



February, 2011 Campaign Examples

# Target (Print)



Code links to video of Sabrina Soto with home design tips



# Target (Print)



Code links to video of Sabrina Soto with home design tips

# Panasonic On Product Hang Tag

Code links to product  
video demo



**Panasonic**

**360° Freestyle**

LIMITED WARRANTY TO CONSUMER  
· GOOD ·  
**HOUSEKEEPING**  
Since ★ 1909  
REPLACEMENT OR REFUND IF DEFECTIVE

**NI-WL600**  
Cordless  
Steam Iron

Scan this code to see the product in action!  
To download a FREE barcode reader, text "Panasonic" to 43588 or go to [panasonic.com/scan](http://panasonic.com/scan) on your mobile browser.  
Standard data rates may apply.

**Panasonic**  
irons

scan code

Maxim

Editorial

Code links to promo video spot  
for A&E's *Breakout Kings*



SCANLIFE

# Maxim

## Advertiser Promotion

Code links to sweepstakes entry

**KING OF THE CLASSROOM**

**KING OF THE WEIGHT ROOM**

**KING OF THE DORM ROOM**

Scan now for your chance to win!  
Get a free color reader from [gizmo.life.com](http://gizmo.life.com) on your mobile device! Scan now to see how!

**Tools from start to finish.**

Enter for a Chance to WIN The Ultimate Spring Break  
at [www.shaveeverywhere.com](http://www.shaveeverywhere.com)

**PHILIPS NORELCO**  
sense and simplicity

SCANLIFE

 SCANLIFE

# Banana Republic (Direct Mail)

**THE FLORAL DRESS**  
From hand-drawn petals to  
exquisite embroidery, this woman's love  
dress is inspired by nature... and she  
looks like she knows it all even.

\$179

Scan here to launch our short film "You Are In Style"  
Need a code reader? Text BR to 43588 or  
go to [bananarepublic.com/qr](http://bananarepublic.com/qr) for the free app.  
©2014 Banana Republic. All rights reserved.

WOMEN: **Washed Denim Top** \$68.00, **Heritage Tan Denim Shirt** \$80.00,  
**Denim Utility Cardigan** \$100, **Vintage Striped Chino** \$74.50  
MEN: **Washed Denim Shirt** \$70.00, **Cargo Legging** \$68.00  
WOMEN: **Floral Print Top** \$49.50  
MEN: **Washed Denim Cardigan** \$125, **Chino Chino** \$84.50  
WOMEN: **Modest Soft-Wash Shirt** \$64.50, **Vintage Striped Chino** \$55.50  
All items in-store.

Code links to exclusive video

# Verizon (Bill Insert)

## 4G<sup>W</sup>

THE FASTEST 4G NETWORK IN AMERICA. NOW AVAILABLE ON YOUR NETWORK.

Verizon 4G LTE gets you what you want, when you want it. And, best of all, as a customer you can experience life, work and play at 4G speed. Here's what 4G can mean for you.

**WHAT'S BETTER ABOUT 4G?**  
Verizon 4G LTE is the next generation of wireless. You can download at speeds up to 10 times faster than 3G.

**WHAT CAN YOU DO WITH 4G?**  
Download a song in less than 4 seconds. Download 20 photos in a minute. Stream TV shows from your computer seamlessly and play multiplayer games online with real-time response. All while you're on the go. Download — 30s, 20s, 12Mbps. Photo taken with 3 megapixel camera.

**WHERE CAN YOU GET 4G?**  
Verizon 4G LTE is available in 38 major metropolitan markets and over 60 airports, covering 110 million people nationwide. And the network is growing every day. Visit [verizonwireless.com/4GLTE](http://verizonwireless.com/4GLTE) to find out more.

**GET A 4G PLAN FOR LESS THAN THE CURRENT 3G PLAN. SAVE UP TO \*10 A MONTH.**  
Increase your plan power and save — now \*10 less than the current 3G plan.

