



SCRATCH & WIN / PRODUCT AUTHENTICATION CAMPAIGN

Driving Sales, Brand Trust & Consumer Engagement

The Scratch & Win / Product Auth Campaign

The Scratch & Win / Product Authentication Campaign is a dual-purpose solution that enables brands to simultaneously drive consumer engagement and combat product counterfeiting.

By embedding unique codes on/in products or simply branding it as a **"Thank You"** gift card, brands can reward customers while also allowing them to verify product authenticity - creating trust, boosting sales, and generating real-time market intelligence.

This solution can be combined as a hybrid campaign hosted alongside Spin-The-Wheel (instant reward) or Draws allowing customers to authenticate, spin the gamified wheel or enter for brand-enabled draws for other prizes.

TisasNG provides the infrastructure to power this seamlessly, securely, and at scale.

The Opportunity

In many markets, brands face three major challenges:

- Counterfeit products eroding trust and revenue
- Real-Time Product performance tracking issues
- Low post-purchase engagement with customers

Consumers, on the other hand, want:

- Assurance that products are genuine
- Rewards and incentives for their loyalty
- Simple system that helps them manage rewards from multiple brands into one place - no multiple apps download or loyalty cards.

Scratch & Win bridges this gap by combining authentication + incentives into a single experience.



THE SOLUTION

Each product is assigned a unique secure code printed on or sealed under a scratch panel or even delivered digitally in store.

Customers can:

- Scratch and Redeem the code for instant brand-defined cashback
- Verify authenticity
- If enabled, Instantly participate in gamified rewards or enter for draws.

This creates a system where:

- Every interaction builds trust
- Every purchase becomes engaging
- Every product becomes a marketing channel

HOW IT WORKS

Step 1: Code Generation

Unique, secure, non-replicable codes are pre-generated for deployment.

Step 2: Distribution

Codes are embedded on product packaging (scratch panels, QR, or labels) or printed on branded “Thank You” gift cards.

Step 3: Customer Interaction

Customer scratches or scans and redeems the code via:

- Web
- Mobile app
- USSD (coming soon)

Step 4: Authentication + Reward

System instantly:

- Confirms product authenticity
- Awards brand-defined guaranteed cashback
- Codes can also give the consumer access to spin-the-wheel and/or draws - if enabled.

Step 5: Data Capture

All interactions and customer data are recorded for analytics, reporting, and for future marketing campaigns.

VALUE PROPOSITION

For Brands

- Protect against counterfeiting
- Increase product trust and credibility
- Drive repeat purchases through incentives
- Capture valuable consumer data

For Customers

- Assurance of genuine product
- Instant rewards and gratification
- Interactive product experience

USE CASE EXAMPLE

FMCG Product Authentication Campaign:

A beverage company embeds scratch codes on/in product package.

- Customers scratch and redeems to authenticate code via web, app or USSD
- System verifies authenticity instantly
- Customer wins instant brand-defined rewards and gets entered into a promo draw for bigger prizes
- Brand collects customer and product usage data
- Counterfeit products are easily identified and eliminated

CAPABILITIES & METRICS

System Capabilities

- Secure code generation and encryption
- Multi-channel verification (Web, App, USSD)
- Real-time analytics dashboard
- Fraud detection and prevention

Key Metrics

- Number of code verifications
- Unique users engaged
- Repeat participation rate
- Geographic consumption patterns
- Fraud detection rate

CONCLUSION

Scratch & Win / Product Authentication Campaigns redefine how brands interact with consumers — turning every product into a touchpoint for trust, engagement, and growth.

With TisasNG, brands can protect their products while unlocking powerful marketing outcomes.

Ready to launch your Scratch & Win or Product Authentication Campaign?

Contact us today:

Email: support@tisasng.com

Website: www.tisasng.com

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