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MOBILE TAGGING

Background

Mobile Tagging is transforming physical media such as print advertising, billboards, product packages, information signs, in-store merchandising, and more dynamic media including web page displays and video images, into links to mobile information and entertainment.

On an internet-capable mobile phone with free software installed, just aiming the camera at a Tag to "Snap" it instantly accesses mobile content, videos, music, contact information, maps, social networks, promotions, or whatever the Tag has been set to point at. The end user doesn't need to type anything to access live information about your brand or product.

According to the Web 2.0 Summit, held in October 2009 in San Francisco, AT&T's mobile data traffic has increased by 4,932% over the last three years and there will be over 1 billion "heavy mobile data users" by 2013. The summit stated that the rate of mobile internet adoption is outpacing that of desktop internet adoption.

Mobile rich-media consumption has arrived and is rapidly coming of age.

In The Market

Some examples of Mobile Tagging in the marketplace include:

Amsterdam Transit System

Tags at bus stops which riders Snap to get up-to-date bus schedule information

Volkswagen & Ford

Tags on posters and magazine advertisements to provide rich information on newly-released vehicles

PepsiCo

Tags on all Pepsi cans and bottles in the UK provide access to games, videos and featured web content

ACP Media

Tags on Trade A Boat and Motorcycle Trader magazines to deliver video content enhancing reviews and articles

Advertiser Benefits

Deliver New Content – Keep Print Fresh

Linking traditional media, such as newspaper stories, advertising material and packaging directly to your online presence, provides a constantly-fresh feel to your customer engagement. You can change the target of a Tag after it's been printed, unlike traditional print content.

Make Advertising / Competitions Interactive

Advertising can become as dynamic and rich as you wish by using Tags to link to interactive Mobi sites. Competitions can now be immersive, rich media experiences.

Reach More People in More Places

Reach more people at the exact moment they're most receptive to products and promotions, using the one thing they carry everywhere – their mobile phone.

Consumer Benefits

Easily Avoid Typing Errors and Save Time

Snapping a Tag is as simple as starting the Tag reader and pointing the phone's camera at the Tag. This is far quicker and more accurate than users trying to type an internet address into their device.

Use Familiar Tools

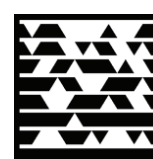
Social media is popular in mobile scenarios with 46% of active Twitter users regularly engaging on mobile devices. Your Mobi site can allow customers to share their feelings and comments immediately to their peers, enabling them to share your content on global social networks and you to reap the exposure benefits.

Conveniently Interact with Your Advertising

Customers take their mobiles everywhere and view them as the way they want to interact with the digital world. The more information, trailers, examples, features and special offers that your customers can consume on their own terms, the more they will feel connected to your brand.



MS Tag



MS Tag



QR Code

WHY HARDLINK?

Background

The HardLink platform is a complete end-to-end solution for Mobile Tagging. HardLink enables the creation of multiple types of Mobile Tags and provides device capability information, campaign management and full reporting along with geo-location and Tag security features. You can even download the raw captured data for external analysis and integrate your in-house systems via an open set of web services.

Even if you are already using Mobile Tagging, adding HardLink will deliver management and reporting benefits, and device identification support vital for segmented advertising and adapted Mobi content delivery.

Advertiser Benefits

Segment Marketing Based Upon Device / Customer

HardLink knows which device is being used to Snap a Tag and also how often a given device has Snapped that Tag. Combine these two pieces of information for some exciting advertising options.

Adapt Mobi Pages to Device Capabilities

HardLink captures comprehensive device information such as screen resolution, colour depth, mobile data speed & operating system. By delivering Mobi site content based on device capabilities, your site will support historic, current and future phones.

Support any Future Tag Formats

HardLink currently supports the creation and management of QR Codes and MS Tags but the platform is Tag-format independent so new Tag formats can easily be supported as they come onto the market.

Manage all Your Channels in One Place

HardLink brings together reporting for all Tagged material in one place, so all Snaps, whether from packaging, posters, TV, billboards, menus, etc., can be viewed irrespective of the Tag format. HardLink's centralised reporting allows you to see what's working in the market, and what's not, at a glance.

Integrate with Other Systems

HardLink integrates with your in-house systems via a set of Application Programming Interfaces (APIs). This allows your systems to directly use HardLink to create Tags, manage campaigns, update the targets to which Tags point and more.

Global Scale and Reach

HardLink runs in the Cloud so it meets your Mobile Tagging needs wherever your Tags are displayed.

Well Known Devices

HardLink can deliver different information if your Tags are Snapped by a Well Known Device - see real-time statistics by simply Snapping the same Tags your consumers use!

Consumer Benefits

Adapted Mobi Content

HardLink works with your Mobi site delivery platform to ensure your Mobi content is always selected and formatted appropriately for a consumer's device.

More Relevant Advertising and Content

HardLink records the Tags a device has Snapped across all your campaigns. Your Mobi site can use this information coupled with device identification and geographic Snap data to deliver advertising and content selected to match your consumers' Snapping habits, location and likely demographic.