4G MOBILE BROADBAND PLANS		
Plan is only available with 4G equipment.	Light/Medium Users	Heavy Users
Monthly Access	<b>*50</b>	<b>*80</b>
	*10 LESS THAN CURRENT 3G PLAN	
Monthly Allowance	<b>5 GB</b>	<b>10 GB</b>
Per-GB Rate After Allowance <small>(Verizon 4G LTE download speeds up to 10x faster than 3G)</small>	<b>*10</b>	<b>*10</b>

\*Plus other charges.\*

AVERAGE DOWNLOAD SPEEDS OF VARIOUS NETWORKS

ADD 4G MOBILE BROADBAND TODAY.

SCAN TO LEARN MORE OR VISIT [verizonwireless.com/4GLTE](http://verizonwireless.com/4GLTE).

Code links to mobile site around 4G features

# Geico (Direct Mail)



Code links to an insurance quote request

# Metro Newspaper (UK) - Launch Promotion

## > Metro promotion

We've decided to have our own go at QR codes and to celebrate the launch we are giving one reader a choice between two 16GB smartphones – either the Apple iPhone 4 or the Google Nexus S

Simply scan this code and identify the mystery object hiding behind it:



Then scan this second code to email us with the answer (don't forget to include your name and phone number):



*The prize is your choice of either an iPhone 4 (16GB) or Google Nexus S (handset only, no contract). Today's competition closes at 11.59pm on January 13, 2011. The winner will be chosen at random from the correct entries received and notified by 5.59pm on January 20, 2011.*

*Usual Metro promotional rules apply (see [metro.co.uk/win](http://metro.co.uk/win)). The editor's decision is final. The promoter is Metro, 2 Derry Street, London W8 5TT. Prizes will be distributed to UK residents only.*



**METRO APPS**

Smartphone users, ensure you don't miss out on the latest apps and games with Metro Apps by

heading to [apps.metro.co.uk](http://apps.metro.co.uk) or becoming a fan on Facebook at [www.facebook.com/metroapps](http://www.facebook.com/metroapps)

Codes link to contest entry – must scan 1<sup>st</sup> code to get clue for 2<sup>nd</sup> code to enter

# Metro (UK) - Nicorette Promo

METRO PROMOTION

## WIN A ONE WEEK SMOKE FREE TRIP TO BARCELONA!

**N**icorette understands that trying to give up smoking is tough but if you manage to get through the first week without giving in you are nine times more likely to quit for good\*. Nicorette 1 week challenge\*\* is a great way to start. Metro has teamed up with Nicorette to give you the chance to win a different, amazing holiday every day this week. Today's prize could see you and a friend taking a trip to the beautiful city of Barcelona!

Quitting can be quite stressful, therefore a nice week long holiday will be an incentive and just what you need to help and reward your hard work and determination.

You and a friend will fly to Barcelona, where life is full of culture and charm. You'll spend seven nights at the Majestic Hotel and Spa, where you can kick back, relax and even enjoy a majestic treatment whilst you take in the beauty of this magical city.

Just don't forget to pack your Nicorette Invisi Patch, as it helps to get your quit attempt off to a great start! The range offers 16 hours of craving relief and is the only patch designed to be removed at night, helping you get the rest you need. What's more, Nicorette Invisi patch can also help you control weight gain that's sometimes experienced as part of the giving up process.

**Make it through your first week and you are nine times more likely to quit for good\*. Visit [Nicorette.co.uk](http://Nicorette.co.uk) to sign up for the Nicorette Invisi 1 week challenge today\*\*.**

Always read the label. A stop smoking aid. Requires will power. Contains nicotine

\* Versus those not abstinent at week 1 as part of an abrupt quitting attempt\*\* As part of a 12 week programme



### HOW TO WIN

To be in with the chance of winning a trip for two to Barcelona and for full terms and conditions, go to [www.metro.co.uk/nicorette](http://www.metro.co.uk/nicorette), text **NICORETTE** followed by your **FIRST NAME** and **POST CODE** to **65400**, eg. **NICORETTE ALISON W8 5TT** (texts cost 50p) or scan this code to enter.



