

2D mobile barcodes – a UK first for M&S

Business need

To show M&S as a cutting-edge retailer, inform consumers about the provenance of products and promote daily 'Food To Go' offers.

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The solution

M&S became the first UK retailer to introduce on-pack 2D mobile barcodes. These 2D barcodes and instructions for use were carried on bottles of own-brand squeezed juices.

Shoppers scanned the 2D barcode with their mobile phone's camera. Those without a scanner were invited to text in for a download link.

Scanning the barcode links through to a new mobile site (mands.mobi/ftg) containing product information and daily changing content such as money off vouchers and joke/fact of the day. This could not be achieved with print advertising.

A staff competition was developed to promote an understanding of 2D barcodes and prepare them to answer customer queries.

Functions

- 2D mobile barcodes
- Mobile internet

