

MARKETING ADVISOR

ISSUE THIRTY-ONE



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COMMUNICATIONS GROUP

IN THE SPOTLIGHT:

QR Code Use Trending Toward Women

Fold It! There's More Than One Way to Fold a Sheet

Is Every Door Direct Mail for You?



QR Code Use Trending Toward Women



One of the hottest topics in print these days is the use of quick response (QR) codes. When scanned with a smartphone, these codes take people directly to the Web. This gives smartphone users an immediate way to respond to your marketing pieces, even if they aren't at home or in the office. It also increases the relevance of your print materials in the lives of today's busy mobile consumers.



We're seeing QR codes more and more. We see them on posters, POP displays, direct mail, and other print marketing. Just look on the shelves of Best Buy, Home Depot, or Lowe's sometime. Or on the door to the Post Office, the direct mail on your kitchen counter, or the table tent of your favorite restaurant. QR codes are everywhere.

But who's scanning these codes and why? When QR codes first began gaining popularity, they were primarily being scanned by men. Today, that usage is shifting toward women. That says something about how these codes are being used.

Let's look at some data.

- ▶ A survey conducted on behalf of MGH, a Maryland-based ad agency, found QR code users to be nearly equally split between men and women (49% women, 51% men).
- ▶ ScanBuy, which offers a platform for creating and reading mobile barcodes, found those scanning mobile barcodes to be primarily men (57%).

- ▶ comScore's annual "Survey of the American Consumer" also found 60.5% of QR code scanners to be men.
- ▶ Mobio Identity Systems, a mobile payments company, however, found the majority of QR scanners to be women (64%).

What does this data mean?

Studies consistently show that one of the primary motivators for scanning QR codes is to get product information or to obtain some kind of deal. According to Mobio, 89% of those scanning QR codes in Q2 2011 did so to make an information request. In the MGH 2011 "QR Code Interest and Usage" study, 56% of those scanning QR codes did so to obtain some kind of discount.

QR scanning is heavily motivated by shopping behavior, and who are the primary shoppers for American households? Women!

Although the percentage of people scanning QR codes is currently weighted toward men, mobile payments are increasing. According to a new study from Gartner, more than 141.1 million people will use mobile payment services in 2011,

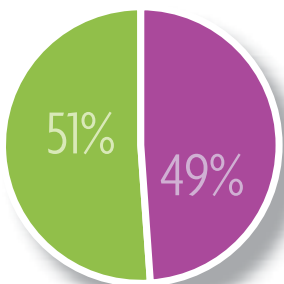
up 38.2% from one year ago. Consistent with this data, the percentage of men scanning QR codes is falling. In Q2 2011, ScanBuy found that 70% of those scanning mobile barcodes were men. By Q3 2011, that had dropped to 57%. At Mobio, the mobile payments company, nearly two-thirds (64%) of its mobile barcode scans are from women.

As QR codes become more accepted for shopping and as a method for obtaining coupons, discounts, and deals, we see their use among women growing. So follow the trend.

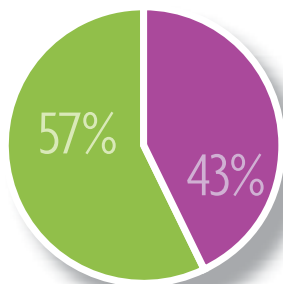
When you think "shopping," think QR codes. Integrate them into your retail marketing, packaging, and shelf presentation. Add them to POP, brochures, and direct mail. Use them to send your target audience to product reviews, product comparisons, installation instructions, and coupons. Think about what type of information people might be looking for to help with a purchase decision, then give them what they are looking for.

It's all about the shopping . . . and the art of the deal.

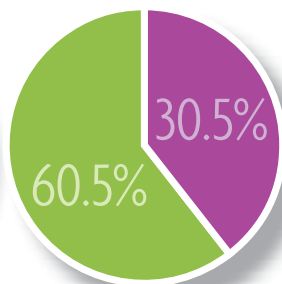
PERCENTAGE OF MEN VS. WOMEN USING QR CODES



