

QR360 Framework

		
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A GTM360 REPORT

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QR360 Framework

In a survey conducted by ECONSULTANCY¹, QR codes received a 11% scan rate, suggesting that they're 110X more effective than banner ads that customarily deliver around 0.1% click through rates.



Whether these figures can be generalized or not, they do indicate that, as with virtually any other technology, QR codes can yield positive results if used appropriately.

Introducing *QR360 Framework*.

QR360 Framework provides best practices for advertisers and marketers in B2C and B2B industries alike around when to use QR codes and when not to use them. This framework is the outcome of our expertise in the technology garnered from developing our QR360 solution and our experience in implementing it in several real-life situations.

QR360 Framework



QR360 Framework - Mobile plays centerstage

QR360 FRAMEWORK

Since QR codes can only be scanned from a smartphone loaded with a QR code reader app, the mobile medium plays the centerstage in all QR code usage scenarios. Not surprisingly, the cornerstones of the QR360 Framework are all related to mobile:

- For the mobile
- On the mobile
- Mobile power

For the Mobile

The CTA involves a natural transition of media from print / online / TV to mobile.

- Business cards to enable contact info to be added to the phonebook by scanning a QR code on a smartphone. Our **QR360²** application accomplishes this without the hassles of typing all these details on a touchscreen keyboard.



QR360 - Scan to add contact to phonebook

- Printed ads, posters, flyers and newspaper inserts. When they're reading them, a lot of people might not be sitting in front of their PC but they're quite likely to have their smartphone handy. QR codes help in coaxing immediate actions out of people in these situations. Example: The QR code on the masthead of the Wall Street Journal entices one-off readers to "Subscribe Today".



Wall Street Journal - Trigger impulse purchase

- Print or online promotion of mobile apps. Since the app is anyway meant to be installed on a smartphone, it makes sense to use a QR code to trigger the download from and to the mobile. A great example of this is Axis Bank's ad for its mobile banking app. It fulfils its basic purpose of directing the reader to the app's page on the app store. But, it goes further: The landing page intelligently auto-senses the smartphone's operating system and automatically directs the user to the corresponding app store as well. As a result, instead of cluttering the ad with multiple QR codes, one for each app store on which the app has been released, and confusing readers in the process, Axis Bank gets the job done with a single QR code.

QR360 FRAMEWORK



Axis Bank - Just one QR code is enough

On the Mobile

It should be easy to perform the desired action on the mobile.

- It's not easy to surf an entire website on a mobile - PCs are still better for doing that. Therefore, don't direct QR code scans to your homepage. Instead, build microsites around the product or service or theme. Make sure that the microsite is mobile-optimized viz. variable screen sizes, large buttons instead of hyperlinks, and so on, so that it's easy to view on handheld devices. HDFC Life provides a good example of this.



HDFC Life - Mobile optimized microsite

- Avoid long forms – they're painful to fill on virtual keyboards of smartphones. If you must gather detailed information, restrict the use of the mobile channel only to collect the reader's email. Shift all remaining steps to a PC. Microsoft does this well in its latest ad campaign for Office365 in newspapers and magazines.



Office365 - Shift to PC quickly

Mobile Power

All steps after scanning the QR code should be designed in such a way that they leverage the power of the smartphone instead of treating the mobile as just another online channel. Recognize that a smartphone has GPS, camera, accelerometer, voice recorder and many other standard features that are absent on PCs. Therefore, devise next steps to exploit the smartphone's superior features.

- Pick up the reader's location automatically using LBS technologies that are supported on all smartphones. Don't ask the user to enter their location manually like you'd do on a PC. Example: Precious Platinum auto populates the city name on the form that follows the scan of its QR code



Precious Platinum - Capture location automatically

- Provide turn-by-turn driving directions to reach a particular location (e.g. ATM, new construction project). Don't stop at just providing the address or map, which is normally all you can do on a print, online or TV ad.

CONCLUSION

We encourage advertisers and marketers to use the QR360 Framework to design suitable QR code based campaigns that enhance customer engagement, generate more leads and accomplish other business goals.

¹ <http://econsultancy.com/in/blog/62405-11-of-europeans-have-scanned-a-qr-enabled-outdoor-ad>

² www.qr360.info