

# USE CASE: NIL BEERS

*How Unitag Enabled Legal Compliance and 30% Faster Sales Growth*

## The Client

NIL Beers (Alma Mater Beverage Co.) is a North American craft beer startup founded by senior executives from Fortune 500 companies. United by their passion for college football, they launched a beer brand with a social mission: giving customers a way to support their favorite universities while enjoying a quality product.

## The Business Problem

NIL Beers faced a critical challenge:

**How do you run an engaging consumer promotion on beer bottles without violating US alcohol marketing laws?**

In the United States, alcohol marketing is regulated state-by-state. On-pack promotions tied to alcohol purchases create a legal minefield because they can be classified as illegal lotteries or gambling if they contain:

- **Prize** (consumer wins something)
- **Chance** (random draw, not skill-based)
- **Consideration** (must purchase alcohol to enter)

Printing promotional copy like 'Buy this beer to win' on bottles is prohibited in most states. Brands that violate these regulations face:

- Thousands of dollars in legal fees for compliance reviews
- Regulatory penalties and product recalls
- Campaign delays or complete cancellation
- Inability to launch unified national campaigns

## The Unitag Solution

Unitag provided NIL Beers with a legally compliant, turnkey QR code solution that enabled them to run their campaign without the legal risks or costs associated with traditional on-pack promotions.

## What We Delivered

- **Serialized QR Codes:** Each bottle received a unique, trackable QR code that moved the promotion off-pack and into a compliant digital environment
- **Custom Web Application:** Our development team built a bespoke voting platform where consumers could support their university after scanning
- **Legal Compliance Architecture:** The QR code decouples the beer purchase from contest entry, allows age-gating (21+), and enables state-specific rules
- **Real-Time Analytics Dashboard:** Live monitoring of scans, geographic data, device types, and campaign performance

The bottle label simply reads 'Scan for more information'—legally safe language that drives engagement without triggering regulatory concerns.

## Who Uses the Product

User	How They Use Unitag
<b>Marketing Team</b>	Launches campaigns in days instead of months. Monitors real-time engagement, adjusts messaging, and tracks ROI through the analytics dashboard.
<b>Legal/Compliance</b>	Approves campaigns knowing the QR structure separates alcohol from promotional incentives, eliminating lottery classification risks.
<b>Operations</b>	Receives serialized QR codes integrated into packaging workflow. No complex technical setup required—plug and play.
<b>Consumers</b>	Scans QR code on bottle, verifies age (21+), votes for their favorite university, and sees their contribution's impact—seamless mobile experience.

## How It Works

**Step 1:** Consumer purchases NIL Beer and scans the unique QR code on the bottle

**Step 2:** Mobile-optimized web app opens, prompts age verification (21+)

**Step 3:** User selects their favorite university from a list

**Step 4:** Unitag records the vote and NIL Beers donates to the selected university

**Step 5:** Marketing team views live scan data: location, device type, voting patterns, and engagement metrics

## Expected Results & Actual Outcomes

NIL Beers expected Unitag to deliver legal compliance and operational simplicity. The results exceeded expectations:

Metric	Result
<b>First-Week Sales Velocity</b>	30% faster than previous batches
<b>Legal Fees Saved</b>	Thousands of dollars in state-by-state compliance reviews
<b>Campaign Launch Time</b>	Days instead of months
<b>Regulatory Risk</b>	Eliminated through off-pack QR structure
<b>Campaign Monitoring</b>	Real-time dashboard with scan-by-scan insights

## Why This Matters

Unitag enabled NIL Beers to launch a consumer-engaging, legally compliant marketing campaign that:

- **Solved a legal problem** that would have cost thousands in legal fees or killed the campaign entirely
- **Drove measurable business results** with 30% faster sales velocity in the first week
- **Delivered speed to market** with a plug-and-play solution that launched in days, not months
- **Provided actionable intelligence** through real-time analytics that inform future marketing decisions

### **Ready to Launch Your Campaign?**

Contact Unitag to discuss how our QR solutions can solve your marketing challenges.