

SIG CONNECTED PACK

UNLOCKING THE POTENTIAL OF QR CODES

Today, QR codes are being utilised more and more on consumer products. With advancing digital technologies, brands and companies are realising their potential to not only streamline processes but drive consumer engagement.

To explore this potential, we researched QR code usage in Brazil and Europe* to see how brands can best leverage them on their products – looking at areas including perception, information, incentives, entertainment and more.

Here, we've collected some of our key findings in one easy-to-explore fact sheet.

* SIG conducted 800 interviews in Brazil and 2,100 interviews in Europe, including the UK, Germany, France, Spain and Poland, asking consumers how they view and interact with QR codes on smartphone-enabled packaging.



HOW DO CONSUMERS USE AND PERCEIVE QR CODES?

SUMMARY

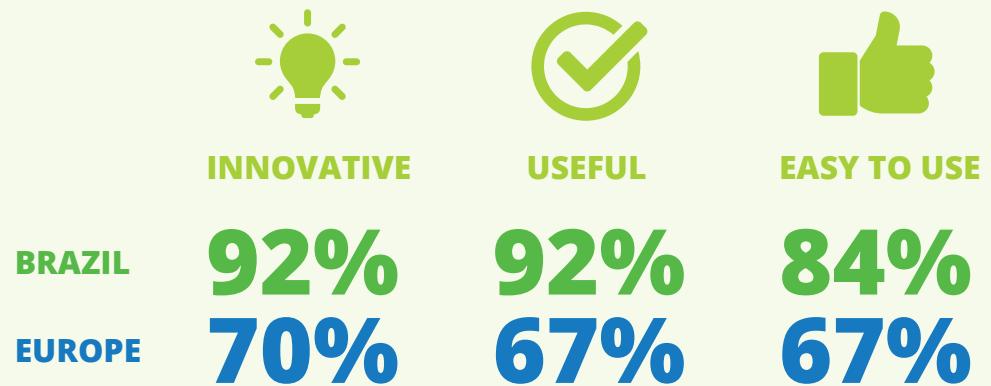
IN EUROPE AND BRAZIL, QR CODE USAGE IS GROWING

Consumers who scan QR codes several times a month.

21% 20%

THEY CAN ENHANCE CONSUMER PERCEPTION OF BRANDS

Consumers who think QR codes are:



... AND THEY ARE CRUCIAL FOR TRUST AND CONFIDENCE

Consumers who think QR codes are important for peace of mind.



WHAT CAN QR CODES BE USED FOR?

QR CODES ENABLE ACCESS TO DETAILED PRODUCT INFORMATION

Consumers who think production and expiry dates are the most important information.

THEY CAN MAKE A BRAND MORE TRANSPARENT AND TRUSTED

Consumers who would use QR codes if brands offer transparent information.

... AND CONSUMERS CAN USE THEM TO CONNECT WITH BRANDS

Consumers who would scan QR codes regularly to communicate with brands.

SUMMARY

Unique and fraud-proof QR codes have the potential to ensure more product transparency, peace of mind and ultimately engagement. Consumers are particularly interested in production and expiry dates as they want to learn about a product's journey and quality.

95%

70%

98%

73%

78%

39%

BRAZIL

EUROPE

BRAZIL

EUROPE

BRAZIL

EUROPE

HOW CAN THEY DRIVE ENGAGEMENT?

ENTERTAINMENT IS ESSENTIAL TO INCREASING BRAND ENGAGEMENT

Consumers who think QR code entertainment makes a brand more attractive.

... AND QR CODES PROVIDE A WIDE RANGE OF POSSIBILITIES

Consumers who are looking for specific types of entertainment.

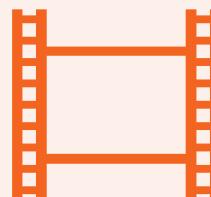
SUMMARY

Entertainment holds huge potential for engagement. And with QR codes, consumers can access a wealth of interactive content with their smartphones. In Brazil and Europe, video content is seen as the most appealing entertainment brands can offer.

