



Millcraft Paper Company

WHERE PAPER + PRINT + DESIGN COME FULL CIRCLE

Integrating QR Codes into Print



Are you using QR codes? If not, you probably will - and sooner than you think. A QR Code is a matrix code (or two-dimensional bar code) created by Japanese corporation Denso-Wave in 1994. The "QR" is derived from "Quick Response", as the creator intended the code to allow its contents to be decoded at high speed. The use of the QR codes is an effective way to integrate all forms of print marketing with online promotions as well as a way to differentiate specific products among audiences.

Check out what [Harper Collins](#) did with L.A. Candy.

QR Codes storing addresses and URLs may appear in magazines, on signs, buses, business cards or just about any object that users might need information about. Users with a camera phone equipped with the correct reader software can scan the image of the QR Code causing the phone's browser to launch and redirect to the programmed URL. This act of linking from physical world objects is known as a hardlink or physical world hyperlinks. Users can also generate and print their own QR Code for others to scan and use by visiting one of several free QR Code generating sites.

The design of QR makes it possible to incorporate eye-catching images of logos, characters, or photos into QR code, without losing any information

of the code.

Use As Artwork

British popgroup Pet Shop Boys used QR-code for the artwork of their download-only single **Integral** in 2007. The videoclip for the song also features QR-code. When the codes are scanned correctly, users are



directed to the Pet Shop Boys website.

In 2009, QR-code was used for the marketing campaign of the Movie 9 at the San Diego Comic Con. Cards with QR-codes integrated into the artwork were handed out to patrons. These limited edition cards could be read with QR-capable cellphone or presented to the Focus Features both for prizes and access to exclusive stories about each character in the movie.

So, if you have already used QR codes effectively in a marketing campaign let us know in the comment section, we'd love to hear your story.