

TAP TO GET



PRIZES CASH CONTENT

How NFC “TAP” Works



Branded NFC chips are placed on your POP materials or packaging



Shoppers simply “tap” their phone* on the display

view: <https://www.youtube.com/watch?v=eG3ZkbKDIRA>



Shoppers receive immediate notification and are served geographically customized content that is important to your brand

*Available on all Android. Available on iPhone 7 and higher that has IOS11 and NFC APP,

BENEFIT OF TAP TECHNOLOGY:

COMPLIANCE and ADVANCED ANALYTICS/CUSTOM INTERACTION



Programmed NFC Chips are sent to fulfillment center to be placed onto the POS display



POS display is placed in store location promoting the offer. A call-out in the shape of the smartphone prompts the consumer to participate.



POS installation is captured by installer TAP on display upon set-up.



- ✓ Store 100 7/1/18
- ✗ Store 101 PENDING
- ✓ Store 100 6/29/18
- ✓ Store 100 7/2/18

Just a single TAP can identify which the date and location each display was executed.



Consumer TAPs their phone on the display. This triggers the GPS function providing location data.

Using location knowledge, content can be customized for each consumer interaction, based on relevant weather or other store location factors that are meaningful to the consumer engaging.



Comprehensive reporting provided to show engagement results down to the store level.

PERFORMANCE

There needs to be a compelling reason or offer that will entice consumers to TAP their mobile device and participate in the offer. Exclusive content, sweepstakes, or retail specific offers are likely to have high participation by consumers. Retailers benefit from consumer foot traffic into their store locations for content that can only be received in their locations.

COMPELLING CONTENT

- Recipes
- Exclusive Entertainment Content such as Trailers/Clips for Movie Promotions
- Sweepstakes Offers
- Rewards/Coupons
- Exclusive Gaming Content



SUCCESS

SUCCESSFUL PROMOTION EXAMPLES

Successful Programs With Different Call To Actions

TAP TO WIN



TAP FOR RECIPES



TAP FOR BEAUTY TIPS



TAP TO VOTE



Program Examples



To gain awareness and drive trial, shelf blades were installed in Walmart stores featuring TPG's Mobile Engagement Technology. Consumers could TAP their phone on the displays, or TEXT the keyword SAUCES to a short code to instantly get a recipe, watch a quick "how-to-prepare" video and access a savings offer – right in store, right on their phones! New content was delivered each week featuring a different sauce and recipe to help promote the variety of new sauces available.



Consumers TAP phone on display (or TEXT) for local pollen count, mobile couponing and brand messaging. Promotion was executed at Walmart



A Leading cause for migraines is falling barometric pressure. Consumers were able to TAP their phones (or TEXT) to get a read out of the Barometric pressure in their area.

Program Examples

BRICKS TO CLICK



Consumers TAP display in physical Walmart Stores or TEXT a keyword to a dedicated short code to Pre-Order Flonase. Consumers are driven to Walmart.com to pre-order the product.



Consumers TAP their phone (or TEXT) to receive the latest weather information in their area, and then are instantly provided with accompanying weather related hair care tips!



Consumers TAP phone on display (or TEXT) to watch a video introducing Aleve's new lower back pain relief device and learn how it works. The program was executed at CVS, Meijer, Walgreens and Walmart retail stores.

TAP Product Tags



2-in-1 ELIMINATES ODORS AND FRESHENS
 Freshness you notice for up to 45 days* *on low
2 en 1 ÉLIMINE LES ODEURS ET RAFFRAÎCHIT
 Fraîcheur notable jusqu'à 45 jours* *à faible intensité

OPERATING INSTRUCTIONS/CARACTÉRISTIQUES DU PRODUIT

- 1 Adjustable intensity control./Réglage d'intensité du parfum.
- 2 Two complementary scents./Deux parfums complémentaires.
- 3 Plug rotates to fit the outlet. Placing warmer on its side or upside down will cause leakage./La fiche pivote pour s'adapter à la prise. Placer le chauffe-huile sur le côté ou à l'envers causera des fuites.

CAUTION:
EYE IRRITANT. Avoid contact with eyes and skin. Do not put fingers into product vent. Wash hands after handling. **KEEP OUT OF REACH OF CHILDREN AND PETS. FIRST AID TREATMENT:** Contains fragrance oils. IF SWALLOWED, call a poison control center or physician immediately. Do not induce vomiting. If in eyes, rinse with plenty of water for 20 minutes. If eye irritation persists, consult a physician.

