

# Quick Response Codes

## A doorway to more interactive content

**QR Codes, or Quick Response Codes, are a powerful way to connect print and electronic content using a smart phone. QR codes are now used widely in marketing campaigns, can be placed on virtually anything and contain much more information than a traditional barcode ever could.**

### Who uses them?

Companies are integrating QR codes in both traditional and interactive campaigns. These codes turn readers immediately into shoppers, with links to websites where they can learn more about a product or buy it on the spot.

### How does Hemlock use QR codes?

Hemlock successfully uses QR codes with our Nametag™ program, directing respondents to a number of different landing pages including event registration and feedback surveys. We have also used them on business cards, allowing for easy uploads of contact information to your smartphone. Many of our customers have used a wide variety of QR codes in their printed materials.

### Does the quality of a QR code matter?

In general, QR codes are created equally - it's the cameras on various smart phones and inferior scanning software that can be inconsistent. But smart phone cameras and scanning software are rapidly evolving which supports continued growth in the application of this technology.

### Recommended QR readers

- iOS - RedLaser (redlaser.com)
- ScanLife (scanlife.com)
- Blackberry - QR Code Scanner Pro (appworld.blackberry.com)

### What can QR codes be used for?

Here's just a few ideas to get your creative juices flowing:

- Websites
  - Learn more about products & services
  - RSVP or register for events
  - Customer feedback surveys
  - Contest entry forms
  - Valuable coupons & special offers
  - Maps & directions
  - Payment & transactions
  - LinkedIn, Facebook, Twitter and other social media profiles
  - Calendar events (save the date!)
- VCards/contact info
- Compose text messages or emails
- Automatically dial a pre-programmed number

**Hemlock is ready to assist you in creating QR codes for placement in your printed materials. Contact us today to learn how.**

### Try these codes to get started.



Google Map



Contact Card



Website