

QR-Codes als Marketing-Tool



**Beispiele von QR-Codes in Ergänzung zur
Podcast-Episode der Marketing MasterMinds**



QR-Codes sind langweilig!



- Form? Quadrat
- Details? Pixel
- Farbe? schwarz-weiß
- Design? technisch
- **Lösung? think different!**



Habst Du einen Plan?

- Gilt auch bei QR-Codes: zuerst nachdenken
- Sag dem User, wo er landet
- Biete erkennbaren Mehrwert
- Zeig Dein Marken-Erscheinungsbild
- Liefere mobilen Content aus (Smartphones)
- Kontrolliere den Erfolg der Kampagne



Scott Stratten:

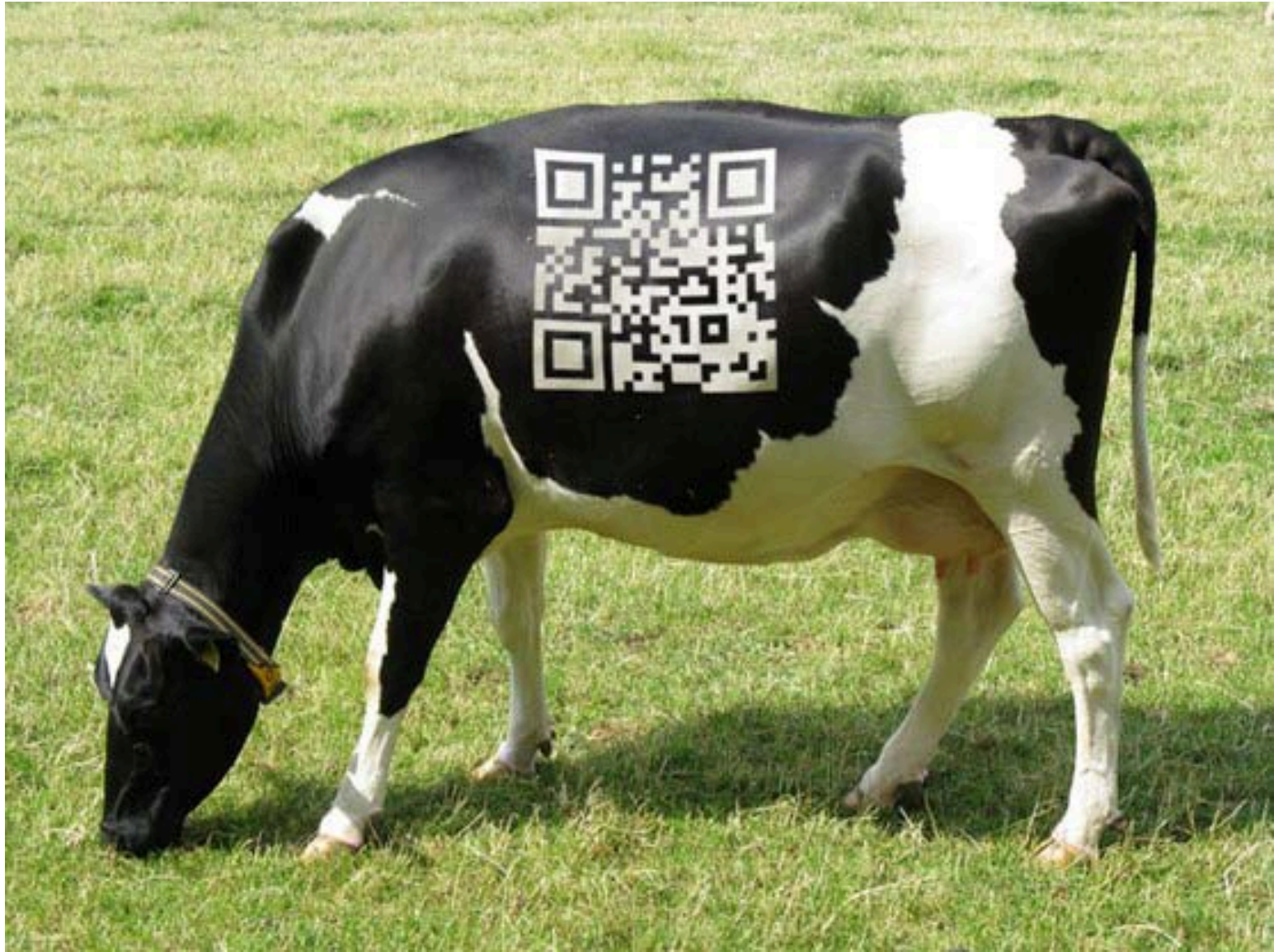
„Think, before you do!“



<http://www.youtube.com/watch?v=V2rVYvylvZc>







KUNST IM ÖFFENTLICHEN RAUM FRANKFURT

Stadtteile
Standorte
Künstler
Kategorie
Objekte
Highlights
(English)

QR-Projekt
Wallanlage
Innenstadt



**Beethoven-Denkmal
1951**



Künstler: Georg Kolbe

www.kunst-im-oeffentlichen-raum-frankfurt.de









WHERE DID YOU WEAR IT?

