



CONNECTING GLOBAL CONSUMERS

Creating connections between brands and consumers, to prove provenance and authenticity via connected solutions.

IDlocateTM

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CONSUMER ENGAGEMENT

FOR BRAND AUTHENTICITY

Today's marketplace is global, there are no longer any boundaries. In every category, consumers are confronted by an infinite amount of choice – how do you stand out?

Now you can, by letting your consumer into your supply chain to share with them the provenance and authenticity of your products. Let them see your production, the people who made each product, educate them about your offering and in the long-term build trust to be their brand of choice.

Consumers are asking for brands to set the benchmark by being transparent, and in the long-term only those brands will survive. With our brand, consumer marketing and technical background, we are passionate about working with you to achieve this.

Ruth Money & Simon Bell

Founders, IDLocate Global Limited

“...CONSUMERS WANT TO KNOW WHAT THEY ARE BUYING, WHERE IT HAS COME FROM, HOW LONG IT HAS TRAVELLED AND WHEN IT WAS HARVESTED. THREE YEARS AGO THEY WEREN'T SO INTERESTED, NOW IT IS RIGHT AT THE TOP...”

[Maximising Export Returns (MER): Consumer behaviour and trends for credence attributes in key markets and a review of how these may be communicated . Research Report No. 332 July 2014]

“...IT IS ESTIMATED THAT ON DAILY BASIS USERS INTERACT WITH QR CODES 10-15 TIMES AND WE NOW SEE THEM ON MOST PHYSICAL PRODUCTS, EMBEDDED IN BILLBOARD ADS AND EVEN ON CLOTHING WITH QR PATTERNS FEATURED ON T-SHIRTS, DRESSES AND TROUSERS....”

