CASE STUDY

SONRA

collectID

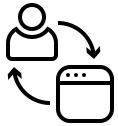
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GOALS OF THE PROJECT

Guarantee authenticity and increase sales



... to **sell all pairs** of the model Proto "Prickly Pear" **equipped with collectID technology**



... to **create unique experiences** for the customers after the purchase



... to **guarantee authenticity** of the sneakers and protect them against counterfeiting



... to promote a **presale of the next SONRA model** through the collectID app



... to generate valuable **data about the customers**

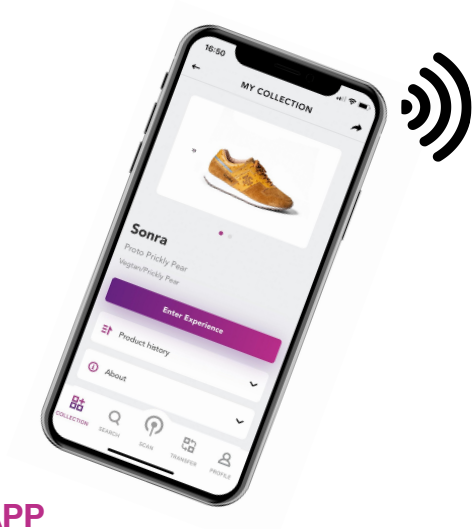


... to **control** possible **resale** activities

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HOW IT WORKS

Blockchain and IoT based ecosystem



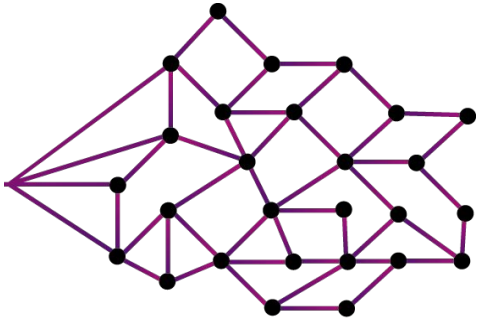
APP

With the collectID app users can easily verify the authenticity of the SONRA Proto "Prickly Pear", store it in their personal collection, and trade it through the app. Additionally, the app opens up the digital world of SONRA by creating a unique digital experience with which SONRA customers can interact.



NFC TAG

Each authentic SONRA Proto "Prickly Pear" gets equipped with a collectID NFC (near-field communication) tag that provides the product with a unique identification number (ID). The NFC tag contains a dynamic URL that prevents it from being copied and the tag cannot be removed without destroying the sneaker.



BLOCKCHAIN STORAGE

Utilizing their unique IDs, the verified SONRAs are securely stored on the blockchain and assigned to their respective owners. Since blockchain is a decentralized protocol verified by multiple parties providing immutability, information cannot be changed without the consent of the respective owner or brand.

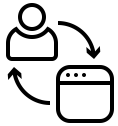
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ALL GOALS ACHIEVED

100% sold - 50% registered - 37% bought more



… **800 requests** within 72 hours for the virtual sneaker release
… sneakers **sold out within minutes**



… buyers who registered their SONRA **got the presale right for the next release** through the collectID app



… **56% of buyers** scanned their SONRA to **check its authenticity**



… **already sold 37% of the next SONRA release** through the collectID app with no additional advertising costs



… **51% of buyers registered their SONRA** on the blockchain and added it to their collection within the collectID app



... SONRA gained more **control over the resale market**

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ALL GOALS ACHIEVED

The SONRA community loved the project

COMMUNITY FEEDBACK

matthias.jpg richtig gut! finde es echt bereichernd, dass @sonraberlin hier den schritt macht. anti-resell credo gepaart mit anti-fake philosophie ist das, was den sneaker-markt wieder real werden lässt🙌

24w Gefällt 5 Mal Antworten

thomasvanm Revolutionary my friend! 🚀🙌

24w Gefällt 1 Mal Antworten

rideshoez Great one 💪 Gives fakes no chance!

24w Gefällt 1 Mal Antworten

gabriel_antonio_w Stop fake 👍❤️

24w Gefällt 1 Mal Antworten

kingpin_80 Innovation to the fullest 🔥

24w Gefällt 1 Mal Antworten

ultracez I hope all big brands copy this as it's a great idea 💡

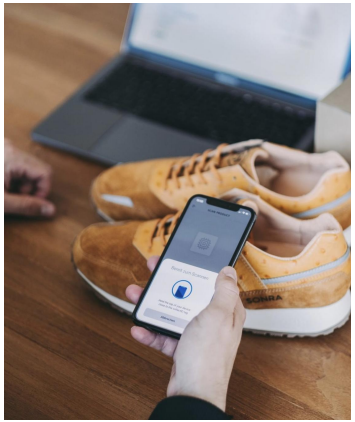
24w Gefällt 1 Mal Antworten

sampascoee The future 🔥

24w Gefällt 1 Mal Antworten







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TIMELINE

5 months from production to happy customers

JAN 2020

KICK OFF
Discussed partnership and ideas

FEB 2020

CREATION OF AFTER SCAN EXPERIENCE
Defined an unique after scan experience for the customers

MAR 2020

INTEGRATION OF NFC TAGS
Integration of NFC tags into the sneakers during production

MAY 2020

RELEASE OF SONRA PROTO “PRICKLY PEAR”
First virtual sneaker release sold out within minutes

MAY - AUG 2020

ONGOING CUSTOMER EXPERIENCES
Providing unique and ongoing experiences for the customers and access to the next release

AUG 2020

RELEASE OF NEXT SONRA x COLLECTID
Already sold 25% of this product

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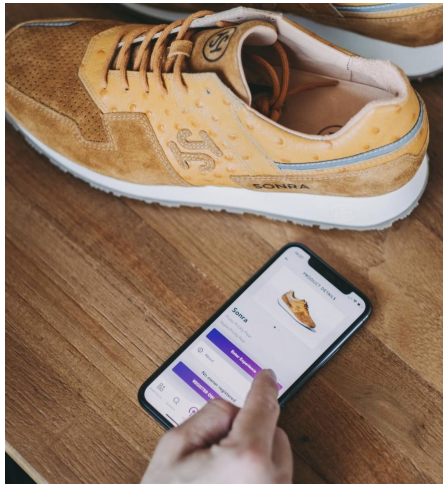
ABOUT SONRA

Truly authentic and sustainable sneaker brand



SUSTAINABLY MADE IN GERMANY

Sonra is a German sneaker brand that was founded in early 2016 and produces exclusively in Germany under very sustainable conditions. Around 12 limited colourways are released each year and sold exclusively through the online channel and hand-picked retailers.



CONTROL RESALE MARKET

SONRA founder Hikmet Sugoer's vision is that the SONRA sneaker should be worn and not resold or stored on a shelf. collectID helps him to realise this vision and provides more control over the resale market.



*"The start of the partnership with collectID was perfect. The SONRA was **sold out within minutes** and I was able to offer my community a unique experience. It definitely whets my appetite for more and I look forward to **implementing the collectID technology for further SONRA sneakers**."*

HIKMET SUGOER, FOUNDER

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ARE YOU READY TO TRANSFORM YOUR PRODUCTS?

collectID

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