



# TUKU empowers products to sell themselves for Scholar's Choice

## A Smart Retail Use Case

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A retail brand has many channels through which to capture awareness and engage with consumers – social media, web and mobile e-commerce portals, and email campaigns.

But what happens once the consumer walks in the store?

Store staff are of course there to help, but they can't be everywhere at once. Most consumers are still left to wander the aisles by themselves. They might find what they're looking for, they might not. The retailer is quite likely to miss out on the chance to engage with that consumer to close a sale, or take advantage of other opportunities to cross-sell or up-sell.

One solution is to create some kind of in-store media channel, that can communicate one-to-one brand messages to consumers' mobile devices from a retail display that catches their interest.

Scholar's Choice, the oldest and largest distributor of educational materials and toys in Canada, recently went in search of this kind of interactive technology for its bricks-and-mortar locations, to complement the substantial investment it has made in digital marketing.

### Bringing digital marketing in store

Scholar's Choice has more than 200 staff working at 20 stores across Canada. While its website contains a great deal of information to educate parents, teachers and childcare providers about its products, it's difficult to articulate so much information for 10,000+ products in-store.

Scholar's Choice turned to TUKU, a member of the Canadian Printable Electronics Industry Association (CPEIA) and a market leader in the emerging contactless proximity marketing space. TUKU's dynamic content delivery platform, joined with sophisticated printable electronics components on the displays, creates a new in-store media channel that communicates one-to-one brand messages to consumer mobile devices at the point of retail display. TUKU has already proven itself in the marketplace with its AutoTour™ platform for automotive retail showrooms.

TUKU's technology allows branded products to virtually sell themselves. When a consumer taps or scans an intelligent display or an intelligent package enabled with printable electronic NFC tags, it activates a product specific, rich media message delivered directly to the mobile device. This specialized mobile product landing page provides vital product information and is the access point for additional brand or product information with varying levels of detail.

As a key feature of most interest to consumers, the TUKU channel facilitates social sharing, social commerce, peer recommendation and validation. The product content resides on cloud-based infrastructure, providing the performance and scalability required in global retail networks.



A Smart Packaging Use Case

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## Rich consumer data to drive revenues

"With our technology, Scholar's Choice is leveraging marketing assets already in place and extending its reach to the point of sale where the shopper is ready to buy," said Mark Baldwin, TUKU's President and Co-Founder. "Additionally, the program is providing data insights into the purchase consideration habits of in-store shoppers. These previously unavailable insights are proving invaluable for understanding how to better display and promote Scholar's Choice merchandise."

At present, a pilot project is underway in two London, ON locations of Scholar's Choice.

"TimeTrade's 'The State of Retail 2016' report found that 85% of consumers still want to shop in stores so they can touch and feel a product before they buy," said Peter Kallai, President and CEO of the Canadian Printable Electronics Industry Association. "Their top priorities are prompt service, a personalized experience and smart recommendations. TUKU's interactive display technology gives retailers a new marketing toolset to help meet these needs, convert shoppers to buyers and drive higher transaction volumes in store."

According to the TimeTrade report, 65% of consumers use their smartphones to compare prices, and 54% use them to research different products.

"With TUKU's technology platform, retailers can take advantage of this previously untapped opportunity to engage with consumers, to showcase specific products and brands, and influence the purchase decision, using elegant and economical printed NFC technology," said James Downham, President and CEO of PAC, Packaging Consortium.



## About

# intelliPACK

BUSINESS NETWORK

### intelliPACK

intelliPACK is a smart packaging innovation accelerator co-founded by intelliFLEX Innovation Alliance, PAC, Packaging Consortium and their Members. intelliPACK collaborates with supply chain stakeholders to create awareness, educate and facilitate the broad adoption of solutions for smart packaging – an active or intelligent interactive packaging system that delivers benefits and added functionality to the value chain. intelliPACK unites leading organizations across the packaging value chain, to collaboratively explore, evaluate and mobilize innovative smart packaging solutions. intelliPACK serves North America while sharing solutions globally.

**Learn more at: [intelliflex.org](http://intelliflex.org) or [pac.ca](http://pac.ca)**

# intelliFLEX

INNOVATION ALLIANCE

### intelliFLEX

intelliFLEX, a not-for-profit industry alliance, is a vital partner for accelerating the growth of the printable, flexible, hybrid and related electronics sector in Canada. Our technologies add intelligence and connect ordinary objects to enable the Internet of Everything. We unite our 100+ members to build an effective ecosystem of supply chains for flexible, 3D printable electronics, 2D large area printable electronics, wearable electronics, smart textiles and hybrid electronics including related semiconductors, integrated circuits and software. Our programs accelerate the adoption of these innovations for Smart Packaging, Intelligent Buildings and Connected Homes, Aerospace and Defence, Automotive and Industrial Applications, Health and Wellness, Intelligent Documents, and Consumer Electronics.

**Learn more at: [intelliflex.org](http://intelliflex.org)**



### PAC

PAC, Packaging Consortium is a not-for-profit corporation, founded in 1950. PAC is North American centric with global access. We advocate for all materials and for package neutrality through an all-inclusive, transparent and collaborative process. Our 2,200 members come from all sectors of the packaging value chain, from start of life to next life. Our networking process includes PAC webinars, seminars, conferences, competitions, facility tours, education programs, trade shows, technical work groups and social activities. From PAC NEXT, our initiative to eliminate packaging waste, to PAC FOOD WASTE and now with this interest in Blue Events Inc., our industry is on a deliberate path to sustainability.

**Learn more at: [pac.ca](http://pac.ca)**