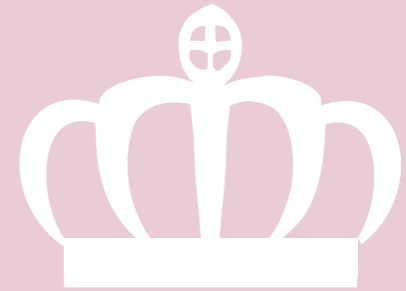# gorgeous/rfp

branding & marketing
deliciousness
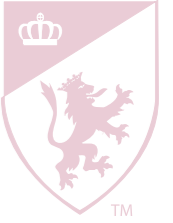
MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:

how 2D barcodes changed the world of business

sean brosnan
managing partner/creative director

about me

I have been a corporate branding and marketing consultant for the past nine years. Along with branding and marketing, I have also worked for two corporate banks and I'm now the current Marketing Director for the Humane Society of Bay County.

questions? please interrupt (by raising hands).

too shy? tweet @gorgeousrfp.

2

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
HOW 2D BARCODES CHANGED THE WORLD OF BUSINESS

@GORGEOUSRFP #QRCODES

intro

We're living in an ever evolving state of communication. Years ago when I was in high school, I gave someone a torn off piece of paper with my name and number on it. A few years later, I gave someone a business card. Today, I can give them anything with a QR code and send them tons of places I want them to go without ever saying or typing a thing. Gone are the days of instructions for an address of a website and up to 5 directions on what to do after. Now it's just point and shoot, and your there.

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
HOW 2D BARCODES CHANGED THE WORLD OF BUSINESS
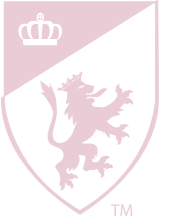
@GORGEOUSRFP #QRCODES

what are 2d barcodes and how did they change the way we connect to customers?

Barcodes have been around for the past 40 years. The first UPC (Universal Product Code) that was successfully scanned was for a pack of Juicy Fruit gum in 1974. From that day on, the barcode has saved time and money for businesses across the globe. Industries from retail to healthcare have used the codes heavily to help track merchandise and patients.

QR or Quick Response codes were created in Japan in 1994 by DENSO (a subsidiary of Toyota) to track vehicle parts. Unlike barcodes, which can only hold a capacity of 20 to 30 digits, QR codes can hold 7089 digits (Numeric only) and 4296 (alphanumeric). QR codes have been used everywhere in Europe & Asia for the past couple of years and now they're taking the U.S. by storm.

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
HOW 2D BARCODES CHANGED THE WORLD OF BUSINESS

@GORGEOUSRFP #QRCODES
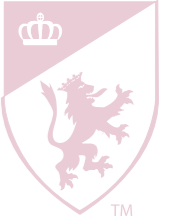
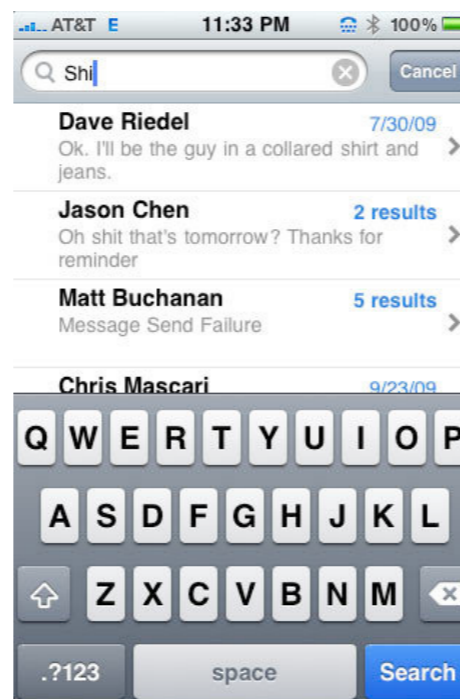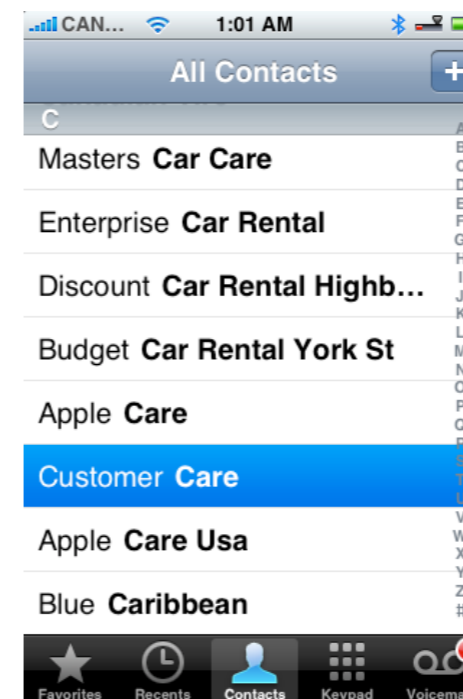# the basics what they provide easy access to

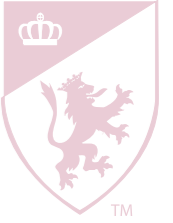| Mobile Web (URL's) | Maps | Text Messaging (SMS) | vCards (Contact) | Mobile Video |

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
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most common uses

