



ONE TO ONE

BULLETIN™



Adding QR Codes to 1:1 Printing

You may have seen them in magazines or on posters, billboards, or direct mail. They look like black-and-white puzzles or checkerboards. If you snap a picture of them with your cellphone, they take you to a special Web page with marketing information. They are quick response codes—or QR codes, for short. Think of them as shortcuts from print to the Web.

How do they work?



You're walking by a movie poster and the graphics catch your eye. There is a QR code in the corner, so you take out your smartphone and snap a picture of the code. The software decodes the image and takes you to a mobile site where you can watch the movie

trailer, browse show times at the closest theater, and even purchase tickets.



You're sitting at a local restaurant and see a QR code on a table display.

You snap a picture with your smartphone and are taken to a site where you can view additional information related

to the menu, such as nutrition content or suggestions for wines to pair with featured entrées. Or you might be invited to sign up for the restaurant's VIP Club or to receive text notifications of special promotions or events going on at the restaurant.



We're also seeing QR codes on packaging and shelf talkers. You might snap one to view an installation video. Access an online product matrix that helps you select the right model for your needs. Or play snippets of a video game online — right there in the store — before you make the actual purchase.



For 1:1 marketers, there are many benefits to QR codes. Among them:

- You get an instant response to the campaign, even if viewers are away from their home or office
- Viewers can take your campaign on the road, share it, or revisit it later
- You get inside the user's cellphone, increasing the chances you'll get other coveted information such as cellphone number or email address

Paired with 1:1 personalization, QR codes can pack an even more powerful punch. They are the latest, hottest way for marketers to communicate with customers and prospects. By adding them to your current marketing collateral or 1:1 direct mailers, you're keeping your printing cutting-edge. Plus, you create a link between print and the Web that keeps your materials fresh and relevant to today's consumers.