THE 9
GOLDEN RULES OF
NFC
MARKETING

Reference guide

NFC is a fascinating technology: travel passes, contactless payment, communication objects, etc. Its potential is huge and its operations can vary. Although there is still very little public awareness, it could become vital in the following years.

NFC is a real opportunity for brands to develop their interactive mobile marketing campaigns. It's the occasion to connect all your print material to enriched mobile content!

A tag placed on a product or print can, from a simple movement, trigger an action on the user's smartphone. If the tool is mastered properly the benefits can be colossal!

In this guide, we offer you the possibility to discover NFC in its marketing operations, to allow you to understand better and master this channel through 9 simple rules you should apply. Just follow the guide.

The Unitag Team, experts in O2O!

TABLE OF CONTENTS

PRESENTATION OF NFC

Operations, application fields and success of NFC. The technology won't keep any secrets from you.

THE 9 GOLDEN RULES OF NFC MARKETING

EXAMPLES OF SUCCESSFUL NFC CAMPAIGNS

Some companies have already carried out NFC campaigns masterfully! In this part you can take a look at the best series of use cases that we have reunited.

PRESENTATION

NFC : HOW DOES IT WORK?

Also referred to as "contactless", you've probably already heard of the NFC technology, which stands for Near Field Communication. Its operation is simple for the user, no application is needed.

1. Spot the NFC pictogram 2. Approach your device 3. Access the content

NFC APPLICATION FIELDS

The NFC technology can be used in a lot of fields. You've probably even been using it on a daily basis for a few years now without even knowing! You're the judge...

Ticketing and travel

Thanks to its immediacy and its simplicity, NFC is the ideal technology in the fields of ticketing and access cards. In many towns around the world it is used in subway passes to validate your ticket, but also in ski passes, in sports halls, in a company for secured access, etc.

> Do you realise to what extent the NFC technology is already part of your everyday life?

http://www.toulouseinfos.fr/dossiers/ toulouse-en-questions

Contactless payment

NFC is present in many chip credit cards (except in the United-States where its operations are more restrained). To trigger a payment, the user must simply approach his credit card to the terminal and that's it, there's no code to type! For the moment this operation is only available for small sums and is of course secured.

Contactless payment is also available on mobile, and works by approaching your compatible smartphone to a payment terminal. In the USA, owners of the last generation of iPhones can use Apple Pay and similar systems are in the process of being deployed on Android. An operation for which the outset seems promising.

http://fortune.com/2014/09/09/apple-announces-new-mobile-payments-system-apple-pay

Marketing and communication operations

NFC can also be used to allow all users to access digital content on their mobile with just a simple movement.

You just have to approach your compatible smartphone to the tag, placed on a product or print material for example, to access the associated mobile content: product catalog, game contest, or even a survey.

The technology's benefits match the magic three number brands look for so much: instantaneousness, fluidity and simplicity!

NFC is an alternative or an addition to QR Codes, those bar codes that allow you to access digital content.

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IS MY PHONE NFC COMPATIBLE?

NFC was integrated into just 18.2 percent of the 1.5 billion cellphones shipped worldwide in 2013. In 2018, NFC penetration will rise to 64 percent. Even though not all smartphones are compatible, the latest Android and Windows Phone models generally integrate the technology, consult our list here*.

The iPhone 6 and the Apple Watch made a first step towards NFC by integrating the technology for the Apple Pay payment solution, but it still remains restrained to this operation today. The next generations of the Apple iOS exploitation system might unleash access of compatible iPhones to NFC, but whilst we're waiting, Apple's competition is making the most of NFC by multiplying its operations.