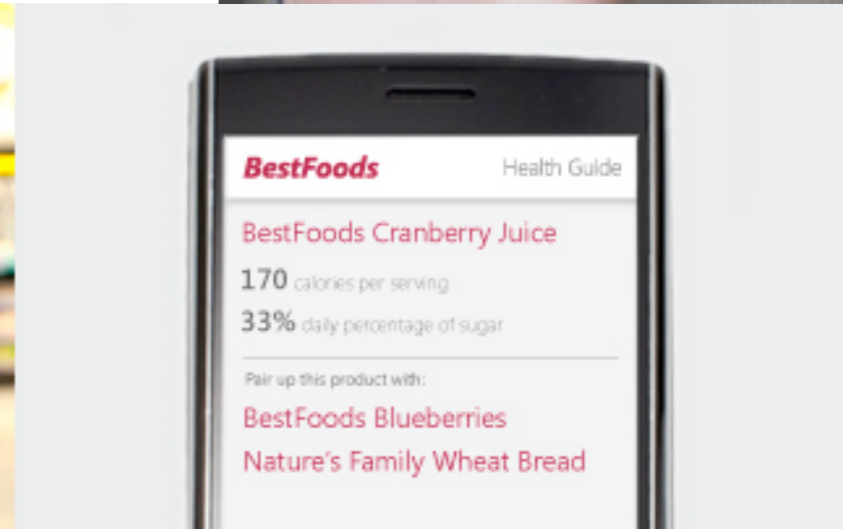POS (Point of Sale)

Advertising

Viral Campaign

vCards/Contact Info

Prizes

Social Networking

Retail

6

examples **print & packaging**

WANT MORE VERDI™?
Scan this code with your
phone to discover more
delicious Verdi™ products.

Get the free mobile app at
http://gettag.mobi

0 74329 20021 2

Scanne den QR-Co...

und lass dich mit coolen Coke Sound So G...
überraschen! Keinen QR-Reader ... Geräe W...
an 72000. (Kosten lt. deines Tarifs)
Aktionszeitraum vom 22.03. bis 21.10.20...

MARVEL STUDIOS
IRON MAN 2
2010
IRONMANMOVIE.COM

あげちゃう。 あげちゃう。 あげちゃう。

Disney   Disney   Disney

Nestlé Juicy Juice   Nestlé Juicy Juice

spar...

0 28000 26957 9

NEW!
Pacific FOODS
organic
SOUP STARTERS
Beef Pho
Vietnamese Style Noodle Soup Base
Just add meat, rice noodles, and vegetables for
authentic pho. Recipe on back.

32 FL. OZ. (1 QT.) 946 mL

I ♥ NY
GIVE NEW YORK
A LITTLE LOVE.

Central Park recently lost over 500 trees and
needs your help. rebuildcentralpark.com

REBUILD
CENTRAL
PARK

7

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
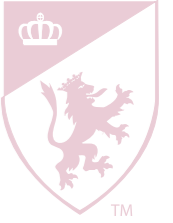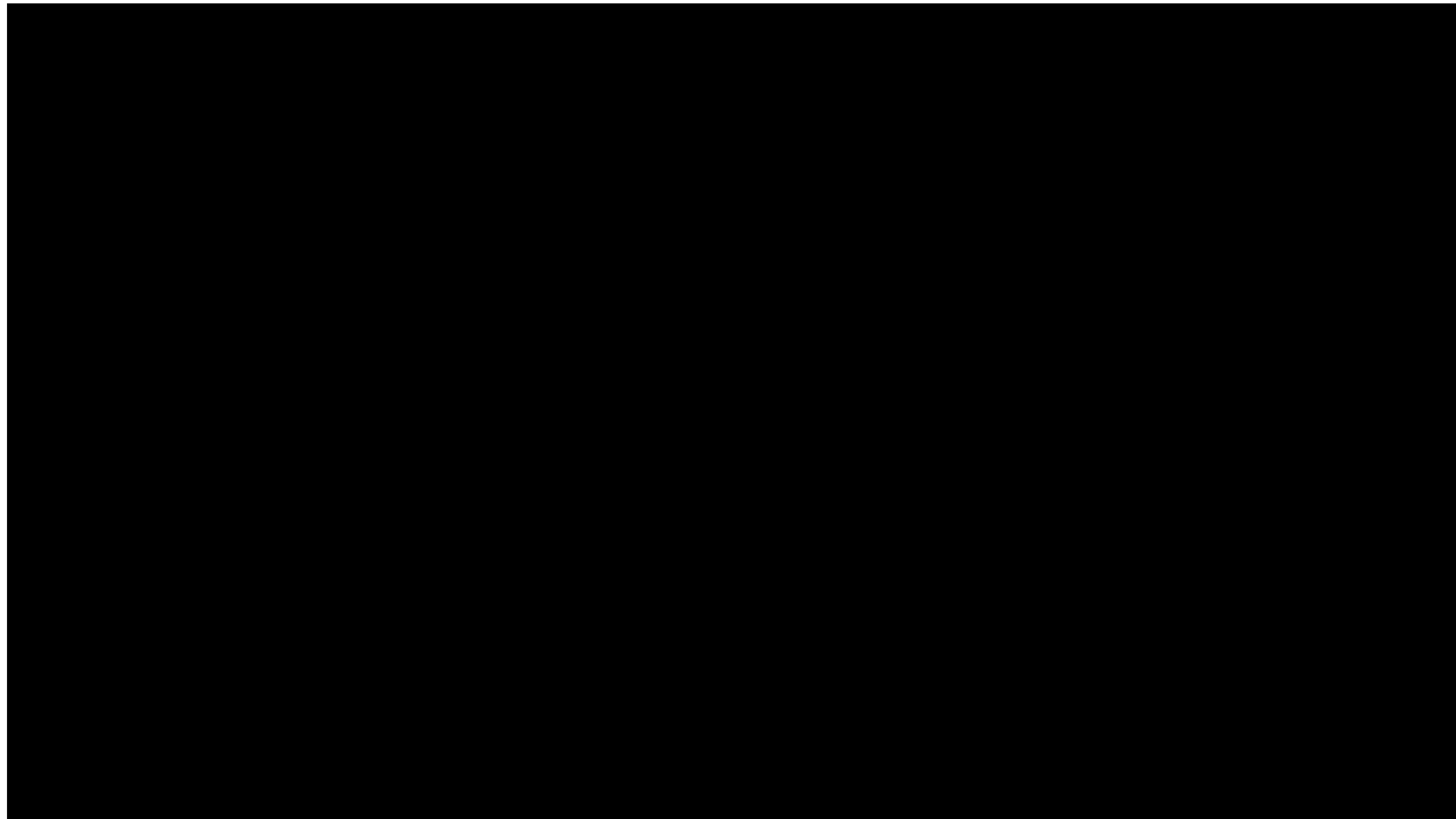HOW 2D BARCODES CHANGED THE WORLD OF BUSINESS
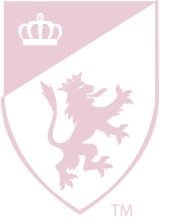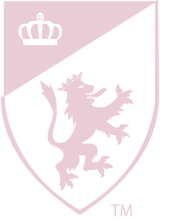
@GORGEOUSRFP #QRCODES

