

**A major global brand incorporated a QR code into a point-of-sale material to understand their consumers' activities and interaction with them.**

## Executive summary

A major global brand incorporated a QR code into a point-of-sale material to understand their consumers' activities and interaction with them. Data collected provided statistical insights on users and in-store behaviors that enabled better campaign creation and message targeting. 79% of engagements came from new consumers, showing that these markets respond well to QR codes and digital experiences.



## Challenges

The global beverage brand suspected that the demographics and interests of a segment of their consumer business and POS interaction were changing. They wanted to better understand and quantify these changes in a fast and cost-effective way. To gain insights into these potential changes, they wanted to try QR codes linked to a variety of physical marketing pieces within the retailer. When accessed, these QR codes would trigger new digital experiences for their consumers.

Five regions were identified to be in the test group, and it was determined that the test would last for six weeks.

The QR codes allowed any unique content that the brand desired to be sent to the consumer's mobile device. Since each store was in a slightly different area, unique content could be associated with each code if desired. Printed materials such as posters, electrostatic and magnetic decals had these QR codes integrated into them and were deployed to the test stores. Shoppers were invited to scan them via a call to action.

## Results

- After collecting data for just 6 weeks, they realized that 79% of engagements were from new consumers.
- Collect demographic and statistical data on consumers in these markets.
- To identify the exact location of the stores where each scan took place.
- Finally, the dynamic nature of the QR codes provided by AoFrio allows the brand to change the content and messaging associated with them any time, that represent not to reprint materials and save an efficient POS budget per store.

