



QR | Business Case

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- Business Goals
- Marketing Strategy
- Quick Response Business Models
- Quick Response Marketing Tips



Business Goals

- QR is a way to realize a goal, like:
- Build customer relations
- Get new customers
- Increase sales & improve campaign effectiveness
- Increase service & improve knowledge sharing
- Strengthen relations, build community, start a dialogue, enable social interactions



Digital Business Goals

- Connect with stakeholders
- Interact with target groups
- Increase conversion
- Improve reputation
- Generate value creation



Stakeholders

- Location based services
- Relevancy
- Availability
- Ease of use
- Efficiency



Target Group

- Customer pull
- Notify value
- Enchanted tales
- Customized promotions
- Loyalty management
- NPS



WALKING ON WATER

Jezus van Nazareth deed het tweeduizend jaar geleden al, maar lopen op water, liquid mountaineering lijkt de nieuwe sport van dit moment. Is het gewoon een kwestie van zo hard mogelijk rennen? Of is het een slimme reclame stunt van het outdoormerk Hi-Tec om hun waterdichte schoenen met Ion Mask technologie te promoten? Wij hebben met succes de eerste stappen op het water gezet. Ons volgende doel is om de kust van Engeland te bereiken...

Snelle en stabiele stapper

De XA Pro 3D van Salomon is zonder twiifel een van de meest populaire trailshoenen van de laatste jaren. Mocht je geen paar in de kast hebben staan: het is een lage en lichtgewicht schoen met een perfecte stabiliteit bij het (hard)lopen op oneffen bergpaadjes. De nieuwe halfhoge uitvoering - de Mid - geeft je erkers net wat meer bescherming in ongebaand terrein. Je voeten worden beschermd door een voering van Gore-Tex en een anti-debris mesh dat ervoor zorgt dat er geen steentjes langs de hiel je schoen in kunnen glippen. Nog steeds is de XA Pro 3D Mid GX Ultra, zoals zijn volledige naam luidt, koning lichtgewicht. Een paar weegt circa 385 gram. Prijs: € 164,95. www.salomon.com



KORT NIEUWS

De Amerikaanse Jordan Romero is pas **dertien jaar**, maar heeft nu al het hoogste van het hoogste bereikt. Op 22 mei stond hij namelijk op de top van de **Mount Everest**. Daarmee is hij de jongste klimmer die dit ooit heeft volbracht. Inmiddels heeft hij al zes van de Seven Summits beklommen. In december wil hij dit project afsluiten door Mount Vinson op Antarctica te beklommen.

Ook beroepsavonturier **Wilco van Rooijen** zal in december naar de Zuidpool afreizen voor de laatste top van zijn Seven Summits. In mei beklom hij met succes de **Carstensz Piramide** in Papoea-Nieuw-Guinea. Het was Van Rooijens eerste succesvolle expeditie na het K2 drama in 2008, waarbij hij door bevriezing al zijn tenen verloor.

Het laatste stukje van het **fietsknooppuntennetwerk** in het **Groene Hart** is gerealiseerd. Door de knooppunten in en om de gemeenten Bodegraven, Boskoop, Reeuwijk, Gouda, Nieuwerkerk aan den IJssel, Haastrecht, Zuidplas, Bennebroeker, Waddinxveen en Gouda aan elkaar te koppelen kun je maar liefst 150 kilometer fietsen. Minder mag ultraard ook. www.recreatienidholland.nl

Ronald Naar, de beroemde bergklimmer, heeft een aantal podcasts ingesproken over zijn indrukken van en ervaringen met de Italiaanse regio **Zuid-Tirol**. De podcasts zijn direct te beluisteren en te downloaden via de website van www.suedtirol.info

COCOON®
the original cocoon



Nieuw van Cocoon!
De complete slaaplijn met insectenwerende eigenschappen. Slaap heerlijk onder klamboe of lakenzak zonder zorgen.