barcodes that speak to you

video source: http://www.youtube.com/watch?v=mx48zKeJxIQ

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
HOW 2D BARCODES CHANGED THE WORLD OF BUSINESS

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video source: http://www.youtube.com/watch?v=8vWVtpCfLX8

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A newly-wed couple is cruising around the neighborhood and sees a house that looks like one they're in the market for. There's a standard FOR SALE sign up. Being that it's past 9 p.m., the chances of them getting the realtor to come out and let them do a walk-through, are slim to none. With a simple QR code-added to the signage, these prospects are now able to scan to see pictures and videos of the home as if they were getting to do the walk-through themselves.
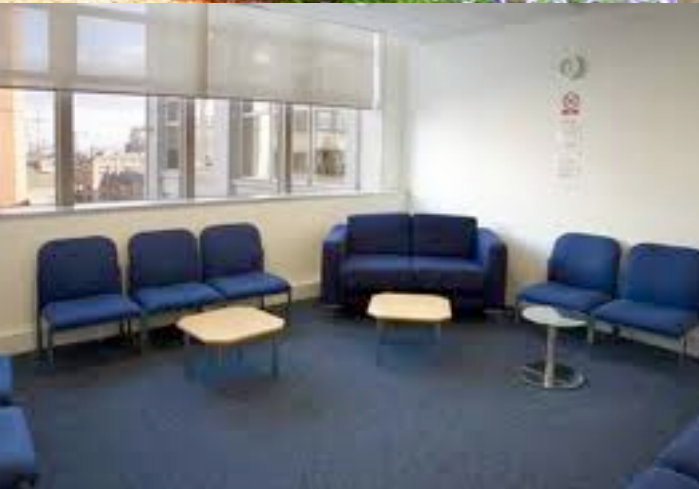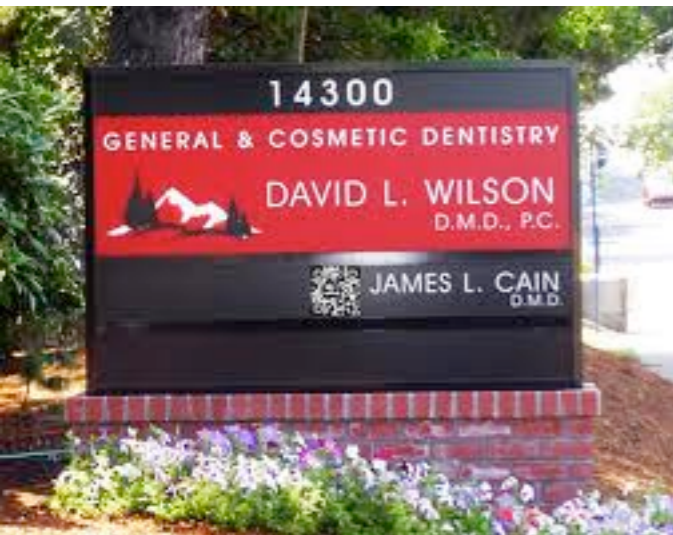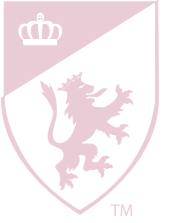
MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
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examples healthcare

