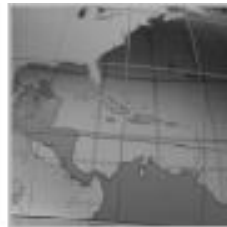


Analysis



Business Development Services



May 2011

QR Codes Are Everywhere!

Service Area

Business Development
Strategies

Business Development
Strategies Packaging

[Comments or Questions?](#)

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Key Highlights

- According to a report from Mobio Identity Systems, Inc (a mobile payment and marketing company), QR code scanning increased by 1,200% across North America during the final six months of 2010.
- Mobio reports that 84% of individuals who scan QR codes are between the ages of 18 and 54, and the majority (64%) of QR code scanners are women.
- Conde-Nast's Glamour magazine reported that its September issue will include QR codes.
- Early in 2011, QR codes began appearing inside Macy's trademark stars in storefront windows and throughout the store in New York.
- Pacific Natural Foods will begin using QR codes on its packaging to put recipes, cooking demonstrations, and easy-to-access shopping lists at consumers' fingertips.
- In March 2011, Kodak kicked off its first-ever global consumer mobile marketing campaign using QR codes.

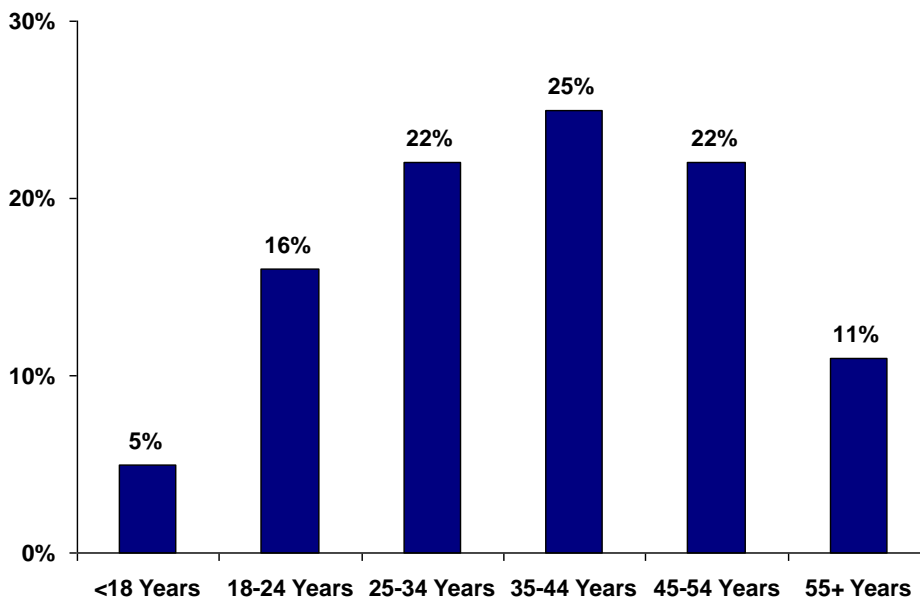
Introduction

Many marketers are adopting quick response (QR) codes as a way to entice people into using their mobile phones to obtain more information about products and services or otherwise interact more deeply with advertising. Outdoor ads invite consumers waiting for the bus to scan a poster to reach a relevant Website, catalogs integrate QR codes to hook directly into e-commerce sites, and stores place codes next to products that direct shoppers to online how-to videos.

QR Code Scanning Takes Off

According to a report from Mobio Identity Systems, Inc (a mobile payment and marketing company), QR code scanning increased by 1,200% across North America during the final six months of 2010. According to the report, the greatest percentage of QR code scanning is occurring among individuals in the 35-44 age bracket (25%). Meanwhile, 84% of individuals who scan QR codes are between the ages of 18 and 54.

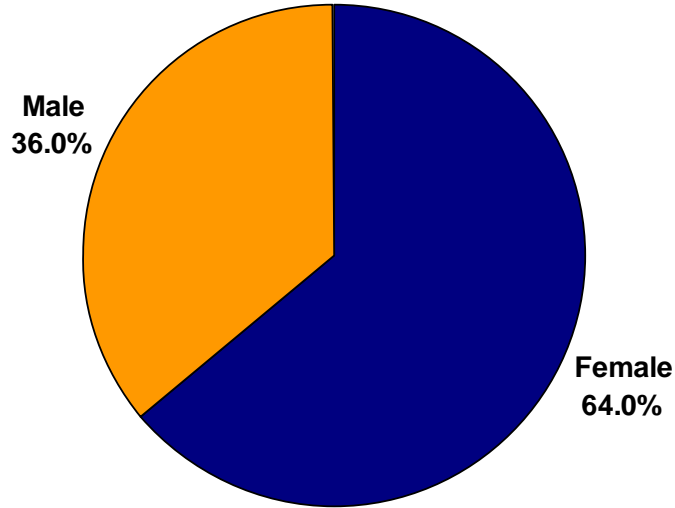
Figure 1: Share of QR Code Scanners by Age Range



Source: Mobio Identity Systems, Inc.

As illustrated in the Figure below, the majority of QR code scanners are women. In relation to males, females show more interest in obtaining information on products and services, entering contests, and making purchases with their smartphones.

