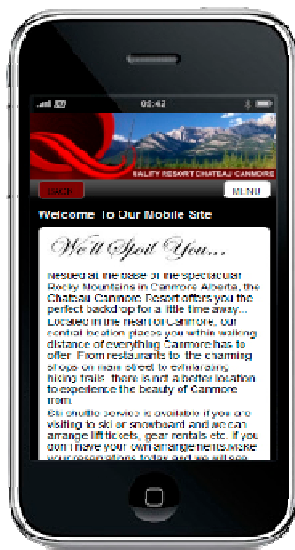
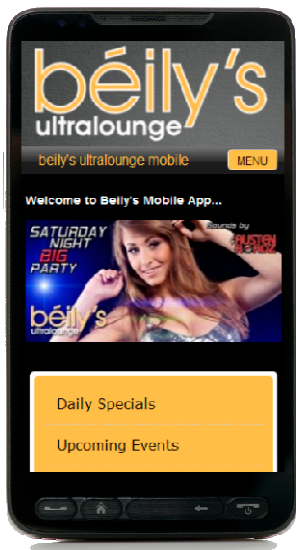


QR Code and Mobile Web Usage Examples

Apart from the benefits of just redirecting Smartphone users to a mobile version so your company get's the most from every visitor, you can utilize QR codes to drive additional traffic. Below are some industries and sample usage.



Hotels

QR Placement:

Key jackets, proposals, print collateral & advertising

When Scanned:

Booking, address and room details, conference information, menus, amenities & outlet information, pool hours...

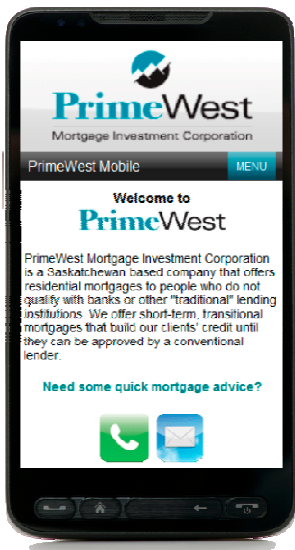
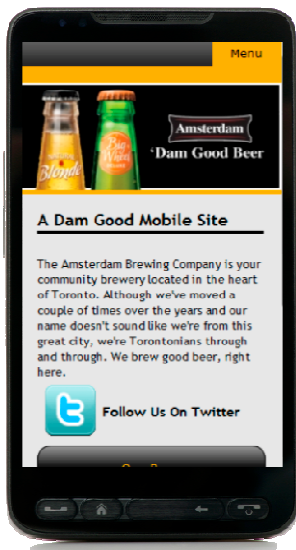
Bars / Restaurants / Lounges

QR Placement:

Menu's, table talkers, coasters, print collateral and advertising

When Scanned:

Wine pairing, ingredient information, take out menu, welcome videos, event calendar, promotions, social media, server bio...



Professional Firms

QR Placement:

Business Cards, print collateral, marketing initiatives

When Scanned: An employee business card to get a bio and then connect to the rest of the organization; a brochure to view company services or corporate videos; a marketing piece to subscribe to a newsletter or register for an event.

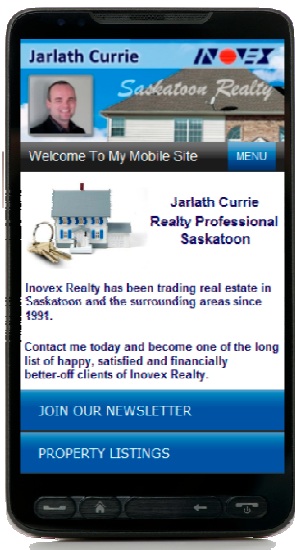
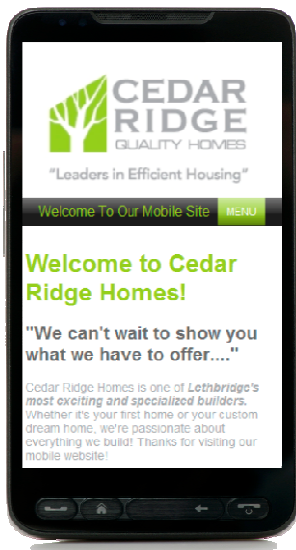
Retail

QR Placement:

In-store shelf tags, product labeling, direct mail, flyers, brochures, print advertising, window sign

When Scanned:

Access product information or catalogue, drive and connect with social media, join newsletters, check store hours...



Real Estate / Home Builders:

QR Placement:

Business cards, direct mail, print advertising, signage

When Scanned:

Listing catalogue, listing details, newsletter sign-up, free home evaluation forms, floor plans, community involvement...



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