- Directly add appointments to your calendar

- Locate closest physician, treatment center, specialist, or pharmacy

- Send a text message to opt in for Rx dosing reminders

- Place a call directly to Patient Svcs. for Rx co-pay assistance

- Email requested symptom info to physician or pharmacy

- Link to a video of administration or device usage tutorials

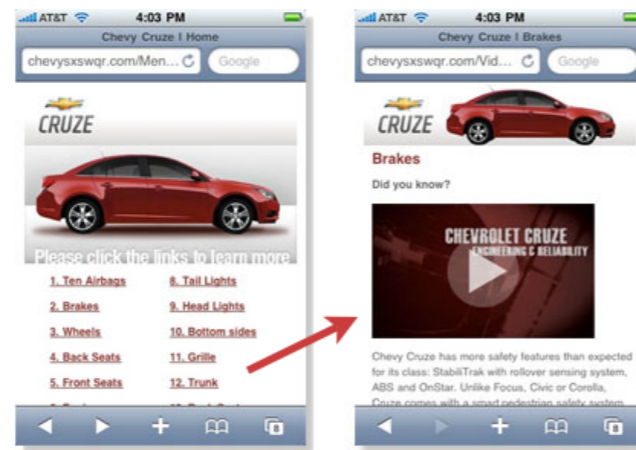- Instant coupons

- Social Networking
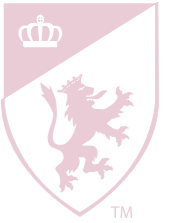
car dealership

Using the same scenario as real estate, someone drives on a car dealership lot after hours and wants more info on a certain vehicle. A QR code can be placed either on the dash (near the VIN) or on the sticker where all the other vehicle details are located. The prospect would then pull out their smartphone and scan the code which could take them to something as simple as pictures or as advanced as vehicle test-drives, reviews or videos.

cool facts

90

67.5

45

22.5

0

2008
2009
2010
2011 Q3

As of 2010, only about 30% of U.S. mobile phones were smartphones. With the pattern in place from current growth, that number is projected to hit near 50% in the 4th quarter of 2011.

■ Feature phones
■ Smartphones

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cool facts

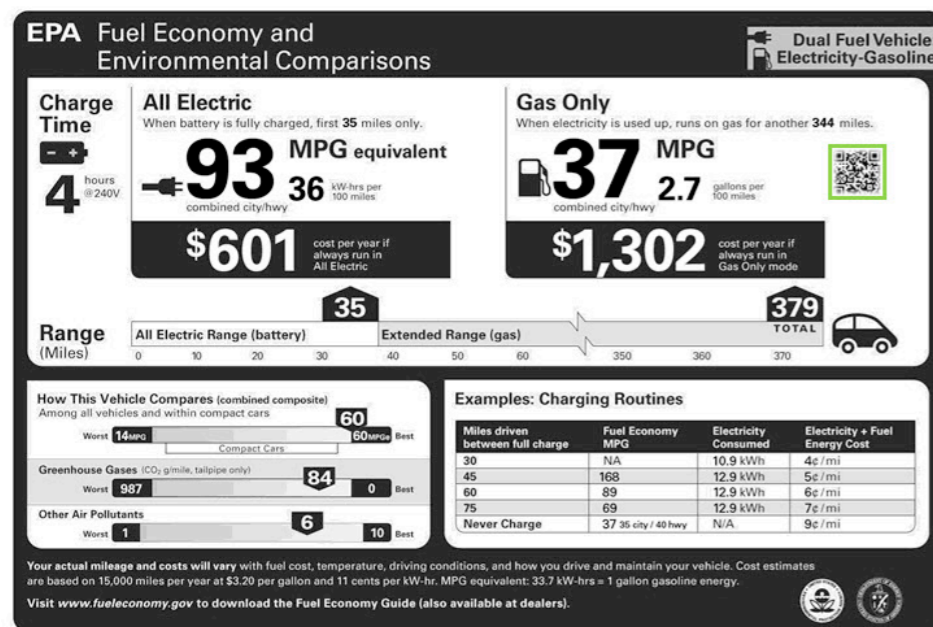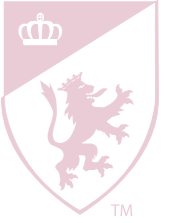- During the past 2 years, mobile barcode scanning has seen a 1600% increase.

- Health & Beauty products are scanned more than any other. Grocery items come in 2nd.