Insect-Shield® is:
- Afwerend tegen muggen, teken, vliegen, mijten, vlooiën, mieren en midgets;
- Niet schadelijk voor de gezondheid, zoals op deet gebaseerde producten;
- Reukloos;
- Langdurig insectwerend, zelfs na 70 wasbeurten.
- Een kunstmatig nagemaakte stof gebaseerd op een in de natuur voorkomend insectafwerend middel uit chrysanthen.

Kijk voor meer informatie op www.cocoon.at
of neem contact op met Jongjans Trading 0172-586280

Conversation

- Connect to life feeds
- Social interactions in community
- Share lifestyle
- Product & Service Innovations
- After party, open diary, personal ID



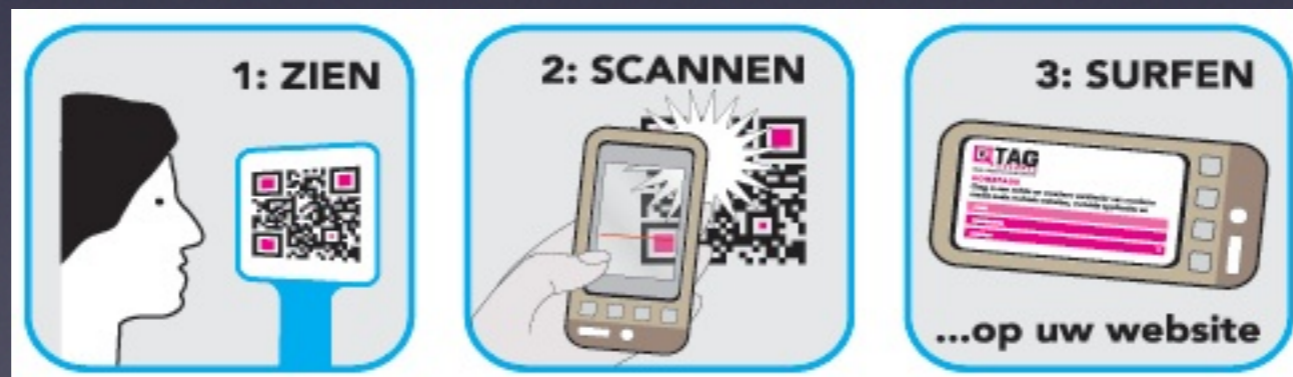
Reputation

- Brand building with digital services
- Brand connections to mail, phone, web
- Brand development with utilities
- Brand empowerment
- Brand engagement



Value Creation

- Why should people scan the QR code?
- What is in it for them?
- Who should be attracted?
- How do you create enthusiasm?
- When will you be promoted (NPS)?



Marketing Strategy

- Connect, Interact & Engage, Challenge, quiz with customers, stakeholders
- Adopt mobile and QR in the marketing mix, increase reach and improve effectiveness
- Enhance marketing pipeline with ABCDE: Attractive Attention | Best Business deals | Consumer Conversions | Digital Dialogues | Endless Entchantments



QR | Connect

- Ticketholders to live streams
- Offer discounts by QR coding
- Meet & Measure participants
- Easify connections among community members and increase safety by ID
- Increase sales @ real life events by mobile money, miles & banking services
- Case drink tracker app: <http://www.crazymikesapps.com/dont-want-to-go-to-jail-for-a-d-u-i-well-there-is-an-app-for-that/>



QR | Interact

- Community brandbuilding on themes, events, topics, locations, actualities
- Involve & empower P2P dialogues & reviews
- Enhance real time experience by social connections
- Enable brand ID, self expressions and social sharing
- Get close, improve loyalty by service & support



QR | Engage

- Entertain community
- Trailers, merchandising
- Trials, votes, VIP sessions
- Enable life feeds, digital dialogues and customization services



