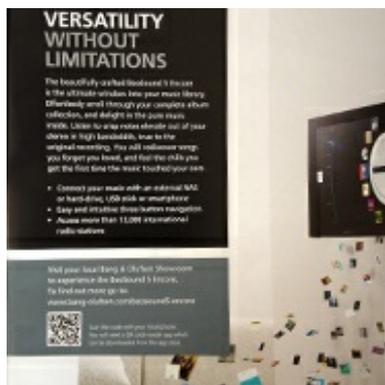


MOBILE

Bang & Olufsen looks to deepen consumer engagement with QR codes

November 7, 2011



By KAYLA HUTZLER

High-end electronics company Bang & Olufsen is now using QR codes in its print, out-of-home and direct mail pieces to give techy, on-the-go consumers a deeper brand experience.

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The QR codes bring consumers to a related Bang & Olufsen product page based on which ad they scan. The QR codes are meant to increase the amount of time consumers spend with the brand, and create a richer relationship between the two.

“We want to be able to offer the customers – who are always on the run and pressed for time – the freedom and convenience of a richer and deeper experience at their leisure,” said Zean Nielsen, president of **Bang & Olufsen** America, Arlington Heights, IL.

“Oftentimes, people don't have time to go and explore new things and products at the given present moment,” he said. “A QR code gives the client the freedom to snap a picture and look into the product of choice when they have time.”

Making noise

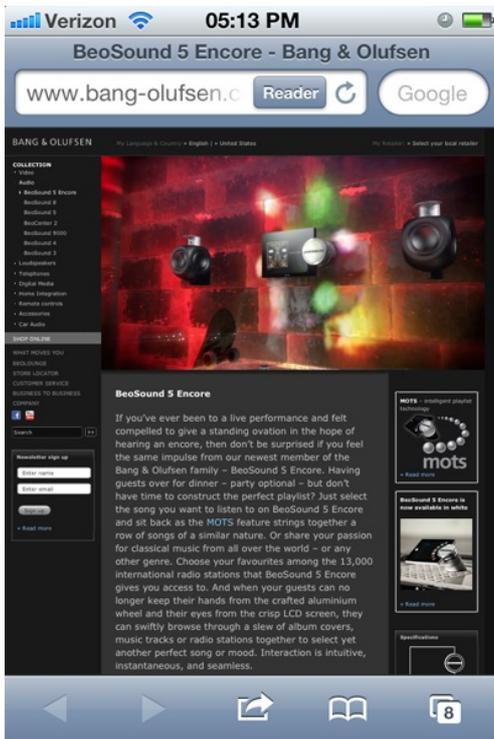
The QR code can be found in a majority of Bang & Olufsen static ads.

When consumers choose to scan a QR code, they are brought to a Web page that

corresponds to the ad they were reading.

For example, when a mobile user scans the “Versatility without limitations” BeoSound 5 Encore print ad in magazines, he is brought to an information page on the BeoSound model line.

While the site is not completely mobile-optimized, Bang & Olufsen has left out the video which is normally featured on the homepage, allowing the page to be accessed from a mobile phone.



Despite the pinching and zooming, the site loads quickly on mobile phones and is easy to navigate.

Bang & Olufsen plans to include the QR codes in print ads, direct mailers, store-front windows, bus and train stops, and billboards.

Turning up the volume

Since Bang & Olufsen is known for its dedication to electronics and design, it may have wanted to consider waiting a little longer, despite the well-intended use of QR codes.

Indeed, a personalized QR code and mobile-optimized site could have better reflected the brand's style, according to Matt McKenna, founder and president of **Red Fish Media**, Miami.

“This is not a very good experience for a consumer, especially for a company that prides itself on design,” Mr. McKenna said.

“I would create a custom QR code that goes to mobile-friendly page and have it socially connected so people can share it on Facebook and tweet about it,” Mr. McKenna said.

Many fashion brands are, in fact, already implementing custom QR codes to help increase CRM ([see story](#)).

For example, Ralph Lauren placed customized QR codes in its store windows earlier this Fall ([see story](#)).



However, Bang & Olufsen seems to be using these QR codes as more of a case study and understands that it does have some improving to do.

“Later, we will do more online and mobile marketing,” Mr. Nielsen said.

“It is important to have the right infrastructure in place when engaging in a two-way dialogue like this, so we want to make sure that our Web site and social e-channels are set up right to truly offer an exceptional customer experience,” he said.

Final Take

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