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*QR Codes in the marketplace*



## Augme Mobile and DuPont Packaging to Promote Mobile Technologies in the Packaging Industry

On July 9th 2009, Modavox, Inc. announced that DuPont Packaging & Industrial Polymers (P&IP), Graphic Packaging International, Inc., Scanbuy, Inc. and Augme Mobile have entered into a joint Marketing Agreement to promote technologies that enable packaging to interact with consumers. The packaging-based marketing alliance enables innovation leaders Graphic Packaging and DuPont P&IP to leverage leading edge mobile applications of its technology partners, specifically Scanbuy's mobile 2D barcode platform and Augme Mobile's AD LIFE(tm) mobile marketing and CRM platform.

Mobile two-dimensional barcode ("2D barcode" or "2D Code") technology is growing in popularity as a means for consumers to access mobile content without having to type long URLs or search for information by SMS/text message keyword.

By placing 2D barcodes on packaging, marketers can connect consumers through their mobile phones, to additional product information, coupon offers, or promotional messaging like recipe ideas. Graphic Packaging and DuPont P&IP have demonstrated the ability to commercially print 2D barcodes on a wide variety of rigid and flexible substrates.

"DuPont P&IP, along with our collaboration partners, are always looking for ways to bring leading edge packaging innovation to our customers. Mobile enabled interactive technology using 2D codes appears to be the most effective way for a consumer to quickly and easily interact with a package," said Carolann Haznedar, global business director, DuPont Ethylene Copolymers. "CPG companies from around the world are very interested in this technology and aligning support in the value chain will enable clarity and consistency in its use."

DuPont P&IP has centered its mobile innovation activities on Scanbuy's 2D barcode solution. This format was especially designed for the camera phone and it is widely used by major marketers around the world. It also provides strong performance in small footprint areas (as small as one-half inch square) and low light environments which are typically

critical for consumer packaging applications on both rigid and flexible materials.

Scanbuy recently released the specifications of this barcode format to the public. The code format can be read today using a mobile application called ScanLife which is compatible with the world's most commonly used mobile operating systems.

The campaign will include three broadcast spots focusing on some of the leading Taurus technologies including BLIS, SYNC and EcoBoost.

Graphic Packaging has focused its mobile marketing efforts around its Snap2C(tm) packaging initiative -- a fully integrated mobile marketing packaging infrastructure powered by its technology partner, Augme Mobile. Augme Mobile (augmemobile.com), a leader in mobile marketing solutions and services, offers a comprehensive web-based marketing platform that provides marketers, brands, and advertising agencies the ability to create, deliver, manage, and track interactive marketing campaigns.

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Graphic Packaging and Augme Mobile have already activated a number of mobile barcode campaigns, often in conjunction with an SMS code. "While text messaging is currently the dominant method of consumer response in mobile marketing in the U.S., it is anticipated that in the near future the North American market will follow Japan's lead, where over 70% of all cell phone users scan 2D mobile codes on a regular basis. Through our partnership with Augme Mobile, the Snap2C(tm) initiative allows for the combination of text and 2D codes in a single packaging-based campaign so that the broadest mobile consumer base is established. We are delighted to collaborate with companies like Scanbuy to further develop methods of creating interactive communication between the brands and their consumer base," stated Charlie Brignac, GPI Marketing Manager for Snap2C(tm).

Graphic Packaging and DuPont P&IP, leading producers of rigid and flexible packaging, are now offering this interactive technology to their global Consumer Packaged Goods (CPG) customers.

## QR codes get backing from major UK publishers

As publishers and advertisers begin trying out quick response codes to direct people to mobile content, are consumers aware enough of what they involve to use them? News Group International and Emap began using mobile barcodes in a bid to direct users from print ads to mobile sites.

Readers of The Sun and Kerrang! are being exposed to the quick response (QR) codes as the publishers attempt to educate both their audience and advertisers about the technology.

The graphical codes allow consumers to link directly to a mobile site by scanning them with their phone's camera.

Several months ago the Sun newspaper ran an eight-page supplement titled 'Mobile Mania', which included QR codes throughout the editorial and advertising, along with information about the technology. In the same month, an issue of Kerrang! included an ad by Warner Music that featured a mobile barcode encouraging users to visit the mobile site of drum & bass act Pendulum.

"We consider ourselves a content provider across three platforms and mobile is central to that," said Ian Samuel, group head of mobile advertising at News International. "It's a great way to get our content to users across different channels. We're staking a claim for using press ads as a rich medium and offering more content directly from the page." For example, a print story about Amy Winehouse could include a QR code that links to a mobile site with video footage of the singer.

But the opportunity to use mobile barcodes for added interaction extends further than print. Pop act the Pet Shop Boys made heavy use of the technology throughout their latest music video, 'Integral', released in October 07. Agency The Rumpus Room, which produced the video, included more than 100 codes that directed fans to websites including bbc.co.uk and channel4.com when the video was paused and scanned with a mobile.

"The problem with film is that it can't be changed once it has been made. But QR codes can be used to direct people to dynamic content," says Tom Roope, MD of The Rumpus Room. "They offered us the flexibility of doing a digital project within a film experience." Adding to ads as well as boosting the level of editorial interaction, QR codes offer a simple, enticing way for advertisers to reach an audience with rich

content. Both Emap and News International have been approaching their advertising clients with the offer of including a code as part of their print ads. The benefit is that advertisers can persuade readers to interact more deeply using a more interesting and thus more persuasive method.

"Advertisers have been enthused by QR codes because they're an exciting way to offer a point of difference," says Samuel. "They're faster and simpler than SMS, providing a fast track to the mobile internet."

Emap expects entertainment brands that produce content which they can promote via QR codes to be among the first advertisers on board. Its first QR code advertiser, Warner Music, used the technology to get Kerrang! readers to download mobile content supporting the release of Pendulum's new album.

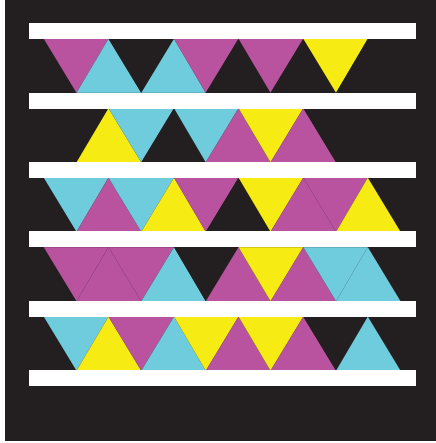
"We're rolling it out as part of a package for advertisers," says Chris Shepperson, head of market for entertainment at Emap. "We have brands that stretch across platforms and QR codes allow people to have a rich experience of an ad."

“ “ **These (Conversion rates) have already jumped this year from 30% to around 70% following a variety of tweaks to the service.**

News International has signed Ladbrokes as one of its first clients. The gambling giant sees QR codes as complementary to SMS as a way of distributing its mobile service. "QR codes are a backup to shortcodes, which have been revolutionary for us in delivering our WAP address," says Claire Barry, head of new channels at Ladbrokes. "The Sun has a huge readership and will help to educate users."

She sees the codes as a further tool in Ladbrokes' arsenal to boost its conversion rates. These have already jumped this year from 30% to around 70% following a variety of tweaks to the service.





*MS Tag*



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*QR Code*

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