Do you use condoms? You're not alone.
See where other smart, sexy and responsible people are using protection.

FILTER MAP

CHECK IN
[Learn More](#)

A blue and purple condom is shown at the bottom of the graphic.


ANGRY BIRDS



Available on the iPhone App Store
Download link by scanning the above QR image



Instagram



Available on the iPhone App Store
Download link by scanning the above QR image



Available on the iPhone App Store
Download link by scanning the above QR image





BLM
hairproducts



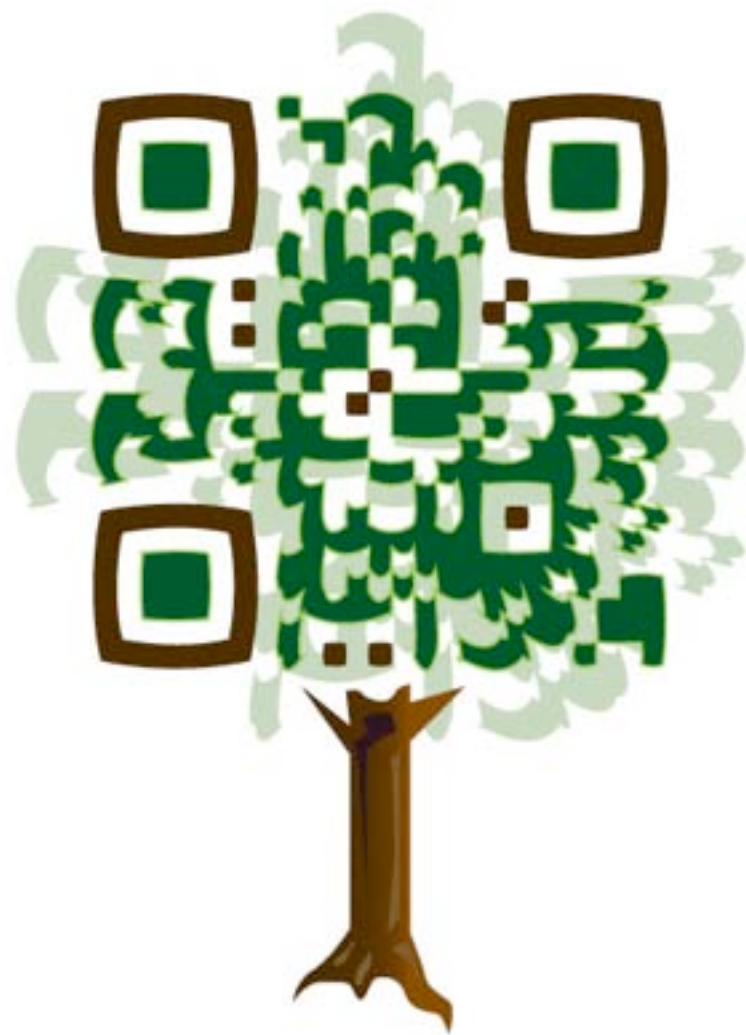




iSETORI









funzt



funzt nicht





**HELP
JAPAN
NOW.**



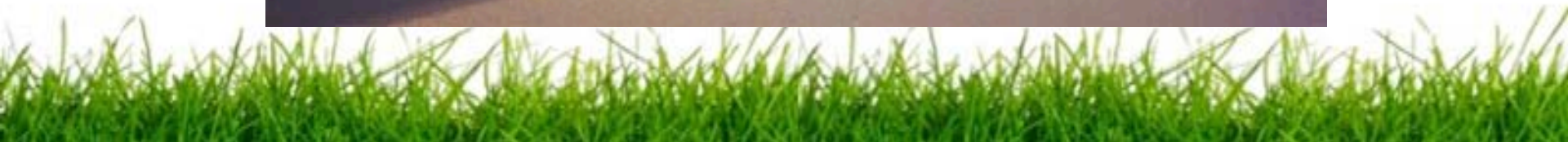
(SETQR)







