




Packaging as a module for value

Augmented Reality, Storytelling and Made in Italy

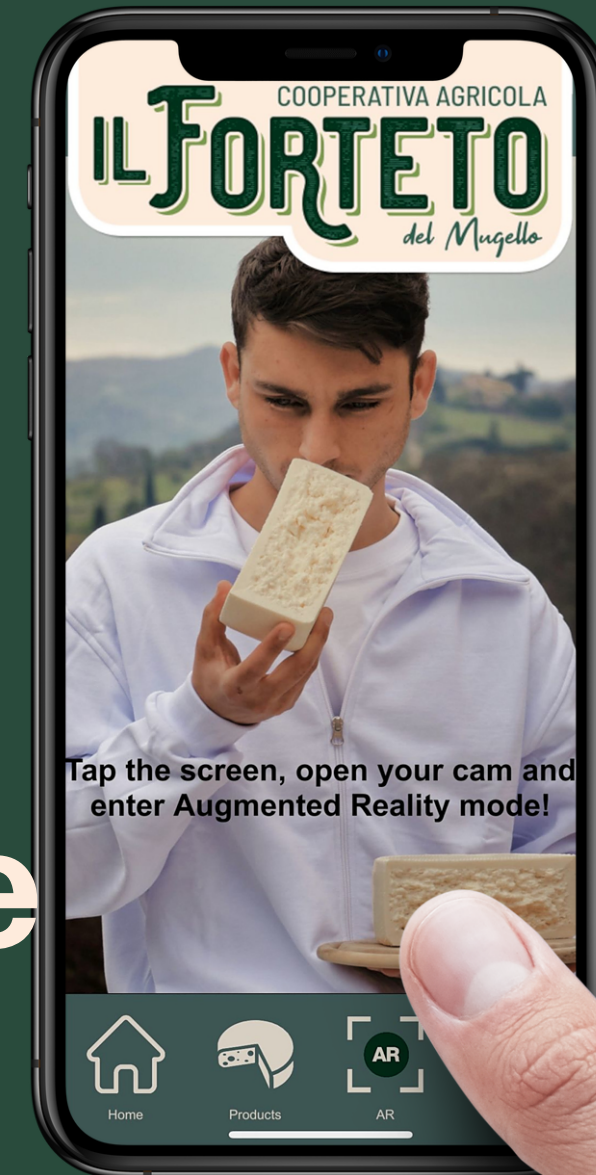
**Packaging gained a central role.
Labels, packages and packaging
material are devised to give the
consumers all the information
they need, when they need it.**



The background image is a scenic landscape of rolling hills. In the foreground, a herd of white sheep is grazing in a field of tall, golden-brown grass. The middle ground shows a dirt road winding through the hills, lined with tall, thin cypress trees. In the distance, a small village with a red-tiled roof is visible on a hillside. The sky is a hazy, light blue. A large, light orange triangle is positioned on the right side of the image, pointing towards the bottom right corner.

**When we purchase a product,
we don't just want to know what
it can do for us, but also how it is
produced, raw materials
were used, what its ecological
imprint is.**

Packages are not merely items that envelop the products, but actual "modules of value" capable of influencing purchase behavior.