ATTENTION :
IRRITE LES YEUX. Éviter tout contact avec les yeux et la peau. Ne pas mettre les doigts dans les événements. Se laver les mains après manipulation. **TENIR HORS DE LA PORTÉE DES ENFANTS ET DES ANIMAUX. PREMIERS SOINS :** Contient des huiles parfumées. EN CAS D'INGESTION, appeler immédiatement un centre antipoison ou un médecin. Ne pas provoquer le vomissement. En cas de contact avec les yeux, rincer abondamment avec de l'eau pendant 20 minutes. Si l'irritation persiste, consulter un médecin.

See insert for additional safety information.
 Mise en garde supplémentaire à l'intérieur.
 For use with Febreze Noticeables Scented Oil Refill included in package.
 Utiliser avec la recharge d'huiles parfumées Febreze NOTABLES incluse dans cet emballage.

Patents/Brevets : www.pg.com/patents
 WARMER MADE IN CHINA/CHAUFFE-HUILE FAIT EN CHINE
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Questions? 1-800-699-4657
www.febreze.com

Barcode: 37000 90120 4

TAP to Save

DON'T PAY FOR
WATER



**15%* CLEANING
INGREDIENTS**

*leading bargain brand,
base variant vs. Tide® PODS™

PAY FOR
CLEAN



**90% CLEANING
INGREDIENTS**

**KEEP OUT OF REACH
OF CHILDREN**



TAP for Digital IRC

The Opportunity

How can we take the friction and expense out of the process while digitizing the entire couponing process?



ANSWER Replace on pack IRC's for "one" NFC chip adhered to the display.



- NFC Chips are inexpensive to produce and adhere to displays.
- No APP Required and works with both Apple and Android Phones
- Consumer simply "place" their phone over the chip to receive the coupon content



TAP to Win

Scratch To Win Reward Platform



Printed Fun pop-tarts

YOU COULD WIN A \$5000 GIFT CARD!

Text POP-TARTS to 711711 to play

What, did I overdo it?

2016 MOBILEWEBAWARD FOR OUTSTANDING ACHIEVEMENT IN MOBILE DEVELOPMENT

webaward 2016

7 ELEVEN

Scratch away the gift-wrap completely. Find Slurpee50 logo three times to win.

YOU JUST WON A \$5000 GIFT CARD!

You're a Winner!

Simply fill out the short form that follows to receive your prize.

Continue

Tap To Win with Snapple



YOU COULD WIN A TRIP TO THE 2018 MLB HOME RUN DERBY!

TO ENTER:
Tap your Phone Here & Follow the Prompts!

TAP PHONE HERE

APPROX. ON SNOGGET OR HIGHER (WITH LATEST OPERATING SYSTEM)

MAKE SURE NFC IS ENABLED IN YOUR SETTINGS AND IPHONES NFC READER APP IS DOWNLOADED

OR

TEXT "ALLSTAR" TO 88222

MESSAGING & DATA RATES MAY APPLY. CHECK CARRIER FOR DETAILS.

Snapple

Official Partner of Major League Baseball

30% OFF at MLBShop.com

ALL-STAR GAME WASHINGTON, DC 2014

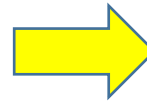
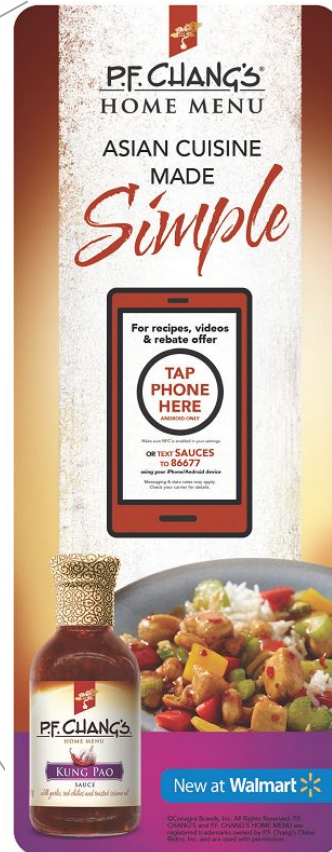
RAWLINGS

OFFICIAL MAJOR LEAGUE BASEBALL

Official Partner of Major League Baseball

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Program Example – TAP for Recipe and Save



ConAgra Brands / P.F. Chang's.

