

## [NEAR FIELD COMMUNICATION (NFC)/MALIBU]

<b>TITLE</b>	Malibu seeks to improve consumer experience through the use of NFC tags and smartphone technology
<b>COMPANY / ORGANIZATION</b>	
<b>KEYWORDS</b>	Near Field Communication (NFC), connected, digital touchpoint
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Point of Purchase – Retail</b>
<b>ISSUE ADDRESSED</b>	Research shows that consumers are buying experiences delivered via products and services, rather than just the products and services themselves. Products and services that are unable to provide these experiences may stagnate and fall behind their competitors.
<b>SOLUTION</b>	<p>Malibu has launched a new ‘connected’ bottle, which are fitted with Near Field Communication (NFC) tags thus turning each bottle into a digital touchpoint for consumers. Consumers use their NFC-enabled Android phones to ‘tap’ a Malibu sunset image on the bottle, allowing them to access digital content including prize draws and competitions, drink recipes, a bar locator, and music playlists, thus turning the bottle of rum into a digital media platform.</p> 
<b>EXPECTED BENEFITS</b>	<p><b>Improving consumer experience, brand engagement:</b>  Reflecting the growing trend of consumers buying experiences and not products, Malibu is attempting to create a consumer experience by giving consumers an easy way to connect with the brand while rewarding them for doing so in the form of prizes and additional content to complement their bottle of rum. Improving consumer experience in this way maintains the consumer relationship and may foster brand loyalty.</p>
<b>CASE LINK</b>	<p>AIPIA, <i>Rum Bottle Gets Connected with NFC</i>  <a href="http://www.aipia.info/news-Rum-Bottle-Gets-Connected-with-NFC-608.php">http://www.aipia.info/news-Rum-Bottle-Gets-Connected-with-NFC-608.php</a></p> <p>The Spirits Business, <i>Malibu Rum Unveils ‘Connected’ Bottles</i>  <a href="http://www.thespiritsbusiness.com/2016/08/malibu-rum-unveils-connected-bottles/">http://www.thespiritsbusiness.com/2016/08/malibu-rum-unveils-connected-bottles/</a></p>
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