



All4Labels
GLOBAL PACKAGING GROUP

Augmented Reality applications for Wine & Spirits

Case history
Stories in a Bottle



Label design is a key purchase driver in an increasingly crowded Wine & Spirits market. The power of visuals in storytelling is undeniable. Visual content can transcend language barriers, quickly convey complex

messages and inspire an immediate response in people.

Packaging is the new platform for end-user engagement.



We have been a leader in digital solutions for over 20 years. By acting as a pioneer and bringing new digital applications to customers, we have released huge potential for growth.

Our complete end-to-end support is based on IoT applications, used for consumer marketing solutions. We take consumer engagement to the next level:



**Brand protection
& authentication**



**Personalized
content**



**Information
& education**



**Interactive
and customized
experiences**

The 'Stories in a Bottle' application was designed to show the potential of Augmented Reality when applied to packaging.

The solutions developed are not exhaustive, and can be fully customized according to customer needs or market pillars. Many of the examples created focus on entertainment, but every

type of content can be supported – for brand communication, digital marketing, advertising or end-user loyalty programs.

The user plays the role of '007' after a few initial steps (choose language, and insert name – to subscribe to the brand website or acquire personal/location data). Missions are connected to each bottle, with specific digital content made available.





Belgrade

Few people remember Belgrade, maybe because Belgrade never happened. At that moment in time, during a mission that never took place, mistakes were not allowed as never before.

Even asking for a mixed, not a shaken, vodka martini could reveal everything and be dangerous.

James knew it.

And, in the end, even the barman knew it. Once and for all.



The secret of the sleeves

Vodka Romanova starts the mission. Image recognition technology delivers what's needed: in this case, a start button and a 3D map.

In the wine & spirits industry this application could reveal the map of a vineyard or a winery, to explore or navigate.



Some labels are like spies: they can contain more than first appears, for example braille details to feel with your fingers, or a varnish that shines under special lights. Some labels are like that... and it's up to you to discover which ones.

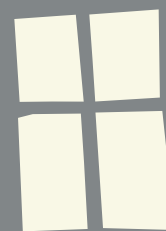


Cooking the turkey

The light from the flashes
is always too bright.
You never get used to it.
And it never heats up – never.
Even Norma never got used
to it.

But now, as she sits with a few
friends and plays with her wine
glass, she only thinks on thing:

*"Will
that damn
turkey be
well cooked?"*



Norma

When the scanner reads the image's geometric patterns, a 3D animation appears representing Marilyn.

This image is not interactive, but it could be. It shows how virtual content can be added into an image, to integrate or reinforce messages.

For wines, it could be used for brand-related contents, such as the winery or product ingredients. For example, it could show 3D images evoking elements of the wine bouquet.

There are many labels: simple, extreme, hand-made...but we remember only some of them.

It doesn't take much to make something commonplace unique, if you know what to change. A special touch is needed, a sort of magic that starts even before printing.





Beer

Stephan lives in Berlin.
He has so many memories
that he can't remember
them all.

But he does recall
one thing, made of picks,
collapsed walls and hands
shaking other hands.

And every time
he remembers it,
he drinks a beer.



Gold in the bottle

The 3D virtual image is interactive.
Users can interact with it and modify
the content.

For example, there could be games
related to the wine production process
(harvesting, pressing, capping, or even
opening the bottle) – or a game
combined with other elements.
What's clear is that virtual contents
are not static but dynamic
and interactive.

Yellow gold, red gold, white gold...
every bottled beer has great value
and impact.

And whatever the beer, the sleeve
is equally important. Maybe it reveals
hot gold, or maybe something else.
But it always makes an impression.
Like a pick on a wall.



Bottled happiness

Winston always preferred
rising bubbles to falling
bombs, but he also had
just one other preference:
bubbles must simply be the
best ones.

He asserts this every time
he joyfully finishes another
bottle of champagne.
Happiness in a bottle.

And every night, Winston
gets more and more happy.



The right time

Scanning the bottle brings up an interactive menu for the consumer.

It can be used for sharing information, for contests, for promotions: even loyalty programs can be created very simply and immediately.



Elegance stands out – with an arresting finishing touch. And style remains intact, no matter what the conditions.

History is a glass of chilled champagne, drunk at the right time.



Dieci anni

Marta...she was just ten years old at the time of Prohibition. Every night, she ran through the streets of Tontitown, Arkansas, to warn contraband winemakers when the police arrived.

Marta has never drank wine, but for twenty years she ran free.

Every night.



Living silver

Scanning activates a 3D map, modified from the previous one. This time, the example demonstrates how content can be modified and updated in real time – keeping consumer engagement high, and renewing it over time. The use of these technologies depends directly on developing interesting contents and continuously renewing attention.

There are special people who shine with their own light even when there is no light.

They're as special as a label created with warm silver and glossy paint.



The wind

It's nothing too intense...
just a strange motion in
the air. A wind that strays
into things. Ernesto knows
this. It's why he has not yet
opened the bottle of Cuban
rum he bought that day.
Until tonight.

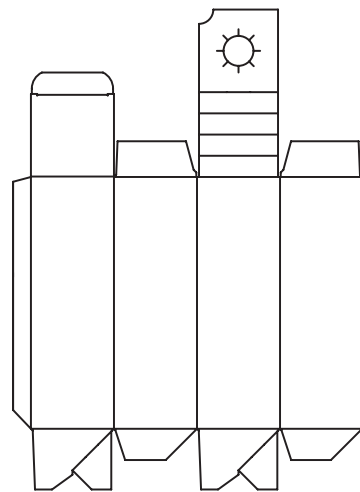
Every revolution is
connected to others by one
important detail: the wind.



The warm touch of the wind

Once scanned the bottle, a video loads (overlapping with the image). It can communicate user instructions, operating methods, advice, video messages and more. There's an infinite range of possible solutions for all product segments: cleaning (instructions for use), food (supply chain, traceability), pharmaceutical (electronic leaflet), and many more.

Sometimes stroking a special paper, with an embossed silkscreen, hot-cast gold foil, is as captivating as stroking a warm winter wind.





All4Labels Group GmbH
Möllner Landstraße 15
22969 Witzhave, Germany
wineandspirits@all4labels.com

Disclaimer

Reproduction or distribution of content of this presentation in parts or in whole on any medium is prohibited without written approval from All4Labels Group GmbH.