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What Are QR Codes

Quick Response (QR) codes are two-dimensional bar codes that are sweeping across North America. When scanned by a Smartphone's camera the QR code redirects the user to the content encrypted in the bar code. All the user requires is a code reader, free QR code readers are widely available and one is prebuilt in to Blackberry Messenger 5 (BBM5).

QR Codes & Marketing

QR code usage is sky rocketing in North America and they are quickly becoming a necessary element for businesses to integrate their cross-media initiatives. By embedding a QR code into their print media initiatives, brands are able to activate advertisements and engage consumers on the go.

With QR codes the physical world becomes completely interactive and trackable in one click. Businesses are increasingly incorporating QR codes to complement their traditional print marketing efforts and initiatives.



QR Codes & Print Media

QR codes act as the perfect bridge between print and online media. Put a QR code on...

- ✓ Business cards
- ✓ Print Ads
- ✓ Brochures
- ✓ Letterheads
- ✓ Flyers
- ✓ Posters
- ✓ Direct Mail
- ✓ Labels