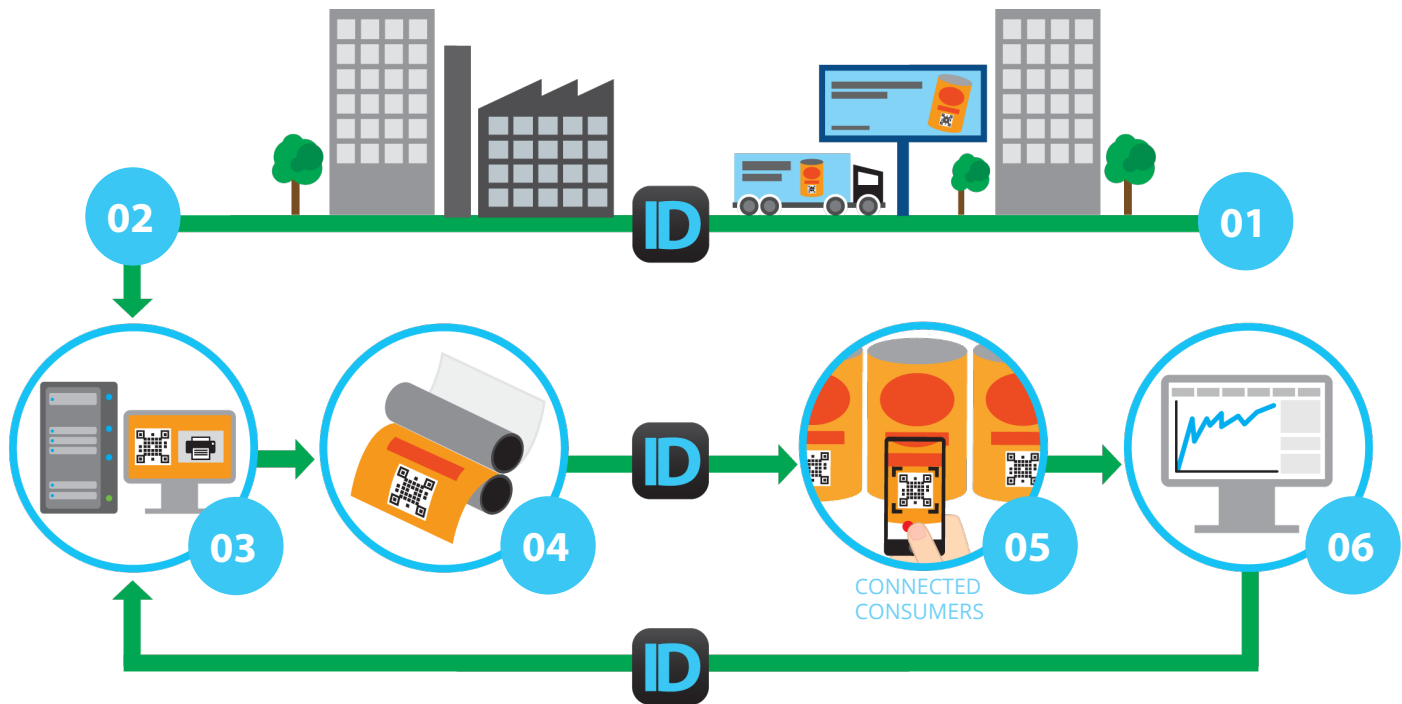
Feb 17, 2017 | Digital Marketing China

“...AFTER BEING INFORMED OF A FOOD TRACEABILITY SYSTEM, 79% CUSTOMERS IN THE SAMPLE THINK IT IS VERY IMPORTANT FOR THEM, 16% NEUTRAL AND 5% NOT THAT IMPORTANT....”

China Today | Published: 23:06 pm - 27 Nov 2016

THE FULL 360

Authentication from source to your consumer



THE SIX MODULES OF IDLOCATE'S PLATFORM

01 Rich Source Data

To create authenticity, you must have the ability to tell the story from source. Not any story, but the lifeline of the product. We work with you to discover that data and those stories from your existing production platforms and your brand. Our team then work with you to define requirements to generate the appropriate production and brand data to build consumer connection.

FEATURES

- direct integration with production control platforms / IT infrastructure
- business network & data integration via secure API's for traceability

04 Print & Application

Application is an important consideration based on use and market. The variable QR codes are applied to labels or directly onto the pack, using one of the various print technologies available [Laser, Inkjet etc.]. These codes are now active and linked to the production data in steps 1-2.

FEATURES

- direct integration with production control platforms
- production management
- online / offline printing platform
- printing & tracking technology

02 Cloud-Based Data Hub

In a global market, data must be online and available anywhere in the world. All your data, be it production or brand is stored in our cloud-based data and management hub which creates predetermined data connections to facilitate rapid globally responsive data delivery to your consumers.

FEATURES

- cloud hosting via Content Distribution Networks (CDN) (i.e. AWS, Cloudflare)
- data relationship management
- sku / product tables & content
- secure data management
- 99% uptime

05 In-Market Authentication

Where the magic happens, in the consumers hands. The consumer scans the QR code to see authenticity, provenance or traceability information about that ONE individual product. No downloaded apps or setting up accounts, consumer engagement is made easy, and ongoing comms are then enabled via various platform / technology.

FEATURES

- responsive content templates
- geo-location tracking / alerts
- brand lead design
- consumer messaging / engagement
- "live" traceability data from partners

03 Production Deployment

Coding your product is the mechanism for consumer connection to your source. We work with your existing production systems, or our team can supply our CodeMan proprietary print management software into your production environment to manage the deployment of the unique QR codes.

FEATURES

- generation of unique IDs for QR tracking
- production & deployment management
- online / offline printing platform
- printing & tracking technology

06 Management Console

All the scan and market activity is tracked and displayed, in real-time. Using your management console, you can see every consumer touchpoint as and where it happens. Content can be updated, recalls managed, along with the reporting dashboard with data insights about the consumer interactions. Its live and real.

FEATURES

- reporting & management dashboard
- template content management
- recall management
- secure data & access
- live data reporting

SO... WHAT PLAN DO YOU NEED?

**IT DOESN'T NEED TO BE
COMPLICATED, START SMALL
AND THEN ADD MODULES.**

We have a range of options that allow for a simple solution that is fast to market, right through to our bespoke Enterprise option tailored to your business.

Let's get started today.

01

IDBasic
Fast to market
Recall / Authenticity Focus

Ideal for quick to market projects where a speed to market is important with minimal customisation of brand content.