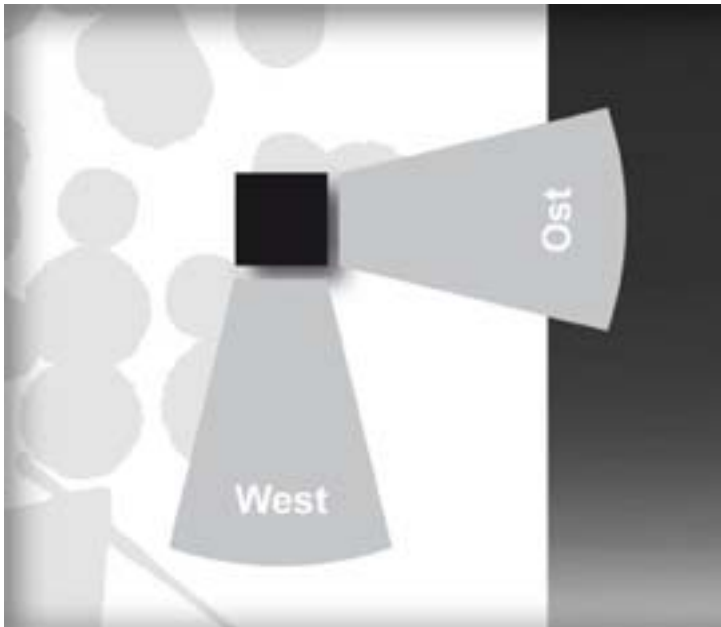














あげちゃう。



Disney
ディズニー

あげちゃう。

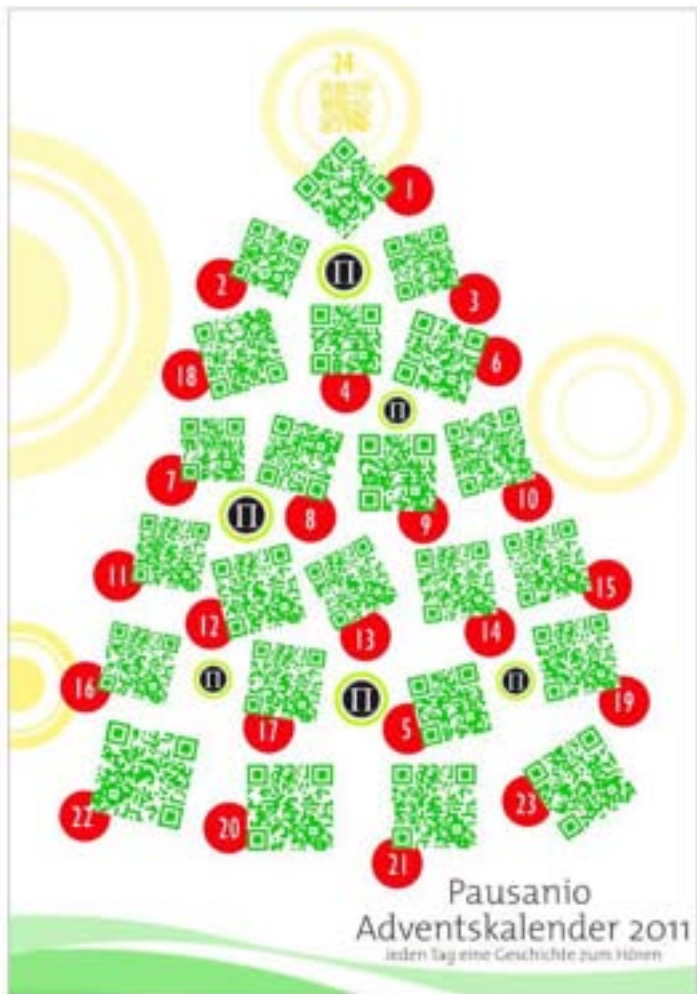


Disney
ディズニー

あげちゃう。



Disney
ディズニー





**SIND SIE ZUFRIEDEN
MIT IHRER
REGIERUNG?**

Ja!
Nein!





SIMON ON STREETS

Through tough, poor times

Many people want to give their gifts directly to homeless people at Christmas, but worry that their money could fund a much wider drug or alcohol-related problem. We provided a much more effective way to give.

Gift cards were printed on cardboard and placed alongside blankets, sleeping bags and empty drink bottles - things normally associated with a homeless person.

Putting directly to a fulfilling usage, we enabled the public to donate directly to Simon on the Streets, a homeless charity that supports men and women who are sleeping rough in our streets.







A close-up photograph of a tooth with a pink gum line. A brown, fuzzy substance representing plaque is visible in the space between the tooth and the gum. A black arrow points from the text to this plaque. Two QR codes are visible on the image, one on the left and one on the right.

