



How The Arnott's Group created a **direct-to-consumer loyalty campaign** using AI receipt scanning

A TAGGUN Case Study

About the partner, The Arnott's Group

The Arnott's Group are custodians for some of Australasia's most cherished & recognised food brands and perhaps one of their most beloved brands is the delicious and indulgent biscuit brand Tim Tam with whom this partnership took place.

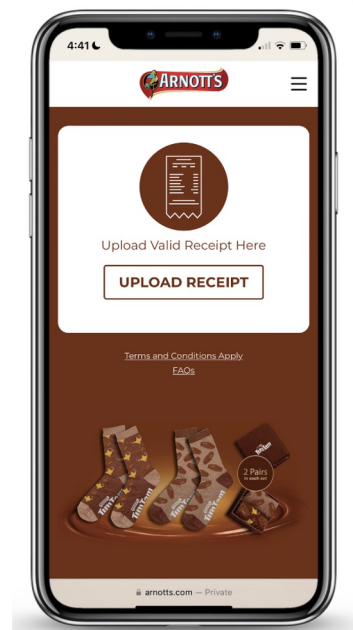
The campaign ambition

The goal was to test the success of a direct-to-consumer rewards campaign in partnership with the Independent Grocers (IGA) in Australia. They encouraged a multi-purchase deal of their Tim Tam range around Mother's Day and for the Tim Tam brand to connect directly with the most devoted of Tim Tam customers.

The Technicals

The Arnott's Group worked with Publicis Group's PXP Studios to design the promotional website, and together Taggun delivered the AI, ensuring automatic receipt validation, including:

- where the purchase was made
- the three Eligible Products purchased
- the date and time of purchase (during the Promotional Period).



The Consumer Journey

- Consumer sees the campaign at point of sale at participating Independent Grocer.
- They buy 3x Tim Tam products.
- Then, they visit the promotional landing page powered by Taggun's OCR and validation software.
- They are prompted to upload the receipt to the Tim Tam landing page. The receipt is validated within seconds and they then submit their contact details to redeem the promotional gift.



"We used Taggun to validate receipts as part of our recent Tim Tam consumer promotion. The team were always on hand to support, and the set-up, maintenance and performance of the API was excellent. It was a critical cog in the digital campaign, and drove strong results for our business. "

NICHOLAS MARSH,
The Arnett's Group

The build process with Taggun:

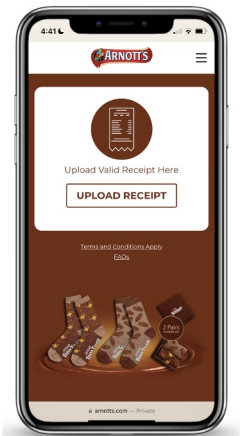
For a campaign like this, TAGGUN recommends allowing 4 weeks from discovery to launch.

- **Discovery phase:** The Arnett's Group reached out to Taggun to chat about the concept idea and requirements. Indicative timing and pricing were also estimated here.
- **Brief phase:** There was a team meeting with all partners; PXP, Taggun, and The Arnett's Group to go through the plan and details.
- **Design and build phase:** PXP partners built a beautiful landing page and Taggun optimised the OCR and validation tools.
- **Testing phase:** All involved came together to make optimizations and final sign off.
- **Launch** pilot campaign and ongoing support

1. Receipt data extraction

Taggun's AI models extracted:

- Retailer name
- Retailer address, city and country
- Receipt date and time
- Total amounts and currency
- Shopping basket insights



2. Receipt validation

The Arnett's Group wanted to validate that a shopper had purchased at least three packets of Tim Tam biscuits from any participating IGA store.

The biggest technical challenges were;

- IGA has a number of independent retailers with different names.
- The product descriptions varied between each IGA retailer. For example, Tim Tam could appear as 'Tim T' biscuits on one receipt, and 'Tim Tam' on another.
- Counting the number of Tim Tam packets across (potentially) multiple line items; for example, 1x Chocolate and 2x Caramel packets.

Taggun's OCR and validation tools made it easy to create a complex campaign rule that identified all Tim Tam line items, from the correct merchants, across a myriad of receipt formats, all validated within seconds.