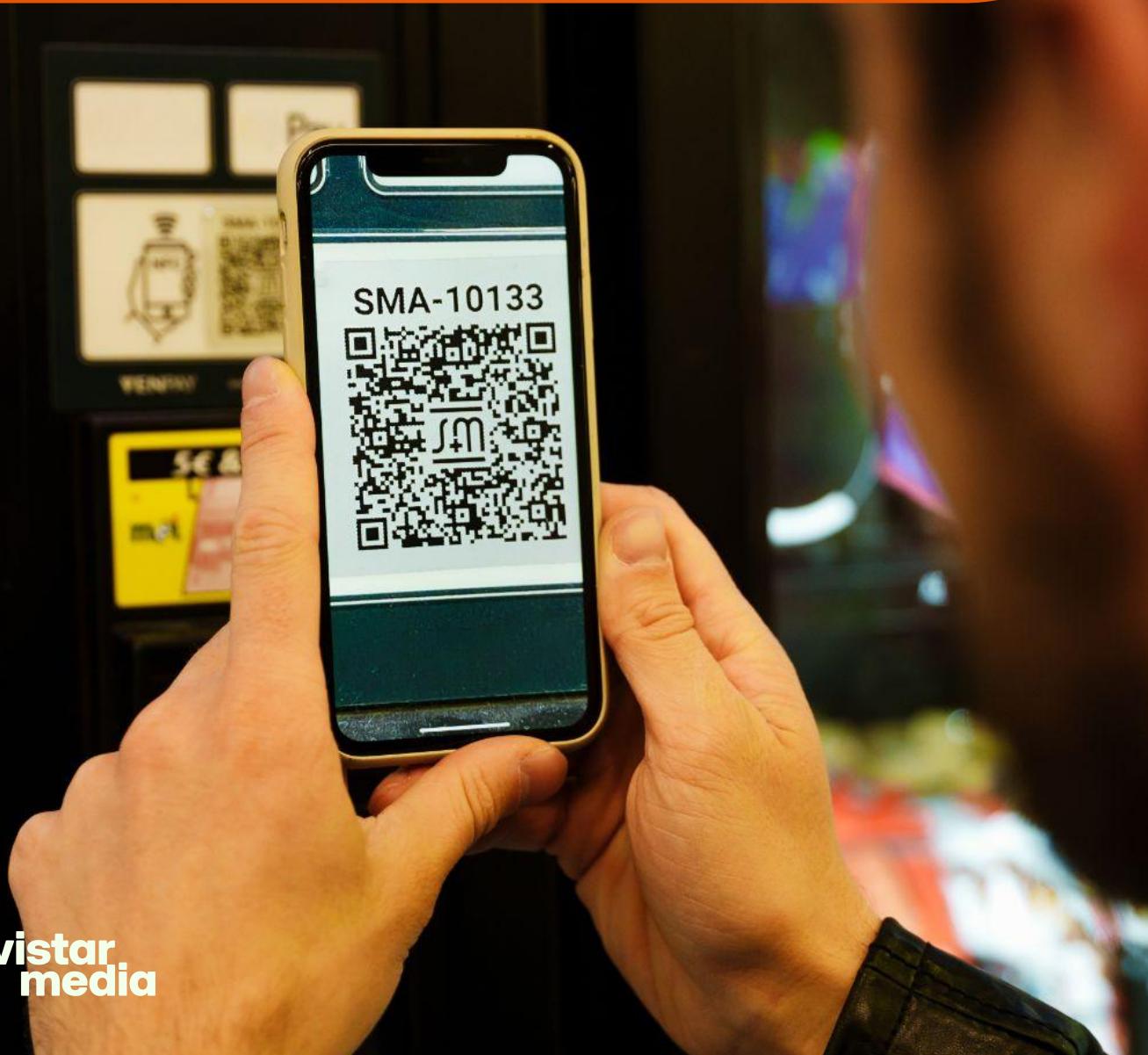




Digital out-of-home for a festive success

QR codes in digital out-of-home advertising

A guide to successful use of QR codes in your digital out-of-home campaign this holiday season



Simply putting your creative out there is not enough.