Activate NFC on my smartphone

Activating the NFC feature on your mobile is quick and easy!
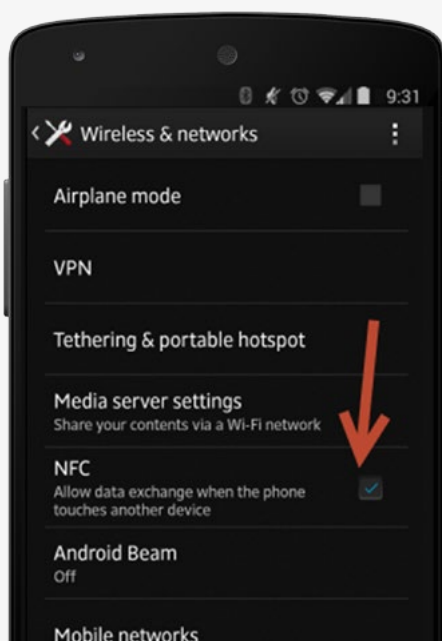
For Androids:

- Go to "Settings"
- Display the "Wireless and Networks" section
- Tick the box to activate NFC

For Windows Phones:

- Go to "Settings"
- Activate the "NFC" feature

If the NFC category is not available, the phone is most probably not compatible.

*https://www.unitag.io/fr/nfc/how-to-read-a-nfc-tag

NFC STATISTICS

The technology's progress

Not all smartphones integrate the NFC technology yet, but according to a study by IHS Technology, 64% of mobiles will be compatible from 2018, that's four times as much than in 2013!

NFC should take a substantial magnitude in the years to come.
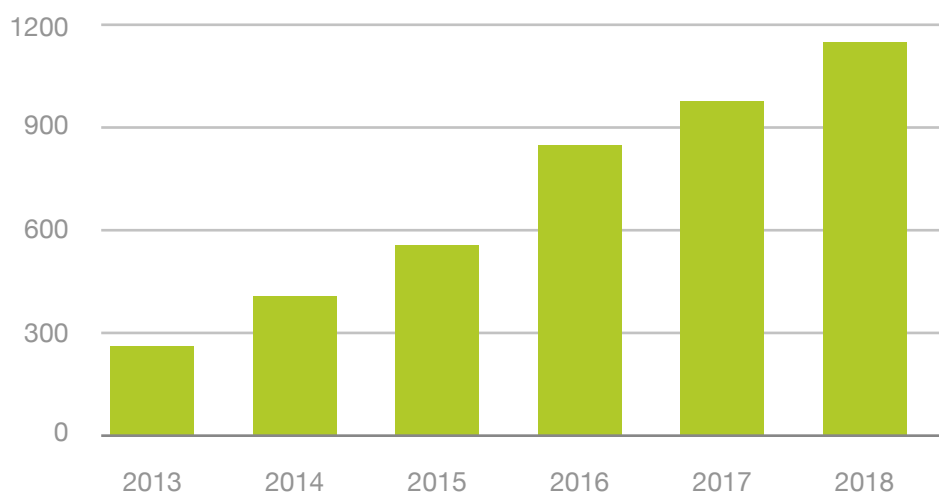
NFC equipped devices worldwide (in millions)

Developing the uses

In addition to the technology progression, the operations should mechanically and considerably develop themselves in the following months! Deloitte announced that in 2015 NFC payments via mobile will leap up to +1000% and that 5% of smartphones in the world will make a purchase at least once a month!

The democratization of NFC payments will allow users to get acquainted with the technology. Operations can therefore naturally expand and eventually NFC should become a vital bridge to the Web.

Furthermore a study by Clear Channel & Posterscope confirms the NFC's marketing potential, as **88% of smartphone owners state their readiness to interact with a poster that would provoke their interest.**

The interest in the technology is therefore confirmed, NFC has a bright future ahead of it, be sure not to miss the bandwagon!

NFC MARKETING
THE PILLAR OF O2O

Now you understand the operations, the application fields and the potential of the NFC technology. But the aim of this guide is to help you launch an efficient NFC Marketing campaign.

Before going any further it is important to understand that an NFC marketing operation implicates that the tags be connected to mobile content, online, as it allows users to access digital content in only an instant.

So by simply placing a tag you can give a digital dimension to all your prints: brochures, business cards, POS, packaging, etc.

That's the **O2O** concept**: Offline to Online**.

Are you ready? It's time to check out the 9 golden rules!

