

## Effective Use of Smart QR Codes in Print Media

Think of Smart QR Codes just like buttons on a website. You have to entice people to click them. We call this a 'Call to Action' or 'CTA'. Ensure you include a call to action in your design!



CTA



To maximise the potential of your campaigns, Smart Codes should be the focal point or at least an integral part of the design

It is vital that you add value for a customer when requesting they scan your Smart Code. As with any marketing campaign, incentives such as Prizes, discounts and free offers have been found to work as incentives that result in successful campaigns.

In the event a customer does not already have a scanner app on their phone, you should provide information on how to download one. Codacast provides free apps in the App Store (Apple) and Google Play (Android) which can be found by simply searching 'codacast'.

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.

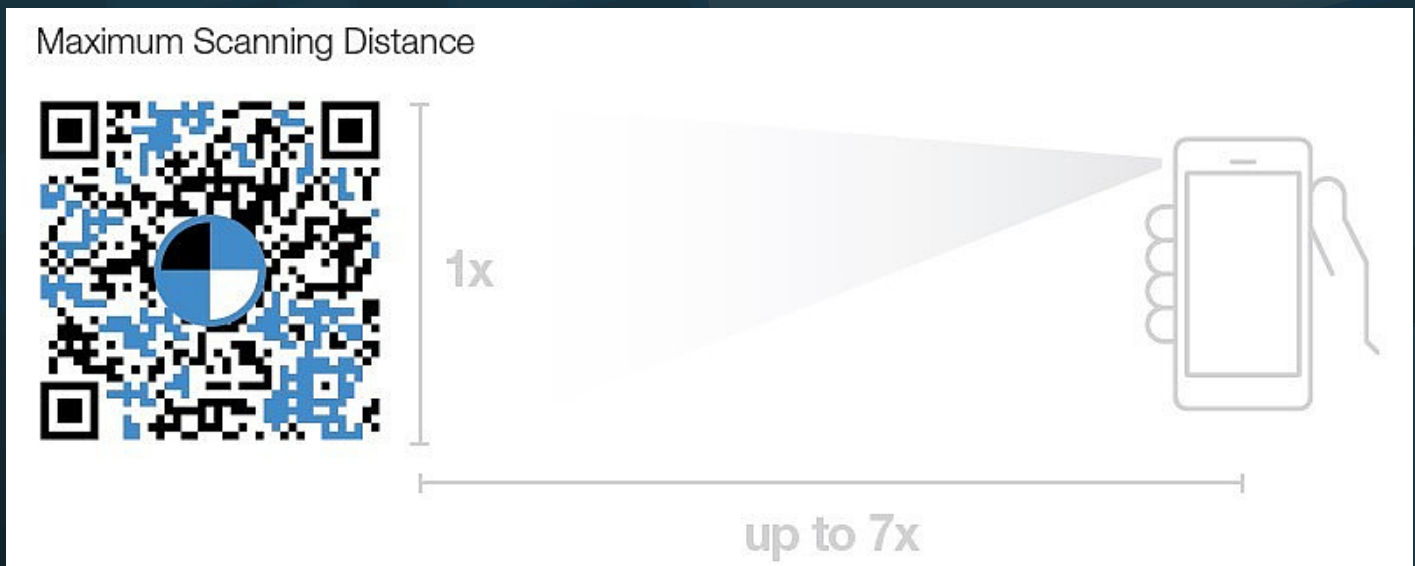
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## Recommended Sizes When Printing Smart QR Codes

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 1/7th 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



Note: the sizes provided below are based on best-case scenarios we have tested. 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

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