• Brabanthallen Den Bosch
• Stand U 1010 Scanology

easyFairs
EMPACK

SCANOLOGY

Nationale
BIOSCOOP
BON

Scan de QR code met je mobiele telefoon en maak kans op 1 van de 10 bioscoopbonnen t.w.v. €15,-
Deze beursactie loopt t/m 25 maart 2011
Trekking: 28 maart 2011
Voorwaarden en meer informatie op www.QRservice.nl
Deze actie wordt u aangeboden door Scanology en QRservice

BATTLE:LA

03.11.11

SONY

QR | Challenge

- Scan QR Codes in the right order to win a touring contest
- Find the QR codes to connect to mobile questions, the first is the winner
- Have consumers create QR codes, let them upload it and choose among the participating contributors



QR | Quiz

- Puzzles for branding - scan the code for answers
- Question consumers on specific theme knowledge -provide qr code to claim a theme and inspire by additional information
- Scan and win a product or a prize
- Tapas & wine tour <http://wijn.blog.nl/landen/spanje/2011/03/24/tapastour-met-qr-code>



Consumers' fingertip

- QR codes:
- Easy access , anywhere, anytime
- Enjoy mobile content
- Transform from real world to digital space
- Life link from traditional media to mobile media
- Scan when relevant, of value, enchanted

Mobile Marketing Mix

- Add QR: free of use - create QR - download reader - royalty free printing
- Enhance mobile mix with utilities that improve marketing effectiveness
- Measurement of QR use increases Mobile RoI
- Consumers' Digital Experience improves by QR

Attractive Attentions

- QR codes transform a mass marketing campaign into a personalized offering
- Location based, regionally targetted
- Direct link from product manufacturer to consumer buying intention, where to buy



GILMAR TAMBIÉN OFERCE
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Escanea GILMAR al 8488, descarga la
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de las promociones deseadas con tu cámara.

PROMOCIONES GILMAR

Infórmate sobre estas promociones en el 91 209 32 80

Mirador Real



Régimen: Venta, alquiler y alquiler con opción a compra.
Localización: Carretera de Guadarrama s/n, San Lorenzo
de El Escorial (Madrid)
Entrega: Inmediata.
Tipos: Chalets paraíso e independientes.

desde 483.912€

Alcalá, 431



Régimen: Venta.
Localización: Ciudad Lineal - Madrid.
Entrega: Inmediata.
Tipos: Estudios y apartamentos de 2 dormitorios.

desde 218.800€

Granada 40



Régimen: Venta.
Localización: C/ Abras, 6 - Madrid (espina a las calles
Granada y Vago)
Entrega: Inmediata.
Tipos: Viviendas y Áreas.

desde 458.000€

Mirador de 7 picos



Régimen: Venta.
Localización: Las Batas (zona Montecillo) - Madrid.
Entrega: Inmediata.
Tipos: Viviendas de 2, 3 y 4 dormitorios.

desde 360.000€

Mirador de Guadarrama



Régimen: Venta.
Localización: C/ Tino de Molina nº2 zona Sierra
Guadarrama (Madrid)
Entrega: Mayo 2009.
Tipos: Viviendas de 1, 2 y 3 dormitorios.

desde 139.000€



GILMAR, DE TODA LA VIDA UN LUJO.

91 209 32 80 | www.gilmar.es



Best Business Deals

- Increase promotion effectiveness
- Reduce marketing cost
- Reduce, reuse, recycle
- aboxlife.com/about
- Check the Youtube film!



Consumer Conversations

- Playgrounds for kids
- For target groups
- Connect to deeplink
- Direct call to action



KOMPAN!



Watch the ICCM movie
Use your existing QR reader
or get the free mobile app
for your phone:
<http://theadet.kaywa.com>

Find out more about KOMPAN

The products in our market-leading range span all ages, cover every potential category and accommodate every stage of a child's development and play. Visit our website to get inspired. You can request further information or contact our team to discuss your ideas.

www.KOMPAN.com

Digital Dialogues

- New Marketing P 's bridge to digital dialogues
- Packaging QR Code as communication connector
- Prize: royalty free, create and publish for free, public efficiency
- Product: is a service with information, education, entertainment, customized to a persons's interest
- Place: anywhere in print, magazines, business cards, labels, posters, TV screens, billboards, newspapers, walls...
- People: professional connections, personal partys, private use, you scan when you want to.

