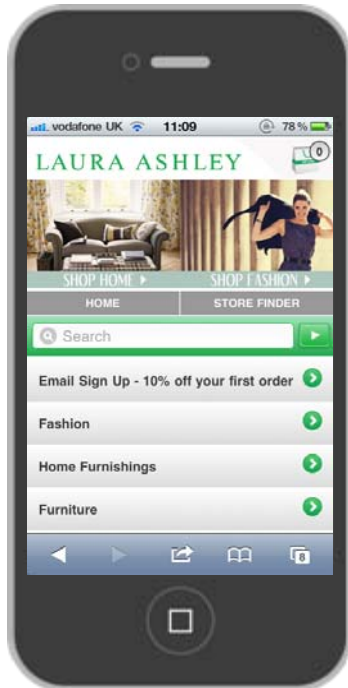


QR Codes provide engaging response mechanism for magazine readers

Business need

To provide a simple response mechanism for a traditional print marketing campaign that would allow potential customers to see specific products showcased in the advertising.



The solution

An initial 3-month test campaign, featuring 11 different QR codes were generated using our Mobile Barcode Generator.

Each QR code could link to a specific product page within Laura Ashley's mobile website.

The flexibility of the Barcode Generator tool means that each QR code can include tags for the specific magazine and advert version, providing insightful analytics for the marketing team.

Each week, the information tags underlying each QR code could be amended – changing, for example, the product page linked to and/or the magazine title the advert was published in.

Results

Over 1600 scans in initial test period

Improved understanding of readership reaction to advertising creative and media placement

Extended relationship from a trial into an ongoing contract.

