

HOW TO: QR Codes



UNLOCKING THE POTENTIAL.

Whether you are thinking big or small there are some truly effective ways you can incorporate QR codes into your marketing campaigns. This communications medium offers you methods of interacting with your consumers in interesting, original and measurable ways...

HOW TO: QR Codes

Unlock the potential with QR codes.



If you have a sharp eye you will have noticed the increasing prevalence of little boxes like this appearing everywhere:

While it does look like someone tuning an analogue TV or sorting the tracking on a VCR, do not be fooled. These little critters are very clever indeed and the technology that supports them seems almost like magic... Of course it's not magic – Just cold, heartless science.

These are QR codes and they can be read with the assistance of camera phones. They are versatile and provide a form of measurement when incorporated into a DM piece, print, posters/ billboards, TV commercials; or perhaps working them into a more intricate campaign.



Why should we use them?

One word. Measurability.

Measurement of an outdoor or mass campaign – in fact, almost any kind of campaign can often be difficult. However, by having QR codes in place we can have rough geographical and timing information in relation to people scanning specific codes.

We can find out how many people have been stimulated by our commercial to the point where they want more information. We can see when and where they have scanned the code, as well as what hardware and software they used. All of which helps us measure the effectiveness of the marketing activity and gives us more information about our audience.

What do they do?

A QR code works in a way similar to the more familiar barcode. It can hold a diverse range of data.

Things like:

- URL addresses;
 - Text messages;
 - Phone numbers;
 - Straight text;
 - E-Tickets / boarding passes and more.
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How do I use them?

Smart phones – You can use your iPhone / Blackberry / Nokia Smartphones to take a picture of a QR code and scan it using an App.

Some of the best free Apps we've found for the platforms are:

- i-nigma for iPhone;
 - QR Code Scanner Pro for Blackberry;
 - QuickMark QR Code Reader for Android operating systems.
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Have a look, download and test them out on the codes at the beginning of this article – It's pretty impressive technology.

It must also be noted that the scanning software is heading towards being installed in Android, Blackberry and Nokia Smartphones as standard. As this becomes more common, we may well see QR codes becoming a stronger marketing tool.

Continued overleaf →

How do I use them?

Whether you are thinking big or small – there are some truly effective ways Box Clever can incorporate QR codes into your campaigns.

There is the classic, “find out more” approach, but that seems flat and a little too obvious to us. This communications medium offers you methods of interacting with your consumers in interesting, original and measurable ways.

A couple of good examples could be:

TV

Have the QR code featured in a one-off TV ad to drive traffic to a website with a real time offer/discount which is time sensitive, for logging in via that code.

Outdoors

With normal billboards and posters you could have location-based codes. So, for restaurants, scanning the code gives directions to the nearest branch of a restaurant or sets the phone up to dial the restaurant to make a reservation.

Another idea could be posters with water-soluble inks, so that as it rains the QR code will change as it washes. Revealing a different text message to the person scanning both before and after.

Anything else?

Well yes. There is another interesting feature of QR Codes...

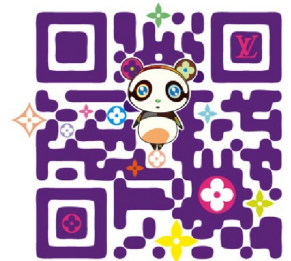
They have a fairly high error correction capability, meaning they can be edited and still function fully – Just look at the examples below:



From something simple I whipped up in 5 minutes...



To something a bit fancier from mobile sharing co. Delivr...



To something very impressive from Louis Vuitton.

All of these codes work so give them a shot...

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Contact us...

If you have any questions about QR codes and what Box Clever can do for your business. Please give us a call using this QR code,

