

Integrating Codacast Smart Codes into your Graphic Design

1. A **Call-to-Action** should be provided so that it is clear to your customers what you want them to do e.g. 'Scan the Code to Win', 'Scan the Code to Visit our Website'
2. It is vital that you add value for a customer when requesting they scan your Smart Code. The **incentive to scan** should be such that the 'hurdle' of scanning is perceived as minimal. We refer to the incentive as the 'carrot'. The size of the 'carrot' should be big enough that the customer views scanning the code as a negligible hurdle. Prizes, discounts (15% +) and free offers have been found to work as incentives that result in successful campaigns.
3. To maximise the potential of your campaigns, Smart Codes should be the **focal point** or at least an **integral part** of the design
4. In the event a customer does not already have a scanner app on their smartphone, you should provide information on **how to download** one from the App Store or Google Play. Codacast provides free apps in the App Store (Apple) and Google Play (Android) which can be found by simply searching 'codacast'.
5. A **web address** consolidates your Smart Code and also provides an alternative route for customers to engage with your digital campaign should they not wish to scan the code. However, Codacast has found that engagement will be significantly increased (up to 800% +) if the Smart Code is the focal point with the web address as the secondary route to digital.

The following images are examples of posters which include the components for successfully incentivising customers to engage with Smart Code campaigns





WIN
A PAIR OF
Electric Picnic
WEEKEND CAMPING TICKETS
WITH SEVEN & THE LOFT

Scan our competition code or visit us on facebook,
like our page, like & share this post & comment below
with why you think you should get
2 x weekend camping tickets
to Electric Picnic 2015



Recommended Sizes When Printing Your Smart Codes

The size you print your Smart Codes matters! The distance the person scanning the code is located from the printed medium will also affect the size of the code in their view finder i.e. the code will become smaller the further away they are.

As a general rule – the code should be printed at least $1/7^{\text{th}}$ the distance of the person scanning e.g. customer is standing 35" in front of a poster – the code should be at least $35/7 = 5"$ square etc

Maximum Scanning Distance



Note: the sizes provided below are based on best-case scenarios we have tested. If you are running a managed campaign Codacast will do the testing for you but otherwise - you should **always** test your own codes to ensure they will be suitable for the specific environment in which you intend to use them.

Business Cards (Held in hand):

- Minimum 20mm
- Recommended 25mm

Flyers (Held in hand):

- Minimum 50mm
- Recommended 60mm – 75mm

Posters (attached to vertical surface):

- A3: 90mm – 120mm
- A2: 130mm – 160mm
- A1: 180mm – 220mm
- A0: 250mm – 320mm