Case study

Images and data quality in less than 100 days

Immagino by GS1 Italy

By collaborating with Brandbank a technology and solution provider, GS1 Italy was able to launch Immagino in record time. Immagino enables its users to be compliant with EU Food Information Regulation 1169/2011 and provides them with up-to-date, sharp photos and packaging information so they can offer a seamless online shopping experience to their consumers.

For online shopping, packshots mean business

More and more consumers today are very carefully reading the texts on the outside of boxes, bottles and cans of the food they buy. The information on the label has become an essential part of the decision-making process for shoppers, because consumer want to know all of the ingredients that have gone into the food they buy for themselves and for their families. For online shopping websites, good-quality product photos—known as "packshots"—where the labels are readable are not an option, they are a must.

New food labelling rules

Regulatory bodies around the world are working to respond to these demands and to protect citizens by ensuring the availability of accurate information about food for sale. EU Food Information Regulation 1169/2011 (EU 1169) is one highly visible example of this trend.

Most of the rules detailed in EU 1169 went into effect in December 2014. For example, it is now mandatory to show a variety of information on all prepackaged food labels, including a name or description of the food, its ingredients, the potential allergens it contains and more.

immagino

67% of online shoppers are reluctant to buy a product if no image is available. Online sales increase up to **40%** when there are multiple images of a product.

Source: **Brandbank**
(www.brandbank.com)

One specific provision of EU 1169 concerns "distance selling" – which in today's world almost always means sales via a website. This rule states that a consumer on a shopping website must have access to the same packaging information as a consumer in a bricks-and-mortar store.

Quality images and accurate information are fundamental

Retailers and brand owners today need product images and accurate consumer data for a wide variety of uses, including e-commerce websites, coupons, flyers, catalogues, advertisements, in-store promotions and more.

GS1's strategy for helping its users achieve data quality is built around several key pillars, one of which has the goals to provide master data services such as image services, measuring services, physical services that allow companies to more easily respond to the demands of their consumers and their trading partners.

GS1 Italy's Immagino service provides both high quality photos and accurate master data.

Immagino is the result of a successful collaboration between GS1 Italy and Brandbank, a solution and technology provider specialised in creating, managing and distributing digital product information for the retail industry.

"The ability to transmit images electronically is a powerful tool that facilitates processes and reduces costs throughout the supply chain."

Valerio Di Natale
CEO, Mondelēz Italy

How Immagino works

In a nutshell, Immagino provides subscribers with digital "packshots" of products and also captures and shares all of the information printed on the product's labelling.

For a brand owner or retailer, working with GS1 Italy's Immagino is simple and yet impactful. A manufacturer needs only to send a product in its regular store packaging. The Immagino team takes care of all the rest.

First, one of Immagino's professional photographers takes pictures of all sides and angles of the product packaging. Two of the photos are shared with the Immagino network of brand owners and retailers for print and digital marketing and promotional activities, including e-commerce websites, coupons, flyers, catalogues, print and online advertisements, space allocation mock-ups, in-store promotional displays and more.

At the same time, all of the information printed on the product's label is digitised and categorised: descriptions, ingredients, allergens...

A robust data quality verification process

The packaging information that is captured is checked and re-checked. Several different people on the Immagino team verify the consumer data extracted from the labelling information.

Then these data are given a final verification by the manufacturer/brand owner who is ultimately responsible for the quality of their own data.

The entire Immagino process is quick, efficient, seamless and smooth, with very clearly defined roles and responsibilities for all parties involved.

Just 100 days from kickoff to launch

Thanks to the efforts of GS1 Italy to create enthusiasm and strong support amongst the manufacturers and retailers in their country, the Immagino project went from kickoff to launch in less than four months.

| **700** | **manufacturers** |

| **13** | **local and multinational retailers** |

| **80%** | **Italian market sharing information** |

40,000
trade items via Immagino

At the end of the 100 days process

GS1 standards power the process

GS1 standards make Immagino possible by offering a common language across the systems and processes of the different companies involved.

GS1 Global Trade Item Numbers® (GTIN®) are the foundation of the Immagino service because they uniquely and unambiguously identify individual trade items.

The specifications detailed in **GS1 Package Measurement Standards** are used to measure the dimensions of products and their packaging.

The photos and images of the products are compliant with **GS1 Product Image Specifications** that present the standards for image colour and quality as well as file formats, characteristics and sizes.

As part of the data capture and verification process, Immagino also makes use of the **GS1 Logger for Staff** app to help fight against the illegal or unauthorised use of GS1 Global Company Prefixes and GS1 Identification Keys.

Immagino is a first important step toward wider adoption of the **GS1 Global Data Synchronisation Network® (GDSN®)**. By the end of 2015, Immagino expects to deliver up-to-date digital content for tens of thousands of GTINs to the GS1 GDSN so that this high quality product master data can be used across the entire global supply chain.

"GS1 GDSN and Immagino are a priority for the entire retail industry because they help improve the complex management of product master data while creating substantial cost savings."

Maniele Tasca
General Manager, Selex Gruppo Commerciale

Immagino is....

Efficient

No process redundancy; clear roles and responsibilities of all involved

Complete

Works for food & non-food; works for grocery, fresh foods & variable weight items; works for standard, seasonal & promotional packaging

Multichannel

The high-quality images can be used for websites, printed flyers and catalogues, promotional displays, advertisements, planograms...

Accurate

Maximum accuracy in processing and delivering images and data, approved by brand owners

Compilant

Ensures compliance with EU1169's requirements for distance selling of food products

Consumer-focused

Responds to consumers expectations of a good shopping experience

Accessible

24 hours a day - 7 days a week

Good for your brand

An up-to-date catalogue on Immagino means brands have the control over information published on all channels

Flexible

Benefit from "one-to-many" image and data sharing, or customise data sharing criteria on a case-by-case basis

And perhaps most importantly : Simple !

Just send a product sample and the Immagino team does the rest

"Today the competitiveness of small and medium-sized enterprises depends on tools like Immagino."

Renato Bonaglia
CEO, Alcass

For more information

Learn more about GS1 standards, the GS1 Data Quality and our various initiatives to support data quality at
www.gs1.org

Learn more about Immagino at www.immagino.biz
(website in Italian)

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