Endless Entchantments

- Movietrailers at the cinema
- Access to a film
- Create a wishlist for presents
- Organize your to do's
- Activate applications, enrollment programs, etc.



QR | Citimarketing

- QR cititour
- QR history discovery
- QR check in apartments, hotels, rental objects
- QR citipromotions with food & drinks, museum, transportation, merchandise



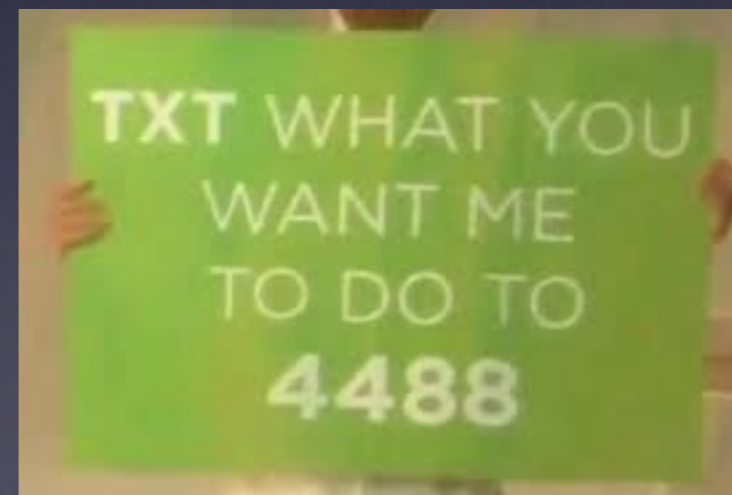
QR | Direct Marketing

- Discount coupons
- Value vouchers
- Ticketless payments, access and paperless
- Direct link to call to action enables consumer empowered conversions



QR | Event Marketing

- Event announcement & info
- Event registration & identification
- Event payment & documentation, prezis etc.
- Connect to event contributors, attendances
- Interact real time for questions, reviews, voting and additions





ticketless →

TARJETAS DE EMBARQUE

MEXICANA PRODUCTOS PROMOCIONES CUENTES DISTINGUIDOS CONDICIONES INFORMACION SERVICIOS EN LINEA

Englan + Go MAPA DE RUTAS

Vuelos / Cotización y Reservación Web Check In Itinerarios

Origen: Aeropuerto Fecha de Salida: Hora: Ciudad de México

Destino: Aeropuerto Fecha de Regreso: Hora: Ciudad de México

Opciones de búsqueda: Precio Dinero Adultos (12-65) Infantes (<12) Menores (2-11) 3a. Edad (+62)

País de Compra: Seleccionar

BUSCAR

ACCESO CLIENTES REGISTRADOS: Numero Cliente/MexicanAGO, No (4 dígitos), TourCode

SERVICIOS EN LINEA: PAGOS Y CONSULTAS, WEB CHECK IN, FACTURAS, ESTADO DE VUELO, PUNTOS GO, AYUDA EN LINEA

PROMOCIONES: UNIVERSAL, ROBIN HOOD, MEXICANA, mexicanago, VTP, NOTICIAS, SUSCRIBETE A NUESTRAS PROMOCIONES



QR | Augmented

- Stamps to connect to digital details like buildings, architecture, body insights, layer contents
- Tickets to gain exclusive access to a virtual site



