSTOMER LOYALTY

BARCODE PLUS

GS1 BarcodePLUS

INFORMATION SOURCE

物密嘟如何運作？

GS1 產品條碼
於產品包裝上

使用物密嘟掃描
GS1條碼
消費者體驗

獲取可信賴的產品資訊
增加顧客忠誠度

BARCODE PLUS

GS1 BarcodePLUS
資訊來源

GS1 Hong Kong

'Consumer Connect' project is sponsored by the Office of the Government Chief Information Officer (OGCIO) under **2011/12 Sector-specific Programme for the Wholesale/Retail Sector**.
「物密嘟」項目得到政府資訊科技總監辦公室旗下**2011/12年度「電子商務推廣計劃」專注批發/零售業**的贊助。

Available on the App Store

ANDROID APP ON Google play

Consumer Connect supports iPhone 4 or above with iOS version 4.0 or above; and Android 2.2 or above versions.
物密嘟可用於智能手機 iPhone 4 或以上及 iOS 4.0 版本或以上；及Android 2.2版本或以上。

Get Consumer Connect Now!
請即下載 物密嘟！

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Email 電郵：media@gs1hk.org