

Click Your Phone for Quick New Power.

QR codes offer endless marketing opportunities and are a great way to increase engagement with consumers. They are increasingly appearing in print ads, direct mail pieces, billboards, collateral, signage, business cards...anywhere potential customers might see them and scan them with their cell phone.

So, what exactly is a QR Code? A QR (Quick Response) Code is a two dimensional barcode that is made up of squares of varying sizes and placement. It can encode a large amount of information such as a website or video link, personal/business contact information, coupons, information on products and services and more.

Click on the link below to view a brief video on QR Codes and how they're being used in advertising and marketing. Please note that the QR Code video will begin immediately following a 30 second commercial.

<http://www.cbsnews.com/video/watch/?id=6350105n>

If you'd like to discuss how to implement QR Codes into your advertising/marketing plan or any other advertising/marketing topic, please call 908-686-0606 or contact Sam Harrison at sharrison@linettandharrison.com or Caryl Linett at clinett@linettandharrison.com