QR | Fundraising

- <http://mobile.kaywa.com/p1029.html>
- <http://thelede.blogs.nytimes.com/2011/03/11/japan-earthquake-and-tsunami-how-to-help/?ref=asia>
- Many microcredit opportunities, efficient and safe fundraising



wwf for a living planet®

Deadline

Die Zeit läuft für die letzten 3200 Tiger.
Kämpfe mit! Deine 5 Euro helfen:

wwf.de

Sende per SMS
TIGER
an die Rufnummer
81190

Der Zeit läuft für 3200 Tiger. Heute sind es nur noch 3200. Durch Zerstörung des Lebensraums und illegale Wilderei besteht die Gefahr, dass auch die letzten Tiger verschwinden. Es ist höchste Zeit! Kämpfe mit und hilf dem WWF, die Tiger zu retten! Deine wertvollen Spendenmöglichkeiten per SMS per Wildlife Tagging™ oder per Klick auf wwf.de.

*Die WWF-Spendenkarte ist eine Karte, die bei einer Spende von 5 Euro oder mehr aktiviert wird. *Hilf bei der Wildlife Tagging™, wenn du auf www.wwf.de klickst. *Bitte keine Informationen über die Spende weitergeben.

Business Models

- QR Cross Media Providing
- QR POS Service
- Mobile Marketing Mashup
- Social Services Shop
- QR Branding | QR Me
- QR cost savings



Cross Media SP

- One stop shop
- Online & offline campaign management
- Create, Act, Measure
- Deliver contacts, leads & sales
- Educate, share experiences, consult on cases



Bems[®]

Brand Extension Mobile Solutions



QR POS

- Point-of-Sale for instore promotions
- Point-of-Support for additional information
- Point-of-Service for value creation
- Printing POS materials, QR stickers for
Attention | Interest | Desire | Action
- Create a digital 24x7x365 experience

QR 0000777

HEARD SEEN
28% HAVE SCANNED

Platform War

World's Largest QR code

159

Tintoretto

vestido 79,90€

zapatos 69,90€

Colección Tiendas Looks & Promos

BIDI

de Tintoretto en Apple Store gratis o bien haz una foto a este código bidi para acceder directamente a la aplicación de Tintoretto

Capturar Historial Ayuda Más

Tintoretto

iPhone

Ahora toda la información y novedades de Tintoretto puedes llevarlas en tu iPhone. Ya está disponible la nueva aplicación de Tintoretto en Apple Store. Entra y descárgala gratis o bien haz una foto a este código bidi para acceder directamente a la aplicación de Tintoretto.

Tintoretto

Heineken

PLUG INTO SUMMER

UNIQUE APP & EXCLUSIVE CONTENT FROM THE HEINEKEN LINEUP

FROM THE HEINEKEN LINEUP

KID CUDI, COLD WAR KIDS, THE HOLD STEADY & MORE!

GIVE YOURSELF A GOOD NAME

Learn more how ExtraTags supports in-store conversion

Learn more how ExtraTags supports customer retention

Carrier 2:12 PM

nba

Thank you for selecting our product. Here are a few options to help you get the most from your purchase.

Warranty Rec...

Mobile Marketing Mash-ups

- Add digital service through mobile device
- Connect to augmented services
- Access to layar technology
- Direct access to entrance and services
- Integrating ticketing, vouchers, payments, interactions, communities: digital connections

Social Services Shop

- 85% uses QR for information requests
- 5% for QR payments
- 8% url redirect to landing pages, deeplinks etc.
- Product information on labels, restaurant reviews on windows, recipies on food, ingredients, washing instructions, how to use..