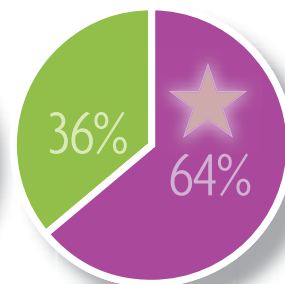
SOURCE: MGH



SOURCE: SCANBUY



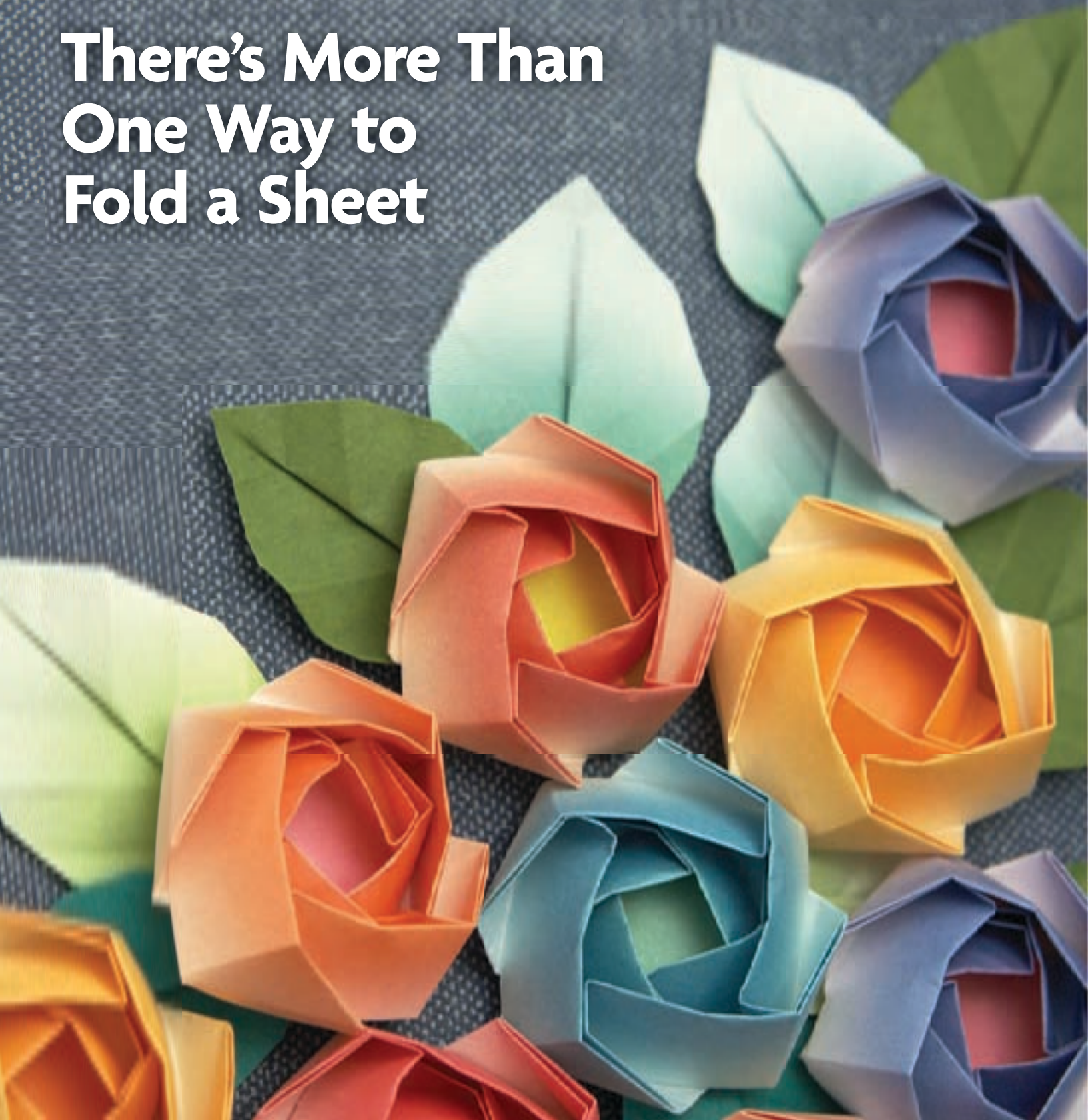
SOURCE: COMSCORE



SOURCE: MOBIO IDENTITY SYSTEMS

Fold It!

There's More Than
One Way to
Fold a Sheet



Whether you're creating flyers, brochures, or direct mail, at some point, you'll need to fold something. When you do, it's easy to default to the basic half-fold or letter fold, but customers see those folds all the time. They don't stand out. Why go vanilla? Spice it up with some unusual folds that spark interest and make people want to reach out and handle the piece.

Here are five basic folds built upon the more classic folds to help spark your creativity:

Z-fold. In the Z-fold fold, the paper is creased into three panels folded in opposite directions so that, from the top edge, it looks like a Z. When opened, the sheet unfolds like a poster. Z-folds are great for displaying information that will be read chronologically or that have images that span the entire width of the sheet. They are also used for nesting multiple pieces, such as when you want to include a reply envelope inside. Z-folds are also helpful when you need to get an address to fit into the window portion of an envelope. Try them with nested invoices, marketing letters, or fundraising appeals.

Accordion fold. Think of the accordion fold as the Z-fold in spades. Commonly used for maps or instructions, this fold uses a series of parallel folds so that the sheet opens like a fan. Because a large number of panels can be folded

in, accordion folds enable you to take advantage of larger paper sizes and include more information than a standard finished size. Uses include brochures, maps, and instruction panels.

