



NFC Ideas for Marketers & Advertising Agencies

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Today, hundreds of millions of smart phones and other devices are NFC-enabled. New uses for NFC technology are being developed every day, deepening people's relationships with iconic brands, and expanding opportunities for the world's most inventive companies.

Forward-looking marketers and advertising professionals are already leveraging NFC to energize sales and deliver richer, more interactive experiences.

This guide is designed to educate and inspire everyone on your team. It is filled with marketing ideas that you can use as thought starters for your own concepts. Our goal is to jumpstart your team's creative work.

NFC: THE BASICS FOR YOUR CLIENTS

Near Field Communication (NFC) is the technology that makes smart devices smarter. Because NFC is capable of secure two-way communication, it brings intelligence to physical objects and unlocks the power of other technologies.

NFC-enabled phones, tablets, wearables, and other devices connect people to a world of convenience, information, and enhanced experiences at home, around town, or when they travel. A read range of just a few inches keeps data secure.

WHAT IS AN NFC TAG AND HOW CAN IT HELP ME MARKET MY PRODUCT OR SERVICE?

An NFC tag is an unpowered microchip that is embedded in a product, label, retail display, a smart poster, kiosk, museum exhibit, etc.

You can embed an NFC tag in a print piece. Here's what that could look like:



← NFC tag embedded here

It means, “tap here” to learn more or to activate an NFC transaction or experience.

As a marketer, you can create NFC tags that deliver enhanced product information, activate special offers, and power interactive experiences.

ADVERTISING/PROMOTION:

1. NFC TAGS ALLOW YOU TO TURN ANY AD INTO AN INTERACTIVE EXPERIENCE

Magazines, in-store displays, bus and subway posters, etc. all offer opportunities for customers to tap and NFC tag with their smart phones and/or wearables.

- Dive deeper and get more information about your product/service
- Watch videos
- Find nearby store locations
- Connect to social proof (testimonials, social media)
- Read product reviews

2. INTERACTIVE BUSINESS CARDS

Tap an NFC tag to link to your website, video, etc.

MANUFACTURERS:

3. LET CUSTOMERS ACCESS YOUR WARRANTY AND OWNER'S MANUAL THROUGH AN EMBEDDED NFC TAG

Ensure that your product instructions and warranty info will never be separated from the physical product. Connect customers to service representative.

4. GIVE CUSTOMERS DETAILED ASSEMBLY AND USE INSTRUCTIONS

An NFC tag can take consumers to a step-by-step video and detailed instructions accessed by NFC tag on physical manual.

5. CONNECT PEOPLE TO A LOYALTY PROGRAM

With just one tap, people can go directly to enrollment and begin to earn rewards.

6. LINK TO SPECIAL OFFERS, RELATED PRODUCTS, REORDER, OR SERVICE REMINDERS

A tag embedded on your product can link customers to a website where they can take advantage of offers, order refills, keep up to date on maintenance, or discover related products.

7. OFFER PREMIUM PRODUCT AUTHENTICATION

With one tap, a customer can be assured that they have an authentic product and then register their ownership with you.

RETAILERS:

8. TAP TO SEE REVIEWS AND RATINGS

Shoppers can access expert reviews of the products they are considering and find out what people are saying on social media.

9. CREATE TAGS THAT ALLOWS SHOPPERS TO SEE IF PRODUCTS ARE AVAILABLE IN-STORE

Allow people to check on size, color, etc. If a product is not available in store, shoppers can see inventory in nearby stores or order an item shipped to them directly.

10. ADD TAGS THAT CONNECT SHOPPERS TO RELATED ITEMS

With one tap, customers can view other items that can help them complete an outfit, coordinate a room, etc.

11. TAP TO SIGN UP FOR LOYALTY PROGRAMS

Customers go directly to enrollment and get special offers if their sign-up is completed in-store.

12. TAP TO TAKE ADVANTAGE OF SPECIAL OFFERS

Create tags that deliver information about special offers from your store or from manufacturers.

13. TAP TO SHARE OFFERS WITH A FRIEND-REFERRAL PROGRAM

Registered customers can tap their phones together with a friend's phone to share offers—and earn rewards.

14. SMART FITTING ROOMS

Shoppers use an app to connect with tags on items they are interested in trying on. They then go to their own personal fitting room where the items are waiting. The fitting room is equipped with a tablet on the wall. Customers can select additional sizes, colors, etc., which are then delivered.

HOSPITALITY:

15. CHECK-IN TO CHECK-OUT TRANSACTIONS

Consolidate all transactional touchpoints: Tap to check-in, gain access to your room, pay for your stay, get access to your final receipt, gain points towards your loyalty program and earn a special gift at check-out.

