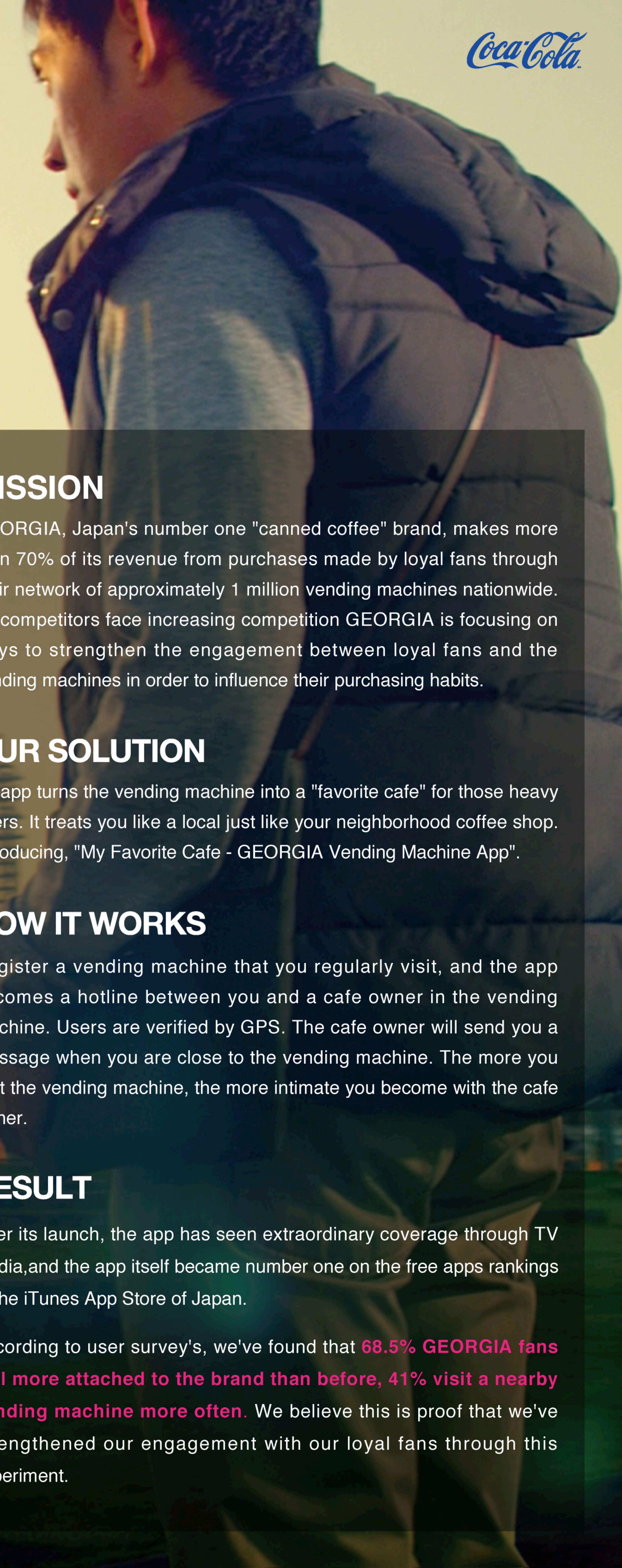




My Favorite Cafe GEORGIA Vending Machine App

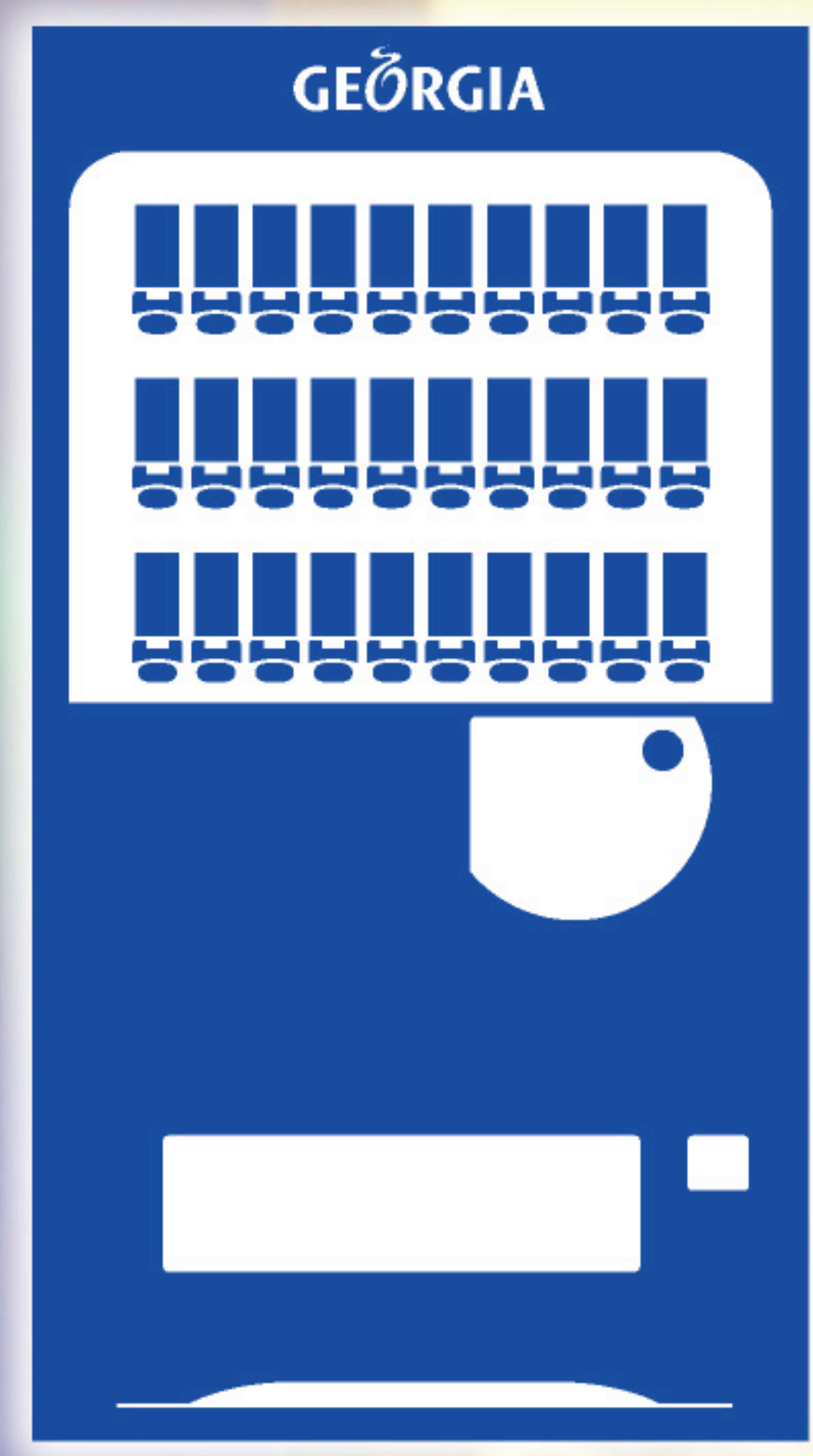


Good morning!
What a great blue sky today.

Roughday?

Yes. I'm
feeling tired.

Hey sport,
don't over do it!