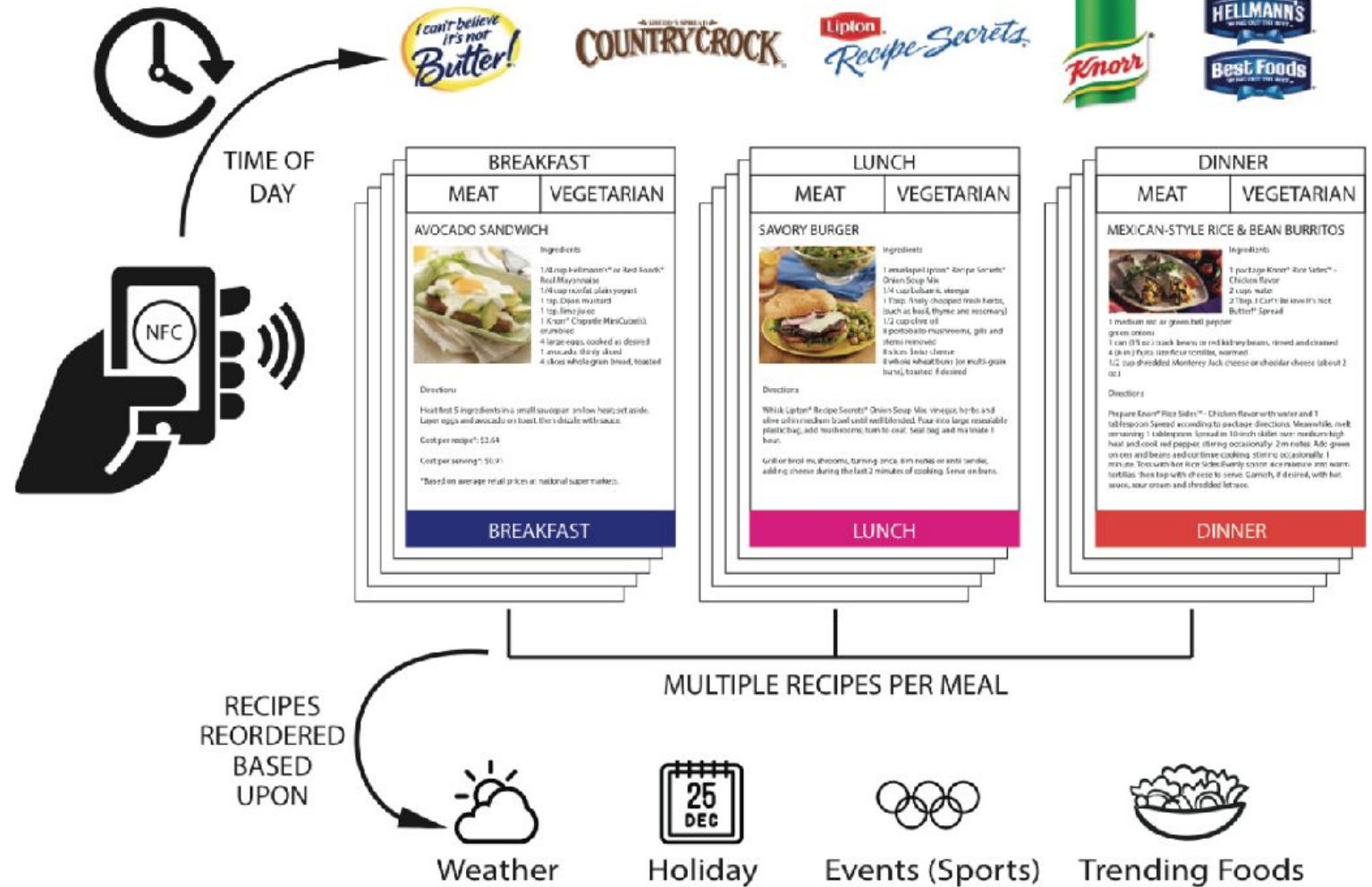
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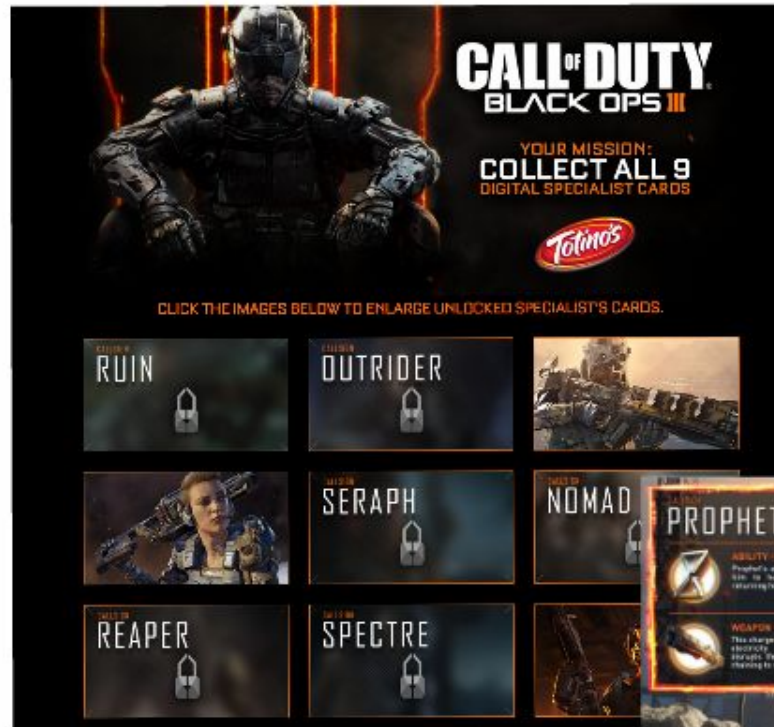
Tap to Get Menu Ideas:

- Consumers are served up menu ideas, depending on time of day (if morning: breakfast), weather (if nice out, consumer is presented with Grilling ideas). Further, we can present recipes based on foods that are trending, sporting events and holidays.

BRAND ROTATION PER TAP



Concept - TAP to Unlock Digital Specialist Cards



TAP TO UNLOCK
DIGITAL SPECIALIST
CARDS



What's Next for TAP?

TAP & GO



COSTS

Costs consist of two (2) components:

1. The cost of the physical NFC chips.
2. The programming involved with the content.

PURCHASING NFC CHIPS

TPG Rewards can offer quantity discounts when you purchase the NFC chips. There are different kinds of chips depending on the client need and the materials on which they will be affixed.



PROGRAMMING

The more complex the content, the more involved the programming becomes and this will result in higher costs. Simple programming such as leading to a specific page or content on a client's website will be less than custom hosted content.



Thank you for considering TPG Rewards!

SHARON ANTONE

TPG Rewards, Inc.

212-907-7111

santone@tpgny.com

www.tpgrewards.com



Appendix

Support Material



- As of 2015, approximately 76 million people owned an android device.
- Worldwide, shipments will eventually shoot up to 1.2 billion units in 2018, predicts IHS Technology.
- 70% of consumers said NFC addressed inconveniences they have and almost all (95%) of those who have tried NFC said they were satisfied with it.
- There are more than 275 models of NFC-enabled phones and 1 billion NFC phones shipped worldwide from last year to this.
- 85% of those who expressed an interest in using NFC are most interested in product info, store deals and coupons.

Top U.S. Smartphone Operating Systems by Market Share:

57% Android phones

42% Apple

1% Other

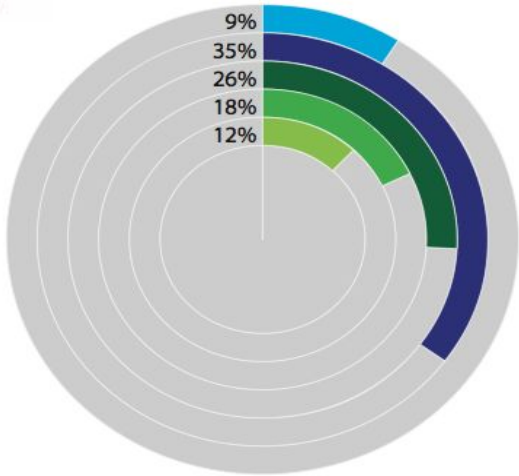
95% of all Android/Other phones for the past 3 years have NFC built in.





