

# QR Codes Enhance Product Promotion

Innovative Solutions from  
Parker Industrial Cylinder Division



## What are QR codes?

You've probably seen these scannable bar codes on business cards, magazine ads, t-shirts, or even on the side of a building. They're called QR codes (short for "Quick Response").

## How do they work?

The QR code is optically scanned with a mobile device such as a smart phone. The data that is embedded into the code then directs the user to an alternate destination such as a web site, PDF, or text message. This allows them to obtain additional information about the product, simply and quickly. For most devices, QR code apps are either included or are available as free downloads.

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## What are the uses of QR codes?

QR codes have been used diversely in such media as artwork, books, entertainment and literature. But by far the most promising and innovative use of QR codes is occurring in marketing and advertising arenas. Accurate response measurement is attractive to marketers because of the ability to quickly determine ROI (return on investment) on a given campaign or program.

QR codes can now be routinely seen on billboards, at trade shows, store displays, tickets, contests, coupons, direct and email marketing campaigns, and even on walls, vehicles and trees.

Prominent endorsements from large organizations like Target, Macy's and Best Buy, sports institutions, museums, park districts and others have helped to increase awareness and excitement about this technology.

## Parker's Vision for the Future

Industrial Cylinder Division use of QR codes is part of an ongoing effort in encompassing new, strategic marketing techniques to enhance product sales and customer relations. As a valued sales associate, you are encouraged to take advantage of these and other solutions as they become available.

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