smart FACTS scan learn®

CASE STUDY

# How Superpop turned a rebrand moment into a connected shopper experience

## A word on Superpop

For almost 40 years, Australian-owned popcorn brand Superpop has been part of family movie nights, cinema visits and supermarket snack aisles. As the business moved from the iconic Movietime brand to the Superpop masterbrand, the team saw an opportunity to do more than refresh packaging. They wanted to use the pack itself to reassure shoppers, introduce the new brand and create a digital connection directly with consumers at the moment of interest.

## The challenge

The rebrand created a critical shopper moment. Superpop needed to help consumers quickly understand that although the pack looked different, the popcorn they knew and trusted had not changed. At the same time, shoppers are asking more from packaging than space on-pack can deliver, including easy access to ingredients, allergens, nutrition, recycling guidance, product benefits and brand information.

For Superpop, the challenge was not simply a labelling issue. It was a brand trust and engagement opportunity: how could the business make every pack work harder, tell a richer product story and create a measurable consumer touchpoint without adding complexity to packaging?

> During the rebrand, the pack had to do more than carry a new look. It had to reassure shoppers that it was the same popcorn they trusted, while giving them instant access to information directly from the brand. SmartFacts® helped us create that connection.

**Paul Tyers**
National Sales & Marketing Manager
Superpop

# The Solution

Superpop worked with Kezzler, a GS1-recognised SmartFacts® solution provider, to bring the experience to life. Through Kezzler's platform, Superpop implemented GS1 Digital Link-enabled 2D barcodes (QR Codes) connected to dynamic, cloud-hosted product information.

Once live, the pack became a brand-owned engagement channel: always available, easy to update and able to carry richer content than a printed label alone. For shoppers, the experience was simple: scan, learn and feel confident. For Superpop, it created a scalable foundation for future content, campaigns, personalised engagement and digital retail readiness as 2D barcodes move toward point-of-sale scanning.

## STRONGEST PERFORMING SKU

**Real Cinema Classic 90g**
**2.34%** Total Scan Rate
**2.09%** Unique Scan Rate

## STRONGEST PERFORMING WEEK

**3.05%** Total Scan Rate
**2.87%** Unique Scan Rate

# The Results

The results show that shoppers are willing to engage when trusted product information is made easy to access. Scan engagement performed above the 2% pilot benchmark, demonstrating that digital labelling can create meaningful interaction between brands and consumers. The most accessed content included nutritional information, social media links, product benefits and recycling information, showing that shoppers wanted more than the traditional on-pack label could provide.

During the same period, Superpop recorded strong sales growth, with retail scan sales peaking at 146% above the baseline reporting week and remaining 63% higher months later as distribution expanded. While the rebrand and distribution growth were key factors, SmartFacts® gave Superpop an additional digital layer to support shopper confidence, product education and ongoing brand engagement.

Most importantly, the project created a future-ready digital labelling framework that Superpop can continue to build on. The brand can manage content beyond the constraints of packaging artwork, respond to changing consumer information needs and prepare for connected packaging use cases as GS1 standards and digital retail ecosystems evolve.

Baseline reporting week refers to the initial measurement week following implementation. Reporting period results include activity recorded across participating supermarket retail channels where SmartFacts® was deployed.

# Could your packaging work harder as a shopper engagement channel?

For food and grocery brands, SmartFacts® provides a practical way to turn everyday packs into trusted digital touchpoints. By creating a consistent, recognisable scanning experience, the program helps build consumer confidence in QR codes while supporting rebrands, transparency, clearer shopper communication and retail readiness for 2D barcodes.

## What's next?

Superpop is exploring opportunities to expand SmartFacts® across its portfolio, using consumer insights to refine content and deepen engagement over time. Its early adoption shows how brands can use digital product labels to build trust, deliver richer information and create new value from packaging already in shoppers' hands.

For brands exploring connected packaging, digital labelling or 2D Barcodes powered by GS1 Digital Link, Superpop's experience offers a clear proof point: the pack can now be more than a label. It can be a measurable channel for education, engagement and insight.

## Interested in making your packaging work harder?

Contact GS1 Australia to explore how SmartFacts® can help your brand create a trusted digital product label experience and prepare for the next generation of connected packaging.

"Superpop illustrates how brands can move beyond static packaging by leveraging GS1 standards on an enterprise platform. By deploying Kezzler's technology, Superpop turned a simple 2D scan into a dynamic digital experience that delivers trust and transparency today. In addition, Superpop is building a scalable foundation for traceability and point-of-sale scanning in the future.

**Marie Pettersson**
General Manager Asia Pacific, Kezzler

KEZZLER

To learn more about SmartFacts® click here

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NEW ZEALAND food & grocery COUNCIL

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