



# The New Channel: Cut Through the Noise

*Blue Bite*



**of the data in the world  
was generated in just the  
past two years.**

**Contributing to this huge  
amount of data:**

- **300 million** photos  
uploaded to Facebook
- **95 million** photos and videos  
posted to Instagram
- **5 billion** searches performed  
on Google each day

**Successful brands find ways  
to **cut through** the noise  
presented by social media,  
email ads and so many other  
channels.**

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# The New Channel

Imagine a fully **brand-owned** and controlled sales and communication channel that connects **directly** to consumers.

**Blue Bite** is a new channel that transforms physical products into digital platforms by implementing technologies like **NFC** and **QR**.

Consumers tap their phone onto existing products, activating **digital experiences** that serve as personalized, one-to-one communication channels.

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# Use Your Brand-Owned Channel to:



## Create a Direct Connection With Consumers

Don't worry about algorithms, don't pay for ads – use your product to deliver content directly to consumers



## Deliver Contextual Experiences

Blue Bite experiences are personalized to users based on how often a product is used, whether it has been sold, its location and more

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## **Leverage Existing Content**

**Redefine content. Blue Bite delivers and collects information to create a better consumer experience and a better way to stay in touch with consumers**

- **Tell the story of a sustainable product *with* the product**
- **Incentivize product registration**
- **Present instruction manuals and use cases**
- **Offer related products for sale**
- **And more**

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## **Establish Trust with Product Authentication**

**Protect your brand and reassure consumers with Blue Bite authentication. Confirm products are authentic, whether they are purchased directly from your brand, from a retailer or even second-hand**



## **Add Value to Your Products and Your Brand**

**Offer exclusive content that's only available to those that have purchased your products**

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## **Drive Additional Revenue**

**Through repeat sales,  
introduction of related products,  
and by notifying current  
consumers of new products,  
among others.**

Learn how the [New Channel](#)  
can help your business.

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