

MOBILE

Brooks Brothers print campaign uses QR codes for click-to-buy interactions

September 27, 2010



By RIMMA KATS



Brooks Brothers is using QR codes in its fall collection print ads

that let consumers purchase the items they see right from the pages of Esquire magazine.

The company worked with ScanLife to place the tags in its print ads. The ads are featured in Esquire's October issue.

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Luxury Daily

"The Brooks Brothers campaign is a perfect example of how media like print, where a reader is deeply engaged, can now immediately be connected to digital commerce or content," said David Javitch, vice president of marketing at Scanbuy, New York.

"Esquire has been a huge believer in this technology, and they are partnering with their advertisers to bring a more valuable experience to their readers," he said.

Brooks Brothers produces business and casual clothing for men and women.

Scanbuy is the creator of ScanLife, a bar code scanner application compatible with several commonly used 1D and 2D bar codes, including QR, Datamatrix, EZcode, UPC, EAN and ISBN.

There are eight Brooks Brothers ads running in Esquire magazine with five QR tags spread out.

When consumers see a product they like, they can text the keyword SCAN to the short code 43588 or go to <http://www.getscanlife.com> to download the application.

Here is a screen grab of an ad:



PROMOTION

Brooks Brothers

SEE SOMETHING YOU LIKE? BUY IT NOW.

Look for these 2D barcodes. Text "SCAN" to 43588 or go to [getscanlife.com](http://www.getscanlife.com) from your mobile phone to download the free application. Launch ScanLife and scan the code to purchase any of the featured products. Standard messaging rates may apply.

Model wears chesterfield coat \$798, navy stripe suit \$988, gingham extra slim fit shirt \$79.50, gryphon slim tie \$75, leather belt \$88, leather briefcase \$599, Peal & Co.® wingtip \$488.

FALL COLLECTION

RESILIENT.
Merino wool fibers return to their original state after being bent or stretched, creating a robust fabric that will last for years.

WOOLMARK

www.brooksbrothers.com 1.800.274.1815

After scanning the bar code, consumers are taken to the Brooks Brothers landing page, which features that specific item.

Here is a screen grab of the landing page:



For example, in the first ad a model wears the chesterfield coat, navy stripe suite, gingham extra slim fit shirt, gryphon slim tie, leather belt and leather briefcase.

When consumers scan the bar code, they are taken to the landing page that features the items.

If consumers click on the chesterfield coat, which costs \$798, they are taken to another page to buy the product.

Here is a screen grab of a landing page featuring the chesterfield coat:



“Mobile bar codes provide a very efficient means for brands to activate their products in-store, whether at shelf, on pack or at point of sale,” said Laura Marriott, Denver-based acting chief marketing officer of NeoMedia Technologies Inc.

“Consumers are able to experience the brand and take part in interactive communication that helps engender the feeling they are a valued, individual customer,” she said. “By simply scanning the mobile bar code, information on product information, availability, nutritional elements, promotion, education and comparative products – can all be gleaned from the data enabled via the mobile bar code.

“In addition, the mobile bar code may also be used to generate instant access to customer call centers, providing consumers immediate access to greater support, when and if they need it.”

The fall collection features key pieces, which are made out of Merino wool fibers.

There are a total of 36 items that consumers can click to buy.

Prices for the Brooks Brothers collection range from \$15 for a pocket square to \$998 for a plaid Fitzgerald suit.

“By embedding a mobile bar code on the advertisements and or product packaging, brands are able to include more information in a single visual code – and much smaller real estate area – than you would if you had to include the product information,” Ms. Marriott said.

“The 2D code provides access to an unlimited amount of data/applications – the data/applications, which can also be updated without impacting the marketing initiative – therefore lowering costs,” she said.

Here are the Brooks Brothers campaign ads and click-to-buy landing pages:



Brooks Brothers

PROMOTION



SEE IT.
SCAN IT.
BUY IT.

