



T. D. Graphics Presents: **QR Codes Explained**



Featuring:

- What is a QR Code?
- How are QR Codes Used?
- Where are QR Codes found?
- QR Codes and Vehicles Wraps / Livery
- 6 Quick Link ideas
- 5 Creative Tips
- 4 Things to keep in mind
- What Next?
- About T. D. Graphics

2

3

4-5

6

7

8

9-12

13

14



T D GRAPHICS
Identify With Quality



What are QR Codes?

Let's start with the basics; a **QR code** stands for ***quick response code***. Essentially they're bar codes, but with the ability to store varied information like text, locations, website urls, phone numbers, and much more!

They were originally created in Japan in the mid 1990's as a system of identifying vehicles, but as time has passed the codes have evolved into a popular marketing tool.



How are QR codes used?

Nearly any cell phone with a camera and the right application can be used as a **QR code** scanner. Some phones like the iPhone 4 and recent generations of Android phones have readers built in, while others simply require a free or inexpensive application download. Once your phone is equipped with a **QR code** reader, all you have to do is take a picture of the code and let the app unlock the secrets within!



Where can I find QR codes?

On billboards or banners: Many businesses have blown up the codes to giant sizes in order to direct passersby to a specific website or send them a hidden message.

Print Collateral: A new trend in business cards is to include a **QR code** with all of the card owner's contact information. That way name, address, phone number, and e-mail can all be added directly into your contacts with the press of a button. No typing necessary!

Promotional materials: Festivals, events, and trade shows have been using **QR codes** as a way to enhance the experience for those in the know. One festival used the codes to direct cell phone users to an alternate map of the area showing coupons and freebies! The same tactic could easily be used for a trade show or event.



Where can I find QR codes?

- ✚ **Educational Signage:** QR codes have been used to augment or replace signage in some parks and museums. Want to know more about this weird statue? Grab your phone for the code!
- ✚ **Print ads:** Want to monitor the success of a print campaign? Include a **QR code** to see how many curious viewers you're reaching.
- ✚ **Art:** Over the past several years **QR codes** have appeared as album art, in music videos, in street art, and in gallery shows.
- ✚ **Vehicle wraps / livery:** we're getting to that...



What does a QR code have to do with my vehicle wraps / livery?



QR codes are useful for marketing because they offer a chance to create a hyperlink outside of a computer screen. Instead of having to remember a url or piece of information, potential customers can just snap a picture of the code, saving all of the information on their phone. **QR codes** offer your website or internet content mobility, as you can now create links on or offline.

When you combine a **QR code** with a vehicle wrap, you're factoring in even more exposure for your link in a greater variety of places! Once you feel ready to move on to a new promotion or link, **QR codes** are also easy to swap out. You can put a different code on each vehicle in your fleet wrap so viewers will be encouraged to look for all of them. Scan all of the codes for a special offer or a prize!



A few quick QR code link ideas:

The best part about **QR codes** is the fact that there isn't any right or wrong way to use them!

Facebook fan page

Twitter account

Company **website**

Online appointment **scheduler**

Coupon offer

Map of your locations

Sample of your work



Creative Ideas!

Go viral: Juxtapose a **QR code** and some sort of odd or shocking image and leave it at that. You'll inspire curiosity, which creates serious buzz. The bigger the better!

Scavenger hunt: Use **QR codes** with locations to lead people from one code to the next, and ultimately some sort of reward or prize.

Check in: Is your small company hosting an event that requires tickets? A new app is being developed to scan **QR codes** printed on tickets to check people in electronically. No long lists necessary!

Inform: Let shoppers know more about a unique product by including a **QR code** near it in your retail space. This is a great way to provide a story or background information about where something came from or what makes it special!

Point of Sale Signage: Offer tech savvy customers a last minute discount by placing a **QR code** in your store with a link to a coupon. Use a simple sign or perhaps a banner stand. Reassign the offer on the code as often as you like!



Things to keep in mind:



1. Curiosity = Buzz: If you're concerned about alienating potential clients who aren't smart phone users, don't be too afraid. Because **QR codes** are a fairly new phenomenon in the US and Europe, it's possible to create a buzz with the codes regardless of how many tech savvy iPhone users are in your area.

Just knowing that the black and white box contains a hidden message piques curiosity. When it comes to marketing, getting people talking about your ad, and eventually your business is half the battle.

Things to keep in mind:

2. Give to get: Your **QR code** can be placed in the most creative, clever, attention-getting advertisement of all time, but if the link doesn't provide some sort of value to the scanner, what's the point? A good **QR** marketing campaign will give something back; whether it's useful information, a cool experience, a free download, an exclusive promotion, or simply a coupon. Make sure that people are getting something out of scanning your ad.



Things to keep in mind:

3. Remember your audience:

Remember to optimize your content for mobile phones. Make sure that the link you're sending scanners to will look good and load quickly on their phones. Long load times and lots of zooming in don't make for a great promotion.



Things to keep in mind:

4. Don't be exclusive: If you include a “scan here!” message along with the code, don't be specific to one kind of phone. iPhones and most Androids come with **QR** scanners built in, so it may be tempting to market directly to users of those phones. Keep in mind that nearly any smart phone with a camera and the ability to download applications is capable to scanning **QR codes**, so don't limit your potential customer base by being too brand specific.



What next?

We hope we've given you some useful information about QR codes and some great ideas how to use them!

If you'd like to stand out by incorporating QR codes into your next vehicle livery or wrap, trade show design, or marketing campaign, contact us at:

www.tdgraphics.ie

or give us a call at:

045 890955

or

086 816 2416



About T. D. Graphics

T. D. Graphics provides a convenient service, calling to your place of work to discuss your requirements, even fitting van graphics on site, allowing you to do your job while we do ours.

We pride ourselves on our experience, design skill, and friendly professionalism. If you're interested in including a **QR code** in your next sign, banner, trade show display, or vehicle wrap give us a call! We'll provide consultation and guidance on how to make the most out of your codes, as well as incorporate it seamlessly into your design.



Notes for your next Advertising Campaign.