The holiday season is a whirlwind of excitement and anxiety for marketers. We dream of campaigns that not only hit their KPIs, but also spark that magical connection with our audience.

But let's face it, simply 'putting creative out there' isn't enough. The media landscape is fiercely competitive, especially during the festive season. We need strategies that are bold, innovative, and laser-focused on delivering results.

And that's where this guide comes in. We've rolled up our sleeves and created a series of blueprints to help you turn your holiday marketing aspirations into action. Whether you're looking to increase in-store footfall or drive greater audience engagement, we've got you covered.

It's time to make some wishes come true.

Martine Hammink
Vice President, Creative Studio & Creative Solutions at Vistar Media

The blueprint

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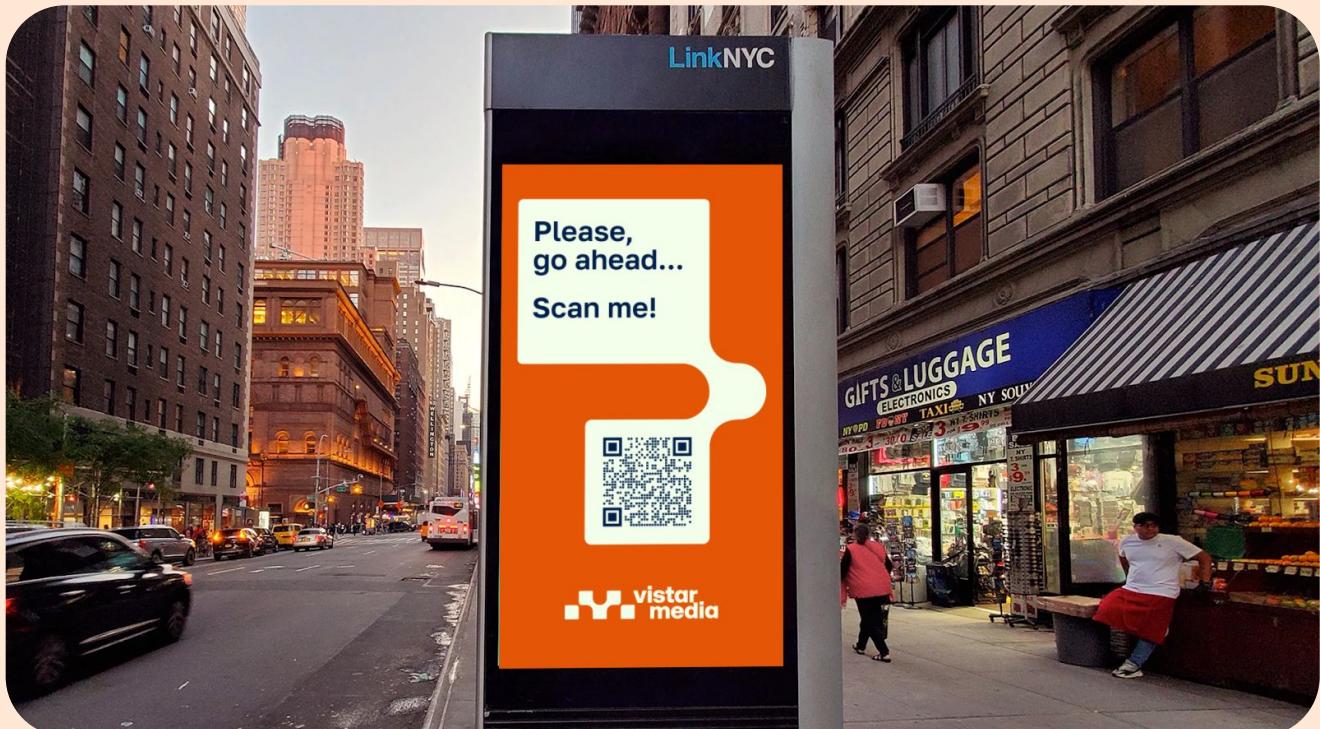
QR codes in DOOH: Match made in heaven?

