

3 Innovative Ways to Use QR Codes

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Not one single trend has experienced a surge during the pandemic as much as QR codes. Once a laughing matter, QR codes rose from the untapped depths of the marketing toolkit and have made their way to the forefront of modern business strategies for many. Whether used by a company, consumer, or individual, the value of the QR code has gained appreciation and acceptance due to its ease of use and convenience. Perhaps you were introduced to this technology through your vaccine certificate, or the new digital menu at your favorite restaurant, or even when you received your flight boarding pass in your inbox. Regardless, by now virtually everyone has been exposed to and knows their way around a QR code. As a savvy creative, you should consider capitalizing on the trend to deliver a better customer experience in 2022. Let's explore a few innovative ways to incorporate QR codes into your projects.

1. Filling in the Gaps

Your customer receives a packaged product as part of a new campaign from your brand. Next to beautifully coordinated branding on the side of the box is a QR code that leads to your website, where the customer can view the full collection of products, additional information on the materials used, the campaign and your social media channels in a matter of seconds. The customer does not just receive a tangible product but also gains a more holistic impression of the brand and develops a deeper connection with it. If done correctly, this is one way to create brand loyalty and advocacy.

2. Value Add

The customer opens the box to see the product wrapped in paper. Sitting on top of the product is a thank you note with another QR code on it, only this time it's a gift-with-purchase. This code leads to a PDF detailing various neat ways for the customer to use the product they received - some of which they may not have thought of. The customer gains additional value with their purchase and is left with a greater sense of satisfaction from the transaction. A gift-with-purchase is one example of a value add but there are many others.

3. Certification

The box and product received are both carbon neutral and verified by a third party. On the inside of the box and on the back of the product are two separate QR codes that lead to their respective verifiable carbon offset PDF certificates. The customer is reassured that the brand is doing its part to be environmentally responsible. When you opt for the carbon neutral option for your projects, Ariva will provide you with a shareable carbon neutral certificate that you can incorporate into your printed piece using a QR code.

While using so many QR codes at once is not practical or advisable, this case example was merely meant to be viewed as just that - an example. The possibilities, however, are endless. I see it as a means of helping your customer get from point A to B quickly. As such, I could use a code for a newsletter opt-in, subscription, appointment, contact us page link and many more.