

Agenda

- 1. Problem Statement
- 2. The idea
- 3. App Features
- 4. Benefits for AWG
- 5. Consumer Rewards
- 6. Conclusions

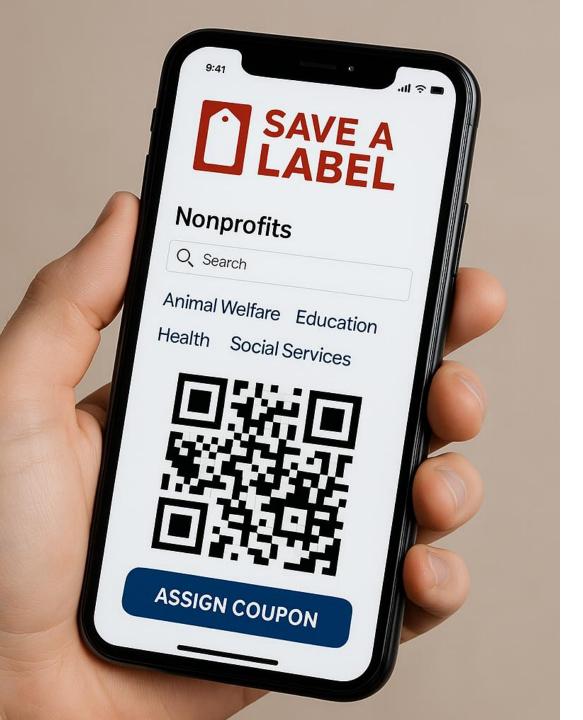


Problem Statement

Currently AWG is facing the following challenges with the Save A Label Program:

- Manual collection and mailing of physical labels can be time-consuming.
- Limited data on customer behavior and nonprofit impact.
- No direct or engaging interaction for customers.
- Difficult for nonprofits organzitions to track real-time progress.





Our Idea (Save-A-Label App)

Our idea is based on a mobile app where both AWG's customers and nonprofits can register.

Customers can browse and select nonprofits organizations by category (e.g., education, health, environment).

Each eligible product features a QR code.

After purchase, customers scan it and assign it to a nonprofit via the app.

Everything is digital, simple, and instant.



KEY FEATURES



Digital coupons



Nonprofit selection



QR code scanning



Loyalty rewards

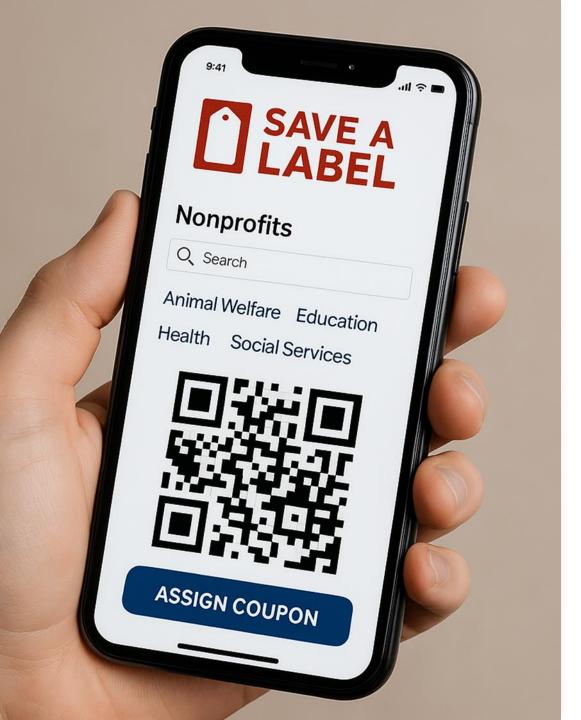
App Key Features

Customers:

- Scan QR codes to donate labels
- Browse nonprofits by cause or location
- Track all the donations
- Set favorite nonprofits
- Earn rewards after milestones (e.g., mug, tote bag, headphones)

AWG:

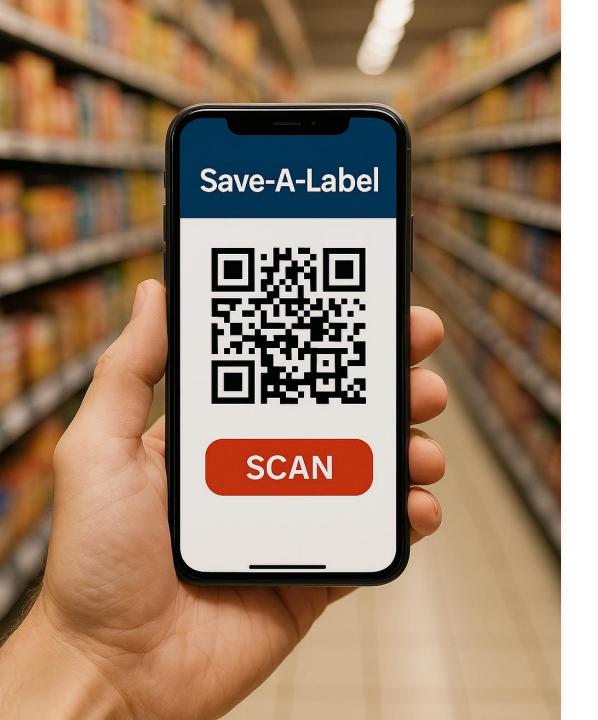
- Register and manage profiles
- View real-time label contributions



Advantages for AWG

The main advantages for AWG related to the implementation of the app are:

- Real-time data collection on customer purchases and nonprofit support
- Better understanding of customers preferences
- Better targeting for promotions and campaigns
- Enhanced customer loyalty and brand image
- Increased participation through rewards



Conclusion

This app could represent a "win-win" for both customers and AWG for the following reasons:

- This app empowers customers, supports nonprofits, and drives value for AWG.
- With a simple scan, users create real impact
- AWG can strengthen its community ties and gains actionable insights on customer preferences.

