

QR CODES

In Modern Advertising

The San Diego
Union-Tribune

Los
Angeles
Times



STATS DIGITAL

Jada Scarbrough
advertising projects leader
California Times

and

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vice president of advertising
California Times

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INTRODUCTION TO QR CODES



The “QR” in QR code stands for “**Quick Response**,” as the collection of black squares and dots in each code represents a ton of information that is translated in mere seconds to readable data when you scan each code. QR codes are a souped-up version of the traditional barcode you see in the grocery store, with the ability to store far more information.

- In the U.S., **73%** of consumers have scanned a QR code in the last 30 days
- **92%** of U.S. consumers have scanned a QR code for something other than a restaurant menu
- **Two-thirds** of consumers are more compelled to interact with a brand using QR codes

Use for All Channels Instantly



Instant

First Party
Data Capture

Save space
Increase engagement
Drive Social Touches

A/B Testing
Geo Capture
Send to map
Type a URL...LOL

Powering interactive media for 95% of the national TV market

85%

of Fortune 1000
Broadcasters reached
Audience through QR
Codes

36%

of U.S. consumers
have scanned
a QR Code on TV

3X

higher conversion rates
with a QR Code
on TV than digital

Disney

HEARST

NBCUniversal

Sports
Illustrated

GMA

SINCLAIR
BROADCAST GROUP

Nexstar
MEDIA GROUP, INC.

hulu

T | MARKETING
SOLUTIONS
a division of T-Mobile USA

TURNER SPORTS

univision

SCRIPPS

abc

VAYNERMEDIA

CNBC

EXAMPLES

Examples of QR Codes

The San Diego Union-Tribune
NATION + WORLD SUNDAY

LEAKED PENTAGON DOCUMENTS SHOW DEPTH OF U.S. SPY EFFORTS
 Experts warn of fallout from public posting of papers

UKRAINE: RUSSIA PLANNING FOR CIVILIAN EVACUATIONS
 Kiev urged to prepare for a counteroffensive

WATERWORKS
 A major water project in the San Diego region is set to begin construction in the coming months. The project, which will cost \$1.5 billion, is expected to be completed by 2025. It will provide a new water supply for the region and improve the existing infrastructure.

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Warwick's
 SINCE 1976

Warwick's, in partnership with The San Diego Union-Tribune Festival of Arts and Sciences and Humanities Center, presents #1 New York Times bestselling author of "Make Your Bed"

Admiral William H. McRaven

Only in the author's absence has his book, "The Way to Make Your Bed," been a bestseller. Now, in his first book, "Make Your Bed," he shares his wisdom and experience with the world.

Friday, April 21, 7 p.m. | Shiley Theatre (USD)

Get tickets at warricks.com

Presented by

University of San Diego
San Diego State University
San Diego State University

FESTIVAL OF BOOKS

The Brighter Side of Tax Season

Tubular Skylights
 The modern skylight that brings natural light into any room in your home!

Kitchens • Bathrooms • Hallways • Closets

BEFORE **AFTER**

619-436-4460
solatube.com

SOLATUBE
 Installed #1 Skylight Company 3 Years in a Row

COMPETING ABORTION PILLS RULINGS SOW BROAD ALARM, CONFUSION
 The issue is likely to be settled by Supreme Court

REPLACE YOUR OLD INEFFICIENT WINDOWS AND DOORS
 INCREASE Your Home's Value AND SAVE on Utilities Each Month

IOWA WON'T PAY FOR RAPE VICTIM'S ABORTIONS OR CONTRACEPTIVES
 Governor's decision sparks outrage

NEWMAN
 REPLACE YOUR OLD INEFFICIENT WINDOWS AND DOORS
 INCREASE Your Home's Value AND SAVE on Utilities Each Month

877-7-NEWMAN or NewmanWindows.com
 619-753-8658

SCORE SOME GREAT DEALS!