75% **48%**

BRAZIL

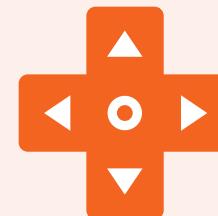
EUROPE



FILM & TV



SONGS



GAMES



QUIZZES

BRAZIL

56%

EUROPE

40%

44%

37%

37%

22%

37%

23%

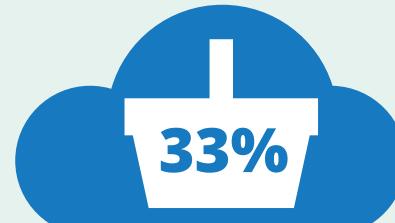
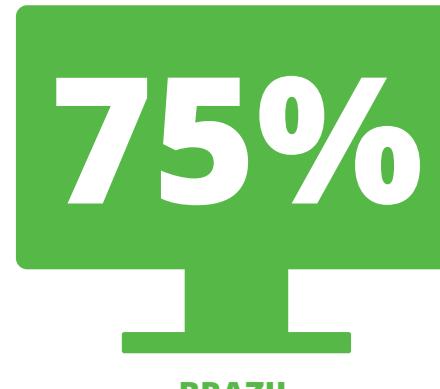
HOW CAN THEY ADD VALUE TO SHOPPING?

CONSUMERS ARE WILLING TO SCAN FOR ENHANCED SHOPPING EXPERIENCES

Consumers who are ready to scan regularly for online shopping assistance.

SUMMARY

Consumers are ready to switch to brands that offer more convenient online shopping assistance and options. QR codes provide an ideal platform for enhanced shopping experiences, which can help increase product sales and brand loyalty.



... AND ALSO FOR MORE ONLINE SHOPPING OPTIONS

Consumers who are ready to download a mobile app to buy drink products online.

WHAT INCENTIVES ARE CONSUMERS SEEKING?

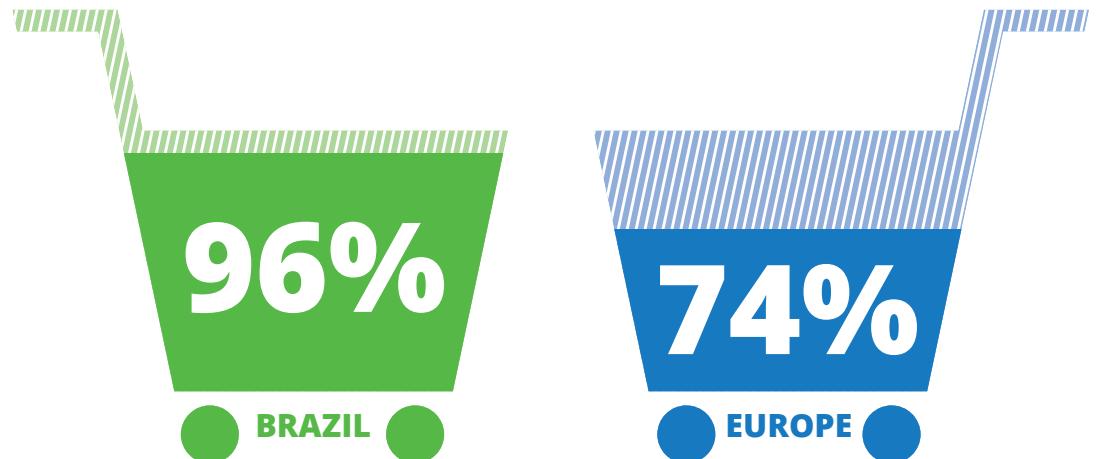
QR CODE PROMOTIONS CAN MAKE A BRAND MORE APPEALING

Consumers who think promotions make brands more attractive when shopping.



SUMMARY

To incentivise consumers to scan QR codes, promotional offers are an essential trigger. They can make a brand more attractive and consumers are ready to scan packs providing clear financial rewards such as gifts, cash-back offers and shopping coupons.



... AND CONSUMERS ARE WILLING TO SCAN REGULARLY FOR REWARDS

Consumers who are ready to scan QR codes frequently to receive rewards.

CONCLUSION

CONNECT TO CONSUMERS

For many consumers, scanning a QR code has become second nature and an integral part of the shopping and product experience. With usage increasing, now is the time for brands to tap into this potential and gain a competitive edge.

As our findings show, QR codes can facilitate more engagement and loyalty through product authenticity, information and entertainment. They can also guide consumers through the purchasing process, which ultimately means more sales.

Brazilian dairy producer Languiru Cooperative unlocked the potential of QR codes with our Connected Pack solutions – building trust, optimising processes and engaging consumers. Read the full case story [here](#).

To find out more about QR codes and connecting packaging with SIG, go to sig.biz/solutions/connected-pack

