

MOBILE

Goldman Sachs pulls out QR stops to support Katrina damage

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By RACHEL LAMB

Global investment banking and securities firm Goldman Sachs is incorporating QR codes into its print ads to further educate and inform consumers of the company's efforts to rebuild New Orleans after Hurricane Katrina in 2005.

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The firm is using mobile to show videos of its commitment to helping to rebuild Harmony Oaks, one of New Orleans' oldest housing developments that was ruined by the hurricane. Goldman Sachs' Urban Investment Group partnered with former tenants, developer McCormack Baron Salazar, neighborhood organizations and housing agencies in this initiative.

"Mobile bar codes should be an integral part of the overall campaign - incorporated into digital and traditional media as a key element of the campaign rather than being added as an afterthought," said Laura Marriott, CEO of [NeoMedia](#), New York. "This will help to ensure that the vital element of interactivity is brought to the campaign.

"A plan for longer-term consumer engagement should also be established as part of the overall campaign objectives," she said. "There is no point in establishing an interaction and then not following up and maintaining the dialogue with the consumer once the link has been created."

Goldman Sachs did not respond by press deadline.

Golden opportunity

A few of Goldman Sachs ads with QR codes are found in print magazines, such as the June issue of Vanity Fair.

Located on the inside back cover of the magazine, the firm displayed its mission in a one-page ad.



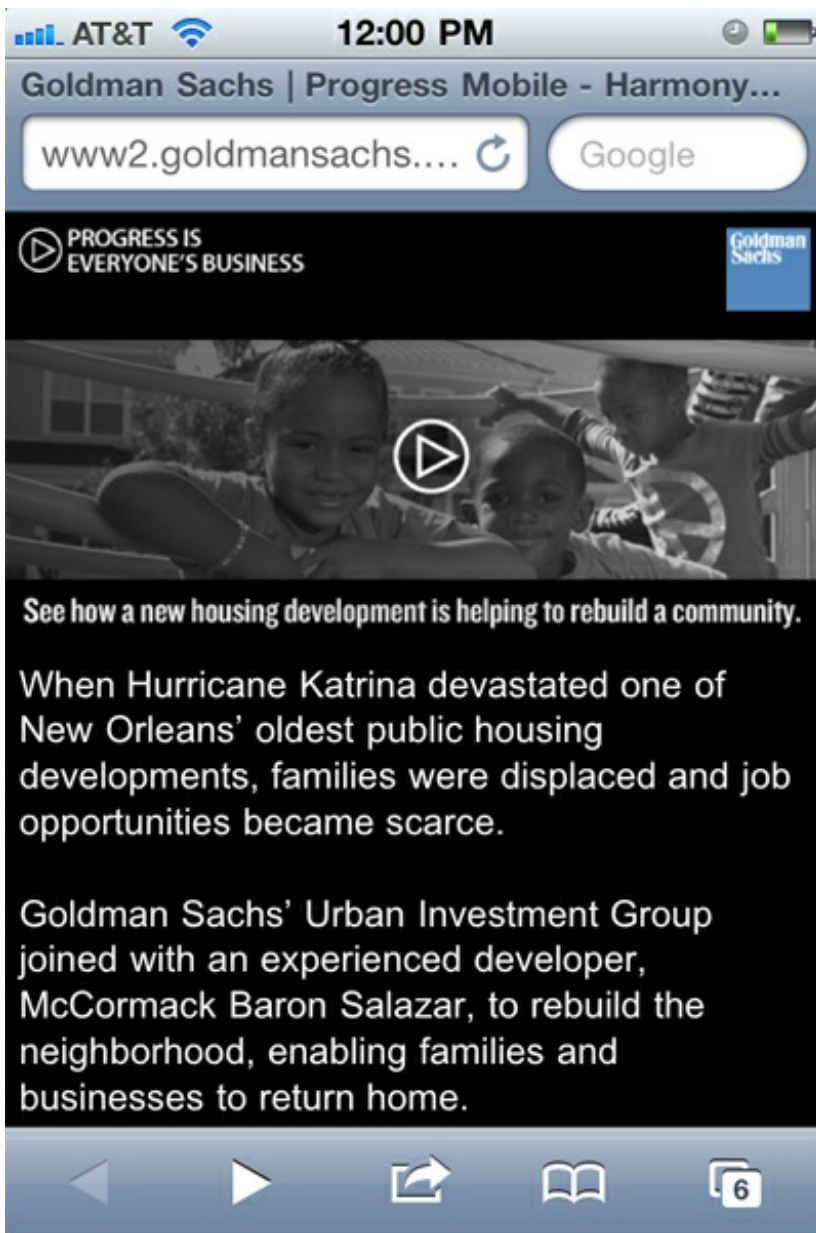
Goldman Sachs ad in Vanity Fair

The ad depicts two children on a newly-constructed playground in one image, and construction workers helping to rebuild the city in another.

The message is displayed at the bottom of the ad with the QR code.

Goldman Sachs is making the entire campaign, “Progress is Everyone’s Business,” about the content in the QR codes.

Although the company displays some of the campaign talking points on the print ad, the bulk of the message is found when consumers scan the code.



Consumers are taken to this site when the QR code is scanned

The code takes consumers to a short blurb that explains the company's mission. Users can click on a **video** that shows footage of the damage, the steps that Goldman Sachs is taking to rebuild it and information on how consumers can help.

The company is also advertising its efforts at <http://www.goldmansachs.com/progress>.

Cracking the code

Upscale companies are using mobile to aid those affected by natural disasters.

When the Japan earthquake and tsunami hit in March, many luxury brands told their customer base to text relief to Red Cross or to visit their mobile sites or applications where there was information on how to help the victims.

Since luxury buyers are likely to have their phones with them at all times, mobile is a good way for luxury brands to rally their consumers to show their support.

Companies can use bar codes to assist with this by adding text, images and videos to describe what the brand is doing to help and how consumers can get involved.

However, brands should keep in mind that since some consumers do not know how to use bar codes, companies could benefit from explaining their tactic.

“The relative newness of bar codes to the mass market means that brands need to consider placing descriptive copy next to the QR code, explaining what the code is, how it is used, how to download a reader to scan the code and what it will provide them with,” Ms. Marriott said. “This will help to facilitate and encourage consumer participation.”

Final Take

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