

MOBILE

Maserati enhances print ad with optimized QR code content

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By TRICIA CARR

Italian automaker Maserati is enhancing its text-laden print ad for the 2013 GranTurismo Convertible Sport with a QR code that lets consumers explore the model on their smartphone.



When scanned, the QR code triggers a page to open that contains an in-depth summary of the model's specifications as well as links to a car configurator and registration form for the Maserati community. The automaker consistently uses QR codes in print that leads consumers to optimized content, which is essential when linking print to mobile via bar codes.

"I believe [the QR code] gives them a slight competitive advantage by enabling Maserati to provide additional information and to create a multichannel touch point through QR codes that couldn't be portrayed in traditional print," said Sara Read, vice president of business development at [Red Fish Media](#), Miami, FL.

"By using QR codes, luxury automakers can gain a more engaging user experience with the high-end, tech-savvy consumer who they are targeting and allows them to track usage and consumer behavior," she said.

Ms. Read is not affiliated with Maserati, but agreed to comment as an industry expert.

Maserati did not respond before press deadline.

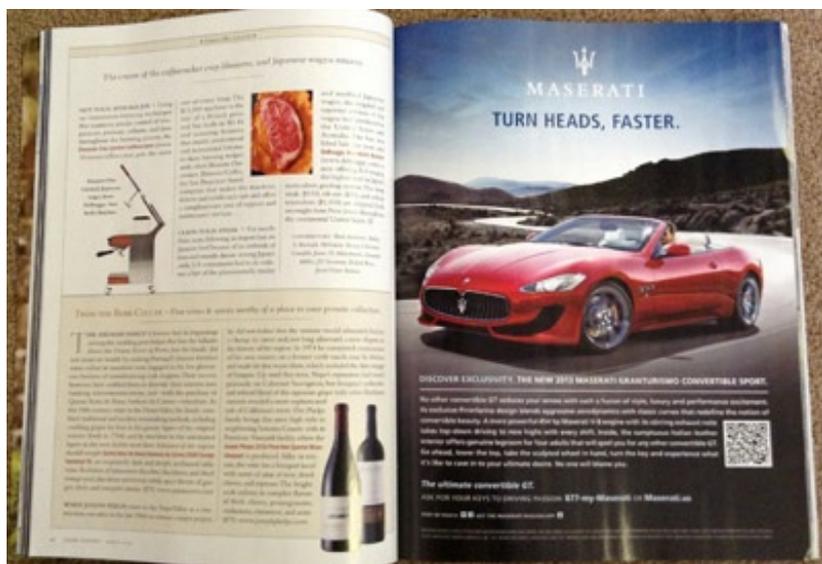
Off the page

Maserati's new ad for the 2013 GranTurismo Convertible Sport appears in the March/April issue of Robb Report.

An image of the vehicle being driven through mountainous terrain takes up the background of the one-page ad.

Maserati states, "Turns heads, faster" at the top of the page under its logo. This is followed by a seven-line description of the model.

At the bottom of the page, consumers are told to call Maserati, visit its Web site, follow the brand on Facebook and Twitter and download the Maserati Passion app.

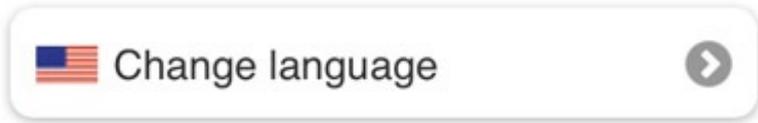


Robb Report ad

The QR code appears to the right of the model description. Once scanned, consumers can access another description of the model in English, Italian, French, German and Spanish.

The mobile-optimized page includes the headline, "Thrills with a dash of sport."

The model description starts off with, "The new GranTurismo Convertible Sport is based upon the GranTurismo Convertible, the first four-seat convertible in Maserati's history and is dedicated to clients looking for appearance and performance of even higher levels."



GranTurismo Convertible Sport



Thrills with a dash of sport

The new GranTurismo Convertible Sport is based upon the GranTurismo Convertible, the first four-seat

QR Code content

After consumers have read through the description, they can click to a car configurator, image gallery featuring both the GranTurismo Convertible and GranTurismo Convertible Sport and registration form to join the Maserati community.

Bar code junkie

Maserati has previously pushed the GranTurismo Sport and GranTurismo S models via ads that contain QR codes.

For example, the automaker added a QR code to its print ad for the 2013 GranTurismo Sport that could have increased the amount of time that readers spent with the ad since it included a mobile-optimized configurator ([see story](#)).

In addition, a previous ad in Robb Report for the GranTurismo S contained a customized QR code with the automaker's symbol in the middle.

The bar code led readers to an optimized site where they could build their own vehicle,

check out different models, locate a dealer and sign up for email newsletters ([see story](#)).

Maserati takes into account the screen size of smartphones and the browsing habits of consumers on mobile devices.

The automaker's QR code strategy adds to its print marketing by offering consumers a touch point for mobile engagement rather than frustrating them with non-optimized content.

"I feel that Maserati repeatedly uses QR codes on their print ads because they want to stay consistent and have probably found that users have enjoyed interacting with its advertisements via QR codes," Ms. Read said.

"Also, QR codes provide additional information that would not be included on the original advertisement," she said.

Final Take

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