- A unique user will scan 2-3 barcodes per month.
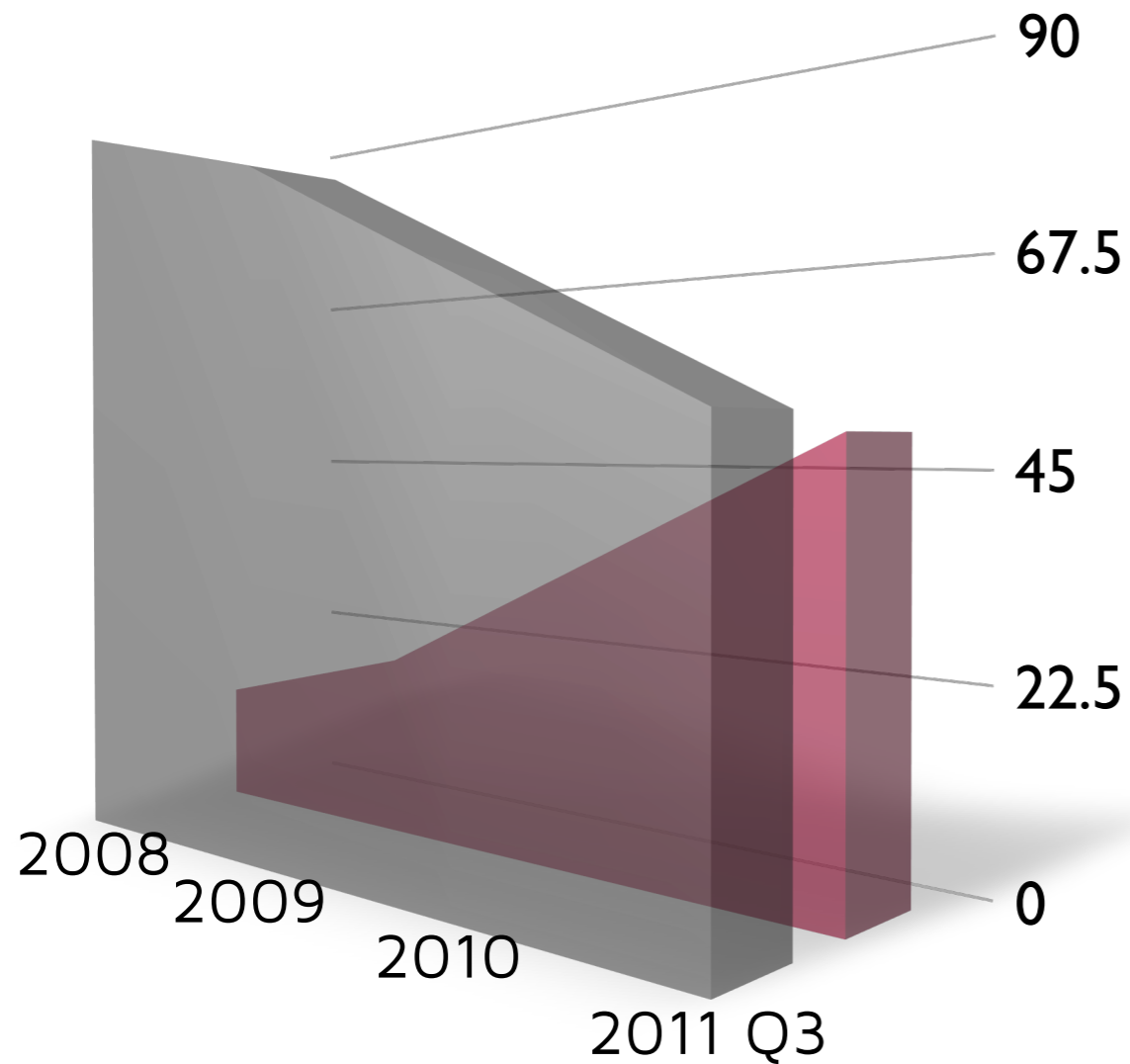
MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
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cool facts which OS is scanning more?

68%   26%   4%

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cool facts world's largest qr code

The world's largest QR code was 159 square meters and created by Audi to celebrate 100 years of car manufacturing

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
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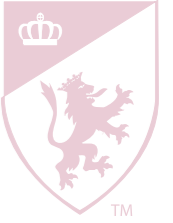
@GORGEOUSRFP #QRCODES