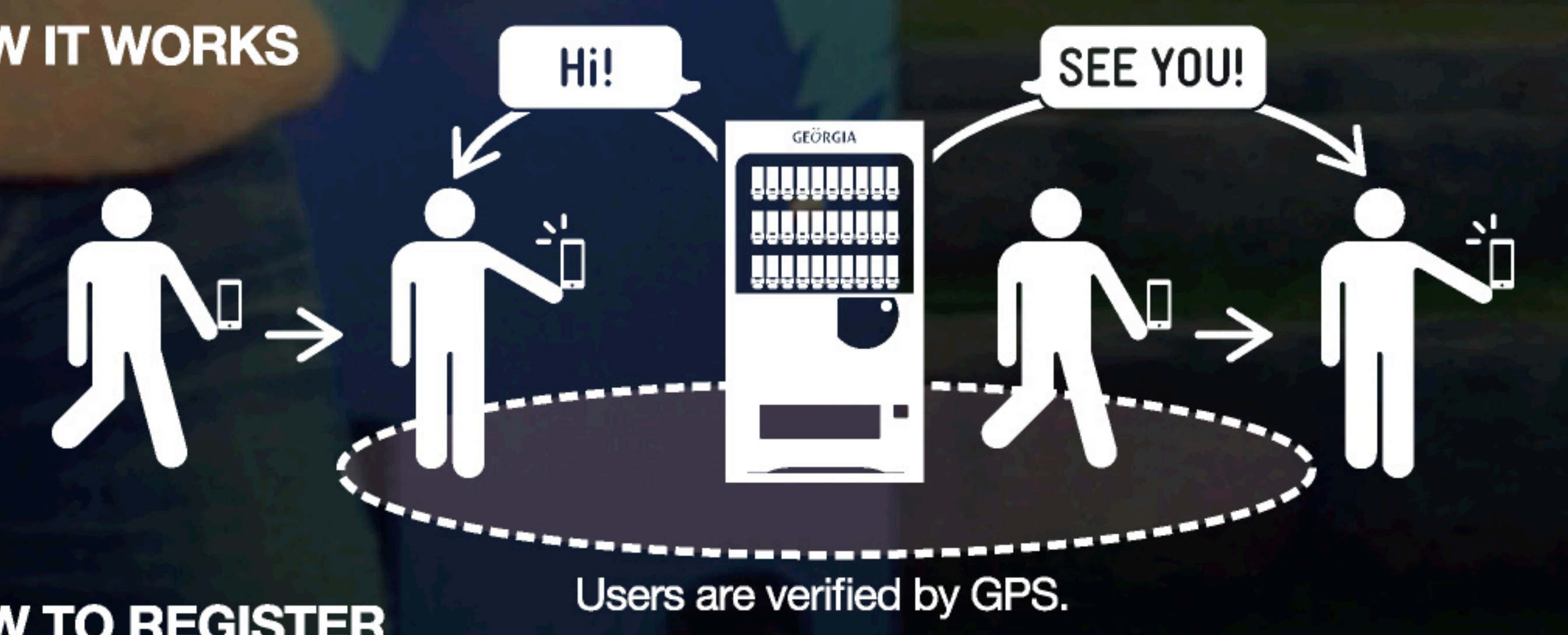


Turning ordinary vending machine into "favorite cafe".

SCREENSHOT



HOW IT WORKS



Users are verified by GPS.

HOW TO REGISTER



Register the vending machine by scanning QR code on the vending machine.

RESULT



MISSION

GEORGIA, Japan's number one "canned coffee" brand, makes more than 70% of its revenue from purchases made by loyal fans through their network of approximately 1 million vending machines nationwide. As competitors face increasing competition GEORGIA is focusing on ways to strengthen the engagement between loyal fans and the vending machines in order to influence their purchasing habits.

OUR SOLUTION

An app turns the vending machine into a "favorite cafe" for those heavy users. It treats you like a local just like your neighborhood coffee shop. Introducing, "My Favorite Cafe - GEORGIA Vending Machine App".

HOW IT WORKS

Register a vending machine that you regularly visit, and the app becomes a hotline between you and a cafe owner in the vending machine. Users are verified by GPS. The cafe owner will send you a message when you are close to the vending machine. The more you visit the vending machine, the more intimate you become with the cafe owner.

RESULT

After its launch, the app has seen extraordinary coverage through TV media, and the app itself became number one on the free apps rankings of the iTunes App Store of Japan.

According to user survey's, we've found that **68.5% GEORGIA fans feel more attached to the brand than before, 41% visit a nearby vending machine more often.** We believe this is proof that we've strengthened our engagement with our loyal fans through this experiment.