THE 9
GOLDEN RULES OF
NFC MARKETING

CHOOSE THE ACTION GENERATED BY YOUR TAG

Launching an NFC campaign isn't a coincidence! Simply ask yourself what your aim is. You'll therefore be able to start thinking about how NFC could help you reach this aim and then **build a real strategy.**

You already know NFC is a mobile bridge, but the actions a tag can trigger are multiple!

- Open a URL to access a mobile website, an online video, social networks, etc.

- Save a business card's content to your contacts

- Trigger a telephone call

- Connect the smartphone to a Wi-Fi network

- Suggest the sending of a pre-saved e-mail

- Display a simple text

- Save an event to your calendar

Before throwing yourself into a campaign, it is crucial to think about the outcome of the tag. The possibilities are almost endless, all it takes is a little imagination!
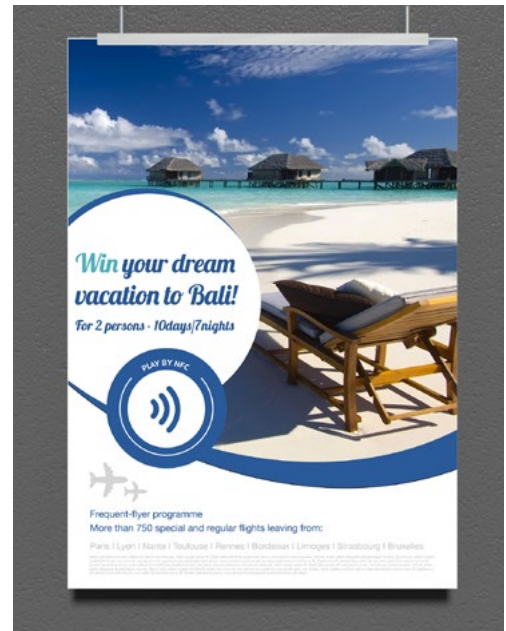
OFFER ADDED VALUE

You have your mindset, perfect! Now, to reach it, you'll have to offer attractive content to your target!

Indeed, to be relevant, **NFC's operations must make sense and give added value to your users**. Nothing's easier than this, just ask yourself what your target wants!

Discount coupons? Feedback? Participation in a game-contest? Choose relevant content and say it on your print. It's your campaign's key to success!

> Incidentally, Unitag offers a Web App for each aim, don't hesitate to contact us.

Win your dream vacation to Bali!
For 2 persons - 10days/7nights

PLAY BY NFC

Frequent-flyer programme
More than 750 special and regular flights leaving from:
Paris | Lyon | Nantes | Toulouse | Rennes | Bordeaux | Limoges | Strasbourg | Bruxelles

© unitag - 2015

Boost your sales:

- Discount coupons
- Mobile showcase
- Product page
- Store locator

Liven your community:

- Quiz
- Treasure hunt
- Game contests
- Raffle draw

Engage your clients:

- Surveys
- Opinion polls
- Client feedback
- Loyalty program

Not offering added value is the worst marketing mistake: your consumer will be let down, your image will suffer from it and the number of scans will be low. If there is no added value, you might as well not launch an NFC campaign!

... AND "MOBILE FIRST" CONTENT

Now you know what your content will be, it's time to move on to its creation. But careful, we'll never say it enough times, the NFC technology is a bridge to the mobile web. Your content **must be adapted to the mobile format!**

You have a wide range of choices: responsive sites, mobile sites, applications or Web Apps. No more excuses for not offering a quality experience to your users. Indeed, there's nothing worst than accessing a site optimised for desktops from a smartphone: navigation is difficult and the loading process is very long.

