

[VISION RECOGNITION TECHNOLOGY/SHAZAM & CORNETTO]

TITLE	Cornetto partners with Shazam to connect with its younger audience	
COMPANY / ORGANIZATION		
KEYWORDS	Smartphone, consumer engagement, youth engagement, connected	
INDUSTRY AREA(S) AFFECTED	Point of purchase – Retail Food Advertising/marketing	
ISSUE ADDRESSED	<p>Innovative marketing ideas can help brands stand out from their competitors. For instance, smartphone technology bring unlimited potential to consumer engagement, especially for younger audiences. It can easily be leveraged to increase brand awareness and build brand loyalty due to its flexibility in use and widespread ownership.</p>	
SOLUTION	<p>To celebrate the 2016 European Football Championships, Shazam has developed a special app featuring their new Vision Recognition technology for Cornetto. While known by By scanning Cornetto products through this special app, football fans are granted access to a Cornetto microsite that allows users in Italy, Spain, France, Denmark, and Belgium to select their favourite team, take a selfie or use existing images, and use country-themed objects to customize their photos. German and Austrian versions also feature a football game.</p> <p>Cornetto is the first ice cream brand to include Vision Recognition technology on-pack. Shazam is currently seeking additional partnerships to extend the Vision Recognition service, which is already integrated into its popular music-identification app of the same name.</p>	
		
EXPECTED BENEFITS	<p>Consumer engagement, brand awareness: Shazam's special Cornetto app provides a fun and modern way for the ice cream-brand to connect with its consumers, especially those in the younger age range. The features of the app mesh naturally with social media sharing, providing additional advertising opportunities for both companies. As well, Shazam is a well-known service whose name is certain to drive interest in the Cornetto brand throughout this campaign.</p>	
CASE LINK	<p>AIPIA, <i>Shazam Kicks In For Cornetto</i> http://www.aipia.info/news-Shazam-Kicks-In-for-Cornetto-600.php</p> <p>FoodBev Media, <i>Shazam kicks in for Cornetto</i> http://www.foodbev.com/news/shazam-kicks-in-for-cornetto/</p>	
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