

MOBILE

QR code placement can make or break a marketing campaign

August 29, 2011



By KAYLA HUTZLER

QR codes are becoming increasingly present in mainstream advertising, allowing luxury brands an opportunity to enhance their traditional advertising strategies.



Despite the growing presence of QR codes, luxury brands seem hesitant to implement the new technology. However, QR codes can be an effective tool to seamlessly take a print ad, still used by a majority of luxury brands, and incorporate the ad into a multichannel campaign.

“QR codes add relevancy and interactivity to traditional media in a way that has never been possible before,” said Deborah Hall, managing director at [web2mobile](#), Toronto.

“Luxury brands now have the opportunity to engage users with real-time content from an offline ad and increase brand impact by encouraging users to take the brand experience away with them on their mobile device,” she said.

Mobile optimized

For luxury brands looking to enter into the realm of QR code marketing, there are some ways to optimize the technology and increase the campaign's effect.

The placement of QR codes is very important. It is very easy to create a disastrous QR campaign just by selecting the wrong location, per web2mobile.

For example, placing QR codes on billboards is highly ineffective since consumers cannot reach or scan the QR code.

In addition, brands should monitor the mobile reception of the area in which they plan to place an out-of-home QR code ad. Using this mind-frame, subway ads would be a poor placement for QR codes.

Also, QR codes should not be implemented until a brand has a mobile-optimized site.

Leading consumers to a non-optimized site can cause frustration and lead to a bad brand experience.

Ms. Hall's team at web2mobile has created a video about QR code placement and effectiveness.

Scanning in

QR code campaigns can be extremely effective for luxury brands since they generally use traditional print media more than other industries.

Indeed, QR codes work well in print magazines, where a majority of luxury brands still take out full-page ads.

In addition, some luxury brands have already begun using QR codes in direct mail pieces and catalogs.

For instance, symphony orchestra New York Philharmonic engaged consumers via direct mail and mobile by embedding QR codes into its mailers ([see story](#)).

Additionally, Bergdorf Goodman's pre-Fall catalog included QR codes that brought

consumers to the product page on its mobile site ([see story](#)).

Mobile marketing is not something that can be ignored by luxury brands – by 2012 the amount of smartphones will outnumber the amount of desktop computers, according to web2mobile.

Affluent consumers are most likely using smartphones, and are always looking for innovative campaigns that differentiate one luxury brand from another.

Luxury brand consumers are also increasingly expecting personalized and beyond-the-norm service, which a QR code campaign can provide.

“Luxury brand buyers are looking for unique, high quality and prestigious goods,” Ms. Hall said.

“Brands can use QR codes as exclusive, insider keys to unlock premium mobile content like videos, photos and contests and extend the brand experience,” she said.

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York