

Quick Response (QR) Codes & Microsoft Tags

Fusing print and pixels to maximize advertising with:

JIM KOHLER printing & graphic arts specialist

Quick Response (QR) Codes, Microsoft Tags, and other information generating codes.

***The question for
printers today,
large or small is:
How Do I Add value?***

Printers can now provide advertising solutions that give customers the emotional connection of print and the swiftness of technology simultaneously by adding a code to the printed piece that re-directs the reader to interactive media. This fusion of print and technology provides a myriad of opportunities for advertisers and effectively positions print as a conduit of consumer communication! QR Codes, Microsoft Tags, and other information generating codes provide consumers with instant access to additional information about the product or service.

Fast facts:

- Consumers with camera equipped smart phones and the correct reader APP can scan the image of the code to display text, contact information, connect to a wireless network, or open a web page in the phone's browser.
- Code storing addresses, URLs and more may appear in magazines, on signs, buses, business cards, or on just about any object that users might need additional information.
- Codes/tags, etc. can direct an otherwise passive viewer to take immediate action—make a purchase, register for an event, or take a survey.
- Instead of posting a long website address that your audience is likely to forget, customers can place a QR Code or Microsoft Tag on the printed piece.
- Codes/tags, etc. can be created as image files that can be added to page-layout, photo programs, or any other piece of software.
- Codes/tags are "platform" friendly – works on digital, offset, flexo, etc., doesn't matter.
- Codes/tags work with short or long run jobs.
- Printers should have a code or tag on their business card taking the holder to their web site or contact information.

"Did You Know" Tips
provided by Jim Kohler for
International Paper and
Printer's Playbook™

PrintersPlaybook.com

 Printer's Playbook

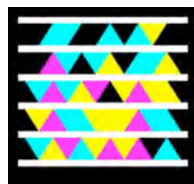
 Printer's Playbook

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The uses for these codes/tags are limitless, so don't be afraid to think unconventionally. While there are several "codes" available, the most popular codes are:

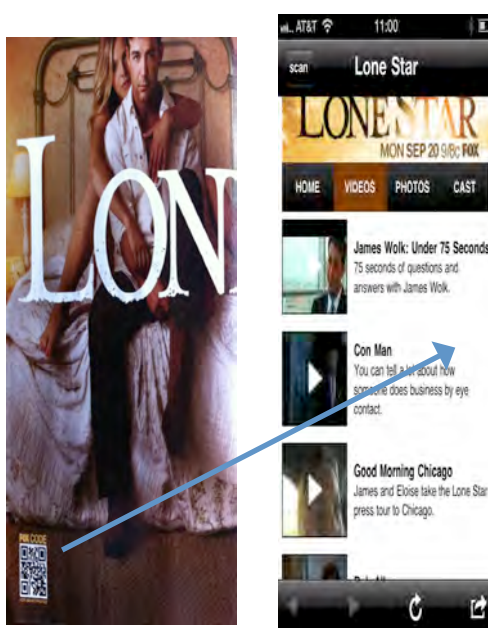


QR Code



Microsoft Tag

A real world example of how a QR code can be utilized is shown below. A new network TV show added a QR code to a magazine advertisement. When an image of the code was taken using an APP on a smart phone, the viewer was redirected to a web page with a series of trailers for the new show. The QR code is in the image at the bottom left corner of the advertisement.



There are several critical components required to successfully utilize the code/tag technology:

- Printers need to understand mobile marketing;
- Printers need to understand the mobile culture and the value QR codes or Microsoft Tags can provide to this audience; and
- Printers must make clients aware of this technology and its potential benefits to their business.

For more information or to view the video, visit www.YouTube.com/printersplaybook