- Blockchain Platform Integration(additional)
- Unlimited QR codes per year
- Simple geo-location logic
- On-pack product RECALL
- ONE product template
- ONE data source (API)
- ONE print location (API)
- Unlimited products
- Manual SCAN interface
- Order and distribution tracking for smartphone (ideal for small order volumes)
- Optimised for smartphone
- ONE language module linked to geo-location
- Management console
- Standard reporting
- Content management
- 24/7day worldwide support @ \$650/mth*

Platform Deployment
\$15-20k*

GROWING BRAND ENGAGEMENT & CONNECTION

With options from basic to enterprise, traditional data implementation to blockchain, **it's easy to start the journey with IDlocate.**

02

IDLite

Fast to Market
Authenticity Focus

Ideal for small to medium traceability projects that require a fast time to market with minimal customisation of consumer-facing content. **Features over and above the IDBasic plan are:**

- Blockchain Integration (additional)
- TWO product templates
- Unlimited products
- TWO external data sources
- TWO application / print locations
- TWO language modules
- Custom reporting
- Template content management
- Optimised for smartphone & tablet
- 24/7day worldwide support from IDlocate @ \$850/mth*

Platform Deployment
\$35-40k*

03

IDPro

Project Based
Brand 360 Focus

Ideal for medium to large traceability projects where internal / external systems integration & multiple product lines are required. **Features over and above the IDLite plan are:**

- Blockchain Integration (optional)
- FIVE product templates
- Advanced geo-location authenticity
- Geo-fenced supply chain option
- Full RECALL management linked to geo-location
- THREE language modules
- Responsive web consumer delivery on all device platforms
- 24/7day worldwide support from IDlocate @ \$950/mth*

Platform Deployment
\$65-70k*

04

IDEnterprise

Project Based
Business Focus

Ideal for large complex traceability projects with many internal & external integrations, multiple product lines and languages. **Features over and above the IDPro plan are:**

- Blockchain Integration (optional)
- Full client-side customisation of platform and reporting.
- Unlimited product templates.
- FIVE language modules linked to geo-location [English + FOUR].
- Unlimited external data sources and/or data API's.
- FIVE application / print locations.
- 24/7day worldwide support from IDlocate @ \$1450/mth*

Platform Deployment
Supplied on Full Brief*

*Other options are available to suit your business or market, so please enquire with one of the team. Price is indicative based on integration and support assumptions. Hosting is extra based on the project deployment / market requirements. Hardware & software costs for supply-chain integration are not included.

LET'S START THIS JOURNEY

Don't worry about the rocket-science, we manage that for you. It's a simple three step process.

We don't believe this should be complex, but it should work with your brand. So, with our years of marketing experience, we have taken all the complexity out of it. Our simple process from initial engagement to go-live will make this easy, as we provide all the support you need, both technical and marketing.

01

Your Consumer

We spend the time to understand your brand, your business and your consumer. We work with you to create the path from consumer delivery all the way back to source.

Setup of the framework for the project and the project content.

02

Content & Technical

Our team provide a complete breakdown of the project and the content flows. We work with your marketing and production teams to create content and data.

Deploying your consumer facing templates and brand content.

03

Delivery

After content supply, we will then deploy the platform, integrate your content onto the consumer facing pages, test the data inputs and configure your management console.

Final in-market testing is completed and your authenticity project is live.

Using our knowledge, we keep your time to the minimum.

Developed by consumer behaviour specialists, the IDlocate team truly understand your brand's traceability and consumer engagement triggers. With over 70 years experience in digital platform development, consumer and brand marketing as well as technical production deployment, our multi-national team can guide you expertly through the process.

Step- 01 | Project Introduction

A brief 2-3 hour meeting to understand your brand, your markets, your products and your internal production systems where we discover the consumer to source path.

Step- 02 | Project Structure

As we know the platform and you know your brand, we will provide a project plan and content schedule to assist you with planning / brand and stakeholder involvement.

Step- 02 | Consumer Template

Deployment of your brand based template or templates, and population of product data from your supplied content (includes working with your brand partners.)

