QR-Codes and Mobile Devices

Michael Schulte 2012
Bachelor of Design
Agenda

1. Smartphone Usage
2. QR-Codes
   2.1 Basic Information
   2.2 Some Examples
   2.3 Ten Good Reasons for QR-Codes
   2.4 Tips
Smartphone Usage
“I disagree about QR codes. They never work when I’ve tried to scan on my phone.”

“I respectfully disagree. For the generation growing up with smartphones, writing down product and/or business information is a non-starter.”
Smartphone Usage

- Smartphone market penetration has risen to 29% in 2012 (Age All, 18% in 2011)
- Smartphone market penetration has risen to 59% in 2012 (Age 18-29, 40% in 2011)
- 64% access the internet every day
- 97% do research for products or services
- 78% are frequent social networkers (38% at least daily)

Source: Our Mobile Planet (Google & Ipsos MediaCT) Q1 2012
Smartphone Usage

- 22% would rather give up their TV than their smartphone
- 64% of smartphone users don’t leave home without it
- 73% watch videos frequently (11% at least once a day)
- 60% are frequent social networkers
- 50% of German teenagers own a smartphone (GfK January 2012)

Source: Our Mobile Planet (Google & Ipsos MediaCT) Q1 2012, GfK Gruppe
Germans use smartphones everywhere...

Source: Mobile Planet (Google & Ipsos MediaCT),
Do you have a smartphone or mobile telephone with internet access? (n = 1764)

- Yes: 68%
- No: 30%
- No answer: 2%

Diagram:
- Blue: yes
- Red: no
- Green: no answer
Do you use your smartphone/mobile phone to inform yourself about academic options and career choice? (n = 1198)

- yes: 35%
- yes, sometimes: 12%
- no: 51%
- no answer: 2%
Smartphone Usage

If Facebook gives you the opportunity to get access to people’s personal life - smartphones are the device you should always keep in mind.
QR-Codes
## Basic Information – QR-Code (Europe)

<table>
<thead>
<tr>
<th></th>
<th>Smartphone Audience</th>
<th>Growth</th>
<th>% of Smartphone Audience</th>
<th>Percentage Point Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EU5</strong></td>
<td>17.390</td>
<td>96%</td>
<td>14.1%</td>
<td>+4.0</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>2.843</td>
<td>71%</td>
<td>12.5%</td>
<td>+1.9</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>5.084</td>
<td>128%</td>
<td>18.6%</td>
<td>+6.1</td>
</tr>
<tr>
<td><strong>Italy</strong></td>
<td>2.765</td>
<td>75%</td>
<td>11.9%</td>
<td>+3.2</td>
</tr>
<tr>
<td><strong>Spain</strong></td>
<td>3.381</td>
<td>218%</td>
<td>16.0%</td>
<td>+9.0</td>
</tr>
<tr>
<td><strong>UK</strong></td>
<td>3.316</td>
<td>43%</td>
<td>11.4%</td>
<td>+0.6</td>
</tr>
</tbody>
</table>
Basic Information – QR-Codes (Europe)

<table>
<thead>
<tr>
<th>Penetration (%) of QR Code Users</th>
<th>EU5</th>
<th>France</th>
<th>Germany</th>
<th>Italy</th>
<th>Spain</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product information</td>
<td>71.7%</td>
<td>65.4%</td>
<td>77.9%</td>
<td>69.2%</td>
<td>71.1%</td>
<td>70.1%</td>
</tr>
<tr>
<td>Event information</td>
<td>31.8%</td>
<td>32.7%</td>
<td>28.9%</td>
<td>36.4%</td>
<td>36.5%</td>
<td>27.0%</td>
</tr>
<tr>
<td>Charity/cause information</td>
<td>12.1%</td>
<td>9.5%</td>
<td>10.0%</td>
<td>18.6%</td>
<td>13.4%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Coupon or offer</td>
<td>19.4%</td>
<td>20.3%</td>
<td>19.6%</td>
<td>17.6%</td>
<td>22.2%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Application download</td>
<td>13.4%</td>
<td>17.5%</td>
<td>11.4%</td>
<td>14.8%</td>
<td>13.7%</td>
<td>11.2%</td>
</tr>
</tbody>
</table>
Basic Information – QR-Codes (Europe)
Basic Information – QR-Codes

1. 2D-Barcode
2. Can be scanned
3. Contains text information

Scan QR-Code via smartphone camera – Decode QR-Code – Open website or page
Basic Information – QR-Codes

QR-Codes May Contain
1. Link to a website or page
2. Text (Business Card/Others)
3. Product information/Shopping
Examples - Usage
Examples - Campaign

- A snake serpent that attacks a pirate ship. Or whatever you can imagine! Get the LEGO bricks now at www.mytoys.de/buy
- A wizard in front of a princess castle. Or whatever you can imagine! Get the LEGO bricks now at www.mytoys.de/buy
- A spaceship hovering above an alien colony. Or whatever you can imagine! Get the LEGO bricks now at www.mytoys.de/buy

FREE SUDOKU

1. Using your smartphone, photograph the QR code above the game area you want to play. If you don’t have a QR reader on your phone, download one at itunes.com.
2. Download the CBDH game and enjoy a free game on us.
3. The winner: no winner. We’ll pick one random player to win prizes for having the best.

Bank
We’re here to help you save.
Examples - Design
Examples

Somsweza.com
Good Example
Bad Example
10 Good Reasons Why You Should use QR-Codes

1. Most people use mobile devices **daily**
2. QR-Codes will be **standard** over the next few years
3. Easy to use
4. **75%** of QR-Code scans result in **product information**
5. Traffic can be **measured**
6. Supports your **cross media** marketing strategy
7. Easy to **implement** into your marketing activities
8. Can be placed/printed on **every product**
9. Gives people the chance for a “**Quick-Response**”
10. Offer many possibilities to build a marketing campaign around it
Return of Investment

QR-Codes can be used in many ways. So your investment could be minimized by simply using them on products that are already being produced, printed or still exist. People are offered more information straight away creating an added-value which can have a huge impact.

QR-Codes are a good way to build an interface between online and offline marketing activities
Tips – Use QR-Codes to ...

- Support your facebook and **social media appearance**
  Link people to more information about degree programmes such as reports, testimonials, events
- Lead people to **registration** or contact forms
Tips – Optimize

- **Animate** people to use QR-Codes via design (call to action)
- Place information about where the link leads
- Think about the spot where the QR-Code is placed
- Give people an added-value if possible
- **Colour** (use high contrast)
- **Size** (big enough to scan easily)
- Design (use it carefully, different stages of encoding)
- Place instructions how your QR-Code should be used
- **Test** your code with several different smartphones
Tips - QR-Code & Smartphones usage

- Make sure that the design of your landing page runs on smartphones

- Keep the data to be downloaded as low as possible

- Optimize the design of all of your online marketing activities for mobile devices and smartphone users

- Also always keep smartphones users in mind
Thank You!

Feel free to scan this QR-Code and add me to your contact list!