> Furthermore, smartphones integrate very many possibilities: geolocation, call in one click, business card download, etc. Benefit from their features to lead an interactive and dynamic campaign.
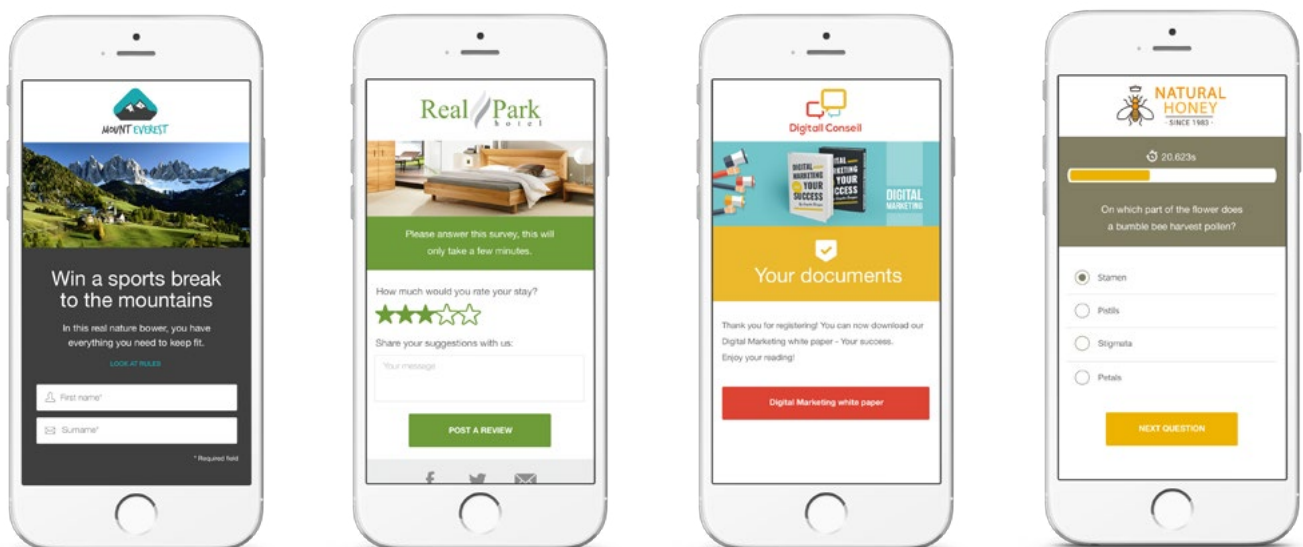
© unitag - 2015

USE A SUITABLE TAG DEPENDING ON ITS CONTEXT

So, now you have your ideas clear, you know what your aim is and what action your tag will trigger. But it's not over! An NFC tag is a chip which is placed on print. But there is **a special sticker for each diffusion context**, be sure to pick the right tag for the right operation!

A simple tag for a classic operation

For the most classic and less exposed to outdoor aggression operations, you can use a simple NFC tag without any option. This will be the case for example on packaging, or on a business card or for POS.

A waterproof and reinforced tag for outdoor distribution

Communication material placed in open air is subject to bad weather and vandalism. To resist all these outdoor agressions, you should choose waterproof and reinforced NFC tags. Their lifetime will therefore be extended.

A powerful tag for being placed behind a window

A glass window can degrade NFC tags frequency. To make sure it will still be readable, choose the most powerful tags.

A ferrite protected tag for being placed on metal

An NFC tag's operation can be compromised by metal material, which distraughts magnetic fields. To avoid this kind of inconvenience, all it takes is for you to choose a tag with a ferrite protection layer! It will work just as well on metal, as it does on paper!

MAKE YOUR TAG STAND OUT ON YOUR PRINT

You now have your tag in the palm of your hand and it is programmed to trigger the action you chose. For it to be efficient, you must **integrate it to your print in a clever way**.

An NFC marketing tag is generally a chip in a sticker, often white. For esthetic reasons, the sticker is often placed on the back of the digitalised print, on the back of a poster for example. Therefore, the white sticker doesn't disfigure your print and it also becomes invisible to the eyes of the consumer.