simple do's & don'ts
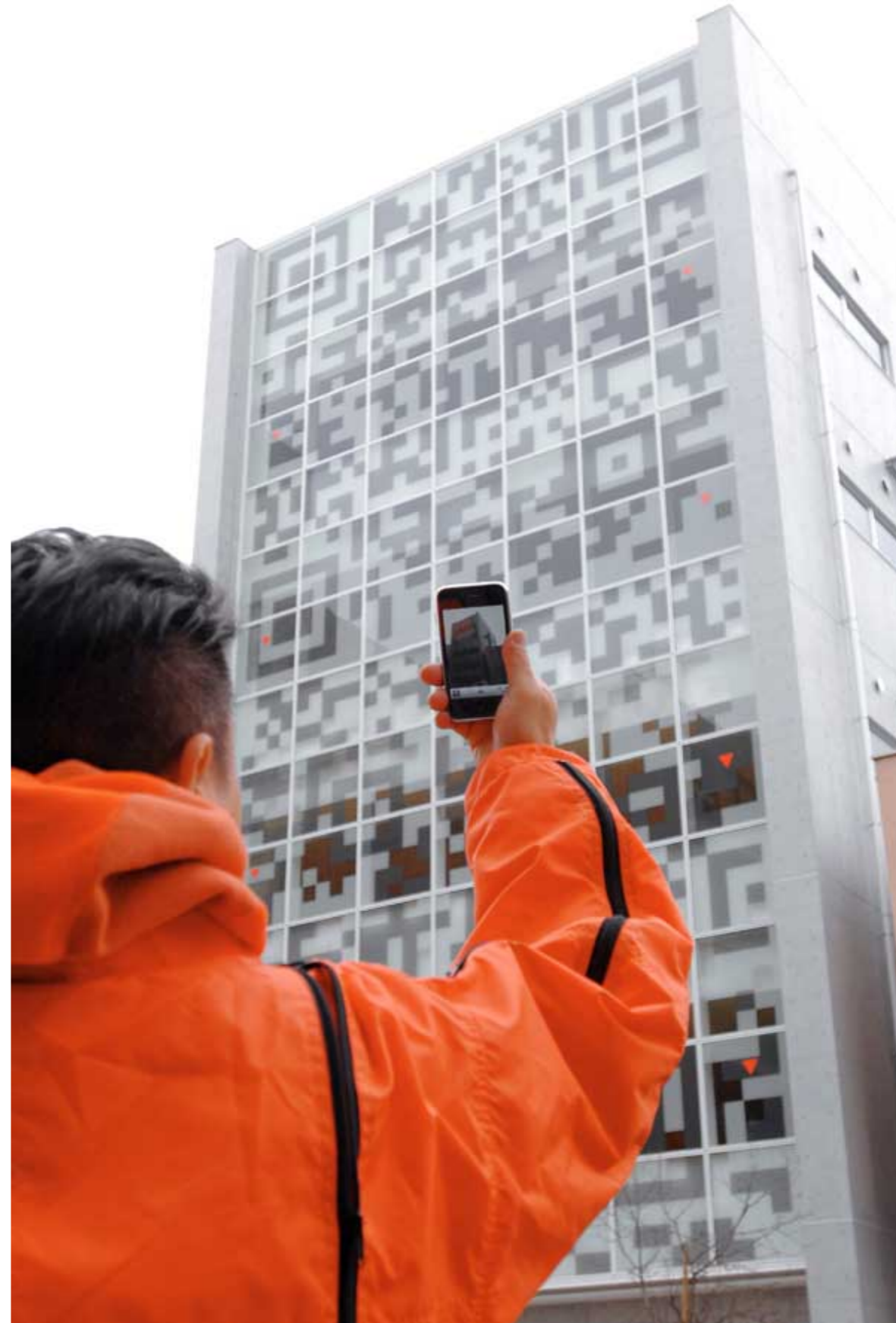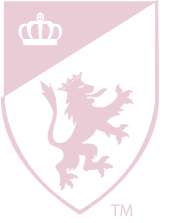
DO make sure they point to a MOBILE-ENABLED website.

DO use them to provide something extra.

DO provide instructions. They're still very new in the U.S. and not everyone will know what to do when they see it.

DON'T use them as a replacement for your message.

DON'T make them too small. If they can't be scanned, you've wasted yours & their time.

DO use them on display signs within stores.

If using for coupons/special offers, DO make it worthwhile for that prospect going the distance. Will they want to pass it on?

DO use a URL shortener. Longer URLs, create more detailed codes that can become harder to scan.

DON'T place them in hard to reach/scan places.

If sending prospects to a video, DO make sure the video is short and not Flash-based (iPhone's currently don't play Flash).

DON'T use them to send consumers to your website.

DON'T overuse them.

DO check all links/videos/codes before launching in public.

17
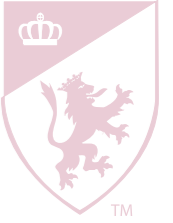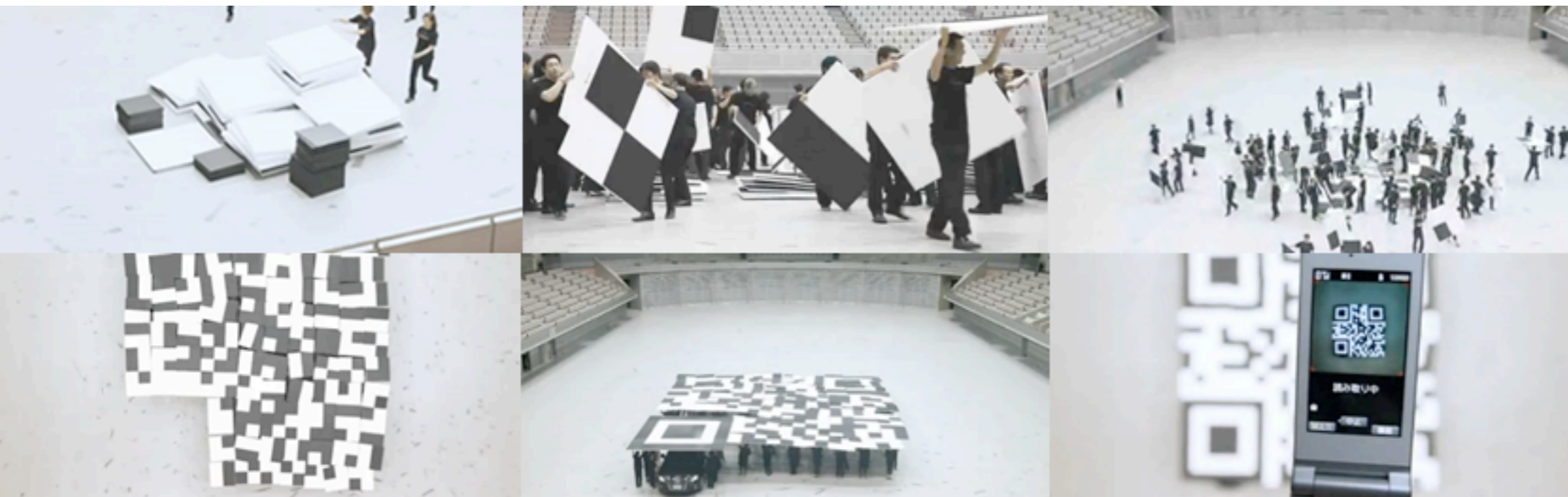
MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
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@GORGEOUSRFP #QRCODES
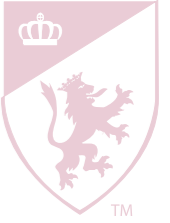
walk-through qr code (url)