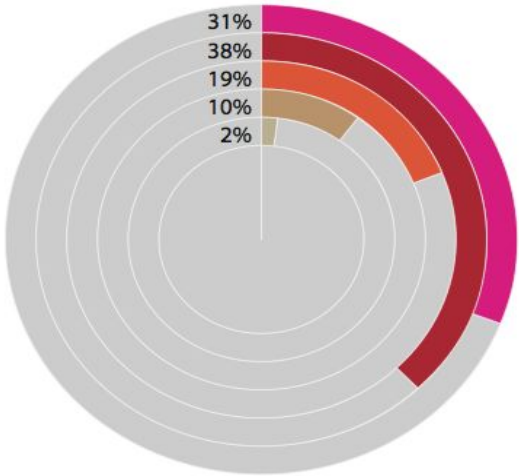
WHO IS USING NFC

BY AGE



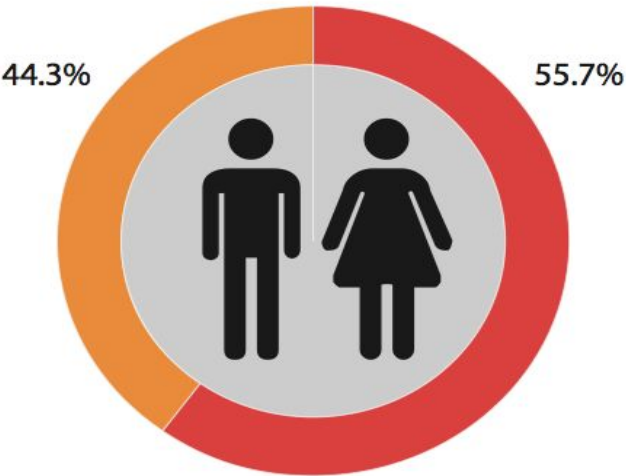
AGE 18-24 AGE 25-34 AGE 35-44 AGE 45-54 AGE 55+

BY HOUSEHOLD INCOME



\$49,999 OR LESS \$50K-\$99,999 \$100K-\$149,999 \$150K+ DECLINED TO ANSWER

BY GENDER





NFC Phones Are Everywhere

Partial Listing



The ROI

① **AMPLIFY**

Reward/digital receipt validation programs

② **ENGAGE**

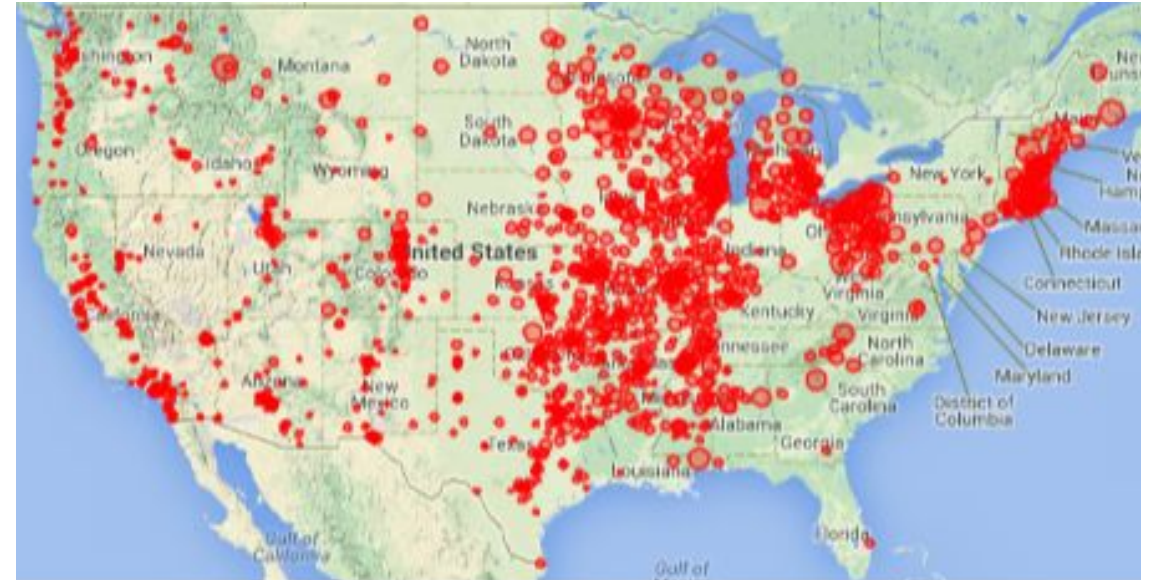
Give shoppers a reason to with your displays and drive purchase intent

③ **MEASURE**

In-store execution like never before

④ **ANALYZE**

Consumer engagement at the neighborhood level with a LIVE dashboard showing how many consumers have “tapped” your display and which aisle in the store the chip was activated.



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