

QR CODES

All you need to know about Admedia QR codes & how they will benefit your Admedia advertising campaign.



What is a QR Code?

A specific matrix barcode or two-dimensional code, readable by dedicated QR barcode readers & camera phones. The code consists of black modules arranged in a square pattern. See above right

What is the purpose of a QR code?

To provide a quick, effective way of linking to online & digital content.

How do consumers use QR codes?

When a QR code appears, the consumer simply holds their phone screen over the barcode until the phone reads the code. The phone should then connect straight to the content

Can any phone download a QR code?

Most new phones are built with QR code readers. Older phones will need to download a QR code Reader. This takes about 6 seconds and can be downloaded from the internet.

How will consumers know this?

Quick easy instructions will be included on the poster. We provide suggested copy instructions in our QR code artwork spec which our Sales Representative will give you at the time of booking.

Do I always have to include the instructions?

Due to the public's ever increasing knowledge about QR codes, some advertisers choose to include the QR code on it's own so customers who recognise what it is and know what to do will interact with it. We recommend that brief instructions are included at this time. However, as public awareness grows, it is unlikely we will need to include any instructions at all.

What venues can I use a QR code in?

You can use QR codes throughout any Admedia venues - Motorway Service Areas, Shopping Malls, Health Clubs & Bars, Pubs & Clubs.

What formats can we use QR codes on?

QR codes are a fantastic partner to our A3 Washroom Panels due to the fact that they are at eye level, close to the consumer & enjoy long dwell times. QR codes can also be added to beer mats - great for creating talkability in the pub/bar environment. We can also add them to our 6 Sheets at Motorway Service Areas, in this case, we would recommend that they are added to the 6 Sheets that attract a pedestrian audience only.

What sort of content can I link it to?

QR codes are ideal for linking to film & DVD trailers, music clips, competitions, special offers, websites, apps and much more. It is important that the content the QR code links to is mobile enabled. We would check the content you want to link it to and test it. **The golden rule is that the more interesting the content the better it is!!**

What if my content isn't mobile enabled?

We can adapt the content you have, or we can create new mobile enabled content for you. We would discuss these costs with you as early as possible in the process.

What is the process?

Once we have received your booking form we will provide you with the code to include in your artwork. To guide you we will also provide instructions of what you need to include via our QR Code Artwork Spec. We'll then put it through our testing process before printing and posting your campaign as normal.

What are the benefits of using QR codes?

- Provides an instant direct response channel
- Instantly trackable
- Bridges the gap between static & digital
- Provides a vehicle for offering enticing content
- Offers complete interaction with your advertising campaign

Why is Admedia best placed to offer QR codes?

Longer dwell times than other outdoor channels - 100% gender targeting - Capturing consumers at a unique moment