

## THE MOBILE CULTURE IS HERE!

Currently there are over 260 million cell phones in use in the United States. Even though the sales of smartphones are rapidly increasing along with app development, texting is still the most common activity on mobile...over 224 million mobile users engage in texting. What a perfect opportunity for promoting your brand in a personalized engagement scenario. If you want to achieve a one on one brand experience with your consumer, traditional media channels are no longer an option. Mobile has arrived.

In March, Target became the first retailer within its category to offer nationwide mobile couponing via a texting campaign utilizing a single 2D bar code. Target shoppers can now opt-in to receive monthly coupons that can be redeemed at check-out just by showing Target cashiers the code on their phone.

With the development of the QR Code (Quick Response Code), consumers have the ability with their smartphones to scan the code via an app and receive brand information (i.e. link to a web site, retailer coupon, more information). To create an even closer brand experience and eliminate the need for an app, new image recognition software is available that replaces the QR Code with an actual image (i.e. brand image, marketing communications). Consumers can take a picture of the image and then email or text that image to receive information (i.e. brand messaging, promotion details). A smartphone is not needed with this new software...just a phone with a camera. This broadens your market share and helps to ensure that your brand is always top of mind.

Mobile internet use is no longer just for those on the go. 59% of users access the internet from their phone when they are at home. Mobile has now become...the go anywhere media...at home, in-market and in-store.

Bring in BARD on your next marketing program and experience the difference not only in the development and execution, but also, in the strategic brand alignment that is essential for any at-home, in-market and/or in-store strategies. Our results-driven programs have been earning our clients double and triple digit returns each and every time. BARD understands the different



QR Code



channels, works thru relationships and brings partners together for the end result—increased sales.

Call me at 952-345-8000 to discuss your upcoming marketing communication needs. To learn more about BARD, scan the QR code above.

Jay Zemke  
Vice President, Strategic Development  
jay@bardadv.com  
952-345-8000