### PLUS WIN GET FIT KIT

Getting back to good health is hard so we also have nine runner up prizes. Each runner up will win a pair of Nike+ trainers, a Nike+ Active Kit and an 8GB iPod Nano to help you get fit while you quit and help you make it through your first week

**FOR YOUR CHANCE TO WIN GO TO [WWW.METRO.CO.UK/NICORETTE](http://WWW.METRO.CO.UK/NICORETTE)**

# Ed Debevics Restaurant (Menu)

## Homemade Desserts

Ice Cream Cookie Sandwich Mitchell's Chocolate or Vanilla Ice Cream between two chocolate chip cookies. Topped with Hershey's® Chocolate, Oreo® pieces, and whipped cream.	\$4.50	Oreo® Pie	\$4.70
Break Fudding	\$4.65	Men's All-American Pie With Mitchell's Ice Cream or Caramel	\$5.25
Seasonal Pie	\$5.25	Chocolate Cake Layers of moist chocolate cake	\$5.50
With Mitchell's Ice Cream	\$5.95	Ed's Brownie Delight with Mitchell's Ice Cream and hot fudge.	\$5.45
Kiss Krugon Square	\$2.25	Fresh, Home-Baked Cookies	\$1.50
World's Smallest Sundae Vanilla Ice Cream, Whip Cream and Hot Fudge. You get to keep the scone/r glass!	\$2.55		

## Fountain Creations

Ice cream creations made with Mitchell's Homemade Ice Cream

Rich Thick Milk Shake - Hershey's® Chocolate or Vanilla Butterscotch, Oreo®, Banana, or Strawberry add 75¢	\$5.25	Ice Cream Soda Green River, Chocolate, Strawberry or Cherry.	\$4.50
Double Chocolate Milk Shake - Twice the Chocolate!	\$5.35	The Ultimate Hack Cow A Root Beer Float with Mitchell's Ice Cream.	\$4.50
Rich Thick Milk - Hershey's® Chocolate or Vanilla Butterscotch, Oreo®, Banana, or Strawberry add 75¢	\$5.65	Ice Cream Sundae Chocolate or Strawberry. Hot Fudge, Caramel, or Butterscotch add 95¢	\$4.40
Double Chocolate Milk - Twice the Chocolate!	\$5.75		

## Beverages

Coffee	\$2.40	Fountain Beverages - Free refills	\$2.80
Hot Tea	\$2.40	Local Tea	\$2.70
Hot Chocolate (seasonal)	\$2.50	Orange Soda or Funk Lemonade	\$2.80
Milk - Regular	\$2.20	Cherry, Vanilla, Chocolate Cakes or Green River	\$2.95
Milk - Large	\$2.75		

## Beer & Wine

**BEER**  
Ask your server about our selection of bottled and draft beers available by the glass or pitcher.

**WINE**  
Cabernet Sauvignon, Chardonnay, White Zinfandel and Merlot

**ED'S SPECIALTY DRINKS**  
Ed's Margarita \$7.90  
Ed's Daquiris \$7.90

Not responsible for lost or stolen articles. Lost possession of unattended items. No smoking. Ed's restaurant accepts credit cards, but no checks and does not carry a liquor license and does not have a bar. Having a minimum 21 years old. Any person over or a big health for 16 follow our policy. Call Ed's Party Line at 822-592-6421. Get it standing by - please in our hand and responsible in the other.

Prices and taxes subject to change without notice.  
Minimum \$5.00 order per person.

[www.eddebevics.com](http://www.eddebevics.com)

©11/10 Debevics LLC Downtown

EAT AT...  
**Ed Debevics**  
FAMOUS SINCE 1984

### Ed's Story or How I started slingin' hash (and other good stuff...)

Those of you fortunate enough to have passed through Tinoco, Illinois, during the '50s and '60s probably remember Ed's Romanick Diner on Highway 80. The Romanick knows how to feed you real beef burgers (no soybeans), homemade chili, fresh baked bread and pie, and plenty of good, hot coffee. And Ed knows how to treat people right -

**Eat and get out.** That was her motto. The Romanick is where I learned the short order business. And while I'm no Ed, I think I've made this place something she'd be proud of. So, as Ed always said,

**"If you like what you're eatin', order more. If you don't - there's the door."**

Thanks for coming, Ed



Code links to local restaurant's Facebook page



# Seat (Denmark) - Website

SEAT autoemotion

FORSIDE  
DET NYE UNIVERS  
AUGMENTED REALITY  
PRÆMIER



## SEAT IBIZA

Priser fra 125.900 kr.