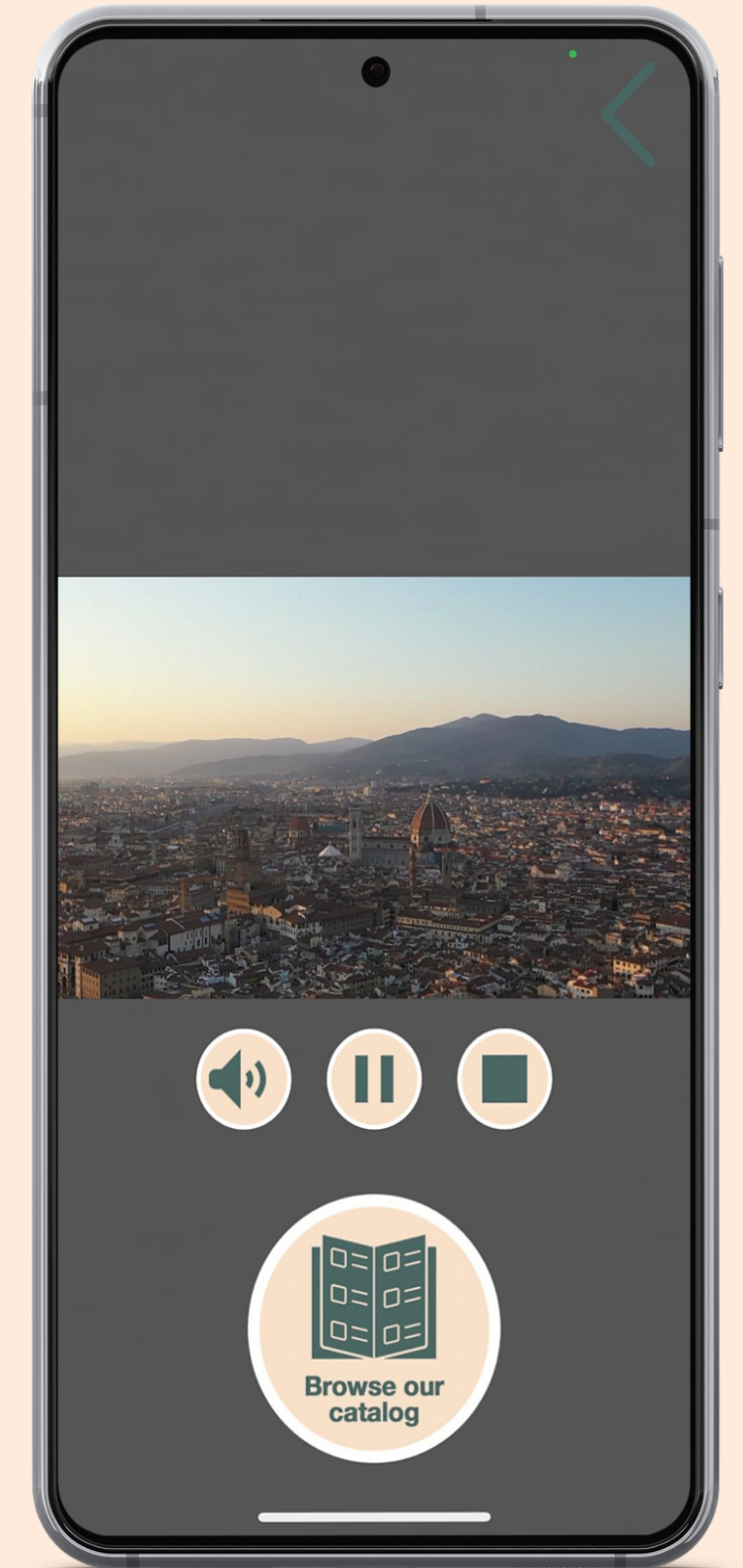




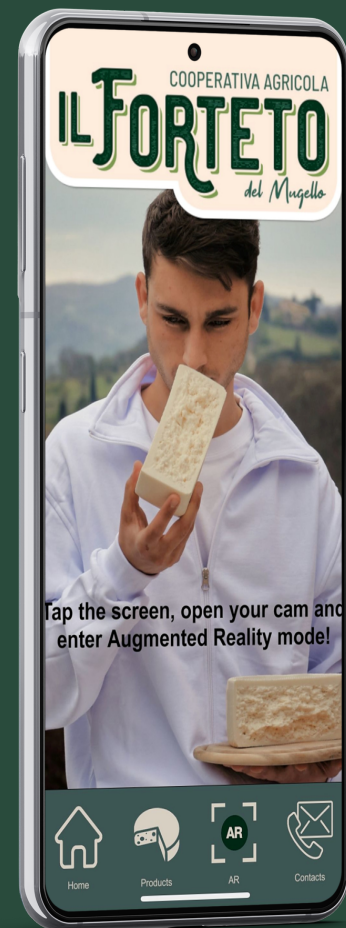
Following this vision, with the goal of improving sales abroad and enhancing the brand's storytelling, we developed the Augmented Reality app for the Farming Cooperative "Il Forteto".