SDCommunityAuction.com
 Powered by The San Diego Union-Tribune

Dining **Home Furnishings** **Travel** **Entertainment and more...**

GET READY TO BID APRIL 16-25
 in San Diego's largest local online auction

The San Diego Community Auction is a fun, easy way to support local businesses and save on dining, entertainment, travel, home services and more.

- 1 Register at sdcommunityauction.com to preview auction items.
- 2 Start bidding April 16. Use your desktop, tablet or mobile device to bid anytime, 24/7.
- 3 Don't let your favorite items slip away! Keep watching and the auction closes April 25.
- 4 We'll notify the results and you can pick up your winnings at participating merchants.

See a code, scan the code. Experience more!

Scan here to register

Visit SDCommunityAuction.com

The San Diego Union-Tribune

COMICS
 THE SAN DIEGO UNION-TRIBUNE, SUNDAY, APRIL 23, 2017

GARFIELD by Jim Davis

CLASSIC PEANUTS by Charles Schulz

HAGAR THE HORRIBLE by Dik Browne

HANK KETCHAM'S DENNIS THE MENACE

MORT WALKER'S BEETLE BAILEY by Greg, Brian & Neal Walker

ZITS by Jerry Scott and Jim Borgman

See a code, scan the code. Experience more!

Scan here to register

Visit SDCommunityAuction.com

The San Diego Union-Tribune

ENJOY YOUR EASTER FEAST WITH US

Plus, Join Our Club and Receive Over \$100 in Free Instant Offers

When you join San Diego's Most Generous Players Club, you will receive over \$100 in free offers to use at Valley View Casino & Hotel. No Strings Attached.

- A Portable Bluetooth Speaker System
- \$10 MORE PLAY* (free slot play)
- \$10 MATCH PLAY (table games)
- \$10 Corner Market
- \$10 The Café
- \$10 Pottery & Pits (free slot play)
- \$10 Slots or Snacks
- \$10 Sweets
- \$20 Black & Blue Steakhouse

Plus, 2 Free Moine Lobster Buffets
 When You Upgrade from Red Card to Blue Card Status
 *Weekend & Free

Happy Easter

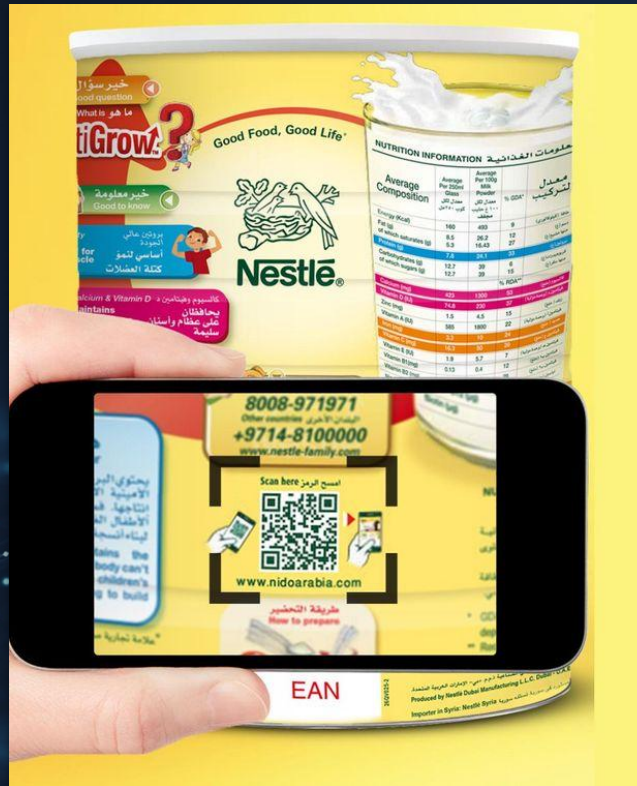
VALLEY VIEW CASINO & HOTEL
 San Diego's Favorite

ValleyViewCasino.com

Just 15 minutes northwest of Mission Valley Center Mall
 16000 Camino Poway North, Valley Center, CA 92080 • 760.941.8100
 All guests 21 and over are invited to enjoy the Casino, Restaurant and exciting Players Club offer.

