

# AWG Save a Label group presentation

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Gies Business





A Newton's cradle with several silver spheres hanging from thin wires. The spheres are in motion, with one sphere in the foreground being out of focus and others in the background being in focus, creating a sense of depth and movement.

# 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 organizations 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.



An aerial photograph of a large university campus, likely the University of Illinois at Urbana-Champaign, featuring numerous brick buildings, green lawns, and a central quad. The text "Thank you" is overlaid in the center in a large, white, sans-serif font. The bottom of the image has a semi-transparent orange gradient overlay.

Thank you