

WHITE PAPER

QR CODES



Corporate Design
& Print Solutions

Using QR Codes To Maximise Your Business Reach



Something for everyone.





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1. Introduction

QR or 'Quick Response' Codes were first developed by the Japanese company Denso Wave (a subsidiary of Toyota) back in 1994 and have become an increasingly important part of the marketing landscape. They present an accessible and uniform way for people with smartphone devices to interact with advertising, marketing and media.

QR codes create a link between your online and offline marketing materials, allowing you to generate an immediate response from busy mobile customers from the minute you catch their attention. Using smartphones as the response mechanism, they typically appear in black and white, but can also be created in colour, and can even include your company logo.

QR codes are most commonly seen on business cards and magazine advertisements. However, businesses are becoming increasingly innovative with their use of QR codes in order to grab consumer attention and maximise business reach.

This whitepaper will illustrate the technology behind QR codes, and how leading brands are using them to achieve great results.

QR code usage is on the increase. For best results, QR codes need to be rolled out as part of an overall strategic business or marketing plan, with clearly identified objectives, implementation goals and ways to effectively measure the results of the campaign.

QR Codes At A Glance

- QR codes can open a URL, send emails, go to a map location, initiate SMS messages, log on to Wi-Fi, initiate a phone call – and more!
- QR codes are most effective when they give people what they want, quickly, such as in retail environments where they need access to detailed specs to compare products.
- QR codes make it easy for people to get to your content.



Case Study: Australia's First Virtual Supermarket

In an effort to address their customers' increasing need for convenience, Woolworths Australia has implemented Australia's first virtual supermarkets in select train stations across the country.

Located at Town Hall station in Sydney, and Flinders Street station in Melbourne, the virtual supermarkets include a large billboard featuring photos of products with a QR code underneath each item. The virtual stores stock 120 products and allow customers to shop while waiting for their train. Customers simply scan the QR codes underneath photos of products and the device automatically adds their selection to their online shopping basket.

Once the order is completed it is sent to each customer's nearest store, where it is filled and delivered to their nominated address.



To watch a short video about Australia's first virtual supermarkets please click [here](#)

2. What Exactly Are QR Codes?

QR codes are similar in concept to barcodes. The viewer simply scans the code with their smartphone or compatible device to carry out a pre-defined action. QR codes are two-dimensional and can store up to 700 times more data than a conventional barcode.



A QR code can be printed almost anywhere and provides a quick method for a smartphone user to capture information. You can encode them with almost any electronic information you choose:

- URL
- Email message or address
- Text message
- Phone number
- vCard data
- Google maps
- Links to social media such as Facebook
- And other uses continue to be created

3. Uses Of QR Codes:

1. Transfer Information

QR codes are most commonly used to convey information to the recipient.

Example 1: If you're advertising a particular special offer, a QR code can direct your customers to the corresponding offer page on your website so that they don't have to navigate through your site manually.

Example 2: A QR code on a business card can hold contact details such as name, email address, phone number etc. When the code is scanned, the recipient will be prompted to save the details into their address book, or dial the number instantly from their smartphone.

2. Track Traffic

QR codes give you a new way to track your campaign effectiveness. Analytics allow you to see how people scan your QR code and help you calculate ROI from your printed material.

3. Save Money

QR codes can be recycled through campaigns, so you are not required to create one for each new offer. Even if the details of a particular product or offer change, your code can contain the same web address each time, allowing you to update your website for the new campaign, while keeping the same code. Having the same QR code across your campaigns will allow you to reuse printed marketing materials and make changes online instantly to respond to your competitive environment, without the cost of reprinting.

4. Boost SEO

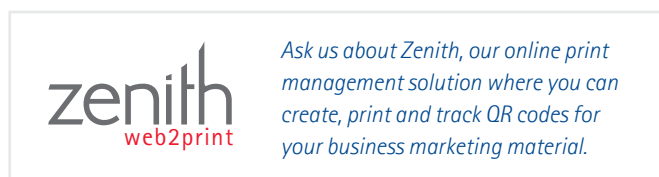
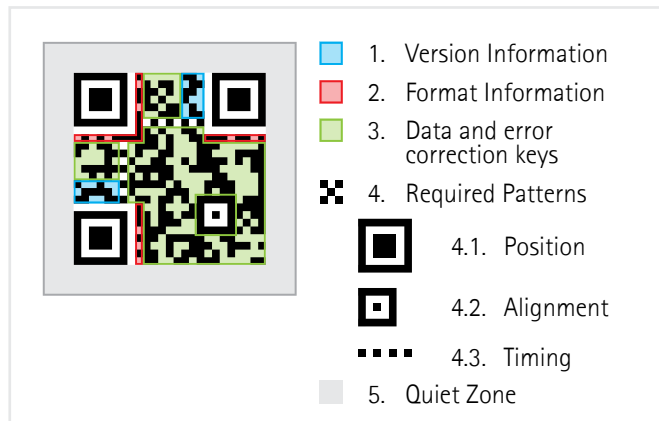
An effective QR code marketing campaign can have a wide reaching effect across the business. A great QR code campaign will significantly increase traffic to your website, which will boost your search engine rankings. Better search engine rankings will in turn, boost business credibility and brand awareness.

