Meal Planning Solution from Intel and Kraft

Intel Corporation and Kraft Foods have jointly designed a Meal Planning Solution to demonstrate how the functionality of a traditional self-service kiosk can be transformed into an interactive, immersive retail experience with measureable results.

This solution, based on the 2nd generation Intel® Core™ i7 processor, can be used to obtain recipes, shopping suggestions, promotional coupons as well as product samples. Retailers and brands can use it to connect with the consumer beyond the point-of-sale; increasing visits, brand recognition and loyalty as well as basket size—all while reducing overall cost of ownership and maintenance as compared to traditional digital signage.

There are five unique aspects to this solution:

Vending Machine/Digital Signage Integration: The Meal Planning Solution demonstrates the power of creating an immersive, brand-building experience by integrating digital signage capabilities with the traditional functionality of a vending machine.

Mobile Integration: Kraft integrates this solution with their iFood Assistant application for smartphones. This makes it easy to add recipes, shopping lists, etc. to a mobile phone, in real time, via a 2D barcode scanner. For retailers looking for enhanced POS integration, it can also be tied into the retailer's POS and loyalty card program.

Sampling and Conversion Capabilities: The synergy of vending machine capabilities and digital signage creates an array of opportunities for marketers and retailers to increase sampling and conversion. In addition to recipes, shopping lists, product samples, etc., consumers can also opt-in to receive future marketing promotions. A sample promotion could be around a special event or holiday wherein the consumer can choose from a series of recipe options, download the recipe and get a shopping list of ingredients sent to her smart phone, while also obtaining actual product samples (e.g., Kraft LU Cookies, Cadbury Chocolate, etc.)—all in the same interaction.

Accountability and Metrics: The digital signage is equipped with Anonymous Video Analytics (AVA) technology that makes it possible to obtain accurate audience measurement data: how many interacted with the display/vending machine, for how long, their gender, age, time of day, etc. This provides immediate feedback for measuring ROI and also provides opportunities for adapting content based on the composition of the audience and other factors (e.g., time of day).

Language Customization: Retailers have the ability to customize by language. Currently, the solution is available in Spanish as well.

Technology used in the Solution

The technology featured in this deployment includes:

- 3- HP touch screen HD monitors
- 3- 2nd generation Intel® Core™ i7 processors
- Intel® Active Management Technology (Intel® AMT) for remote management, improved power management and security options such as system diagnosis. Administrators can manage systems remotely, making it possible to turn off all systems overnight to increase energy savings and reduce the need for technicians to go on-site for system maintenance, lowering operational expenses for retailers
- Intel® AIM Suite built specifically for the purposes of anonymous audience measurement and retail intelligence.

This innovative solution will drive increased brand loyalty and repeat shopper visits to drive profitability while lowering operational costs with remote manageability.

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[1] In compliance with emerging digital signage industry standards, AVA is completely anonymous: it cannot identify an individual; no actual images are stored, and no personal information is collected. The only data that is stored is of an anonymous, aggregate, statistical nature. It is not possible to associate any single, stored data-point in the AVA to an individual person.

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