Getting Started with SmartLabel

Take a Cue from Coke

Are you thinking about getting started with the SmartLabel™ initiative? Take a cue from Coca-Cola. The world's largest beverage company has long encouraged consumers to "share a Coke." Now, it's gearing up to share a whole lot more when it comes to product information and transparency.

The company recently announced that its SmartLabel Coca-Cola program is quickly ramping up. In fact, Coke has already applied SmartLabel QR codes to half of its volume. And, it plans to have all of its beverage packaging SmartLabel-ready by early 2018!

That's a pretty strong message from a trend-setting, consumer-focused company like Coca-Cola. For manufacturers of food, beverages and consumer packaged goods (CPG), it's time to pay very close attention to the story your product content is telling. You must be prepared to communicate product transparency, reaching the consumer in their channel of choice. SmartLabel helps you do that.

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Your SmartLabel Recipe for Success

Here's the challenge. For many companies, SmartLabel can be a significant undertaking considering the number of products they manufacture. After all, each unique item (including flavor, size, etc.) requires three crucial components:

- » Unique SmartLabel QR code
- » Consumer-ready product content
- » SmartLabel webpage

These three components are your recipe for SmartLabel success. However, getting all of your product information ready and then published to SmartLabel can be overwhelming. Yet as this ebook explains, with the right guidance, it doesn't have to be.

Your SmartLabel Questions Answered by the Experts

In this ebook, product content experts EnterWorks and 1WorldSync have teamed up to provide up-to-date information on SmartLabel to help you get started.

1   What is SmartLabel?

The SmartLabel Transparency Initiative was created by the Grocery Manufacturers Association (GMA) and driven by manufacturers, CPGs and retailers. Participating items include a wide range of food, beverage, pet care, household and personal care products. The program's goal is to provide consumers with richer and more accurate product information "beyond the label" to help them make informed purchasing decisions.

2   How do consumers interact with SmartLabel?

Consumers can access SmartLabel and its information whether they are walking the aisles in a store, at home or at work.

SmartLabel pages can be reached by:

- » Searching the web
- » Visiting a brand's website
- » Using the SmartLabel Product Search on www.smartlabel.org
- » Scanning SmartLabel QR codes with the SmartLabel mobile app

Each product has its own SmartLabel page. However, all of the SmartLabel sites feature a universal design with an easy-to-navigate look and feel. Since every page looks the same, shoppers can easily find the information they're looking for.

A SmartLabel Scenario

When shopping for groceries, Laura is always on the lookout for gluten-free products for her family. This can be a challenge, as some products feature a "gluten free" logo while many others don't. Laura finds a package of cookies that look delicious, but it's not clear if they are gluten free. Instead of placing them back on the shelf, she pulls out her phone and scans the SmartLabel QR code. It instantly connects her with the product's SmartLabel page and she learns the product is gluten-free and safe for her family. Satisfied with the product and her shopping experience, she makes the purchase and heads home a happy customer.
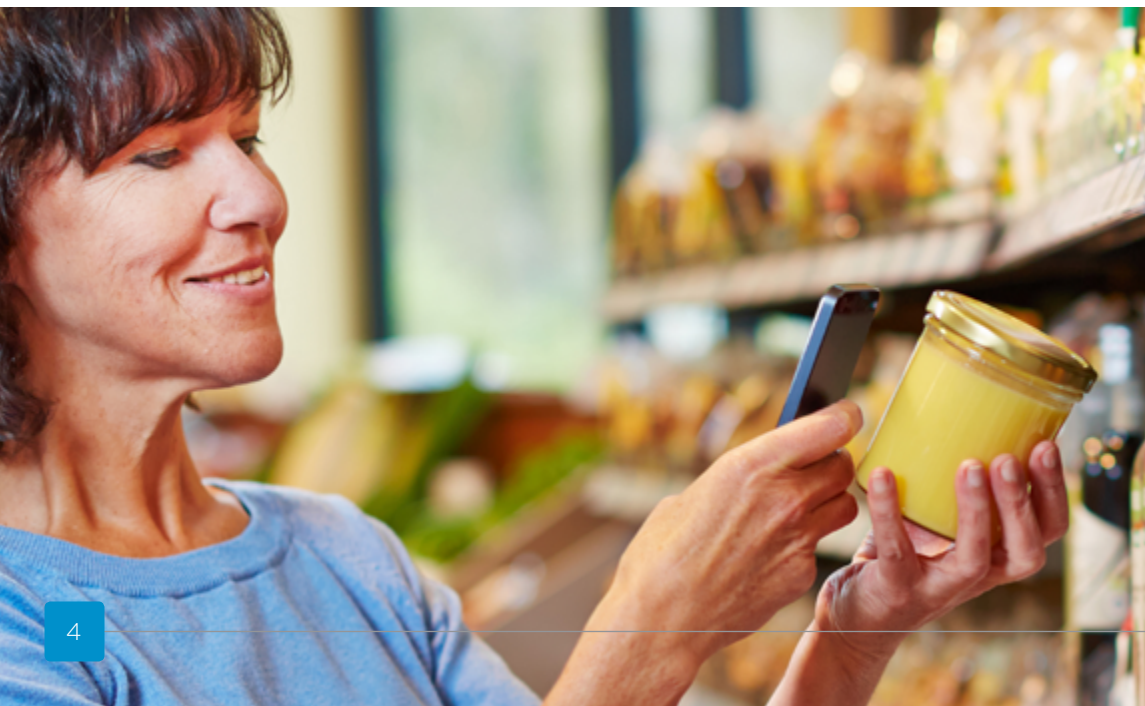
55
PERCENT

