

A vibrant, nighttime outdoor party scene featuring a diverse group of young adults. They are all smiling and holding up small glasses filled with a golden liquid, likely Malibu rum, in a toast. The lighting is warm and festive, with string lights visible in the background. The overall atmosphere is celebratory and social.

# MALIBU CONNECTED BOTTLES

# TRANSFORM THE MALIBU BOTTLE INTO A NEW DIGITAL TOUCH POINT

ACCESS THE MALIBU DIGITAL OFFERING BY TAPPING THE PHONE TO THE BOTTLE



## SIMPLICITY - NO APP DOWNLOAD NEEDED

### HOW IT WORKS

NFC is a contactless technology that requires no application to download before engaging. A low-cost, no power tag is fixed onto the bottle that is sleeping until a mobile device comes within 5cm of it before 'waking up' to transmit a small piece of information (usually a web URL) for the device to respond to and launch content.

Works on most Android devices, fallback solution for iOS is available, ie image recognition

## CONSUMER VALUE

- Added value: Market able to define content experiences and added value by targeting a hyper local audience with rules e.g. city/country, time of day, date, events happening nearby, special occasions (Valentine's Day).
- Consumer able to unlock value only available by interacting with the bottle - receives personalized curated experiences and content.

## MARKET VALUE

- The bottle becomes a new digital channel to activate
- Markets able to gather individual analytics for reporting and build the e-CRM database