THE TRAVEL BAG
Buffalo leather modern
briefcase, \$598

THE TRAVEL BAG



THE BAG
Bag-Black Buffalo
leather modern
briefcase, \$598.00
[SHOP NOW](#)



Genuine buffalo leather. Side lock and tone-on-tone stitching. Black has silver hardware and brown has gold hardware. Imported. 16 1/2" x 3 1/2" x 12 1/2".

COLOR: BLACK



QTY: 1

[EMAIL A FRIEND](#)

[SHIPPING INFO](#)

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[ADD TO BAG](#)



MORE COLORS

Buffalo Classic
Briefcase

\$698.00



Golden Fleece®
Calfskin Binder Case
Reg. \$648.00
Sale: \$274.00



The Gift Card





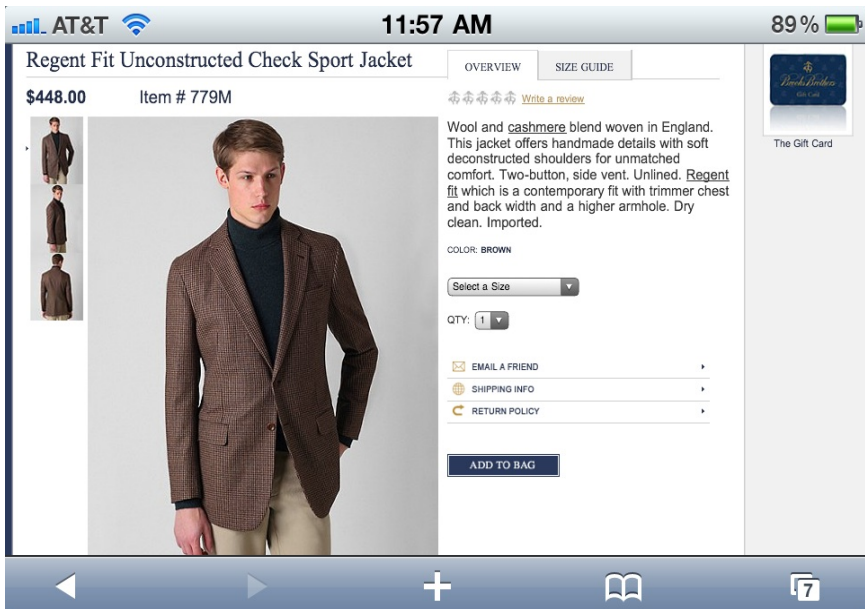
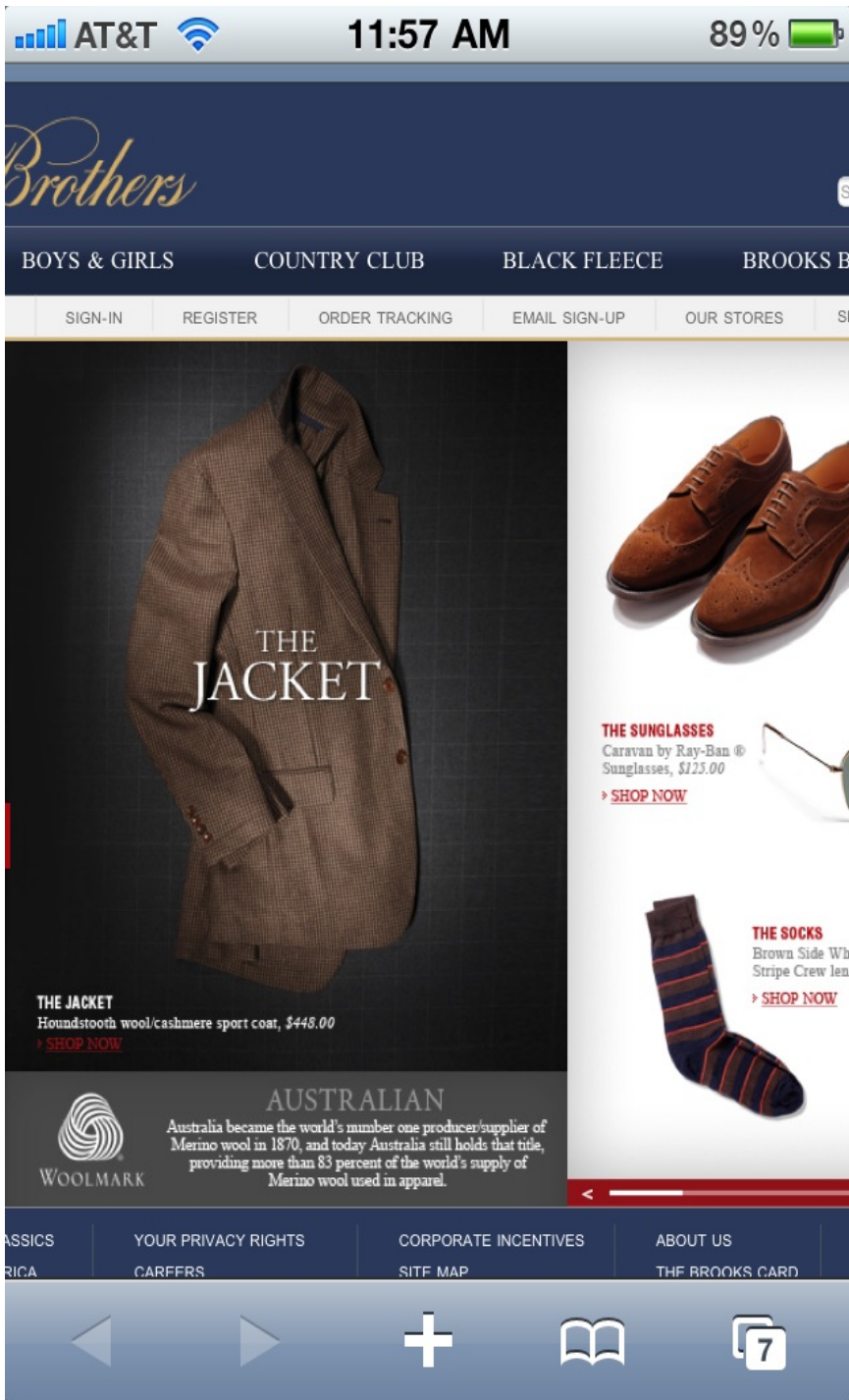
Brocks Brothers