01

01 QR codes in DOOH: match made in heaven?



The holiday engagement hack, or a hassle for shoppers?



The holiday season is a peak time for consumer spending, where brands compete for attention. Digital out-of-home (DOOH) advertising, with its dynamic displays and strategic locations, offers a strong opportunity in this environment. QR codes, too, present the potential to connect physical and digital experiences, directing shoppers to exclusive offers and personalized content.

However, it's worth considering whether QR codes are as effective as they appear. During the busy holiday season, when passing by the OOH ad,

consumers may be hesitant to open their phones and scan codes. Ineffective QR code campaigns—due to poor visibility, unclear calls to action or irrelevant content—risk confusing shoppers rather than engaging them.

Brands should carefully evaluate whether a QR code truly enhances the customer experience or risks being a distraction. Successful campaigns require strategic placement, clear instructions and fast-loading landing pages. When done well, QR codes can complement DOOH and strengthen customer connections.

The power of a strong incentive

02



Drive QR engagement with powerful incentives

A successful QR code campaign depends on you offering a specific, valuable incentive that resonates with the target audience and motivates them to take immediate action. A well-worded call to action should communicate exactly what the scanner will gain and make the value proposition clear and tangible. During the holidays, for example, incentives such as a limited-time discount code or a free gift with purchase can drive strong engagement. The idea is to make the offer so attractive that it creates urgency and encourages immediate scanning. Avoid overly generic incentives or links that simply point to a website, as these may not be worthwhile. If people are interested, they are likely to search directly online. So make the QR code something special, unique and worth the effort.

Incentives that are likely to encourage scanning:

- ✓ “Scan for 50% off”
- ✓ “Scan to get a free product”
- ✓ “Scan to donate”

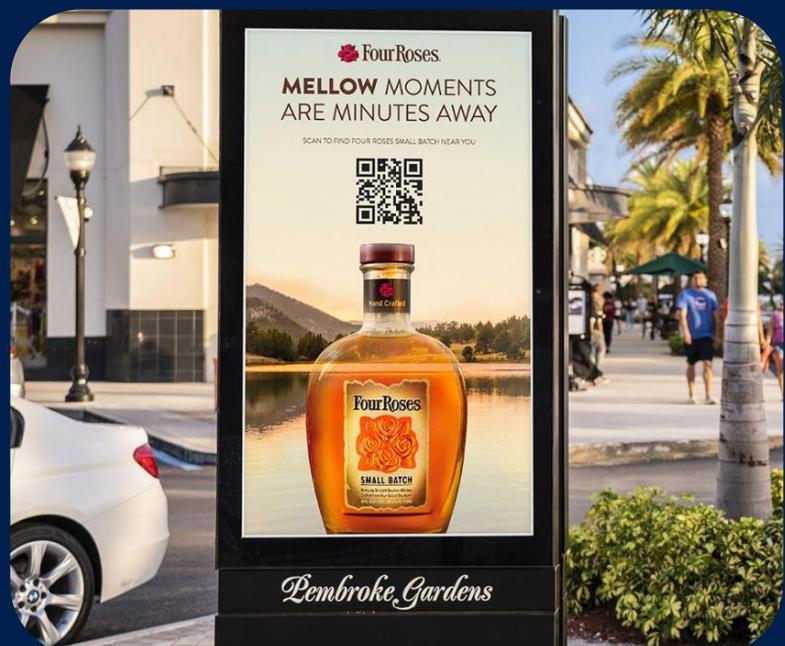
Incentives that are unlikely to encourage scanning:

- ✗ “Scan to find out more”
- ✗ “Scan to find our location”
- ✗ “Scan for a surprise”

Figure 1. Offering free products or services is highly likely to resonate.



