

QR Codes – The Perfect Bridge for Print and Media

These funny square looking barcodes are starting to emerge within the media. They are called Quick Response Codes, or QR Codes. Developed in Japan in the early 1990's, these 2-D barcodes are used to improve tracking and provide relevant and immediate information.



A QR Code can be used within any type of media – postcards, marketing collateral, signs, catalogs, and even clothing. You can activate QR Codes by scanning them with a smart phone application. In our testing we used an iPhone application called “NeoReader” which worked very well and it’s free. By simply scanning the code with the application, the mobile device is connected to the desired URL. You are then directed to a website or landing page providing more information or special offers for that product/service and maybe even a video.

If you scan the QR Code above you will be directed to Roberts Printings home page of our website. QR Codes are being used by savvy marketers in campaigns to increase website traffic, qualify leads and most importantly track response rates.



The image shows two examples of direct mail pieces. The left piece is a white card with a black border. It features the text: "Track your next direct mail campaign using a QR code!" followed by a paragraph explaining the service, a QR code, and the Roberts Printing logo. The right piece is a white card with a black border, featuring a photo of a woman in a gold frame. The text reads: "Robert, Is your marketing picture perfect?" followed by a list of services: "DIRECT MAIL", "MULTI-PAGE BROCHURES", "BUSINESS CARDS", "POCKET FOLDERS", "POSTCARDS", and "NEWSLETTERS". The Roberts Printing logo is at the bottom right. Both cards have the phone number "(727) 442-4011" on the left and the website "WWW.ROBPRI.COM" on the right.

As mobile devices evolve you can be assured QR Codes will become more familiar. They are the perfect bridge for print and media. Contact us today 727.442.4011 to find out how Roberts Printing can help you incorporate QR codes in your marketing campaign.