

Interactive Solutions

Using QR codes to steal attention



What is a QR code?

A QR code, short for **Quick Response** code, is the trademark for a two-dimensional barcode. Essentially, they're used to take information from a piece of media and put it in your own mobile device, quickly and easily.

Starting out in Japan in the automotive industry, their rapid popularity can be put down to their speed and large storage capacity. For example, while a standard 1D Barcode (UPC/EAN) stores up to 30 numbers, a QR code can store up to a massive 7,089. This huge amount of data enables links to countless web pages including social media and videos.

The code is made up of black modules arranged in a square pattern on a white background. The information encoded can use four standardised kinds of data (numeric, alphanumeric, byte/binary, Kanji), or through supported extensions, which can be almost any kind of data.

QR codes have really taken off in recent years with consumer advertising and packaging. Thanks to the ever-increasing ownership of smart phones, everyone now has a barcode reader in their pocket. QR codes provide quick and effortless access to a brand's website, but they're not just convenient for the consumer.

This technology has also been shown to rapidly increase the conversion rate from advertising into actual purchases, making it a core focus for advertising strategy.

How do they work?

The technological features

When scanned, QR codes can provide information including, but not limited to:

- Web address/product landing page
- Contact details
- Email address
- Coupons (combined location and device number generation)
- Map locations
- Competition entries (i.e. treasure hunt: find a location with the code)
- Digital collection (collect codes for discounts or special offers)
- Social media channels
- Can be part of augmented reality applications (to identify pseudo characters and/or location to devices).



How are they used?

The consumer's experience

QR codes are mainly read by simple QR reader applications installed on mobile phones and tablets. But they can also be read by desktop computers with an appropriate camera and the relevant software.

To interact with a QR code, a consumer will usually follow these basic steps:

1. Consumer downloads QR code app on their smart phone/tablet
2. Consumer opens QR App on their smart phone/tablet and scans QR code
3. The QR code takes the consumer to the page chosen or built by the advertiser
4. The page displayed should contain a call to act and buy a product or view a trailer, for example.

The call to action for consumers can vary as much as advertisers need to fulfil their objectives. This can then be built into the creative approach of the advertising campaign.

Like in all advertising campaigns, a clear call to action and seamless customer journey is fundamental to its success.

Below are some examples of calls to action that can be included in a QR code campaign:

- To find out more
- To book now
- Scan and buy now
- Locate.

These are the main type of QR codes



Version 1
(21 × 21)



Version 2
(25 × 25)



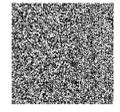
Version 2
(29 × 29)



Version 4
(33 × 33)



Version 10
(57×57)
Up to 174 char at H level and error correction with additional tracking boxes



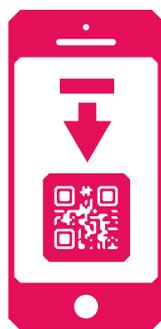
Version 40
(177×177)
can contain up to 1852 chars, a total of 1,264 characters of ordinary/ASCII text

The anatomy of a QR code



- | | | | |
|--|------------------------------|--|---------------|
| | 1. Version information | | 4.1 Position |
| | 2. Format information | | 4.2 Alignment |
| | 3. Data and error correction | | 4.3 Timing |
| | 4. Required patterns | | 5. Quiet area |

The consumer journey



1

Download QR code app



2

Open app and scan QR code



INSTANT LISTING INFO



3

QR code takes the consumer to the web page



4

There should be a call to action



How are they made?

Populate a QR code

QR codes are generally easy to create and free of charge. They can be populated from the web address below, which provides a simple online generation service for QR codes: <http://www.qrstuff.com/>

More recently, some brands have taken things a step further and developed more engaging and creative ways to use QR codes so that they are more visually appealing and better reflect the identity of the brand: <http://qrlicious.com>

free

QR codes are free of charge
and easy to produce

7089

The amount of numbers
a QR Code can store

What's the proposition?

Benefits for stakeholders

Consumer benefits include:

- Immediate access to information or product
- Ability to make purchase with no dwell time
- Increased loyalty and engagement with the brand
- High awareness and understanding
- QR App is free to download.

Advertiser benefits include:

- Easy to generate
- Very cost effective
- Can be applied to both traditional and digital (or a link between the two)
- Endless possibilities
- Can be linked to Augmented Reality solutions
- QR codes give advertisers the ability to measure response rates with exact precision allowing for easier ROI (return on investment) calculation.
- QR codes eliminate delay so they increase engagement and response levels
- Merge online and offline channels in a flawless way
- Thanks to QR codes, users are now able to track and monitor the customer journey and relationship between on and offline making every aspect of marketing and media quantifiable.

**SCAN & BESTEL
QR CODES**

Douglas.nl

**GRATIS
VERPAKT & BEZORGD
VOOR 17.00 UUR BESTELD
MORGEN IN HUIS**

LANCOME HYPNOSE DRAMA MASCARA

CLINIQUE BB CREAM

GUESS SEDUCTIVE

Rebel Fleur by Rihanna REB'L FLEUR

MAN BVLGARI

JOOP HOMME JOOP!

LE MALE Jean Paul GAULTIER

BOSS BOTTLED BOSS HUGO BOSS

But there are still some challenges to consider

- Audiences need to launch a code reader which can be seen as a barrier to interact
- Not as effective when used on certain formats, such as digital escalator panels (DEPs) and areas without Wi-Fi
- Response speed varies dramatically between readers
- Creative approach is key to ensure the QR codes are easy to identify and the call to action is clear
- May not be as effective at specific sites or locations that are very crowded. That's why we always recommend checking with the franchise manager responsible for each site before any implementation
- The positioning of QR codes on posters should also be carefully considered to make sure the code is the right height and size for the environment.

How to get the best results from QR codes: Our advice

Brands use QR codes to best effect on packs, posters or in-store collateral as digital gateways to a world of additional content.

In order to read a QR code, the user has previously needed to download an application on their mobile, but now many of the larger handset manufacturers are starting to build the software into their devices which ensures that 'barriers to interaction' are reduced. This makes it an easy and obvious inclusion for advertising campaigns.

QR codes are often used to simply drive consumers to a brand's website for fact finding. While this is an acceptable use of the QR code, in our view, this would be a wasted opportunity.

The user has already committed to interact so it's now up to the brand to offer them a follow up reward and continue the brand journey with a 'monetary' or 'experience' based incentive. Either way, we advise that a dedicated landing page or product page is built to encourage a direct response to the QR code. This makes the consumer's interaction with the brand easier and gives an immediate call to action that could result in driving up sales and brand preference.

To download this product sheet and find out more visit
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