of consumers conduct product research online or through mobile applications when shopping for food, beverages and household goods.

3 **What information does SmartLabel provide?**

SmartLabel is sometimes referred to as the "modern day label." That's because it provides the enhanced information consumers want, using the technology they prefer. In fact, SmartLabel is uniquely designed for how people prefer to shop today. According to Deloitte's 2015 American Pantry Study, 55 percent of consumers conduct product research online or through mobile applications when shopping for food, beverages and household goods.[i]

While a packaging label is limited in terms of what can be shared with consumers, SmartLabel provides consumers with an array of instant information. Overall, SmartLabel gives consumers access to 350 product attributes!

Through the SmartLabel site, shoppers can learn what their products are made of, how they were produced, country of origin, and also how products fit into their lifestyle. For example, details can include ingredients, nutritional information, usage instructions, safe handling guidelines, company/brand information, social compliance, and third-party certifications. Perhaps most importantly, shoppers know they have *brand-sanctioned* information. It truly connects consumers to the brand, and promotes trust in the products they use.

4 **How important is it for companies to participate in SmartLabel?**

Trends come and go. As a company, you must decide whether a program is worth your resources, or something you can overlook.

Here's what we know. Transparency programs like SmartLabel will continue to grow in importance and relevancy as consumers demand deeper information about the products they use, and as government mandates mount around food quality and consumer safety.

For example, research by the Benenson Strategy Group shows that 75 percent of consumers said they would be likely to use SmartLabel.[ii] With nearly two-thirds of American adults owning smartphones, SmartLabel is sure to have a major impact in the years to come.[iii] Brands who lack a SmartLabel presence may get left behind.

5 **Can SmartLabel help me comply with Federal GMO Disclosure requirements?**

Yes, notably SmartLabel can help food manufacturers comply with federal mandates around genetically modified organism (GMO) disclosures. In fact, by the end of 2017, an estimated 20,000 food products will disclose through SmartLabel whether they "do contain," "may contain," or "do not contain" ingredients sourced from genetically modified crops.

75 PERCENT

of consumers are likely to use SmartLabel. With nearly two-thirds of American adults owning smartphones, SmartLabel is sure to have a major impact in the years to come.

By sharing information with your customers, you're building trust and brand loyalty in a globally competitive environment.

6 **What are some of the benefits for the manufacturer/brand?**

For manufacturers, CPGs and brands, participating on SmartLabel offers a myriad of benefits. First of all, the information provided via SmartLabel is "company-to-consumer." As a manufacturer, this is an important way to ensure your customers receive truthful, accurate and timely information about your products, brands and corporate presence.

By sharing information with your customers, you're also building trust and providing enhanced customer support. These qualities are proven to be essential in building brand loyalty in our globally competitive environment. Customers may also be more likely to purchase a product that they can easily research via a mobile device.

In addition, according to Coca-Cola, "Making this data available digitally not only ensures people are getting access to the right information but it also helps Coca-Cola track what information consumers are most interested in."[iv] So, as you make strides toward transparency, you're also gleaning valuable insights about the shopping habits of your customers.

SmartLabel Considerations

As you can see, SmartLabel improves the brand-consumer relationship and transforms the way we all evaluate and consume products. However, the story doesn't end there.

As we mentioned, global and national mandates are increasing food label requirements. Failing to provide full transparency of product information threatens audits and fines. Indeed, this level of transparency is good news for savvy consumers. Yet it may prove challenging for manufacturers and CPGs as they experience delays in time-to-market due to poor product information management.

Furthermore, getting started with SmartLabel can be an overwhelming task when product information is scattered, inconsistent or missing altogether. The following steps can get your products on SmartLabel with efficiency and accuracy.