Examples of QR Codes

QR Codes used by Nestle for product sourcing information



Coca-Cola



QR Codes used by Coca-Cola for a product competition

Examples of QR Codes

QR Codes used by
Mercedes-Benz for emergency
rescue guidelines

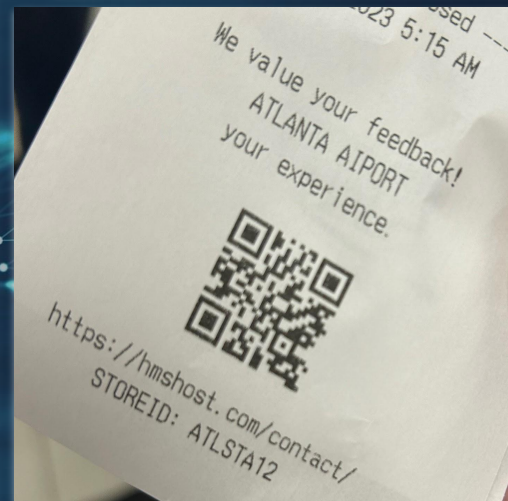
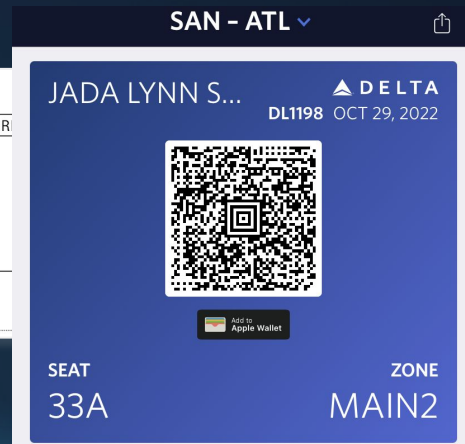
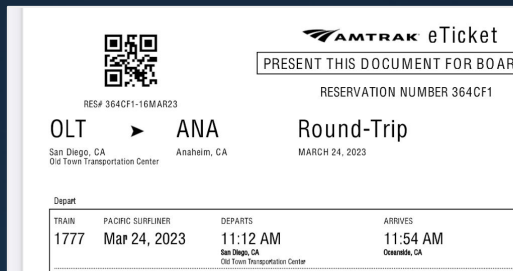


Examples of QR Codes

Restaurants



Travel



Flyers



Examples of QR Codes



















CREATING A QR CODE

Creating a QR Code

Dynamic QR Code TRACKABLE

Modify content anytime, even after printing

	Website Link to an existing web URL on the web		Digital Business Card (vCard) Create your digital business card (vCard) and share contact details
	Linkpage Create a mobile-friendly, link-in-bio page with multiple links		Restaurant Menu Enable contactless menus
	Form Create a form and link to it		PDF Link to PDF file(s)
	Landing Page Create a web page with content using our WYSIWYG editor		App Download Link to your app on the Android & iOS app stores
	Location Point to any location on Google Maps		Coupon Code Share a coupon code
	Social Media Link to your social media pages		Facebook Page Like and follow on facebook
	Business Page Share details about your business		Image Show a photo
	MP3 Play an audio file		Email Receive email messages

1. Select type


2. Setup

3. Customize

4. Done

Website URL

Type in the URL below to link with your QR code

☐ Multi-language support 

Enter URL

Parameters

Creating a QR Code

1. Select type

2. Setup

3. Customize

4. Done

Design

Customize the design of your QR code with colors, logos and shapes.

Templates

Logo


Eyes

Pattern


Background

Frames


SELECT A TEMPLATE



Gradient



Circular



Default template

1. Select type

2. Setup

3. Customize

4. Done

Design

Customize the design of your QR code with colors, logos and shapes.