step 1 visit goo.gl
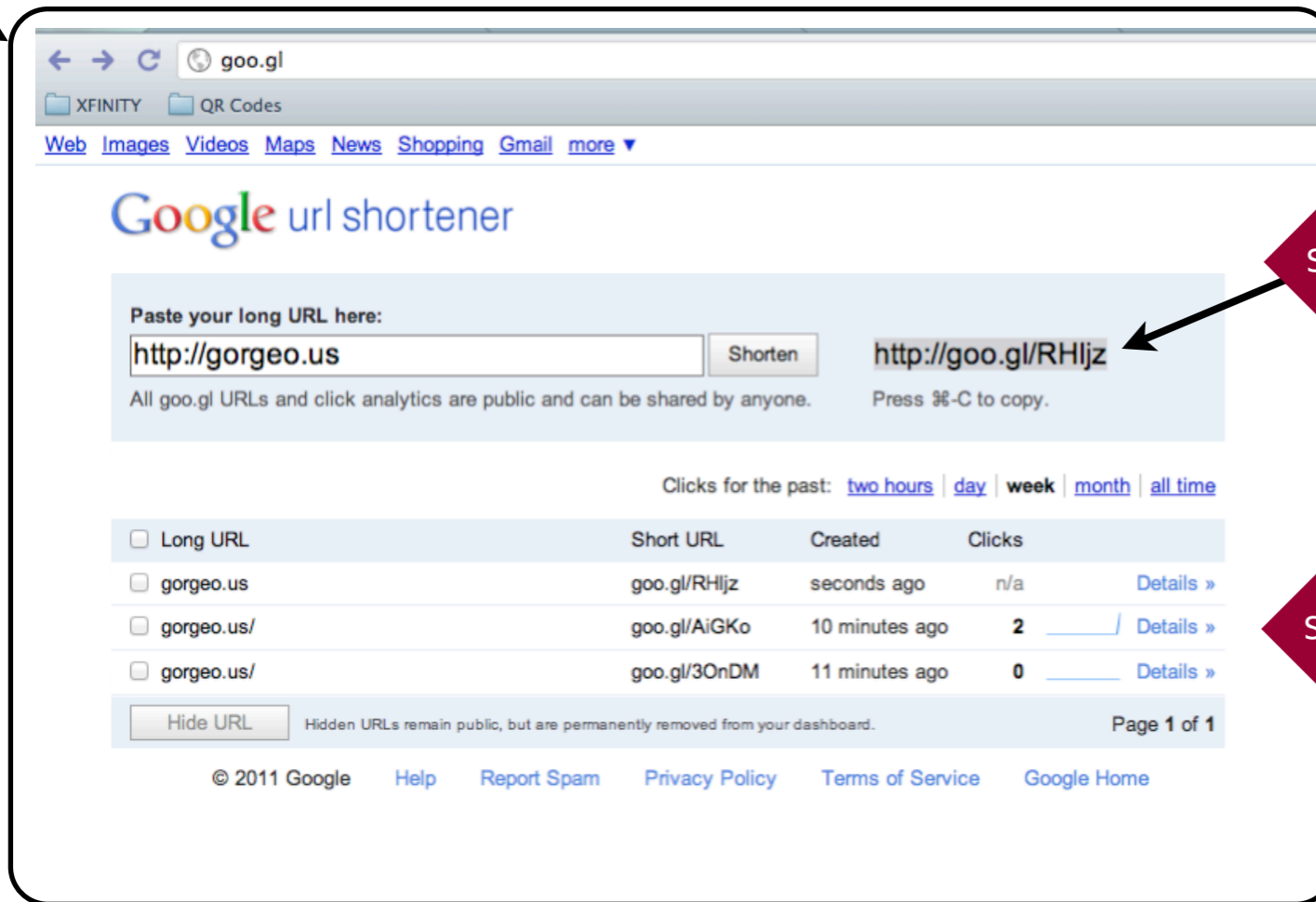
step 2 copy & paste url into address bar

step 3 add .qr to the end of the url and hit enter

finished product

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
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walk-through **qr code (phone #)**

step 1

visit http://qrcode.kaywa.com/

QR-Code Generator

Content type:

○ URL ● Phone Number ○ SMS

select phone

Content:

Phone number:
8503812888

enter #

Size: L ◆

Generate!

step 2 enter number

step 3

finished product

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
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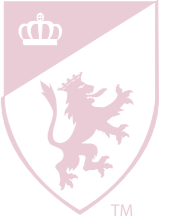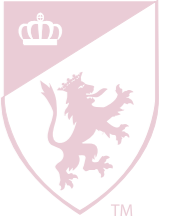walk-through microsoft tags

step 1

visit http://tag.microsoft.com/my-tags/getting-started.aspx

Getting Started

You can create a Tag in less than 5 minutes...and it's free!

