




SHOPPER MEDIA GROUP


Shopper Study QR Codes

Prepared: 18th May 2021





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**8 in 10 consumers
claim they've been
using QR Codes a lot
more when compared
to a few years ago**

Businesses are increasingly integrating QR Codes into their ecosystem, influencing how consumers perceive QR Codes today.

Nowadays more brands are taking advantage of the versatility that QR Codes offer, accelerating a call to action. From in store promotions, sign ups, product reviews, video links to watch tutorials etc..

SOURCE: Shopper Study QR Codes, n= 2,824, Australians aged 25+

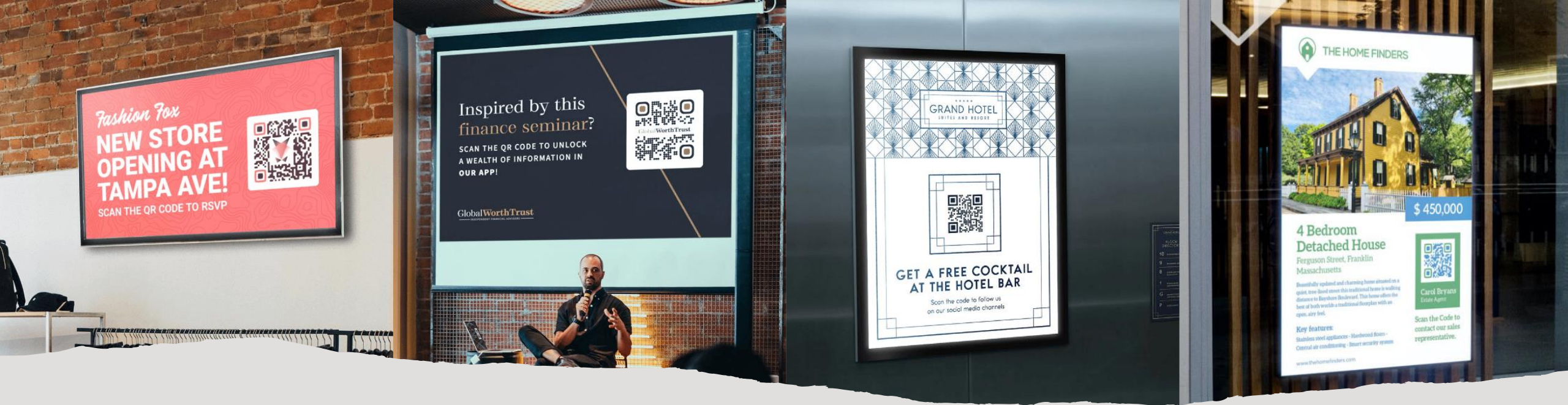


Consumer engagement with QR codes can be impacted by brand salience

Beyond the novelty factor, consumer engagement with QR codes is driven by brand salience & promotion value proposition

- **Nearly half (49%)** of consumers said they are likely to scan a QR Code within an advertisement if it is associated with a **category of interest**.
- **Over half (55%)** are likely to scan a QR Code within an advertisement if it is associated with a **brand they like**.





Working both ends of the marketing funnel, from Awareness to Activation

QR codes allow customers to seamlessly action tangible offers or promotions whilst in centre

75% say QR Codes can be a useful way to get more information about a product or service.

36% agree it enables them to follow up on something they've just seen.

28% will scan a QR Code if it offers an incentive such as a discount.

QR Codes featured on retail digital panels are not only memorable, but actionable



55% have scanned a QR Code within an advertisement/promotion in the last 4 weeks

(not related to COVID safe check-in)