5. Engage Customers

QR codes allow the customer and the brand to interact on a new level. QR codes allow the customer's real world and digital world to interlock and create a unique, and memorable, user experience. Your company will also be recognised as innovative and tech-savvy if you adopt QR codes.

4. How Do QR Codes Work?

Smartphones, and other devices act as a 'barcode scanner' to read QR codes. A large number of smartphones have inbuilt decoders or a simple app can be downloaded and installed on to the device.



5. Business Benefits of QR Codes

The growth of smartphones and the accessibility of WiFi networks, means that opportunities continue to grow for businesses interested in QR codes. By adding a QR code to your point of sale material such as catalogues, posters or flyers you can provide consumers with almost any information you want.

You Could:

- Display a QR code with a link to your Google Places page with customer reviews and/or coupons to drive traffic in-store.
- Create a business card that links to a landing page, or a vCard to automatically download your contact information into the customer's phone..
- Display codes next to in-store products to view product demonstrations, reviews, full specifications and compare against other products in-store.

6. Best Practice For QR Codes

- Consider the Context and Environment – Where will your QR code be situated? (It needs to be easily accessible for scanning). What incentive does the customer have to scan the code? What more will they gain from scanning?
- Be Mobile Friendly – If your QR code directs customers to a web page, make sure your website is optimized for mobile use.
- Be Bold – Ensure that your QR codes aren't too small. They should be no smaller than 2cm, however the size of the code will depend on the distance between the QR code and the scanning device. Regardless of the size, the finished QR code should be tested thoroughly in its intended final setting to make sure that it works at that size.
- Include Instructions – Tell them how they should scan, and suggest a preferred third party app that they will need to download.
- QR codes contain their own error correction data, internal orientation calibration and self-alignment markers, so it doesn't matter whether they're wrapped around a curved surface or scanned upside down.

7. Creating QR Codes

QR codes are created by using a specific piece of software to generate the code, which is available free online. Talk to the team at Kwik Kopy, who can not only create QR codes, but work with you on a strategy as to how, when and where the QR code will fit into your wider campaign strategy.

8. QR Code Adoption

Despite growing use, only 38% of Australians know what QR codes are and how they work.

It is expected that this figure will grow once a major smartphone manufacturer integrates QR code scanning into its camera apps.



9. Leading Brands And QR Codes

With so many great ways to incorporate them into marketing campaigns it's no wonder that so many of the World's top brands are using QR codes in their marketing materials. From L'Oreal to NRMA - and beyond! - Brands across the world are using QR codes to provide vital information and promote their products.

Taxi Shops - L'Oreal

During New York Fashion Week, L'Oreal turned a fleet of taxis into virtual stores by incorporating QR codes in advertising materials in the back of cabs. The campaign was a huge success with one in three passengers scanning the QR code, 90% of those downloading the L'Oreal mobile app and 25% made an online purchase.

'Guess What We Just Planted?' - Heinz

While promoting their new environmentally friendly packaging, Heinz put the codes on condiment bottles in various restaurants across the US. The QR code took customers to a mobile optimised site where they could answer trivia questions for entries into a prize draw. The campaign ran for just a few weeks, with more than a million people scanning the codes.

NRMA

When the NRMA wanted to raise awareness about the types of extras they cover for their customers, they put together a unique QR code campaign. They fitted selected bus shelters with a sound system and invited users to scan a QR code. When customers scanned the QR code they were directed to the NRMA Facebook page where they could select a track to play through the speakers at their location.

CASE STUDIES (GLOBAL):

Tesco Homebrand South Korea

Tesco's marketing department decided to incorporate QR codes into their marketing materials to drive online sales. Since South Korea is home to more than 10 million smartphone users, focusing on mobile shopping seemed like an important sector of the market that was being under-utilised.