Step- 03 | Platform Deployment

Final setup and deployment of the management console and IDlocate platform project options / features for your brand and consumer.

Step- 03 | Testing

Full end-to-end testing of the project from code setup through to consumer interaction before being released to your team for acceptance testing and approval.

Step- 03 | Launch

Management of the launch into the markets and ongoing monitoring of the system's performance. We work with you to provide guidance on the launch and marketing.



> Case Study | Authenticity & Traceability Platform

BOOSTS CONSUMER CONFIDENCE

DELIVERING A UNIQUELY SPECIAL STORY

With a new startup in the planning phase, the team from New Zealand Secret approached IDLocate in mid-2017 to talk to us about how to bring their unique brand story to life.

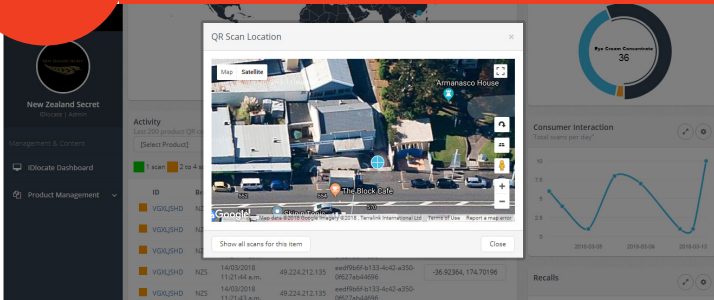
We worked with the NZS team to understand their story, their consumer and their market focus. This enabled us to customise our **IDBasic** platform to create content and delivery that was matched to their product, their market and their consumer.

Every box they pack carries a unique QR code and their consumers can verify it's authenticity, the date it was packed, where the ingredients are sourced and read the product specific instructions. Consumers can find all this information simply by scanning the QR code on the packaging with their phone.



01 Consumer-Facing & Real-Time Authenticity

02 Data-Rich Management Console & Consumer / Product Traceability



"The team at IDLocate delivered exactly what we were looking for. Their approach made it easy for us, as we are a small team. The analytics dashboard and the bespoke code production interface they made for us gives us infinite flexibility and some amazing consumer insights."

