



## Less Barriers to Entry Creates an Engaged Consumer.

With today's ever-increasing complex supply-chains and the drive for transparency from consumers and markets, more and more companies are singing the holy grail of traceability solutions or the latest technology breakthrough.

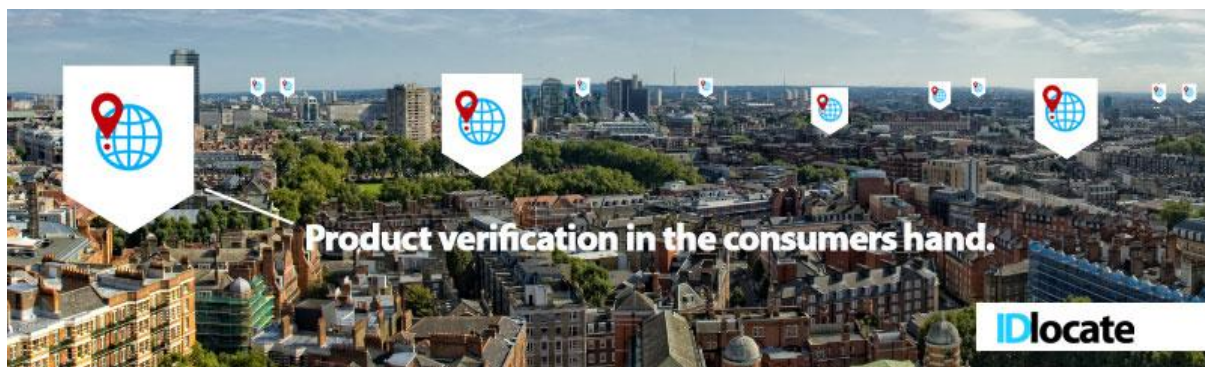
For the past year we have been watching the news, reading the tweets, following the posts on Facebook or LinkedIn with real interest, and it's made us aware of something that is missing.

### **What is missing... and are brands forgetting something? We feel they are, and it's a very vital part of the process and that one vital ingredient is the consumer.**

They are the person who is engaged with or beginning the conversation to be engaged with the product or brand, so delivery is the most important aspect of traceability, authenticity or provenance-based solutions.

Most of the businesses we have seen so far have forgotten the consumers voice in their 360-degree transparent block-chain based app delivered IOT platform. The consumer is the activator and the delivery is vital to get the engagement and trust. Forget all the smarts in behind the system, it's the consumer we are engaging with and it's got to be easy.

If you are going to deliver engagement off pack, then it needs to deliver the right information for the target market (aka the consumer) at high speed on a GSM network, and this final point is the key, **with minimal barriers to entry.**



Why then does a consumer want to download an app to scan one or two products, then another app to scan another or another in the aisle at a supermarket for example. Why does a brand want to deliver this content off pack in another companies branding when they spend millions to ensure the type-face of the label is just right and the image shows the brand-values?

They don't, as it makes no sense.

This was why when we approached this market after 20+ years in consumer, brand and digital marketing we looked at what was available and realised three very important things very quickly.

### **The consumers voice must be prevalent through all that we deliver, the brand must be the hero and the delivery must be simple and easy across many different brands or product.**

And this was why we developed IDlocate™ to deliver unique content from the native app or IOS QR code scanner, and the platform is web enabled. IDlocate is solely and with reason totally focused on the consumer, to deliver the correct brand messages on a mechanism that is easy to use for all consumers in the market place today.



We are an enabler. That's what we are. Yes, we have some cool technology that integrates with some other cool technology, some cool interfaces / reporting and some crazy logic going on that makes my eyes swim sometimes, but from a consumer point of view, it's really simple.

One scan and we enable them to see inside a brands supply-chain with the brands glasses on, understand the path to market [be that grape to glass or farm to fork] and create a longer lasting and more trusted relationship with that brand.

If your brand needs this love, and your consumer is demanding it, don't miss the boat and create a technically challenging platform your consumer won't get or can't get to easily.

Start the journey by heading over to [idlocate.co.nz](https://idlocate.co.nz) and contact the team.

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**About IDlocate Global Ltd** | Let your consumer into your supply chain, share with them the providence 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 and shopper marketing background, we are passionate about working with brands to achieve this in a global market.

To find out more, head to <https://idlocate.co.nz> or contact Ruth Money, IDlocate Global Limited via +64 27 565 4406 or email @ [ruth@idlocate.co.nz](mailto:ruth@idlocate.co.nz)