Tesco focused their efforts on commuters, in particular those waiting for a train after a long day at work. The walls of the subway stations were plastered with banners and billboards featuring pictures of their products, exactly as you would expect to see them set out in a physical store but for one small inclusion - a QR code under each product.

The QR code could be scanned by the commuter's smartphone, automatically placing it into their online shopping basket. The QR codes piqued the interests of the travellers, and significantly streamlined the shopping process at the same time.



For more information about Tesco's virtual subway store please click here



Peapod Teams Up With Titan

Based on the success of the Tesco campaign, transportation media sales giant Titan teamed up with peapod.com and various transit companies across the USA to engage commuters on a new level. The partnership resulted in increased ad revenue at the stations, increased online sales for peapod, and allowed commuters to be more productive during their daily commute.

Peapod launched more than 100 'virtual stores' in rail stations across Boston, New York, Connecticut, Philadelphia, New Jersey, Washington and Chicago. The QR codes embedded in the billboards initiated a download of the free peapod mobile app and users could then scan individual items displayed on virtual shelves to add them to their 'basket'.

Commuters were then able to schedule home delivery of their groceries days or weeks in advance, during their usual train ride, without losing any time out of their day.

This kind of marketing allows users to interact with advertising materials in an entirely new way, QR codes are removing the passive element and encouraging audiences to be more actively engaged with a brand.



For more information about the Titan/Peapod partnership please click here

CASE STUDIES (LOCAL):



Australia Post

Together with Clemenger BBDO, Australia Post launched their innovative QR code product, just in time for the 2013 Christmas rush. Australia post wanted to give people a unique new way to deliver their Christmas gifts, even if they couldn't be there in person.

Giving traditional snail mail services a digital twist; customers are able to attach a video message to their parcels using QR technology. Customers simply attach a 'video stamp' to the outside of their parcel, and record a 15 second video message via the free Australia Post Video Stamp app. When the recipient receives the parcel, they scan the QR code with their device to watch the message.



For more information about the Australia Post Video Stamp please click here



Sportsgirl

Sportsgirl, winner of Australia's Most Innovative Retailer in 2012, are known for pushing the boundaries of retail innovation. Their most recent digital marketing strategy included the unveiling of their 'window shop'.

Created specifically to engage customers while their Chapel Street store was under renovation, Sportsgirl incorporated QR codes into window displays so that customers could readily access product information, and continue to shop while the store was closed.

Products are displayed in the shopfront window, with displays updating weekly, and shoppers are able to shop 24 hours a day without ever setting foot inside the store. Customers simply scan the product's QR code with their device and make an immediate purchase.

Sportsgirl's first 'window shop', launched in Chapel Street in Melbourne, was so well received by customers that it is set to become a nationwide initiative.



To watch more about Sportsgirl's window shop please click here

10. Are QR Codes On Your 'to do' list?

Although most of today's mobile users can access the Internet via their phones, it is the smartphone that is really driving the success of the QR code.

The smartphone revolution has huge implications for businesses. 49% of Australian smartphone users have used their smartphones to research a business. 25% have used their smartphone to purchase products, while a fifth admit to taking their smartphone with them to research products while they are visiting an actual bricks and mortar store¹.

If QR codes aren't on your business to do list, then they need to be. As the popularity and penetration of smartphones increase, you will see more QR codes on business marketing material. Get ready now, invest in optimising your website for mobile use. Once you send traffic to your site, you've achieved only the first step. Optimising your site will ensure that you close the loop and convert these visitors into customers.

Kwik Kopy understands the importance of QR codes in the marketing landscape and can provide advice on the best use of QR codes as a means of promoting your business.

1. Our Mobile Planet: Australia Understanding the Mobile Consumer: May 2013



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11. About Kwik Kopy

Kwik Kopy has a longstanding history as a leading provider of print, design, and recently digital services, to the Australian Small & Medium business market, and with over 100 Centres operating throughout Australia, you can count on us.

We know that not all businesses are the same, that's why we work with our customers in a consultative process to ensure that we are delivering against their business goals, whilst providing practical advice and superior communication products that enhance their business presence and assist in achieving their goals.

Kwik Kopy boasts some of the finest minds in the franchising market, as well as franchisees who have successfully made the Kwik Kopy corporate vision work for themselves for over 30 years.

Speak to us today to see how we can help you with your print, design & digital needs.

zenith
web2print

Ask us about Zenith, our online print management solution where you can create, print and track QR codes for your business marketing material.





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