

# HOW BRANDS USE BLUE BITE TO CREATE A DIRECT COMMUNICATION CHANNEL

Whether through print advertisements, billboards or social media, brands were previously limited to connecting with consumers through traditional channels that aren't always effective or easily measurable.

Brands use Blue Bite to create a new communication channel that delivers personalized mobile information and experiences directly to consumers — all via the product itself.

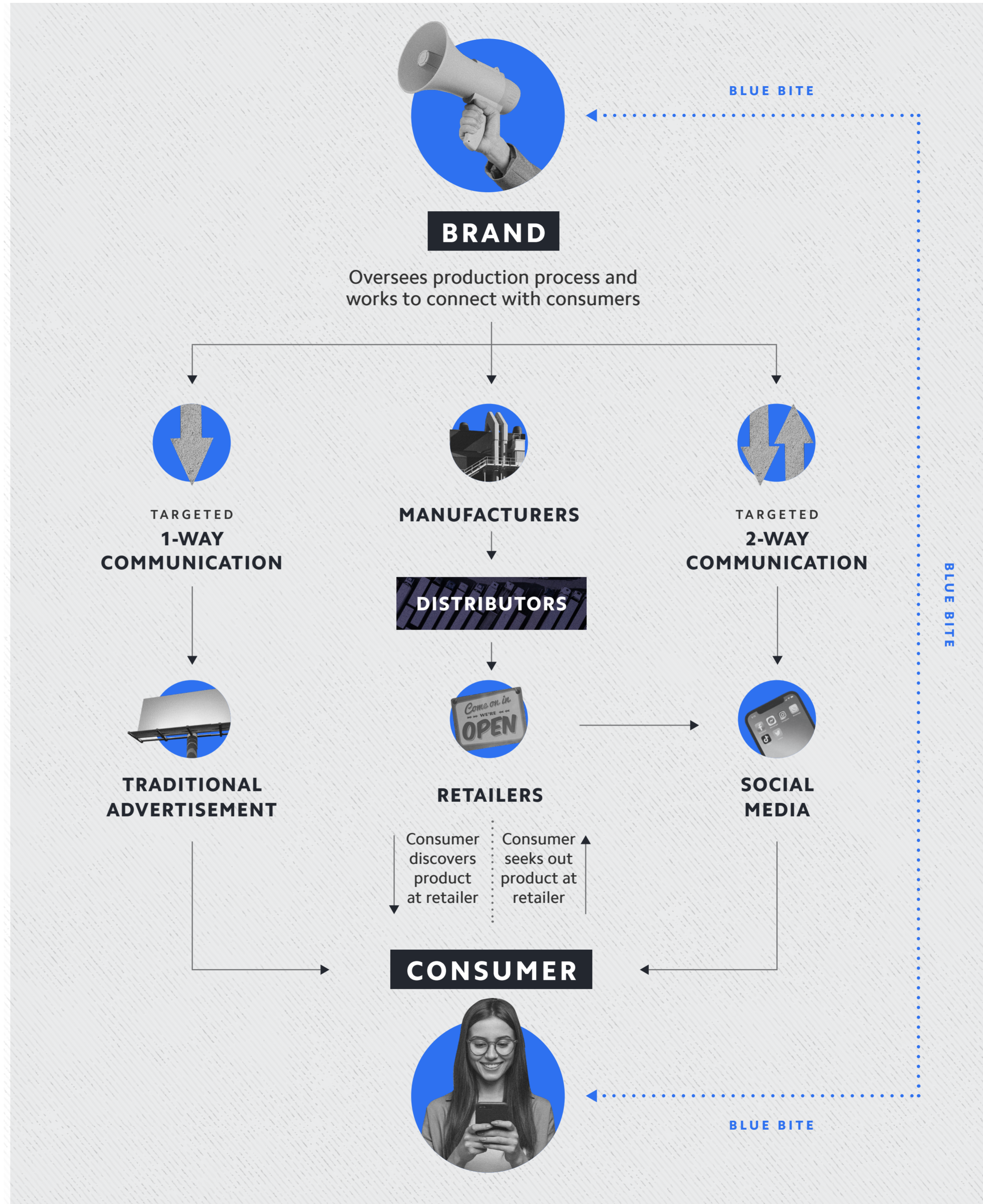
Consumers access these dynamic digital experiences by using their phones to scan connecting technologies like QR and NFC that are added directly to products.

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Brands use Blue Bite to drive **2-way communication** directly with consumers.

Brands and consumers bypass all third-party communication channels to **communicate directly.**

Consumers can directly **share valuable first and zero-party** data back with brands, bypassing retailers.

Each individual product is a **point of sale** and **point of communication.**