Figure 2. People will search online rather than scanning the code.



Strategic placement and timing

03

03 Strategic placement and timing



The right time and place for a QR code

Consider where and when your target audience is most likely to have a moment to scan a QR code. High-traffic areas with natural dwell times, such as bus stops, taxi queues or shopping mall screens, are ideal. Timing also matters – run your DOOH ads during peak shopping hours or when consumers are likely to be in a festive mood.

Venues with high opportunity to scan:

- ✓ Airports
- ✓ Taxis (in cab)
- ✓ Train stations (platform)
- ✓ Office buildings
- ✓ Doctor's offices & pharmacies
- ✓ Malls
- ✓ Schools & universities
- ✓ Bars & restaurants

Figure 3. People spend an average of nine minutes waiting on the platform of train stations.



Venues with low opportunity to scan:

- ✗ Urban panels (street furniture)
- ✗ Roadside billboards (QR codes not allowed!)
- ✗ Taxi tops
- ✗ Parking garages
- ✗ Gas stations (In certain markets, displaying QR codes on fuel pump screens is restricted or prohibited by regulations.)

Figure 4. People often walk quickly past a subway entrance – it is likely that the timing is wrong.



Visibility and scannability

04

Designing effective QR codes for the outdoor screen

Make the QR code an integral part of the design, visually guiding viewers towards it. Ensure your QR code is large enough to be easily spotted from a distance and placed in a prominent position on the screen. Test its scannability from different angles and distances to avoid frustration for potential customers.

Do's & don'ts for QR design in DOOH:

- ✓ Align the main message of the ad with the QR incentive.
- ✓ Make the QR code stand out by using a black QR code on a white background.
- ✓ Position the logo in the lower 50% of the canvas.

- ✗ Size down the QR code so it doesn't compete with the other information.
- ✗ Using a small font size for the incentive or having no incentive at all.

Figure 5. The QR code stands out effectively and is optimally positioned for this type of venue (at scan height).



Figure 6. Although the QR code has a sufficient size, it does not stand out enough and lacks a clear incentive.



Blueprint: first step: See you out there this season!

05

See you out there this season!



You've now got some best practices on how to use QR codes in digital out-of-home. DOOH advertising is more than just screens – it's a dynamic, data-fueled tool that amplifies your entire marketing strategy. Whether you're a seasoned marketer or just starting out, DOOH offers limitless potential for connecting with your customers in exciting new ways.

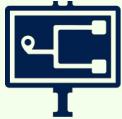
Whether you're looking to explore the full range of DOOH targeting and measurement capabilities or need help bringing your creative ideas to life, the Vistar team, including the Vistar Creative Studio, is here to collaborate with you.

Reach out today to discover how DOOH can supercharge your business.

info@vistarmedia.com

Vistar Studio Services

Vistar Studio provides creative services worldwide to help marketers take full advantage of the out-of-home format and develop ads that grab attention in a world of distractions.



Dynamic Creative

From idea to execution: we translate data into effective campaign ideas and develop HTML-based creations.



Cross-Channel Advertising Design

Implement the DOOH approach on displays, social networks or other media channels to convey a consistent message across all touchpoints.



Static & Video Creative

We create appealing (D)OOH advertising media that's designed to stand out better in the outside world.



3D or Anamorphic

We can create three-dimensional advertisement that can be displayed on different screens or in specific locations to achieve ultimate impact.



Your home of out-of-home

At Vistar Media, we engineered technology to facilitate out-of-home (OOH) campaign hundreds of thousands of times a day. We offer media owners a supply side platform (SSP) to manage and sell their OOH inventory effectively. We give marketers an intelligent demand side platform (DSP) to buy and activate OOH screens to connect with consumers in any moment, on every screen out there.

We work with brands, agencies and media owners around the globe to get stories out into the real world.

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