Gate fold. In the gate fold, two sides of the paper are folded in toward the middle like two doors opening and closing. There are tremendous creative opportunities with this type of fold. You might create a silly greeting card or send an invitation featuring doors opening into a grand ballroom. You might present information like opening a book. The opportunities for creativity in presentation are endless.

Half-Accordion fold. In this fold, the paper is folded in half vertically, then one half is folded vertically again. This is also called an engineering fold. These folds are often used when engineering plans or other documents are tipped into a book. But don't stop there. Think about site maps, room layouts, and landscape designs. Don't shrink it up—fold it!

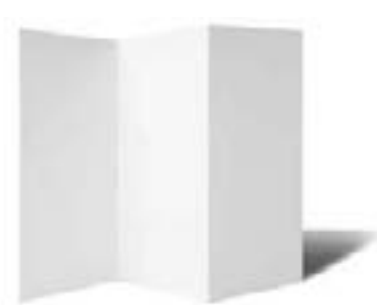


Spice up your designs with some unusual folds that spark interest!

Half Plus Letter fold. This is a

combination of the half-fold and the letter fold. In this execution, the paper is folded into four equal sections. Half of the paper is folded equally, then the folded half is tucked into a letter fold. This is great for newsletters since it allows a legal-sized sheet to be folded down into #10 envelope size in a user-friendly way.

As they say, there is more than one way to fold a sheet. So mix things up. Use different and interesting folds to improve functionality and encourage people to interact with your pieces. This is a great step toward achieving better ROI.



Z-FOLD



GATE FOLD



ACCORDION FOLD



Is Every Door Direct Mail for You?



If you are doing any kind of geographic-based direct marketing, you may want to consider a new program from the United States Postal Service. It's called Every Door Direct Mail (EDDM). This program allows you to reach every customer in specific neighborhoods even without needing to have their names or addresses. Best of all, what's the cost? As little as 14.2 cents per piece on postage.

Sound too good to be true? There are a few requirements, but overall, this is a great deal.

- ▶ No need to rent a mailing list or print names and addresses
- ▶ No need for a postal permit
- ▶ Send to every mailbox along the carrier routes you designate
- ▶ Designate by city, county, zip code or location

With the EDDM program, you aren't going to be able to address by name, personalize, or more deeply segment and target the mailing, but you are able to target based on a common denominator—geography. This makes EDDM great for store openings, event announcements, and discounts and coupons for local merchants and other highly location-based marketers.

Let's say you're a chiropractor who opens a second location across town. You know that there are several upscale neighborhoods within several miles of the new office. In those carrier routes, most of the homeowners have a high likelihood of having good jobs and comprehensive insurance. They also have close proximity to your new office. That's a perfect opportunity for Every Door Direct Mail. With the postage savings, you might even get creative and use a skeletal die-cut.

Now that would grab attention!

One of the requirements of the Every Door Direct Mail program is that these mailers be flat and not standard size. Maximum dimensions are 15" x 12". Minimum dimensions are 11.625" in length or 6.25" in height. In addition, mailers cannot be not time-sensitive, since they are not given the same time priority as first-class mail.

Although EDDM mail is larger than your average mail piece and may cost you somewhat more to print, for the savings in postage, it can be worth it. Especially since the oversize causes these pieces to really stand out in the mailbox. If you mail a 6.25" x 9" or larger flat, for example, you have a virtual billboard for your message, yet it costs 9 cents less! So take the savings and get creative. Try unusual folds to die-cuts to make your mailers really shine. You might pay a little more, but you'll get more attention and increased ROI.

Every Door Direct Mail gives you tremendous opportunity to reach new locations and experiment with new, creative solutions. For the right campaigns, this can be a highly cost-effective way to grow your sales. Talk to us about how this program can work for you!

For as little as 14.2 cents per piece on postage, these are some great perks you receive with EDDM:

- *No need to rent a mailing list or print names and addresses*
- *No need for a postal permit*
- *Send to every mailbox along the carrier routes you designate*
- *Designate by city, county, zip code or location*

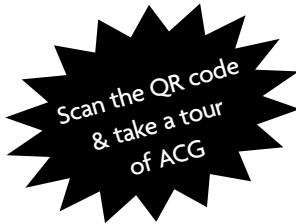


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About This Issue

Programs used:

- InDesign CS 5.5
- Illustrator CS 5.5
- Photoshop CS 5.5

Paper used:

- International Papers
- 80# Endurance
- Gloss Text

Ink used:

- Superior Vegetable-based Process Inks

Computers used:

- Mac Pro

Press used:

- Heidelberg CD 74

Bindery used:

- Stahl Folder
- Muller Martini
- Saddle Stitcher