Go to Tag Manager ▶

click here

1 Create your Tag

Log into Tag Manager with your Micros... ...ag." Give your Tag a name and choose your Tag type. Then provide the requested information – URL or text, start/end dates, and so on.

2 Render your Tag

Create the Tag graphic by clicking the Render button. Choose your image size and file format, and whether you want a Basic or Custom Tag. Once you're done, click Render and Tag Manager will generate your Tag file, ready to use in your marketing materials.

3 Display your Tag

That's it! You can make almost anything interactive by putting the Tag on it. For best results, check out our Best Practices. Need to update the message behind the Tag? You can edit the content any time without changing the existing Tag.

step 2

Microsoft®

tag

Microsoft Tag Manager   sign in

Sign in to the Tag Manager to create and edit your Tags, manage Categories and view Reports.

Don't have a Windows Live ID? [Sign up]

One Windows Live ID gets you into **Hotmail, M**...**senger, Xbox LIVE** — and services.

create acct

or sign in

Windows Live ID:
example555@hotmail.com

Password:

...ur password?

...p me signed in

[Sign in]

Not your computer?
Get a single use code to sign in with

©2011 Microsoft | Terms | Privacy   He... | Feedback

step 3

Tag Manager

TAGS   CATEGORIES   REPORTS

Category :   [Main ⬍]

click here ← [Create a Tag]

| Actions ▼ | Show [10 ⬍] Tags per page | Filter Tags by [Title ⬍] with [   ] | [Filter] [Reset] |

	Edit	Delete	Title	Type	Status	Start Date	End Date	Render	Report
☐ (globe)	✏	⊗	Shanes	🌐	Active	6/23/2011	No End Date	▦	📊

Total items : 1   Page [1]   of 1

Best Practices
Use our tips to get the maximum results from your Tags

Implementation Guide
Get in-depth information for using Tag in your campaigns

Success Stories
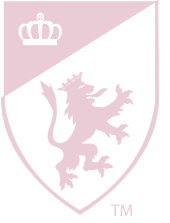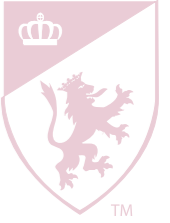See just a few of the companies who have used Tag to bring new life to their marketing

step **4**

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
HOW 2D BARCODES CHANGED THE WORLD OF BUSINESS

@GORGEOUSRFP #QRCODES

Tag Manager

TAGS   CATEGORIES   REPORTS

step 6

Category :   Main

X

Create a new Tag
* Required fields

Tag Title :   Bay Co Chamber

Tag Type :   URL

select which type

Tag Notes :

Upload Thumbnail :   Choose File   No file chosen

Recommended size: 200 x 200 pixels; JPEG, GIF, or PNG

Start Date (GMT) :   7/24/2011

End Date (GMT) :   ⦿ No End Date

○ End by   7/25/2012

Mobile URL : *   http://

Save   Reset   Cancel

Tag Manager

TAGS   CATEGORIES   **REPORTS**

📊 Track the performance of your Tags by generating reports.

Heat Map
Represents where Tags were scanned on an interactive map.

Daily Scans
Charts the number of scans per day for a single Tag.

Scan Totals
Charts the total number of scans for each Tag in a category (over the lifetime of the Tag or during a specified time).

Scan Totals By Category
Charts the total number of scans for each of your categories.

Daily Scans (Multiple Tags)
Charts the number of scans per day for multiple selected Tags in a category.

Daily Scans (Category Totals)
Charts the total of scans per day for all the Tags in a category.
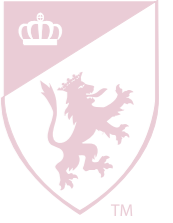
Daily Scans (Compare Categories)
Compares the total number of daily scans for different categories.

step 5

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links to qr code generators

URL (easy) http://www.goo.gl
vCard's - http://www.moongate.ro/en/products/qr_code-vcard/
URL, Text, SMS, Phone Number - http://qrcode.kaywa.com/
Calendar, Twitter, FourSquare, iTunes - http://keremerkan.net/qr-code-and-2d-code-generator/

good qr code readers

You can find a great reader by visiting iPhone App Store, Android Market, BlackBerry AppWorld, & Nokia Ovi Marketplace.

RedLaser (iPhone)
Shop Savvy (Android & iPhone)
ScanLife (Android, iPhone, Palm & Windows)
MobileTag (Android, BlackBerry, iPhone, Nokia (most) & Windows

MOBILE INTERACTIVE MARKETING WITH QR CODES & MICROSOFT TAGS:
HOW 2D BARCODES CHANGED THE WORLD OF BUSINESS

@GORGEOUSRFP #QRCODES

audience participation

thanks

call 850-381-2888
email <u>hello@gorgeousrfp.com</u>
or tweet @gorgeousrfp.

gorgeous/rfp

branding & marketing
deliciousness

™

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