16. IN-ROOM CONCIERGE

Place tag in your hotel rooms that allow guests to make a reservation for dinner, order room service, spa reservation, valet alert, etc. Guests can also leave instructions for the housekeeper about towels, cleaning, or pillow selection.

17. WEARABLE WRISTBAND FOR HOTEL/RESORT PURCHASES

Create a branded wristband that allows guests to put all hotel/resort purchases on their bills, including restaurants, poolside, boutiques, activities, etc.

18. INTERACTIVE CITY GUIDE KIOSK

Tap to get insider information, directions, tips, weather report, etc. Could include reviews of events, exhibits, plays/shows, new restaurants, make reservations, or purchase tickets, etc.

TOURISM/CULTURE:

19. EXPRESS LINE

Tap to get into an event, park, ride, or venue faster and see ticket availability or how long the wait is for specific rides. Download maps and other information directly to a smartphone.

20. HOTEL BOOKINGS

Partner with travel site or app to see last minute vacancies and book from kiosks located at airports, car rental counters, subway/train stations.

21. COOPERATIVE PROGRAMS THAT LINK TOURISM, HOSPITALITY, AND CULTURAL INSTITUTIONS

Tap to gain admission, get more information, get a discount at local restaurant, etc. (example: Freedom Trail with tags placed at each stop)

22. CREATE CENTRAL TOURISM KIOSKS

Each kiosk would offer a range of tags including expert views, walking tours, itineraries geared to specific interests, restaurant and hotel discounts. (e.g, National Mall)

23. NFC ENHANCED MUSEUM EXHIBITS

Create interactive components to enhance temporary and permanent exhibits. These could be linked to audio/video tours already downloaded on a visitor's phone or accessed through museum-provided tools such as NFC-enabled pens.

24. ENHANCED "SOUVENIR" DOWNLOADS

Allow ticket-holders to download pictures, mini-catalogues, digital Playbills. Tags in theaters, museums for information you would like to keep, share, or digitally "scrapbook."

25. NATIONAL OR STATE PARK TRAIL MAP DOWNLOADS AND GUIDES

Tags at parking lots and trail entrances allow you to download specific trail maps and nature guides to enhance your experience and add a level of reassurance. This provides sponsorship opportunities for outdoor clothing and equipment manufacturers.

TRAVEL/TRANSPORT:

26. SMART PARKING SPOT

Install NFC tags in your parking garage that allows customers to record the floor and section where they are parked.

27. TRAIN ACCESS/PASSPORT

Tap to get through turnstiles. Each tap subtracts your fare, gives you loyalty points.

28. OPPORTUNISTIC TIME-LIMITED PROMOTIONS

Tap a kiosk/screen with an NFC-enabled commuter card or smartphone to view the “deal-of-the-day” offer. This is a sponsorship opportunity.

29. TRAVEL/TOURIST INFORMATION

Tap to get train schedules, maps, etc.

30. DAILY TRANSIT ALERTS

Tap special tags when you enter the station to see if there are any last minute delays on your route.

31. SMART ITINERARY

Tap to get fully deciphered explanation of your itinerary/ticket codes-airport layout, wait time, distance between gates, even restaurants in each terminal.

32. BUS ROUTE MAP

Download route maps at bus stop kiosks. Maps could include enhanced tourist information.

EVENTS/CONFERENCES:

33. EVENT REGISTRATION

Tap to get into an event. Your registration is completed with this action.

34. AGENDA AND EXHIBITOR INFORMATION

Tap to get more information about a company/product.

35. CONTENT DELIVERY

Tap to get access to additional content (See videos, download whitepapers, download local area information, etc.)

36. EVENT ENGAGEMENT

Deliver a more robust event experience through NFC-enabled scavenger hunts, contests, and other gamification concepts.

USING THE N-MARK IN YOUR MARKETING PROGRAMS

While we encourage you to be creative in how you use NFC technology in your marketing programs, please adhere to NFC Forum guidelines for using the N-Mark on your marketing and communications materials.

Here's where you'll find the N-Mark guidelines and downloadable N-Mark files:

www.nfc-forum.org/nfc-tool-kit

ABOUT THE NFC FORUM

The NFC Forum (www.nfc-forum.org) was launched as a non-profit industry association in 2004 by leading mobile communications, semiconductor, and consumer electronics companies. The Forum's mission is to advance the use of Near Field Communication technology by developing specifications, ensuring interoperability among devices and services, and educating the market about NFC technology.