



How Can Mobile Barcodes Work for You?

Presented by Colin Gibbs
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= WTF!?

- Often called QR (or “quick response”) codes; a kind of “2D” code
- Easily scanned with many popular smartphone applications
- Can be placed just about anywhere consumers can access them: in print, on CDs, at the retail counter or on promotional posters
- Very low cost

So What Can QR Codes DO?

- Bring smartphone users to your mobile website quickly and easily
- Deliver tour information, discount offers, new release dates, etc., directly to the phone
- Sell and distribute tickets
- Track sales and attendance at concerts and other events
- Engage in a dialogue with fans

BARCODE MARKETING STATISTICS/GROWTH

30-40%
of all Smartphone users have
**downloaded
a barcode
scanning app**



FORTUNE
50



22%
of Fortune 50 companies
have used QR Codes
in print or OOH campaigns

Source: ScanLife "Mobile Barcode Trend Report," December 2010

Age breakdown



25-34



35-44



45-54

Not child's play—

of those scanning barcodes,

**30% are
aged 35-44**

HHI breakdown



18% from **<\$50K**



32% from **\$50K-\$100K**



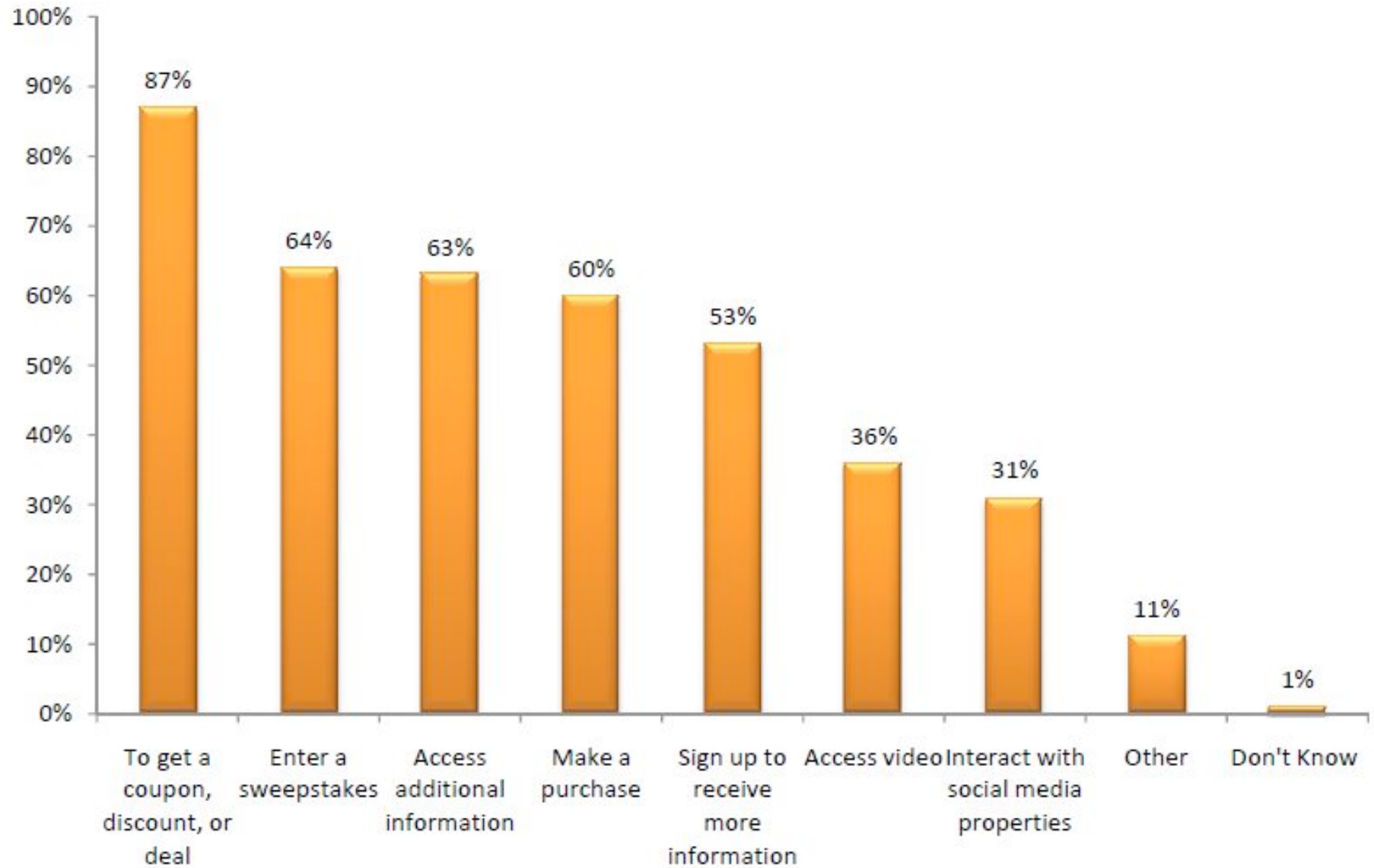
24% from **\$100K-\$150K**



26% from **\$150K+**

Source: ScanLife "Mobile Barcode Trend Report," December 2010

Why Consumers Would Use a QR Code



MGH's QR Code Usage and Interest Survey, February 2011

Strategies and Tips (Do These!)

- Educate your customers
- Make it obvious – and easy
- Integrate your campaigns
- Create a dialogue
- Give something of value

Dead Ends (Don't Do These!)

- Send your customers to a rotten mobile site
- Lure customers into a hard sell (the time-share pitch)
- Make codes difficult (or even impossible) to read
- Ask consumers to download a certain app to read your specific barcode

QR Shortcomings

- Still takes a few steps
- Many consumers still aren't aware
- They don't work on feature phones
- Alternative technologies and services (NFC, SMS, Zoove)

Thanks!

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