

NEW TRENDS IN ADVERTISING

QR CODES

- **QR Codes**
- A QR code, or a “quick response” code, is a two-dimensional symbol akin to the UPC (Universal Product Code, or "bar code"). A QR code elicits a digital action when scanned by a QR code reader. In advertising, it has gained traction as an interactive tool in which consumers can scan the code to retrieve additional information about the product or promotion. When scanned by a smartphone, a QR code can initiate several actions, such as opening a website, making a phone call or sending an SMS message. Make a free QR code online using the QR Code Generator (see Resources) and place the symbol on your company’s business cards, brochures, coupons, print ads and even TV spots.