



VARSITY PRINTING

QR Codes are Here!

So what do you know about QR (Quick Response) codes?

You've probably seen QR (Quick Response) codes recently. QR codes are now being printed on direct mail campaigns, catalogs, brochures, business cards, billboard, in-store displays, coupons, etc. just to name a few. QR codes are of particular interest to marketers, giving them the ability to measure response rates with a high degree of precision.

First developed by Toyota in 1994 to categorize car parts manufactured at high speeds, the QR code has evolved into a widely accepted way to code information. Just last year, Dick's Sporting Goods kicked off its new mobile site by broadcasting a QR code on the world's largest HDTV video board at the new Cowboy's stadium in Dallas TX.

The scanned code can link the consumer to the company's website, Facebook page, Twitter account, video, or specific landing pages on their website encouraging the audience to interact with the company, creating more opportunity for exposure, leads, and sales.

Many newer mobile devices/smart phones are already equipped with a scanner to decipher QR codes. If not already installed on your smart phone, a QR reader application is easy to download and usually free. When scanned, smart phones are prompted to perform an action, such as linking to a mobile website, displaying a video, or even sending an SMS text message from your phone.

The use of QR codes is very useful to marketing professionals because they accurately and measure response rates. For example, by including a QR code in a printed brochure or other print marketing, the company is able to measure how many times the code was scanned, thus returning accurate data on how well the campaign is reaching its audience.

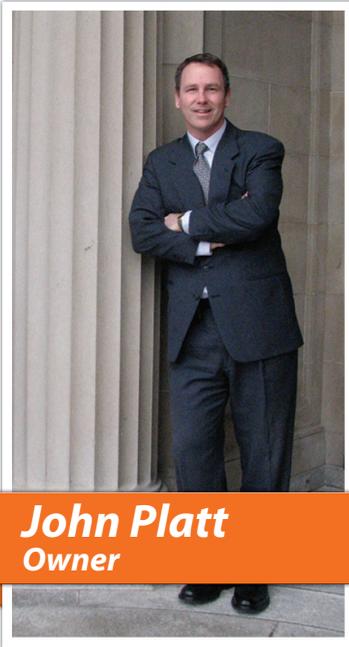


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QR codes are free to create and use. You may need to download an QR Reader app for your smart phone.

The Varsity Printing QR code is on the front of this postcard. Simply take a picture of our QR code with your Smart Phone and you will be directed to our website.

If your business is looking for creative ways to integrate QR codes into your marketing campaign, let us help. Our print and internet marketing specialists will help you maximize your response rates with interactive technologies and get you noticed.