歯垢は、歯間に
隠れている。
Plaque is hidden
between your teeth.



1:03 / 1:16

CC



<http://www.youtube.com/watch?v=oXrc8inoTgU>





<http://www.youtube.com/watch?v=SzqDRThbiE>





**SCAN TO SEE HOW WE CREATE THE PERFECT
CHEESEBURGER JUST FOR YOU.**
Learn more at [youtube.com/wendys](https://www.youtube.com/wendys)

Data rates may apply.







http://www.youtube.com/watch?v=r06_vJUWHJg







When the pint glass is empty,
the QR code is unreadable.



When the pint glass is filled with
ordinary beer, the QR code is unreadable.





How well did we do?

We are very interested to hear what you think of us.
Scan this QR code or with your smartphone or go to
<http://feed.ba/ck-red3tt>

Email: brookwoodhousehotel@sleepwell.co.uk

Web Site: www.brookwoodhousehotel.co.uk

Invoice No. 100109

Date: 27.02.07 Time: 09:56:37

| | | | |
|---------------------------------------|-----------|-------|---|
| Australian Surfers | 1 x 14.69 | 14.69 | A |
| Paradise White Wine 1 Litre Bottle | | | |
| Chicken Risotto | 1 x 8.81 | 8.81 | A |
| Roast Lamb | 1 x 8.81 | 8.81 | A |

Total No. Items: 3 Total Amount £32.31

| VAT Analysis | Net | VAT | Gross |
|----------------|-------|------|-------|
| A = VAT @ 17.5 | 27.50 | 4.81 | 32.31 |
| B = VAT @ 5% | 0.00 | 0.00 | 0.00 |
| C = VAT @ 0% | 0.00 | 0.00 | 0.00 |
| | 27.50 | 4.81 | 32.31 |

Please call again soon!





Scaneaza codul
cu telefonul mobil
pentru a accesa
reteaaua noastra

ANDROID







http://www.youtube.com/watch?feature=player_embedded&v=9c9vk_B54Sk



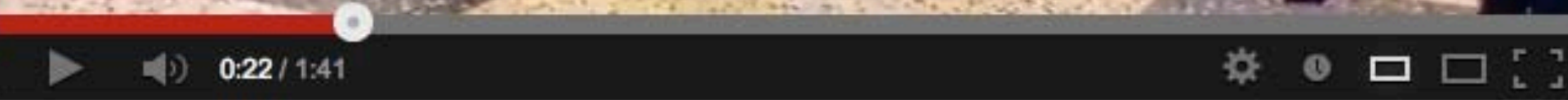
WANTED



SCAN THE
QR CODE FOR
YOUR CHANCE
TO WIN
or visit
tedbaker.com/competition







<http://www.youtube.com/watch?v=C87h-kzspn8>





Willkommen auf der
mobilen Webseite von
XYZ-Immobilien
Hier finden Sie Details
unserer Objekte











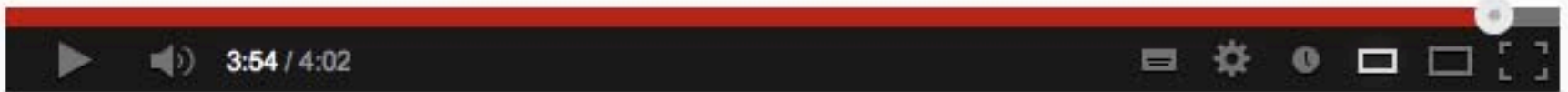
http://www.youtube.com/watch?feature=player_embedded&v=_uEafTrCYpk#!







the
World park



http://www.youtube.com/watch?v=7OCyfv_k2_g



Feb 2012



THE BIG MELT

iris Amsterdam/GreenGraffiti

Winter was coming to an end, and the ice on the canals in Amsterdam was melting. So with that came an opportunity to remind people about climate change.

The environmentally-friendly QR codes (made from a sheet metal stencil and 'printed' with sticky sand and chalk - it was the first time this technique has been used) were placed on Amsterdam's canals and contained a link to the WWF site which has info on the melting ice caps.

Once temperatures started warming up, the message was clear.

There was no media spend, and there are no laws against printing on ice.



The QR codes were scan-able from the roadside.



They linked to the WWF page on climate change.





