



How to get your QR code visible in store!

QR codes on your POS material can be used for many different purposes, for example contests, to access recipes, discount coupons and more.

Design

The size of the QR code is very important to be visible. It is also important that it is placed in a context where it can take place and have clear instructions as "scan me" or "scan the QR code with your mobile camera".

Placement in store

Catch the shopper's attention by placing the POS material at eye level near both the product and the price as well as discount coupons. This because get the shopper to register the QR code and be triggered to scan it.

The placement of the POS material is so important that it is crucial for the outcome of the campaign. Regardless how nice and clear your material is, the placement still crucial for an effective instore campaign and positive outcome.



3 important things to consider for your material:

- Is your communication correctly placed vertically?
- Is it visible enough?
- Is your POS material big enough?

Contact us at ClearOn and we'll set up the campaign together with you!