



NFC Technology Connects Consumers and Companies



How Avery Dennison's DirectLink™ technology boosts consumer engagement for Mineral Fusion

Mineral Fusion grew to become the No. 1 natural cosmetics brand with a unique mission: Develop innovative makeup that makes skin healthier. The brand's products — which range from cosmetics to skin, body, hair and nail care — are designed to nourish sensitive skin and improve complexion by leveraging the age-defying benefits of minerals and natural ingredients.

How does Mineral Fusion educate consumers about its distinctive mission and products? That's the hard part. At natural grocery stores — where Mineral Fusion products are sold — cosmetic brands have mere seconds to attract the interest of browsing consumers and communicate key product benefits.

"In these natural product stores, it's a much different environment than, say, a Nordstrom — where you have a representative in a white coat there to demonstrate the whole line," says Tim Schaffer, senior vice president of marketing for Mineral Fusion. "Deepening the connection with consumers and providing education is highly desirable — but also highly difficult — at the store level."

When Mineral Fusion prepared to launch its summer line of cosmetics in early 2015, brand executives knew they wanted to overhaul the way that they were engaging with consumers from the shelf. The new line would add about 60 product SKUs for potential customers, all with different ingredients and benefits to communicate.



Rethinking consumer engagement

Mineral Fusion's plan for the launch ultimately involved incorporating Avery Dennison's DirectLink™ label technology into its in-store advertising.

Avery Dennison's DirectLink labels utilize near field communications (NFC) technology to wirelessly communicate with consumers' smartphones. By tapping a smartphone to the label, consumers can instantly access dynamic content about a brand or product, including coupons, surveys, recipes, music, user manuals or videos.

In the past, Mineral Fusion relied on the use of printed point-of-sale (POS) advertising displays to grab consumer attention in natural grocery stores. But there was only so much the brand could say through ad copy.

Now, when consumers tap an NFC-enabled smartphone to Mineral Fusion's POS displays, DirectLink instantly connects them to a behind-the-scenes video introducing its new cosmetics line backstage at a fashion show. The video explains the ingredients in its new products, describes product benefits and offers application tips to help users achieve runway-inspired looks.

"Fast-moving consumer goods companies like Mineral Fusion want to get closer to their customers and engage as much as they can," says Tim Bohlke, Avery Dennison's HPC segment manager. "Our vision at Avery Dennison is to provide advanced tools that allow them to make that connection. DirectLink NFC technology allows brands to get closer, one-on-one, with their customers through an easy tap of the phone. They don't have to download an app or type in a brand name."

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Increasing consumer interaction, education

For Mineral Fusion, the ability to use educational video content in POS advertising has been a game-changer in boosting consumer engagement.

"Most consumers don't want to read a brochure in the aisle, or even take one home to read," Schaffer says. "But video is such a powerful tool, and DirectLink allowed us to deliver that video in-store, right in front of the display. That was a great connection for us to establish the deeper engagement we've been seeking."

Avery Dennison's DirectLink technology is easy to use and widely accessible on more than 570 million NFC-enabled smartphones, giving today's consumers unprecedented access to products and brands that spark their interest.

DirectLink technology also allows brands such as Mineral Fusion to capture and track data from consumers, including how many people interact with their content. For the first time, Mineral Fusion can track individual consumer engagement — data that wasn't available with traditional printed displays and brochures. The brand is using information about its video views and clicks to gain new insight into where, when and how retail shoppers interact with its products. In that sense, being an early adopter of label technology is also a competitive advantage and point-of-difference for Mineral Fusion.

"As the leading cosmetics company, we wanted to solidify our leadership position with a technological advancement to deliver information to consumers," Schaffer says.

Based on the success of its summer cosmetics launch, Mineral Fusion also plans to utilize Avery Dennison's NFC technology in its next product release. >