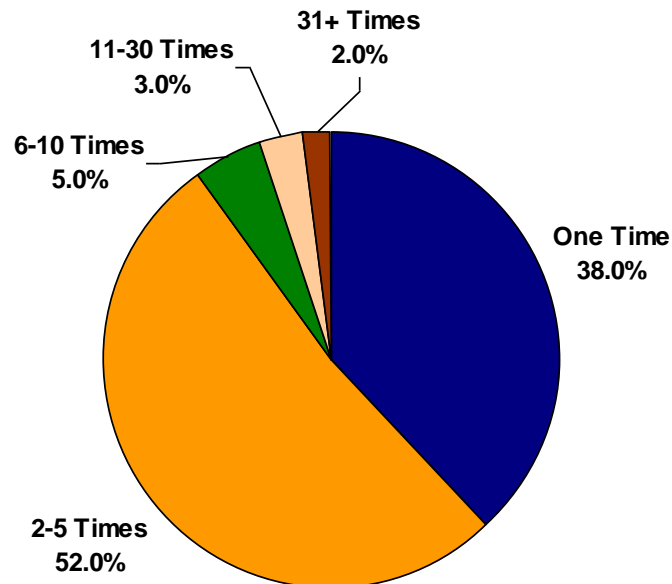
Figure 2: Share of QR Code Scanners by Gender



Source: Mobio Identity Systems, Inc.

According to Mobio's report entitled "The Naked Facts: QR Code Scanning in 2H-2010," consumers who begin scanning barcodes continue to do so. In fact, 62% of QR code scanners have scanned multiple times.

Figure 3: Total Number of Scans among QR Code Scanners



Source: Mobio Identity Systems, Inc.

QR Code Campaigns... Better than Ever

The key is that these codes are showing up in new ways as an integral part of cross-media campaigns that integrate print, mobile, social, and online. This month, Conde-Nast's Glamour magazine reported that its September issue will include QR codes, enabling readers to participate in promotions or link content in the print publication to their social network via Facebook "Likes." This represents a fantastic integration of traditional with social as readers of the print publication can easily share and comment on content and advertising via their mobile devices. QR codes embedded in ads will also enable advertisers to increase their Facebook following by enabling readers to "Like" advertisers. This mechanism enables Glamour's advertisers to build their social footprint.

Bill Wackermann, Executive VP and Publishing Director at Conde Nast, stated, "We do this because all the statistics tell us that like attracts like. For example, if you've got someone who likes Armani, the odds are good that their friends will too."

Figure 4: Glamour Magazine to Implement QR Codes



Macy's iconic New York department store also seems to have caught QR code fever. Early in 2011, QR codes began appearing inside Macy's trademark stars in storefront windows. These codes were also strategically placed throughout the store. Even sales associates wore lanyards with the code that customers could use.

Figure 5: QR Codes in Macy's New York Location



When scanned, these codes direct customers to Macy's special "Backstage Pass" landing page that offers behind-the-scenes videos of star designers. For example, one video shows Martha Stewart putting the finishing touches on a freshly baked cake. During one week in February, these videos were downloaded an estimated 20,000 times through QR codes alone.

Brands are also increasing the utilization of QR codes for consumer packaging applications. Pacific Natural Foods, a company known for its award-winning natural and organic food and beverages, uses QR codes on its packaging to put recipes, cooking demonstrations, and easy-to-access shopping lists at consumers' fingertips. In March 2011, Pacific Natural Foods showcased its new QR code packages at the Natural Products Expo West at the Anaheim Convention Center in Anaheim, CA.

During the event, the company demonstrated how easy it is for shoppers to use QR codes to access virtual guides for making quick and easy meals. The objective is to inspire home chefs to fill their shopping carts with fresh ingredients and get creative in the kitchen. This summer, Pacific Natural Foods' line of Soup Starters will become the first Pacific products to feature QR code technology on-package. Pacific Foods is also launching new packaging designs for its existing broth, soup, and non-dairy beverage lines this fall. These packages will include QR codes to access online content such as recipes, videos, ingredient sourcing, and creative usage ideas for these popular pantry staples.

In March 2011, Kodak kicked off its first-ever consumer mobile marketing campaign using QR codes. This campaign is truly global—it will impact a cumulative total of over 2 million people in more than 50 countries worldwide. QR codes will be printed on Kodak packaging, point-of-sale material, and in-box user guides across 9 models of digital cameras and pocket video cameras. The first products with QR codes were rolled out to retail stores in April, and others will follow soon.

Figure 6: QR Codes on Kodak Products and Packaging



Kodak has prepared a rich set of marketing assets to support its campaign. Once the user scans a Kodak QR code, he or she is taken to a mobile-optimized URL. These links enable users to view product videos as well as obtain detailed product features, specifications, and recommended accessories. As products are launched, the company also plans to add product ratings and reviews.

Kodak wants to take advantage of the huge increase in the popularity of smartphones. QR codes will enable Kodak to market to the growing population of smartphone users around the world. These codes give Kodak a way to deliver a more interactive experience with its products in the retail store environment. Finally, QR codes also give Kodak the ability to provide consumers with additional product information that is not generally available in the store.

The Bottom Line

The United States has been buzzing with talk about this innovative opportunity for a while now. Marketers, retailers, and companies of all sizes are using QR codes to advertise, engage, and sell their products. If you're still wondering about whether you should consider QR codes as part of your overall solutions offering, view "The Naked Facts" at <http://www.mobioid.com/reports/naked-facts/>. It's clear that the time is now!

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A digital printing and publishing pioneer as well as marketing expert, Barbara Pellow helps companies develop multi-media strategies. She assists companies in creating strategies to launch new products, building strategic marketing plans, and educating their sales force on delivering value.

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