PROMOTION



SEE IT.
SCAN IT.
BUY IT.

THE JACKET
Houndstooth wool/cashmere
sport coat. \$448





PROMOTION

Brooks Brothers



SEE IT.
SCAN IT.
BUY IT.

THE BOOTS
Leather wingtip boots.
\$598

AT&T

9:59 AM

69 %

Brooks Brothers

Search

MEN

WOMEN

BOYS & GIRLS

COUNTRY CLUB

BLACK FLEECE

BROOKS BUYS

GIFT CARD

Welcome, register with us and save \$10! | SIGN-IN | REGISTER | ORDER TRACKING | EMAIL SIGN-UP | OUR STORES | Shopping Bag: 0 item(s) \$0.00*

Esquire

Featured in *Esquire* Magazine:

BROOKS BROTHERS FALL COLLECTION

FALL COLLECTION

Bead Striped Suits, Wingtips and more...

THE TRAVEL BAG

Travel Bags, Stick Umbrellas and more...

THE JACKET

Jackets, Knit Ties and more...

THE BOOTS

Wingtip Boots, Striped Ties and more...

THE COAT

Outline Coats, Rib Socks and more...

THE BOOTS

Leather wingtip boots, \$598.00

SHOP NOW

THE VEST

Charcoal Twill Vest, \$198.00

SHOP NOW

THE SUNGLASSES

Wayfarer by Ray-Ban® Sunglasses, \$129.00

SHOP NOW

THE SCARF

Double faced merino wool regimental stripe scarf, \$98.00

SHOP NOW

+

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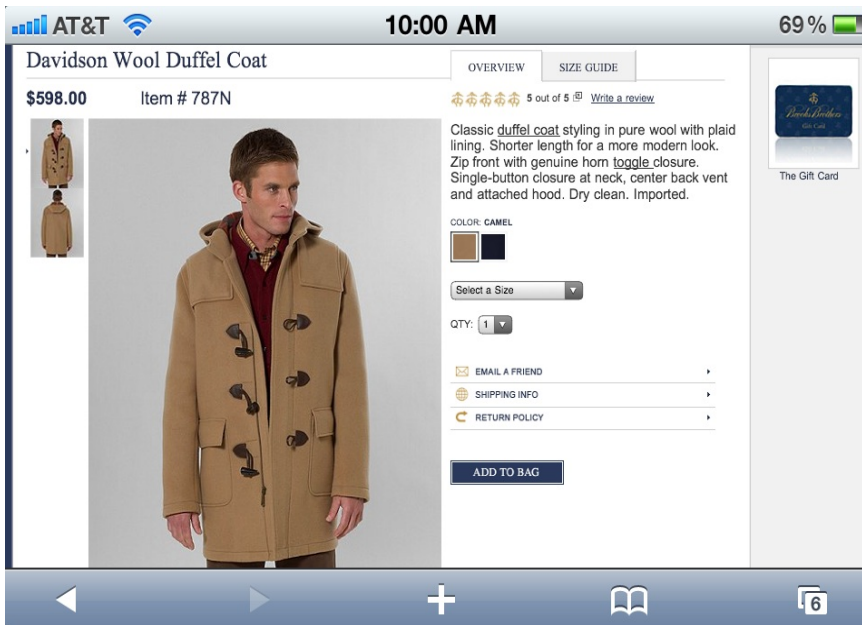
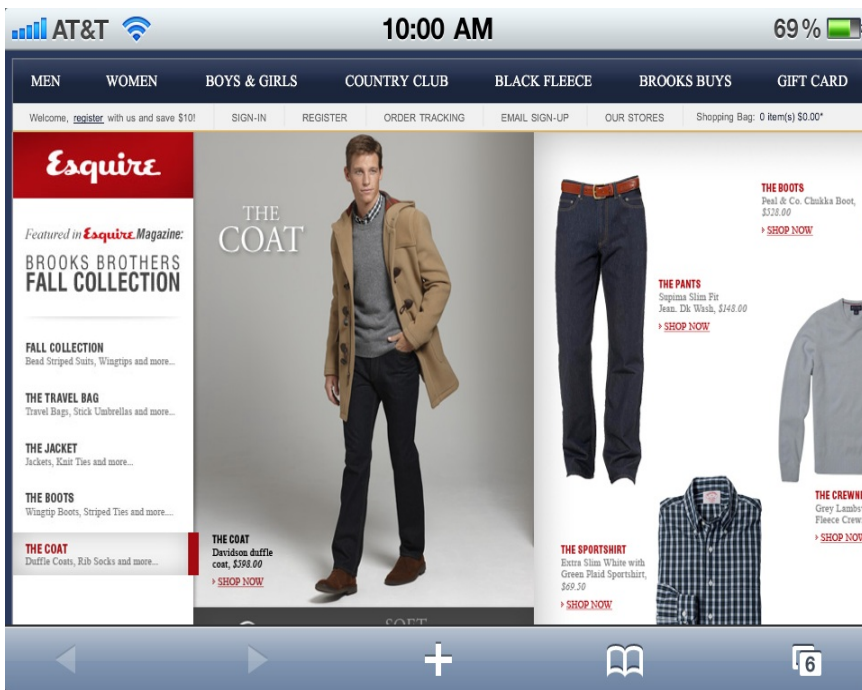
PROMOTION

Brooks Brothers

SEE IT.
SCAN IT.
BUY IT.

Model wears Davidson duffle coat \$598,
Plaid extra slim shirt \$69.50, Lambswool
crewneck \$89.50, Supima slim fit jeans \$148,
Peal & Co.® Chukka boots \$528.

www.brooksbrothers.com 1.800.274.18



Final Take

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