GO MOBILE

A CONEXÃO À INTERNET MÓVEL
THE LINK TO MOBILE INTERNET
EL HIPERLINK A INTERNET MÓVIL



MÚSICA
MUSIC



JOGOS
GAMES
JUEGOS



GOALS
GOALS
GOLES



IMOBILIÁRIO
REAL ESTATE



CARTÕES DE VISITA
BUSINESSCARDS
TARJETAS DE VISITA

LEITOR | READER | LECTOR
WWW.LEITORVIVO.COM.BR
WWW.LECTORBIDI.COM



Mais sites
de internet
com um
aparelho

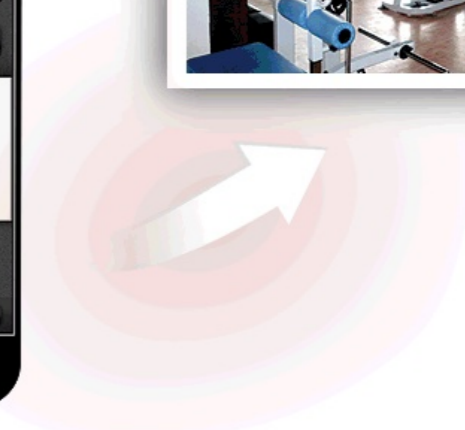
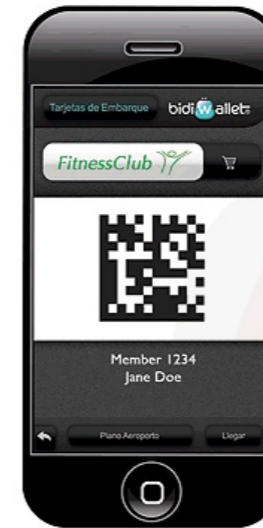


Telefonica



vivo

cardless →



FAIRPLAY
Le rouleur
City 4x4

Safari in the city

10,3 litres/100km
 278 g de CO₂/km

Reservar un vehículo genera unas emisiones de 100, 150, 200, 250, 300, 350, 400, 450, 500, 550, 600, 650, 700, 750, 800, 850, 900, 950, 1000 g de CO₂/km. El valor de referencia es de 100 g de CO₂/km.

QR Branding | QR Me

- Personal Identification, open registrations
- Professional contacts | Business Cards
- Private details on FB, closed social media
- Dating, networking, event driven connections



2ND ANNUAL

MIR C 2011

MAINE INDOOR ROWING CHAMPIONSHIP

PRESENTED BY CROSSFIT CASCO BAY AND THE PORTLAND COMMUNITY ROWING ASSOCIATION

2,000 Meters for time

Saturday, February 5th, 2011 at 10:00am

at CrossFit Casco Bay - 139 Kennebec Street, Portland

\$20.00 per Athlete / Free to Spectators

To register email crossfitinfo@crossfitcasco bay.com or row@rowportland.org
Or call CrossFit Casco Bay (207) 761-0003

Athletes must register before 2/2/11 to compete

Prizes awarded for top finishers in each division

Male - 35 and younger

Male - 36+

Female - 35 and younger

Female - 36+

**Gauge your fitness progress thru the winter.
Get prepared for the CRASH-B environment.
Have "fun"!**

 [facebook.com/crossfitcasco bay](https://www.facebook.com/crossfitcasco bay)