To avoid your campaign from being a failure, you have to inform your users about the device. For this you must absolutely integrate an insert, **making your NFC device stand out, to your print:**
- An "NFC" pictogram with a sentence to encourage taking action
- An explanatory sentence on the tag's operation
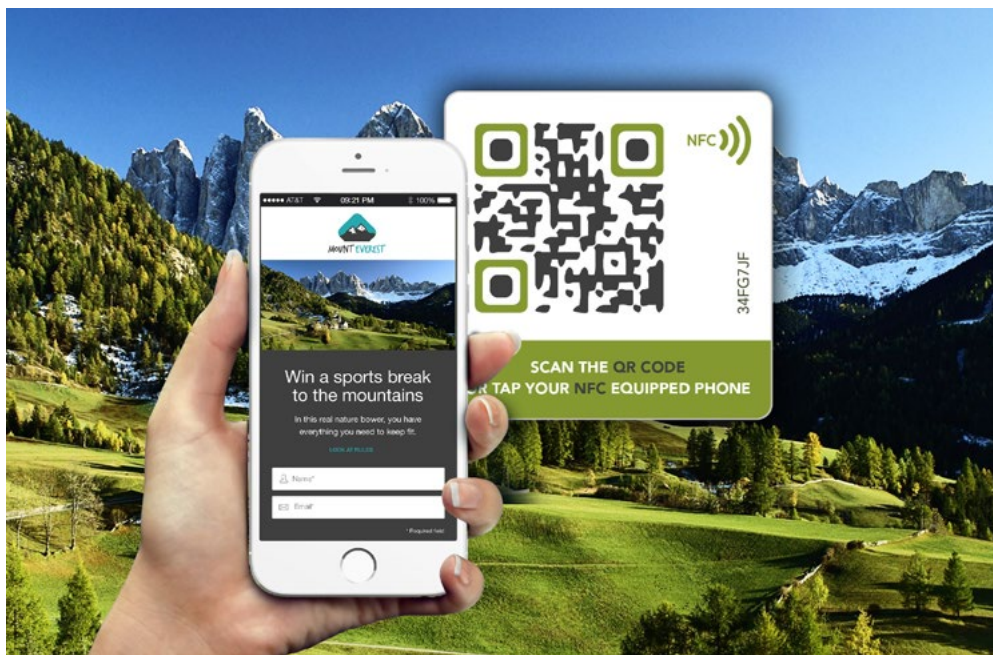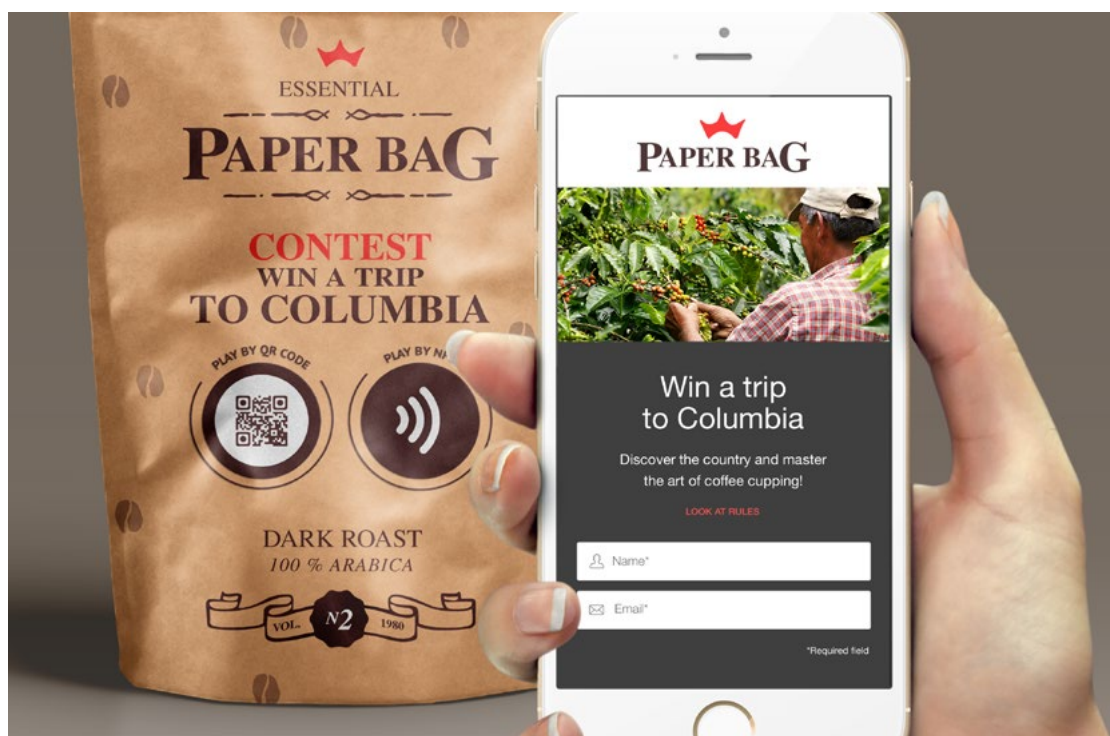

