

[SMART LABEL BEER BOTTLE/ANHEUSER-BUSCH & INLAND PACKAGING]

TITLE	Anheuser-Busch uses smart label technology to create illuminated beer bottles	
COMPANY / ORGANIZATION		
KEYWORDS	Smart label, LED, printed electronics (PE)	
INDUSTRY AREA(S) AFFECTED	Point of Purchase – Retail Consumer use	
ISSUE ADDRESSED	<p>The packaging of a product can be used to attract buyers and shape their perception of a brand. Similarly, it can be used to help a brand stand out from its competitors – giving off the impression that it is a premium brand, a value brand, a limited edition product, etc. Smart packaging technology provides companies with more ways to develop innovative marketing ideas and connect closer with their consumers.</p>	
SOLUTION	<p>Partnering with Inland Packaging, brewing company Anheuser-Busch has launched limited edition bottles of their Oculito beer brand equipped with smart technology. The bottles are fitted with LED lighting as well as an ‘Internet of Things’ (IoT) connection.</p> <p>The LEDs allow the bottle to become illuminated through a pressure sensitive micro switch, activated when the consumer is holding the bottle. The switch itself is placed where the thumb falls naturally when holding a beer bottle and is coupled with printed electronic pathways, paper batteries, and the LEDs to create the illuminated effect on the bottle’s label.</p> <p>Additionally, the Oculito bottle labels can be scanned with smartphones to connect to a geotargeted web application called Relics of the Night, allowing consumers to digitally connect with the brand through social media and prize-draws.</p>	
		
EXPECTED BENEFITS	<p>Brand marketing and connection: Anheuser-Busch’s use of smart label technology on their Oculito beer bottles allows them to engage with their consumers, potentially fostering brand loyalty through its eye-catching visuals and bonus digital media content. These features also highlight the brand’s social nature and unique personality, further strengthening Oculito’s brand identity.</p>	
CASE LINK	<p>Packaging Digest, <i>Smart packaging adds more mystique to Oculito beer</i> http://www.packagingdigest.com/smart-packaging/adds-more-mystique2-oculto-beer1215</p> <p>Beverage Daily, <i>Beer bottle lights up on touch: Anheuser-Busch shows smart packaging potential</i> http://www.beveragedaily.com/Processing-Packaging/Illuminated-bottle-from-Anheuser-Busch-uses-smart-label-tech</p>	
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