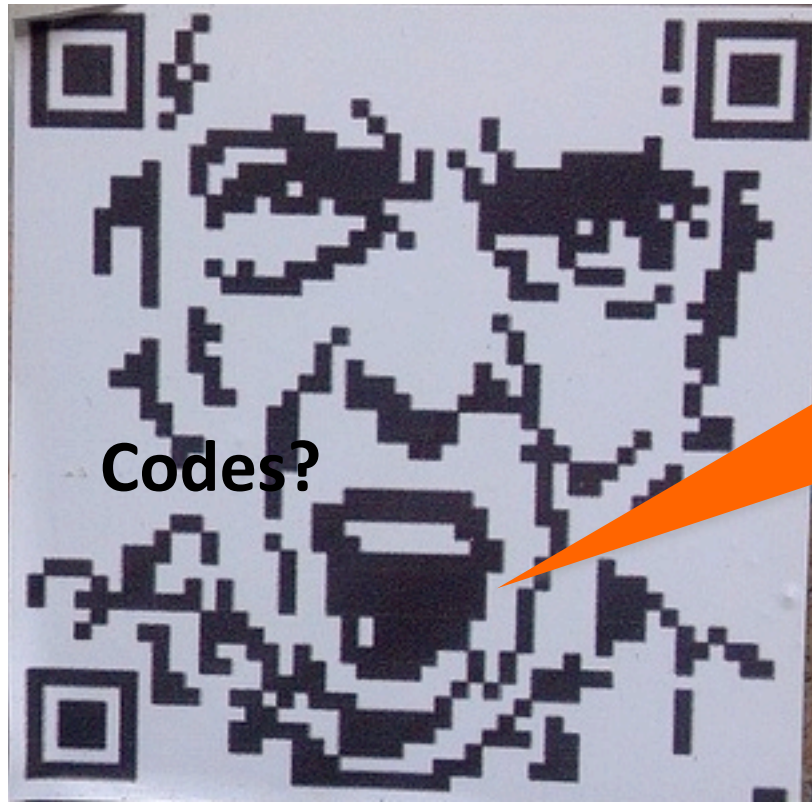


<http://www.youtube.com/watch?v=ahSGO6SkG8g>





<http://www.youtube.com/watch?v=3QgFAWFFZqA&feature=youtu.be>



Codes?

**Geht denn nie was
schief bei QR-**









Evangelische Stadtgemeinde in Stendal

Sie sind hier: [Home](#) → Gottesdienste

Sonntag, 06. Januar 2013

[Home](#)

[Aktuell](#)

[Gottesdienste](#)

[› Heimgottesdienste](#)

[Veranstaltungen](#)

[Kinderkirche](#)

[Bildergalerien](#)

[Gemeindebereiche](#)

[Domkantorei](#)

[Fördervereine](#)

[Partnergemeinden](#)

[Kirchen der Altmark](#)

[Nachgefragt](#)

[Gästebuch](#)

[Links](#)

[Seitenübersicht](#)

[Impressum](#)

Gottesdienste

- › 13.01.2013 / 10:45: 1. Sonntag nach Epiphania
Kapitelsaal, Domstift & Cordatussaal. Eröffnung der Allianzgebetswoche und Familienkurzgottesdienst Pfarrerin Daniela Schröder & TEam mit anschließendem Kaffeetrinken
- › 20.01.2013 / 09:30: Letzter Sonntag nach Epiphania
St. Petri. mit Abendmahl Pfarrer Joachim Kähler
- › 20.01.2013 / 09:30: Letzter Sonntag nach Epiphania
Paulus-Gemeindezentrum. Pfarrer Thomas Krüger
- › 20.01.2013 / 10:45: Letzter Sonntag nach Epiphania
Kapitelsaal, Domstift. mit Abendmahl Pfarrer Joachim Kähler
- › 20.01.2013 / 10:45: Letzter Sonntag nach Epiphania
Dorfkirche Borstel. Pfarrer Thomas Krüger
- › 27.01.2013 / 10:45: Septuagesimae
Kapitelsaal, Domstift. 13. Stadtgemeinde-Geburtstag "In GEBOTEner Eile" mit Kindermusical "Mose"

Suchbegriff?

[Suche!](#) ›



QR-Code zu
unseren
Gottesdiensten

[Was ist QR-Code?](#)



gefälschte QR-Codes

- QR-Codes werden auch von Betrügern genutzt.

Sie bekleben Werbeplakate mit gefälschten Codes:
Gefahr von Schadsoftware
(Virus, Datenklau ...).



Fazit QR-Codes

- *abtippen?* → schneller gescannt
- *haltbar?* → einfach zu aktualisieren
- *lizensiert?* → gratis nutzbar
- *erstellen?* → kostenlos online
- *verbinden?* → Offline mit Online
- *einsetzen?* → unbegrenzt
- *fantasielos?* → von wegen ...





**QR-Codes? Lass
Deiner Fantasie
freien Lauf und
lass es richtig
QRACHEN...**



www.die-heldenhelfer.de