© unitag - 2015

OFFER AN ALTERNATIVE

We explained to you previously that not all smartphones integrate the NFC technology yet. To avoid shutting any doors and creating client frustration, it is **preferable to pair each NFC tag with a QR Code.**

> This duo is very powerful, thanks to it all smartphone users will be able to access content, regardless of the technology being used.

If you respect this rule as well as the previous one, your consumers will have all they need to access your digital experience!

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SELECT ACCESSIBLE MATERIAL

Your material is ready and all you have left to do is distribute it? Your work is almost done, follow the next rule, which is crucial and demands common sense!

> To read an NFC tag, the user will have to approach his smartphone less than 5 centimeters away from the material's interactive print. Always keep this **distance constraint** in mind when building your campaign! Forget about inaccessible billboards, your material must be within arm's reach for your users.

MAKE SURE THERE IS TELEPHONE SERVICE

You've well and truly understood, the success of your campaign depends on its accessibility. But be cautious, physical obstacles aren't the only thing that require your attention…

NFC tags generally redirect towards a web page or web content, the user will have to **use the mobile Internet**. Mobile service is therefore essential so that access to final content can be made possible. And to stack all the odds in your favor, choose a free Wi-Fi service zone.

> Whichever the case, forget about subway stations with no service and always remember to test your tag in its final context before diffusing your campaign!

Sends the NFC tag information

Sends back the media content

Internet

Smartphone
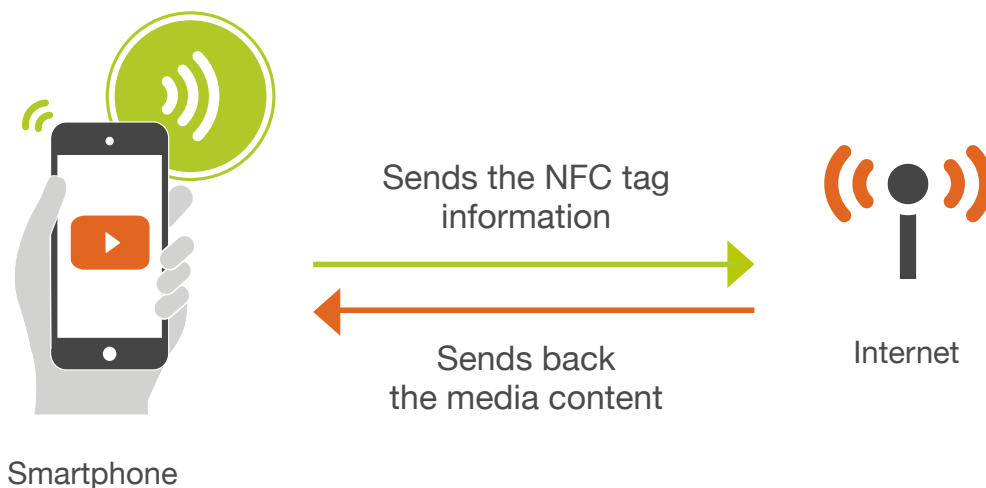
CONDUCT YOUR CAMPAIGN AFTER ITS LAUNCH

Congratulations! You've done the hardest part of the work. However a marketing campaign demands your implication even after its launch! This rule doesn't lack in NFC marketing and platforms exist to allow you **to manage all your tags in one ergonomic web-based interface**.

Analyse the success of your campaigns easily and in real-time to foresee the impact on your clients:
- Full tracking for each tag
- Immediate content update
- Detailed reports

All you is to understand and optimise your campaigns success levers and therefore transform the collected information into actions for your upcoming projects. Make the most of it, assumptions finally give way to certainty!