Templates

Logo

Eyes

Pattern


Background







Frames

SELECT EYE-BALL

This will be the color and shape of your QR code's eye-balls

#000000











SELECT EYE-FRAME

This will be the color and shape of your QR code's eye-frames

#000000





1. Select type

2. Setup

3. Customize

4. Done

Design

Customize the design of your QR code with colors, logos and shapes.

Templates

Logo

Eyes






Pattern

Background

Frames

SELECT A PATTERN

This will be the color and shape of your QR code's data-pattern




COLOR

☒ Solid color

☐ Gradient

#000000



Creating a QR Code

1. Select type
2. Setup
3. Customize
4. Done

Design

Customize the design of your QR code with colors, logos and shapes.

Templates

Logo

Eyes

Pattern

Background

Frames

Select Background:

Select a background color or image for your QR code.

- ☒ Color
- ☐ Image
- ☐ Transparent

#ffffff

1. Select type
2. Setup
3. Customize
4. Done

Design

Customize the design of your QR code with colors, logos and shapes.

Templates

Logo

Eyes

Pattern

Background

Frames

SELECT A FRAME

Make your QR code print-ready by adding a frame

#000000

SCAN ME

SCAN ME

SCAN ME

SCAN ME

SCAN ME

SCAN ME

SCAN ME

SCAN ME

SCAN ME

FRAME TEXT

Modify text in the frame

Enter frame text

Creating a QR Code

1. Select type
2. Setup
3. Customize
4. Done

Congratulations! Your QR Code is ready.

Still want to make changes? [Modify your QR code](#)

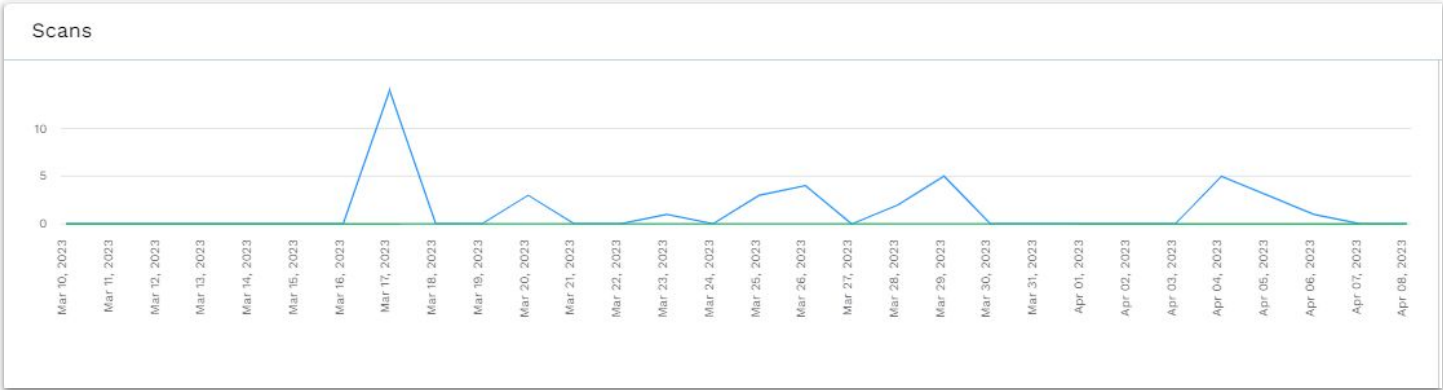
Enter a name for your QR code

Test QR Code

[Save](#)

