

## **Appetite Creative Launches Sustainability on-pack Connected Experience for Tetra Pak**

Creative technology studio Appetite Creative has created a new side panel on-pack communication for world leading food processing and packaging company Tetra Pak across its packaging in Spain and Portugal and mid-Europe including Germany and Austria.

The updated on-pack communication gives customers access to a smart packaging experience to help them learn more about sustainability.

Users can access the multi-language web app based connected experience via QR codes found on the new side panel which includes a variety of fun and interactive educational games.

The Collector game encourages users to operate a dump truck to traverse the road and collect as many Tetra Pak packages as possible while avoiding hazards. The Memory game offers a card game in which players must match the recycling themed playing cards within a set time limit. The Quiz game tests general knowledge about sustainability.

By completing these three missions users can win and collect a variety of mission badges. There's also access to Tetra Pak's website outlining its sustainability initiatives for customers to learn more.

The interactive experience of the connected packaging was created by Appetite Creative with graphic design delivered by Advertising Design Studio.

"This updated connected packaging experience offers brands working with Tetra Pak compelling ways to interact directly with and better understand customers. The experience will both help educate customers and give them a reason to keep coming back to a favorite product time and time again. It's brilliant to see Tetra Pak committing to this informative and insightful connected experience. QR codes really are the future of product packaging," said Jenny Stanley, managing director at Appetite Creative.

"We are excited to see the on-pack communication designs evolving to a connected packaging experience that raises consumer awareness on sustainability in a fun and interactive way, while providing our customers with useful insights on consumer behavior," said Lena Feichtenschlager, marketing director DACH at Tetra Pak.

"After several years of managing the on-pack communication design, adaptations, and the QR codes placement optimization, it's great to see the web application now live. Offering users a unique experience, consistent with Tetra Pak's values, principles and corporate identity, it delivers a mix of entertainment and

sustainability education. It's also been exciting to be working with Appetite Creative for the first time, a well-prepared agency in the digital experiences," said Luca Beltrami, senior art director at Advertising Design Studio.

The web app tracks real-time interaction, such as buying habits, product preferences, average engagement time, location, scan rate, number of visitors, return visitors and social media shares, including GDPR-compliant personal data to enable the brand to optimize its marketing and better understand consumers.

The campaign is now live and will run for 12 months.

Reference: <https://www.foodtechbiz.com/packaging/appetite-creative-launches-sustainability-on-pack-connected-experience-for-tetra-pak>