



JICC/ACP PRESENTS

# COUPON SECURITY & STANDARDIZED DATA EXCHANGE PROJECT

Executive Summary

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AUGUST 1, 2020

**Objective:**

To provide a standardized and secure mechanism for coupon distribution by utilizing a singular centralized database of offers, known as the Universal Positive Offer File.

**Scope:**

The project is designed to address both the legacy existing coupon format AI (8110) as well as oversee the transition to the new solution, which is AI (8112). This new format will initially be available for manufacturer distributed mobile and later for print executions.

**Challenge:**

The legacy coupon format, AI (8110), has experienced what many consider to be unacceptable levels of fraud and the industry is seeking more efficient and effective processes.

**Solution:**

A new GS1 application identifier AI (8112) has been established to support this initiative. This will be the first singular coupon solution that crosses mediums, verticals and purchase environments. It can be utilized in paper, mobile or e-commerce executions, and in all retail verticals. This new process gives manufacturers the confidence that regardless of medium, environment or vertical, their coupons will be fraud mitigated and single use executions.

The provider of the centralized Universal Positive Offer File is The Coupon Bureau (TCB), a non-profit organization appointed and advised by JICC/ACP. Stakeholders will be able to connect via API to the Universal Positive Offer File as well as through the TCB portal.

All industry stakeholders are advised to update coupon-related processes to accommodate for AI (8112) coupon format.

As a centralized database, The Coupon Bureau has the additional opportunity to provide positive and negative data for AI (8110) offers while reaching market scale for AI (8112). The current AI (8110) coupon format type will begin a sunset process when a significant majority (approximately 70-75%) of retailers are AI (8112) compatible.

**Primary benefits include:**

- Material reduction of fraudulent coupon acceptance at retailer
- Material reduction of fraud risk from barcode usage on mobile phones
- Increased efficiency with the use of one centralized data source
- Increased accuracy of offer validation
- Material reduction of invoicing and settlement disputes and adjustments
- Neutral Universal Positive Offer File connecting the retail landscape creates a platform for innovation grounded in interoperable standards

**Industry participation is welcomed.**

This summary and report was developed by the TCB advisory board and approved by the JICC leadership committee which is represented by JICC, ACP, CIC, Consumer Brands Association and FMI (The Food Industry Association).

**Confidentiality and disclosure**

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