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The cards have been dealt with so now it's in your hands to achieve an efficient NFC marketing campaign. But before throwing yourself into one take a look at the best examples, you'll pick up good ideas that can inspire you!
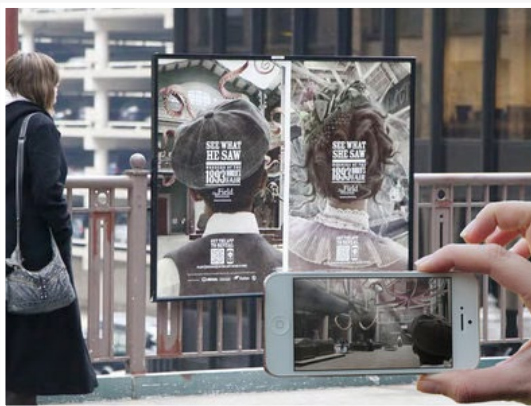
EXAMPLES OF SUCCESSFUL CAMPAIGNS

CHICAGO'S FIELD MUSEUM

This Chicago museum launched a big campaign on a city scale, to promote their new exposition as well as the launch of their application. Their publicity that contained both an NFC tag and a QR Code was distributed on **bus shelters, on signs, in transports, and even in magazines.**

© Blue Bite, The Field Museum in Chicago and DDB Worldwide

> Why is it clever?
Remember rule n°VI, the success of this campaign is partly due to its multi channel side! All users that have a smartphone could access digital content.

THE RESULT

This campaign generated a 60% higher mobile engagement than the two other campaigns run by the same provider in Chicago.
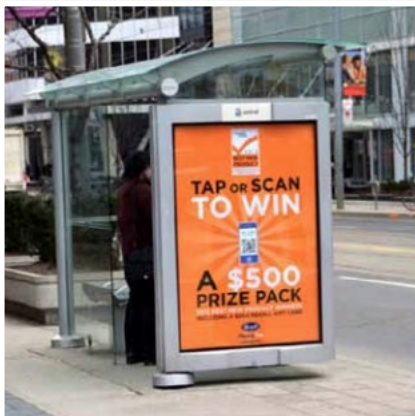
Source : Mobile marketer

"BEST NEW PRODUCT" CONTEST

To promote its event, the "best new product" contest launched a campaign on Toronto's **student campuses and bus shelters**.
The contest had prize packs worth $500 up for grabs, and for which participation had to be done via mobile.

© AMCA, Newad, Astral media, Meilleur nouveau produit, Gauge Mobile

> Why is it clever?

Here too, access to content is made possible through an NFC tag or a QR Code.
But what turned this campaign into a real success is also the fact that they brought forward the profit gained through scanning the tag. The user knows in the blink of an eye that the NFC tag can allow him to win a range of prizes worth $500.

THE RESULT

With a 68% conversion rate, this campaign had excellent results and allowed to engage as well as reach and retain their audience.

Source : AMC, mars 2012

"BABY SITTING" FILM PROMOTION

THE CAMPAIGN

For the "Baby Sitting" film launch, a huge **connected poster** campaign was deployed. The posters which were integrated to windows and coffee tables, allowed users to participate in a mobile game contest in order to win cinema tickets.

© *Insert*

> Why is it clever?

Once again, access to content is made possible through an NFC tag and a QR Code.

This campaign also offered real added value to the scan: the chance to win cinema tickets. The target's interest is therefore required.

But what is particularly clever is the chosen material! A smartphone layed on the coffee table will automatically open the participation form, without the user even wanting to scan it! That's the point of contactless technology.

CONCLUSION

So you understand, the NFC technology is extremely promising and will develop itself exponentially in the following months. It is therefore crucial that you start thinking about its integration in your mobile marketing strategy from right now.

But like all technology, the use of NFC must follow rules to be efficient. Think to apply our tips, but also to work through a relevant management platform.

Most importantly, stay creative! NFC can give a digital dimension to any object and allow you to converse with your users in an interactive way.

It's up to you to find the right recipe!

CONTACT US