

OFFLINE-TO-ONLINE IN BALI



SCAN ME



QR
CODE
TECHNOLOGY

Quick Response Codes are two-dimensional symbols developed by Denso Wave in Japan in 1994. The QR Code was created to store large amounts of data encoded into a small code to allow its contents to be decoded at high speed.

HOW DOES IT WORK?

Due to the simplicity of the QR Code design it can be utilised anywhere on almost any object where users can access information fast. Users with a mobile device equipped with a reader application can scan the QR Code to be automatically driven to various actions: browse a mobile website; make a phone call; send an SMS or an email; browse Google Maps; tweet on Twitter; watch a YouTube video.

ABOUT QR CODE READERS

There are different mobile devices on the market and all are capable of reading QR Codes. Mobile devices either have built-in readers or can download QR Code Apps. To interact with a QR Code, users hold the mobile device over it and the App reads the data.

The phone will then display all the information, creating an offline-to-online experience.

THE FACTS

- 72% of mobile users said they are likely to remember an ad that includes a QR Code.*
- 10 million more smartphones will be in use by 2015, with the total number set to reach 18.5 million.^
- 50% of QR Code users are aged 18-43 with a further 32.2% aged 35-54.†
- 58% scan at home, while a further 17% scan from a retail store or a restaurant and nearly 20% at work.†
- By 2015, nearly 90% of users will be using a smartphone as their primary device.^

WHY USE A QR CODE?

- Instant connection to the online space from an offline environment.
- Consumer engagement when advertising messages are first received and top of mind.
- Brand longevity as **BAM** postcards are scanned throughout the campaign life and beyond. Postcards are kept, displayed and passed on.
- Allow brands to enter the mobile marketing space without investing in App development.
- Scope for broad content inclusion, multiple calls to action and click-throughs.
- Measure the response rate of campaigns effectively.

* MGH marketing survey

^ Australian data from industry research house Telsyte

† comScore14/8/11

Bali Alternative Media is using QR Code technology to make our postcards smartphone-friendly.

Take your audience from offline-to-online with one of the following user experiences:

QR CODE CONNECTION

- SMS
- Phone Call
- Email
- Image Gallery
- Social Networks
 - Facebook
 - Twitter
 - Myspace
 - Google +
- Online Shopping
- Competitions
- Instore Offers
- App Store
 - iPhone
- Market Place
 - Android
- iTunes
- Google Maps
- Website Browsing
 - mobile optimised
- Registration or Subscription
- Property Listings
- Catalogues
- Book Sampler
- Music Sampler
- Ringtone
- Survey or Poll
- Donate
- YouTube & Vimeo
 - Movie Trailers
 - Music Videos
 - Viral Videos

QR CODES AND BAM

BAM now offers clients the option of placing QR Codes on their print campaigns. As a result, consumers can take the print media experience one step further: in addition to picking up cards from over 300 displays in Bali, they can connect instantly with brands by scanning QR Codes on the spot.

This technology means that print media can be further integrated into cross-media marketing plans and ensures that consumers are connecting with brands on a multi-dimensional level.

OFFLINE-TO-ONLINE





SCAN ME

MULTIPLE INTERACTIONS

Users to arrive at landing page created by **BAM** where they can connect with the brand.

QR Codes are a break-through in linking offline-to-online, it's not just about putting a code on your marketing material. To make sure your QR Code campaign has maximum impact, you need to implement the following:

BEST PRACTICE FOR QR CODES

Ensure your landing page is mobile optimised

Users must be able to view and interact with your page once they scan the QR Code.

Offer the consumer value for scanning

Content must be interesting, unique, or of some value to your audience to ensure they continue engaging with your brand.



Bali Alternative Media

T. +62 (361) 734857

info@balialternativemedia.com

www.balialternativemedia.com