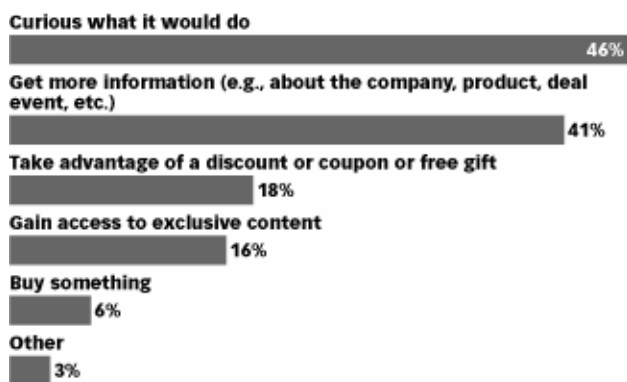


Beyond the Destination: Creative QR Code Case Studies

QR Codes are slowly becoming increasingly more prevalent in marketing strategies. *ReadWriteWeb* reported recently that QR code usage among U.S. adults is up to 5%, compared to 1% the prior year. Despite the fact they are a novelty item, consumers are curious about what happens when they scan one.

Reasons that US Smartphone Users Have Scanned QR Codes, Oct 2011 % of respondents



Note: among respondents who have scanned a QR Code
 Source: Chadwick Martin Bailey, "CMB Consumer Pulse: 9 Things to Know About Consumer Behavior and QR Codes," Jan 4, 2012

135780 www.eMarketer.com

In a recently study conducted by eMarketer, it showed that 46% of respondents scanned a QR code because they were curious and 41% wanted to get more information about a company. Surprisingly, only 18% scanned it to take advantage of a discount or coupon. Too much trouble do you think?

Seems like quite the opposite effect as when people "like" a corporate Facebook fan page.

In general, the thing about QR codes is that there is breakage throughout the entire process from the consumer side.

As a marketer you depend on the end user to:

1. Have a smart phone
2. Have downloaded a QR code reader app
3. Stop what they are doing, open the app, snap the QR code
4. Do something with the information you just pointed them to (via the code)



That's a lot of breakage points in a campaign. However, some companies have come up with innovative ways to use them.

[Which Wich](#), a sandwich place with several locations in the U.S., created a Facebook campaign integrating a scavenger hunt. The post on Facebook read: "Search your favorite Which Wich location for the hidden code. Scan it and follow the directions for a free treat." The surprise was a coupon for a free cookie, a great way to engage patrons while they are waiting in line to place their order or entice them to come in to the establishment. It is also a great way to reward loyal patrons.

Image courtesy of [ConvinceandConvert.com](#)

Another innovative approach was **Scotty's Brewhouse** in Bloomington, Indiana. They not only use QR codes for their daily changing extensive beer list, but they also have their 32 page takeout menu in a QR code that stores it to your smart phone after you scan it. How handy is that?



Aside from restaurants however, there are other companies making good use of QR codes around the world. In South Korea, **TESCO** (now **Home plus**), was faced with the challenge where they wanted to become the number one supermarket without increasing their number of overall stores. They did an in depth study and noticed that Koreans are the second hardest

working people in the world and that grocery shopping once a week is a time consuming, dreaded task. To solve this problem they came up with the idea of letting the store come to the people by creating virtual stores in subways with QR codes beneath the items. (Essentially creating backlit billboards that looked like grocery shelves).

These displays allowed customers to shop while on the go, or in this case waiting for the subway, add it to their virtual shopping cart and then have the items delivered to their home. This gave their customers exactly what they wanted, the ability to grocery shop without having to actually go to the store and detract from their day. Home plus is now the number one online grocery store in Korea. Through the campaign 10,287 consumers visited the online Home plus store using their smart phone. The online campaign increased online membership by 76% and online revenue by 130%.

See *TESCO's success* on video here: <http://youtu.be/h7HnR02kJxY>

Finally, **Simard**, a high-end kitchen cabinet company based out of Quebec Canada wanted to increase their sales and visibility without increasing their media buy. They blended print advertising with web and video through QR codes to convert prospects into sales. They saw their website traffic double inside of two months of the campaign and sales increase by 18% from the year prior. Quite a success!



There are many ways you can use QR codes, these are just a handful of success stories around the world. From window clings to packaged products or tchotchkes, you can be successful with QR codes too, as long as you do two things:

1. Lead the end user to additional information like a recipe, a how-to video, a coupon, a contest, etc.
2. Are clear about “Scan this for ____” so the customer knows what they are getting themselves into.

Need help with QR codes? Contact **Social Strand Media** for a quote at info@socialstrand.com