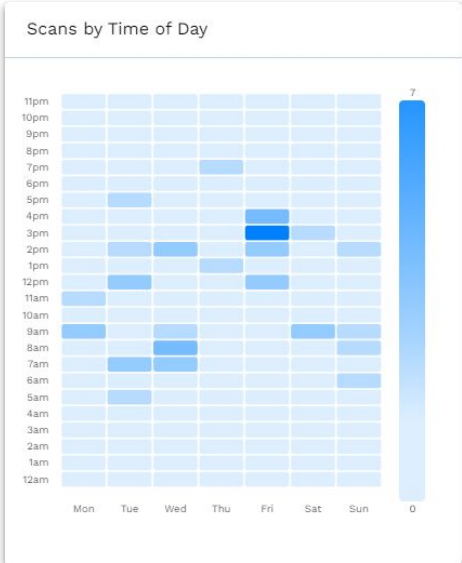
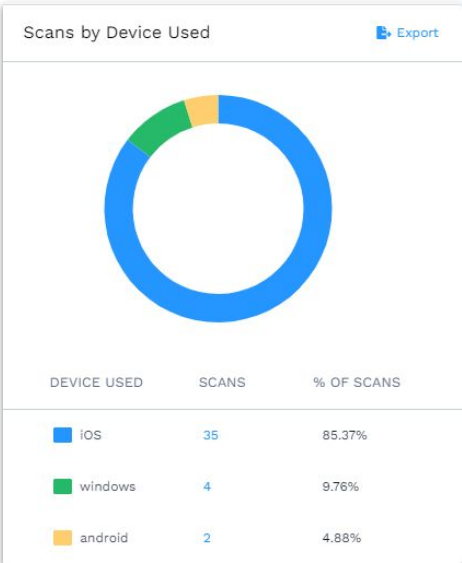


QR Code Reporting



Scans by city

CITY	STATE/PROVINCE	COUNTRY	SCANS	PERCENTAGE
San Diego	California	United States	10	24.39 %
La Mesa	California	United States	6	14.63 %
El Cajon	California	United States	4	9.76 %
Escondido	California	United States	4	9.76 %
Chula Vista	California	United States	3	7.32 %
Vista	California	United States	2	4.88 %
Carlsbad	California	United States	2	4.88 %
Des Moines	Iowa	United States	2	4.88 %
Dalton	Georgia	United States	2	4.88 %
Los Angeles	California	United States	1	2.44 %
Tijuana	Baja California	Mexico	1	2.44 %
Simi Valley	California	United States	1	2.44 %
Bonita	California	United States	1	2.44 %
San Antonio	Texas	United States	1	2.44 %
Cheyenne	Wyoming	United States	1	2.44 %



VENDORS

Vendor Comparison

Vendor	Cost per Year	Static Codes	Dynamic Codes	Track: # of Scans	Track: Location	Track: Device Type	Track: Time Stamp	Ability to Add Logo
Autonix	\$\$\$\$	Unlimited	Unlimited	✓	Rough GEO location	✓	✓	✓
BeaconStac	\$\$	Unlimited	500	✓	City, State, Country, GPS Coordinates	✓	✓	✓
Flowcode	\$\$\$	Unlimited	1000	✓	City, State, Country	✓	✓	✓
HoverCode	\$\$	Unlimited	Unlimited	✓	Rough GEO location	✓	✓	✓
QR Code Dynamic	\$\$	Unlimited	Unlimited	✓	City, State, Country	✓	✓	✓
QR.io	\$\$	Unlimited	500	✓	City, State, Country	✓	✓	✓
QRCode-Tiger	\$\$\$	Unlimited	600/year	✓	City, State, Country	✓	✓	✓
Scanova	\$\$\$\$	Unlimited	1000	✓	City, State, Country, GPS Coordinates	✓	✓	✓
QRStuff	\$	Unlimited	Unlimited	✓	City, State, Country	✓	✓	✓

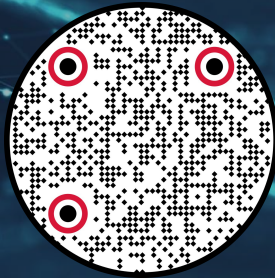
Paul Ingegneri



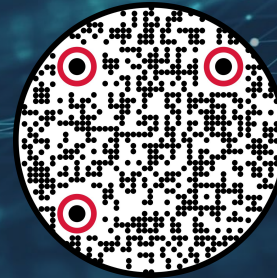
Jada Scarbrough



QR Code Vendor
Comparison Sheet



Request
a QR Code



THANK YOU

The San Diego
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Angeles
Times



STATS DIGITAL