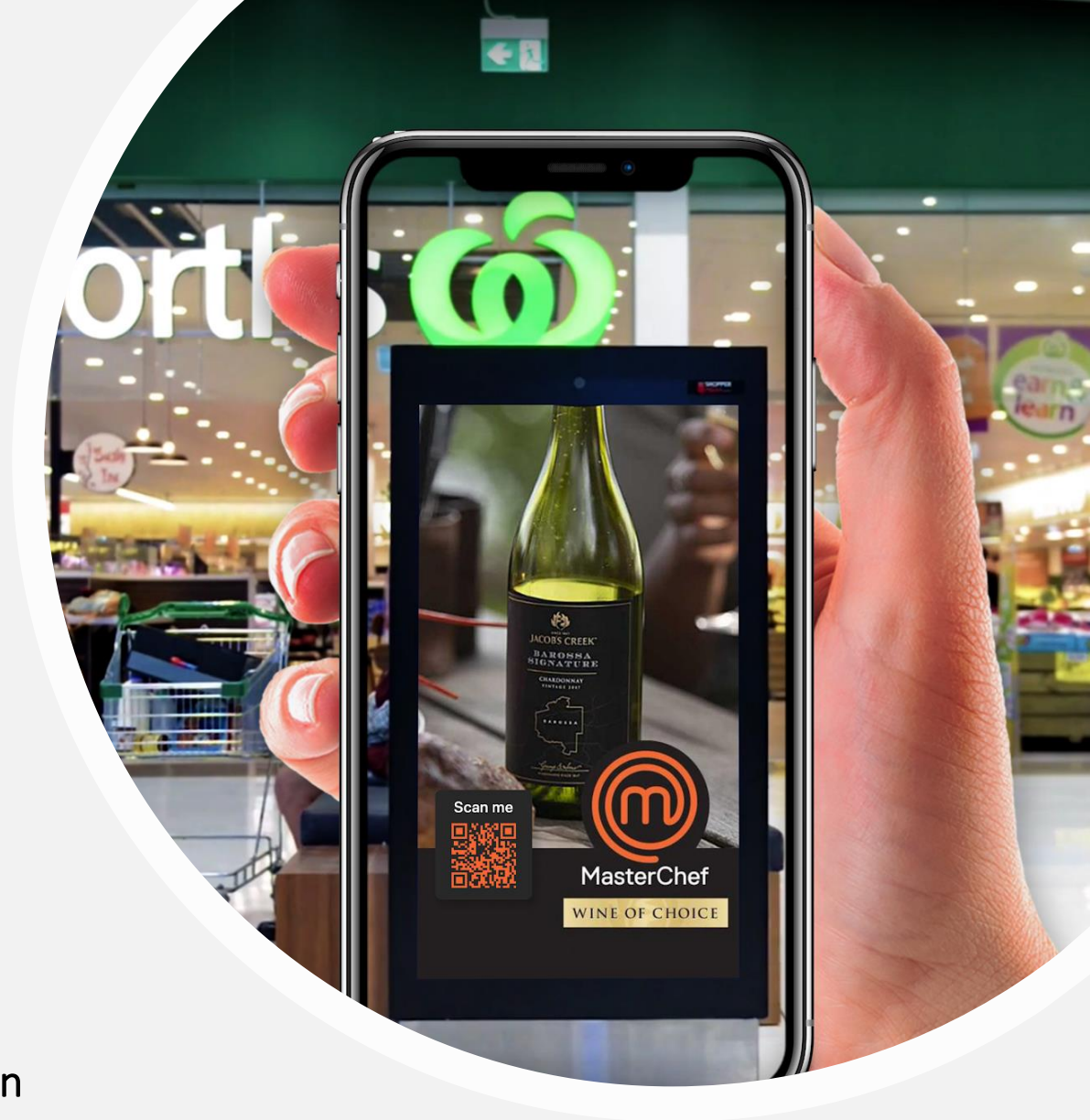
SOURCE Shopper Study QR Codes, n= 2,824, Australians aged 25+



As consumers become increasingly comfortable with scanning QR codes, cross-channel customer journeys are now the norm

QR Codes allow advertisers to elevate campaigns with innovative AR and AI experiences, making them more engaging and more tangible.

- To help drive awareness of new promotions or products, Shopper Media Panels in centres can deploy QR Codes and create **connections with consumers** at point of purchase.
- QR Codes offers brands **flexibility and immediacy** when it comes to placing up-to-date product and pricing information in the hands of customers.
- QR codes can increase **customer leads and deepen campaign engagement** allowing brands drive conversion and build loyalty.



The power of dynamic and contextually relevant advertising in retail environments



1. **CONTEXTUAL RELEVANCE** - 69% say they are more likely to notice advertising for grocery brands when the messages are placed close to the supermarket.
2. **IMMEDIACY** - Retail OOH can remind consumers to visit a website or a nearby store. 37% of consumers are more likely to go online as a direct result of seeing an OOH ad.
3. **ENGAGEMENT** - Retail OOH is converging the best of both worlds (instore & online). 36% agree it prompts them to follow up on something they've just seen.
4. **ANIMATION** - Dynamic advertising with animation is 201% more effective than static advertising in retail environments.



Shopper Media's latest Shopper Study

Research Objective

We surveyed Australians about their uptake and behaviours towards QR Codes.

As consumers grow increasingly comfortable with scanning QR codes, the expectation of a blended brand experience is likely to become stronger in 2021.

About this Study

This study is based on an online survey of 2,824 Australian consumers nationally.

Fieldwork was conducted 10-14th May 2021

The Shopper Study Tool

Our proprietary survey tool connects with an average of 156,000 shoppers per month, prompting them with a question as they join the complimentary WiFi network in centre.

Through this tool, Shopper Media can quickly and effortlessly tap into the hearts and minds of shoppers on any topic on any given day offering our partners a chance to better understand their audiences in real time.

Contact us for more information about this study or any previous studies.

<https://www.shoppermedia.com.au/shopper-study>



Thank you.

For further information please contact your Shopper Media representative
or marketingandinsights@shoppermedia.com.au



Appendix

Case Study

Creative Guidelines for retail advertising



From awareness to action, snap codes in Retail OOH advertising drive engagement with younger audiences

Retail OOH drives social action

Campaign Objective: Recruit more women in the Defence Force

DFR's retail OOH campaign reached the target audience and used social content to showcase the exciting life of a Navy submariner.

Prompting audiences instore to go online via Facebook, Instagram, Twitter, LinkedIn and Snapchat to experience an augmented reality 'World Lens' – allowing users to explore the interior of a submarine, operate the periscope and experience a day in the life as a Navy submariner.

The campaign was the first time a government organisation has experimented with this technology and is a strong example of how the combination of **OOH media and social/digital content can drive outcomes for brands.**