Barcelona udenpå, tysk indenl.

[SEAT Ibiza - Se mere her](#)  
[Prøv den gratis her](#)  
[Her er din forhandler](#)

[Få masser af SEAT nyheder!](#)  
[Tilmeld dig nyhedsbrevet](#)



 **Download iPhone app** 0 KR

 **Download Android app** 0 KR

Hvordan fungerer app'en? - [se video](#)



## LIVE FEED

Tobias hænger ud med Fritz ved Seat Park  
Allé 355, 2605 Brøndby 2

Tobias hænger ud med Fritz ved 24timer

Morten hænger ud med Pablo ved  
Storkespringvandet

Code links to app download



# Danske Bank (Denmark)

## Print Ad

Code links to app download

# Betal girokort med dit kamera



Ny mulighed i vores gratis applikation til smartphones.  
Hent den i App Store eller Android Market.

Nu kan du betale girokort med mobilen. Hent vores applikation og vælg 'Betal' i menuen. Herefter skal du bare scane kodelinjen på girokortet ved hjælp af dit kamera, indtaste beløb og dato samt godkende betalingen. Nemmere bliver det vist ikke. Og det er helt gebyrfrit både at hente applikationen og betale dine girokort.

**Danske Bank**

Prisen på de enkelte afbetalinger og låneinteresser. For at betale betale girokort med mobiltelefon skal du have et mobiltelefonnummer og et dansk mobilnummer.

# TDC Play (Denmark) - Web



facebook 2 Søg

**TDC PLAY** Vinderen af uge 7-præmien i vores musikquiz blev: Søren Agger. Tillykke, Søren Deltag i quizen ved at klippe på Konkurrence-fanen. Her kan du også se, om nogen af dine ven - og hvilken score de fik. for 7 timer siden

Væg Information Velkommen Android app Konkurrence Billeder

Del: Opslag Billede Link Video

Skriv noget...

TDC PLAY + andre [Kun TDC PLAY](#) [Kun andre](#)

 **TDC PLAY** Der findes kun én ægte "Ulven Peter". Han hedder Belli, og han er aktuel med de første nyskrevne sange i 13 år.

 **TDC Play**  
musik.tdconline.dk  
Peter Belli: Underværker

for 2 timer siden · Synes godt om · Tilføj kommentar · Del

 **TDC PLAY** Du enten elsker eller hader dem. Uanset hvad er Nik & Jay tilbage med spritny single fra et kommende forårsalbum.

 **TDC Play**  
musik.tdconline.dk  
Nik & Jay: Kører Mod Solnedgangen

for 4 timer siden · Synes godt om · Tilføj kommentar · Del

# Walmart (Mexico) - Recruitment Marketing

Tú puedes ser parte de nuestro equipo  
**Conócenos**



SCANLIFE

Para ver más información acerca de las vacantes, escanea este código.  
Desde tu iPhone® descarga la aplicación de SCANLIFE de la AppStore®.  
Desde tu BlackBerry® u otro celular descárgala en [www.2dscan.com](http://www.2dscan.com)  
o envía la palabra SCAN al 37071

 Walmart de México y Centroamérica  
 @WalmartdeMexico

[www.walmartmexico.com.mx](http://www.walmartmexico.com.mx)  
**Bolsa de trabajo**

Code links to employment opportunities at Walmart





# SCANLIFE



Scan for more info.

Text SCAN to 43588 or go to  
[www.getscanlife.com](http://www.getscanlife.com) to  
download for free.

SCANLIFE

54 West 39<sup>th</sup> Street, 4<sup>th</sup> Floor | New York, NY | 10018 | [info@scanbuy.com](mailto:info@scanbuy.com) | 212.278.0178 | [www.scanlife.com](http://www.scanlife.com)

Scanbuy, ScanLife, the Scanbuy and ScanLife logos are trademarks of Scanbuy Inc. All other trademarks, registered trademarks, service markers or registered service marks are the property of their respective owner(s). ©2011 Scanbuy Inc. All rights reserved.