 twitter.com/CFCB



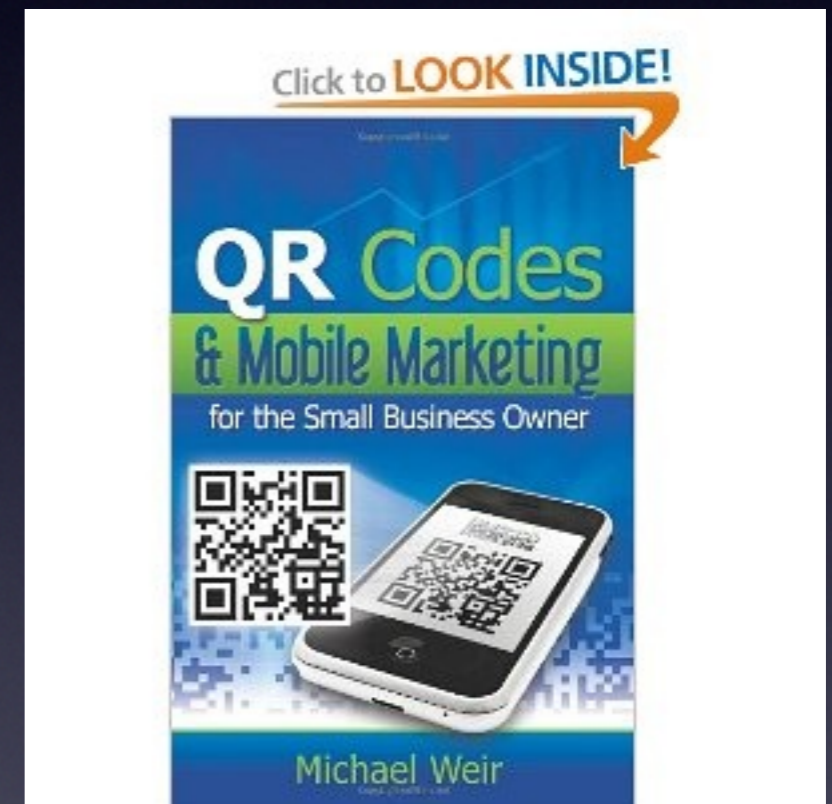
Marketing Tips

- Business goals
- Marketing strategy
- Mobile models
- Mobile me
- Usability and User Interfaces



Mobile buzz words

- Quick Response, QR, QR code, 2D, scan
- Mobile Tagging, tag
- QR-me,
- BIDI codes
- BI Dimensional



QR | Resources

- qRmonkey.com
- http://www.soehnepartner.com/download.php?folder=project&file=infosheet_a.pdf
- <http://www.qrcodes.co.nz/>
- <http://www.flickr.com/groups/qrcodes/pool/>
- <http://static.aws3.mobioid.com/files/pdf/The-Naked-Facts-2H2010.2.pdf>
- <http://blog.phrasememe.com/p/phrasememe-scanner.html?m=1>
- <http://www.flickr.com/groups/qrcodes/pool/page2/>
-

QR | Cases

- <http://creativeappsblogen.wordpress.com/2010/11/17/tintoretto-a-usual-brand-now-closer/>
- http://www.elpais.com/articulo/internet/libros/terminan/papel/elpeputec/20080603elpepnet_1/Tes

QR Service Providers

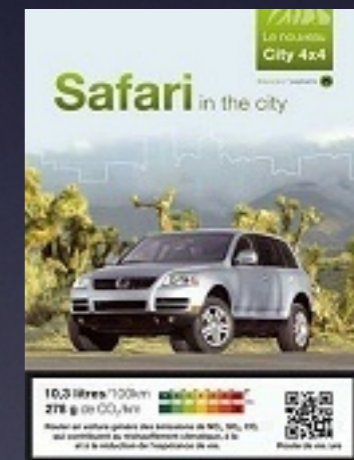
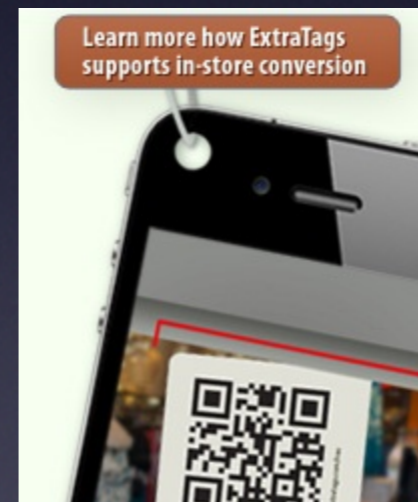
- bems.es
- extratags.com
- 3gvision.com
- qtag.nlq
- qRservice.nl
- oneshoe.nl
- Mogotix.com

QR Stuff.com
Get your QR codes out there!



Extratags.com

- Mobile solutions for your brand
- Relaxed and interactive brand services
- Instore consumer conversions



QR | Now!

- Mobile operators use it for marketing, services and support
- Brands, marketers and consumers embrace the value creation
- Mobile phone manufacturers embed QR app on devices
- Publishers and content creators connect for digital dialogues
- QR me on the right side code
- Thanks for reading the business value of QR | @AthalieStegeman