Norm Morgan
Director | New Zealand Secret


Scan the
QR code
for MEAT
demo



> Case Study | Authenticity Marketing Strategy & Deployment

CREATION OF A SINGLE SOURCE BRAND

WILKINS FARMING CO BRAND DEVELOPMENT



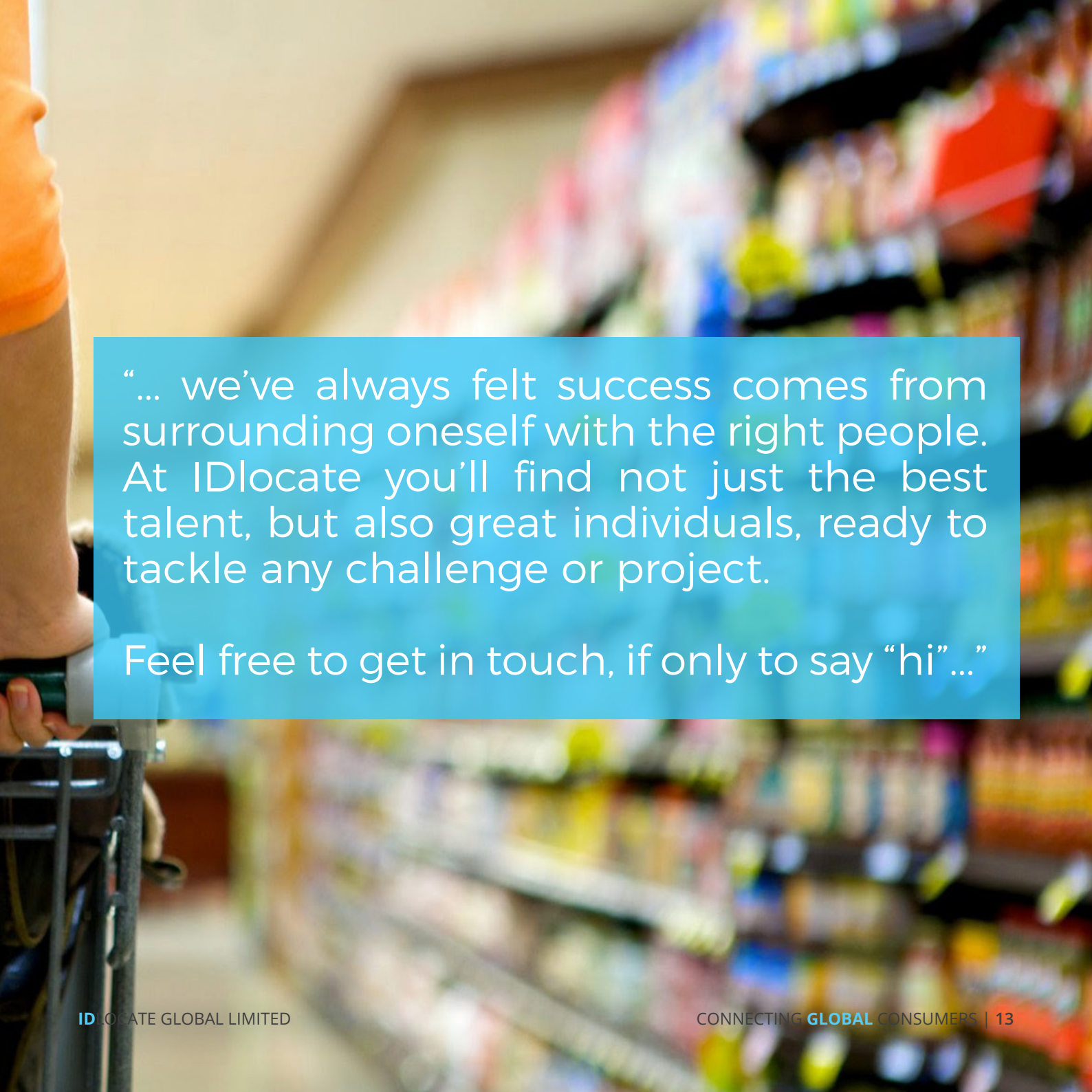
“The IDlocate team just gets it! We love how passionate they are about getting things right for our brand and our consumers. Providing the traceability back to source was key for us but we wanted to deliver it within our brand language and unique imagery, with IDlocate we can.”

Michael Wilkins
Wilkins Farming Co

Wilkins Farming Co (WFC) has a story that needs to be told.

From Northern Southland New Zealand, WFC produce premium primary products for both the domestic and export markets. The team at IDlocate started with the development of a global brand platform that tells their unique story. We are working with them across all their business units creating a platform to leverage their unique proposition, that encapsulates their love of what they do - from their pasture, to your plate. IDlocate have been involved in the brand strategy, product development and business unit management since October 2017.

SERVICES: Brand Strategy, Marketing Implementation, Product Management



“... we’ve always felt success comes from surrounding oneself with the right people. At IDlocate you’ll find not just the best talent, but also great individuals, ready to tackle any challenge or project.

Feel free to get in touch, if only to say “hi”...”

MEET THE TEAM @ IDLOCATE

Over 40 years of combined marketing experience. We don't just know the consumer, we understand them. This creates an advantage because we aren't just techies delivering a bland boring solution, our team's experience means that your brand and the consumer's voice is at the centre of everything we do.



Ruth Money | Sales & Marketing

Founder / Director

The consumer and marketing guru. Ruth has over 15 years' experience in all facets of consumer marketing and promotions working with global brands in New Zealand and Australia. Ruth develops IDlocate's™ markets and solutions, plus keep the rest of us focused!

Contact Ruth via ruth@idlocate.co.nz or +64 27 565 4406



Simon Bell | Technical & Operations

Founder / Director

The go-to-make-it-happen guy. Simon has been part of all things digital for the past 20 years [starting when a 33.3k modem was fast and email was something relatively new!], he brings a solution creation and operations background to IDlocate™, effectively the glue that holds it all together.

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