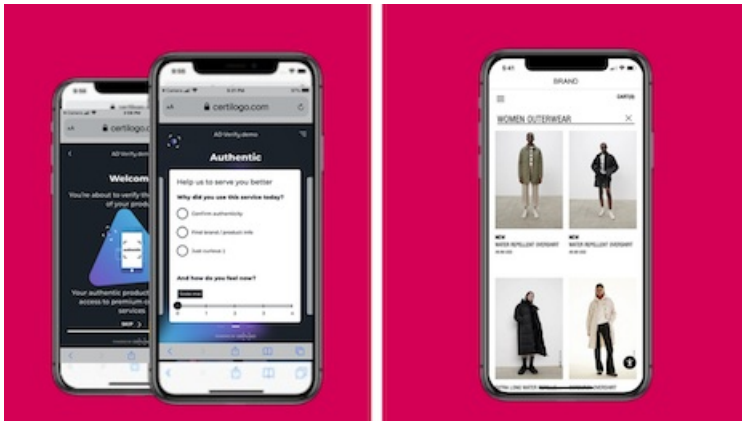


RETAIL

How digitally-connected products support brand authenticity

February 4, 2021



Product authentication becomes more important as ecommerce grows. Image credit: Avery Dennison

By KATIE TAMOLA

As COVID-19 continues to accelerate the growth of ecommerce, it is becoming even more beneficial for brands to ensure product authenticity.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

During a webinar hosted by *Luxury Daily* on Feb. 3, panelists spoke about how the ecommerce boom continues to gain momentum as consumers remain drawn to its convenience and safety. Technology continues to be an imperative tool for brands in growing relationships and gaining trust with consumers.

"There's no doubt that the pandemic, and the ensuing economic crisis has rocked most companies, and we've all had to quickly adapt to a very uncertain environment," said Michael Colarossi, vice president of innovation of product line management and sustainability at [Avery Dennison](#), Boston, MA. "And so, businesses, going forward need to focus on how do we engage and how do we bring digital to life in the products and solutions that we offer to ensure that we can connect to our customers.

"It's becoming more and more important for brands and retailers to ensure that their ecommerce platforms are not only well performing, but are differentiated or providing new services and alternatives compared to their competitors," he said.

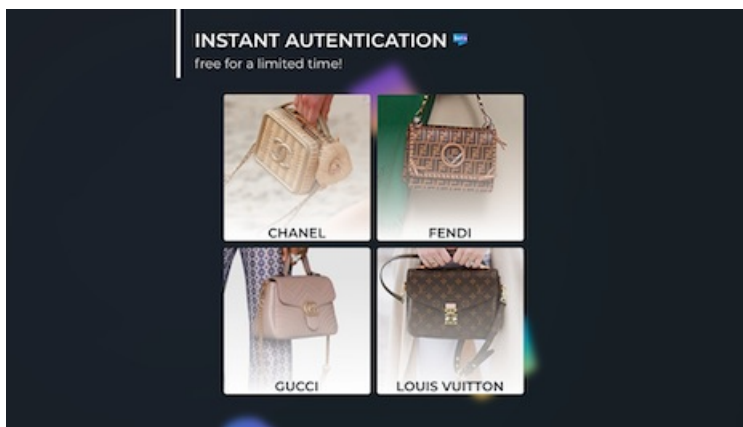
The webinar was sponsored by Avery Dennison

Making it personal

Retail experts believe that COVID-19 has accelerated the trend of consumers turning to ecommerce, and that this change presents opportunities.

Panelists cited a McKinsey study showing that 75 percent of buyers and sellers now prefer digital options over face-to-face due to both safety, speed and convenience.

Brands now have the opportunity to make ecommerce more personal by offering digital product discovery, allowing consumers to see how a garment looks on their own body and connecting with them on social media.



Luxury shoppers want to verify they are purchasing authentic goods. Image credit: Avery Dennison

However, the growth of ecommerce puts online shoppers at higher risk of purchasing inauthentic goods. This is becomes even likelier among those who purchase secondhand goods online, in an effort to find more affordable luxury pieces or practice more sustainable shopping.

"Making certain that I am buying an authentic product is incredibly important, particularly if you are spending a lot of money on those products in the luxury space," Mr. Colarossi said.

Consumers are concerned about fake goods and many would be put off by a brand after unintentionally buying counterfeit products, according to a recent report. Consumers are also putting the onus on brands by expecting them to be proactive about fake goods and marketing ([see story](#)).

Avery Dennison and digital authentication platform Certilogo have collaborated to create AD Verify, an authentication tool. AD Verify is a digital, consumer-enabled authentication solution embedded in a product to protect a brand, while boosting engagement.

"Well, first and foremost, authentication builds trust and loyalty to customers, and it shows that the brand is willing to be open and transparent about," said Michele Casucci, founder and CEO of [Certilogo](#), Milan. "AD Verify solution is a great example of how we can authenticate products digitally, where we can offer protection not only to brands but as consumers as well."

Using a smartphone, consumers can use AD Verify to scan the product's permanent label or input the product's serial number, then register and complete the tool's prompts, complete authentication and have further opportunity to connect with the brand.



With AD Verify, users can scan product tags to confirm authenticity. Image credit: Avery Dennison

A study by Certilogo found that consumers' propensity to engage with a brand after using their authentication tool grew from 28 percent before authentication to 61 percent after authentication.

"Authentication enables brands to connect, particularly with high spending consumers because, not surprisingly, those are the ones who value authenticity," Mr. Casucci said. "Authentication matters for brands because of the realization that such a service fights back against the group of counterfeits, which is linked to the growth of online shopping, that is caused by the pandemic."

Marketers moving forward

In the time of COVID-19 and beyond, brands must continue to find ways to utilize technology in order to grow their

relationships with consumers. Brands need to recognize burgeoning trends and adapt.

Consumer behaviors continue to evolve during different stages of the coronavirus pandemic, leading to an uneven ecommerce boon across sectors. To ensure continued success, luxury brands will have to continue to invest in their ecommerce presence ([see story](#)).

More luxury brands are continuing to see the value in implementing authentication processes and tools.

U.S. leather goods house Mark Cross has implemented TrueTwins technology to provide a digital passport for each piece. This will empower consumers with information about a product's environmental impact, authenticity and valuation ([see story](#)).

Swiss watchmaker Vacheron Constantin is certifying its entire range of timepieces with blockchain technology to fight against counterfeits. Owners will also be able to register and authenticate their watches with a new platform, The Hour Club ([see story](#)).

Despite not being face to face, consumers still want to interact with brands, which offers brands ample opportunity to establish a relationship beyond one purchase.

"There is a concrete opportunity for marketers to offer content or services that will further strengthen the relationship with the consumer, increase satisfaction, improve loyalty or drive specific actions," Certilogo's Mr. Casucci said.

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.