



QR Codes

AlphaGraphics in the Cultural District



Cracking the Code

A Quick Response (QR) Code is a two-dimensional matrix bar code readable by QR scanners, mobile phones with cameras, and smart phones. The code—recognized by its black-and-white four squares with dots in the middle—is the latest technological tool in mobile marketing.

Developed in the mid-90s by Japanese manufacturer Denso-Wave for tracking vehicle parts, QR Codes are now used in a much broader context. The code can contain a phone number, text, or a link to a website—virtually anything you’re able to get with an Internet browser—and may appear on just about any object, anywhere there is an opportunity to reach out to customers.

QR Codes are quickly catching on as the next “modern day marvel” for marketing solutions, thanks to smart phone technology. Smart phones come with the reader technology necessary to use QR Codes; earlier phone models can be upgraded with free reader applications. Once a phone reads a QR Code—this is known as “mobile tagging”—the results can be easily tracked and analyzed.

Using the Code

QR Codes INFORM...

- On a ticket...give patrons of your concert the run-down on your upcoming season, compete with dates, times, prices, ticket availability, and special promotions.
- On signage...lead visitors on a self-guided tour of your gallery spaces.
- On an ID badge...track the number of attendees at each session of your conference.
- On a business card...take your new prospect right to your company’s website.

QR Codes EMPOWER...

- On a brochure...help your customers remember to make a purchase, register for an event, or take a survey by allowing them to act *now* rather than later.
- On a table card...enable your donors to make an immediate gift at your next fundraising extravaganza.

QR Codes EXCITE...

- On a print ad...tout your latest shipment of “it” bags with an exclusive offer.
- On a poster...invite your event attendees to enter a contest to win fabulous prizes!
- On a t-shirt...let prospective students watch highlight videos of your school’s sports teams or a comedy clip from your school’s drama department.

Rocking the Code

Partner with AlphaGraphics to create and innovate with a QR Code. We’ll help you figure out how to use it, apply it, track it, LOVE it for your next marketing project. We guarantee you’ll turn heads.



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