Step 1: Product Information Management

The first step to implementing SmartLabel is to ensure your company is efficiently managing product content and data. Product Information Management (PIM) and Master Data Management (MDM) play a critical role in the process by establishing a centralized repository of accurate, consistent product information. **This "golden record" of product information can then be easily sourced for SmartLabel.**

EnterWorks enables brands large and small to manage product content and attributes through a centralized PIM and MDM platform.

The EnterWorks Enable™ PIM/MDM Solution – including Digital Asset Management (DAM), Sales and Marketing Portals, and Syndication engine – enables leading manufacturers and CPG companies like HP Hood, Fender and Mary Kay to differentiate customer experiences through dynamic Business-to-Business-Consumer (B2B2C) content and collaboration.

Once an organization has effectively validated and managed product content, it can move on to distributing SmartLabel landing pages.

"Compelling, trusted product information that is consistent across touchpoints is key for retailers, manufacturers and distributors as a shared asset that enables delivery of the content that customers demand in today's digitally-enabled markets. The combination of PIM and MDM solutions for GDSN and non-GDSN data exchange and syndication as supported by EnterWorks in collaboration with 1WorldSync and its network, positions companies to compete with standardized and unstructured content across pivotal channels, including essential industry programs like the SmartLabel initiative in food to standardize attributes and collaboration on content."

Rick Chavie, CEO of EnterWorks

> "Leveraging a central repository internally with robust workflows and validations, then pushing that information to end recipients via 1WorldSync has been a tried and true method that helps our customers to meet existing and new transparency demands."

Tammy O'Donnell, VP of Global Professional Services, 1WorldSync

Step 2: SmartLabel Software Solution

1WorldSync is committed to helping companies establish and execute a comprehensive content distribution strategy across the enterprise, within a single platform. We know that sourcing the right product content to meet evolving consumer demands can be challenging.

By providing rich, robust content in the palms of consumers' hands, 1WorldSync provides a full suite of solutions to help companies evaluate, test and implement a best-practice SmartLabel program.

The 1WorldSync SmartLabel solution is an easy way for brand owners to provide transparency about their products to end consumers, and they can leverage their existing investment in GDSN to do so. Suppliers and brand owners frequently choose to aggregate their product content internally using a PIM, and for SmartLabel the approach is no different.

The 1WorldSync SmartLabel Software Solution offers a seamless and efficient way to fulfill the industry initiative requirements. The 1WorldSync solution can:

» **PREPARE** your product content for SmartLabel compliance and distribution.

» **CAPTURE** and aggregate your product content in compliance with SmartLabel specifications.

» **MANAGE** product content from multiple entry points to ensure complete and accurate SmartLabel product content.

» **DISTRIBUTE** product information via a SmartLabel-compliant landing page for consumer access and consumption.

Want to go beyond the label?

Contact our product content experts to learn how we can provide

comprehensive solutions to help you succeed in the SmartLabel lifecycle.

Contact EnterWorks at 888.242.8356 or info@enterworks.com.

Contact 1WorldSync at 866.280.4013 or info@1worldsync.com.

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About EnterWorks
EnterWorks is a market leader in master data solutions for acquiring, managing and transforming a company's product information into persuasive and personalized content for marketing, sales, digital commerce and new market opportunities. Since its inception, an excess of $40 million has been invested into the business creating a stable and reliable company with solutions benefitting from the experience of a team with an average tenure of 10 years. The seasoned product and services teams have deep functional expertise in MDM/PIM, data modeling, and data workflow engineering – building best in class practices into every project. EnterWorks solutions and professional services have been proven by its many large multi-national, Fortune 1000 customers. For more information, please visit http://www.enterworks.com.

About 1WorldSync
1WorldSync™ is the leading provider of product content solutions, enabling more than 25,000 global companies in over 60 countries to share authentic, trusted content with customers and consumers, empowering intelligent choices for purchases, wellness, and lifestyle decisions. Through its technology platform and expert services, 1WorldSync provides solutions that meet the diverse needs of the industry. 1WorldSync is the only product content network provider and GDSN Data Pool to achieve ISO Certification 27001. For more information, please visit http://www.1worldsync.com.

[i] The 2015 American Pantry Study: The call to re-connect with consumers, Deloitte (2015)
[ii] New SmartLabel™ Initiative Gives Consumers Easy Access to Detailed Product Ingredient Information, GMA (2015)
[iii] U.S. Smartphone Use in 2015, Aaron Smith and Dana Page, Pew Research Center (2015)
[iv] Coca-Cola Leads Industry-Wide SmartLabel Initiative, Coca-Cola (2017)

The Right Content. Enabled.

Deliver differentiated experiences across your content value chain with EnterWorks, your Product Information Management solution.