Here are some advantages in using Augmented Reality on packaging:

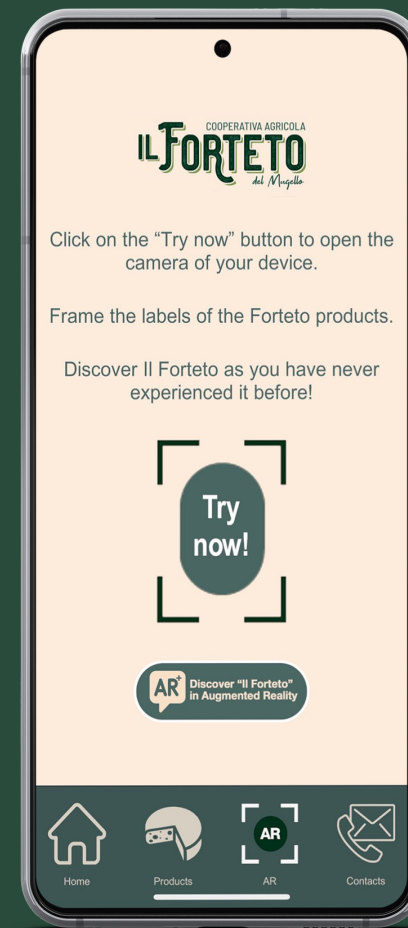
- It overcomes spacial limits
- It describes the brand's values in an innovative way
- It improves customers engagement and fidelity with interactive marketing activities.



Wanna try it?
Download the app on Android
and Apple, and frame the
marker on the next slide!



Tap the screen, open your cam and enter Augmented Reality mode!





IL FORTETO

del Mugello

i Freschissimi

bocconcino

Latte 100%
TOSCANO

di mozzarella

100 gr.

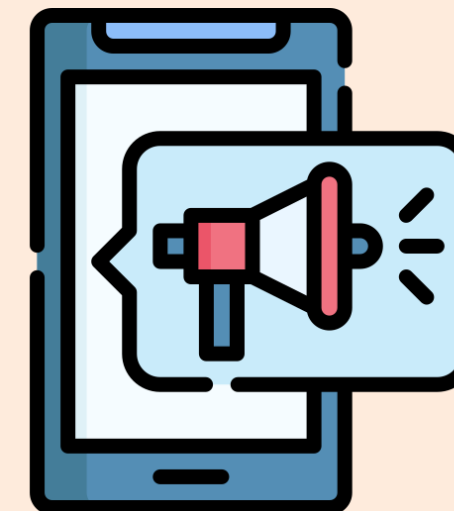
VALORI NUTRIZIONALI MEDI PER 100 G

(tabella redatta secondo le disposizioni del D. Lgs. n. 77/1993 e s.m.i.)

Energia	00000
Proteine	00000
Carboidrati	00000
Lipidi	00000
Colesterolo	00000

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Now, let's talk about numbers



Made in Italy: A growing market

Made in Italy became an actual brand, that rhymes with and grants quality and authenticity. This is confirmed by the data on revenue (€165 billions) and on brand value in the world (€96.9 billions).

Source: Prometeia Investigation on Made in Italy



Food & Wine: Excellency Made in Italy

Food & Wine is one of the Made in Italy sectors of excellence.

Italy is...

- the second European country in terms of companies active in the sector
- the third European country in terms of people employed within the sector
- the fifth European country in terms of generated value added (€29 billions in 2018)

Source: Report PMI on the Italian enogastronomic sector

In Italy, during 2020...

- +55% Food & Grocery sector's revenue growth
- +85% revenue from online sales growth
- +19% revenue from food delivery growth

Source: Osservatorio e-Commerce B2C. Investigation promoted by Politecnico di Milano and by Netcomm

The three Italian Fs (food, fashion & furniture) are all growing.

Source: GroupbMore Investigation

Packaging as a "module for value"

Nowadays we don't buy a product just for its characteristics, but also for its history and meaning. We want to know what said product can do for us, but also how it is made, who made it, using what raw materials, what its environmental impact is.

Packaging takes centre stage. Labels, packages and packaging materials are envisioned to give the consumers all the data they need, when they need them. They are not mere tools enveloping the product anymore, but actual "modules for value" capable of influencing purchase behavior.



What is Augmented Reality?



Augmented Reality (AR) is a technology capable of expanding the physical world, with digital contents.

A label, a card or a brochure can be expanded with videos, soundtracks, images and texts... You only have to frame them with a smartphone app.

Thanks to Augmented Reality, space has no more limits!

Packaging and Augmented Reality

The use of Augmented Reality in packaging has three advantages:

- 1. It overcomes every limit of space, allowing the inclusion of more contents than the ones that can be printed on the label or on the package.**
2. It describes in an innovative way the production chain, the brand's values and its connection with the territory.
- 3. It improves customer loyalty and engagement with interactive marketing activities.**

Some data

- 69% consumers prefer products with a packaging that grants additional information on the product.
- 49% consumers claim that an interactive packaging makes the product more attractive.

Source: Wikitudo Investigation and Constantia Flexibles

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