

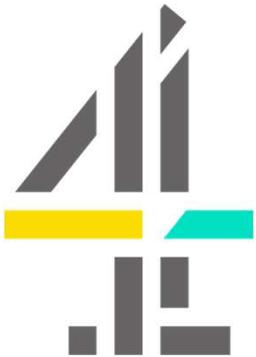


# QR Codes in TV advertising

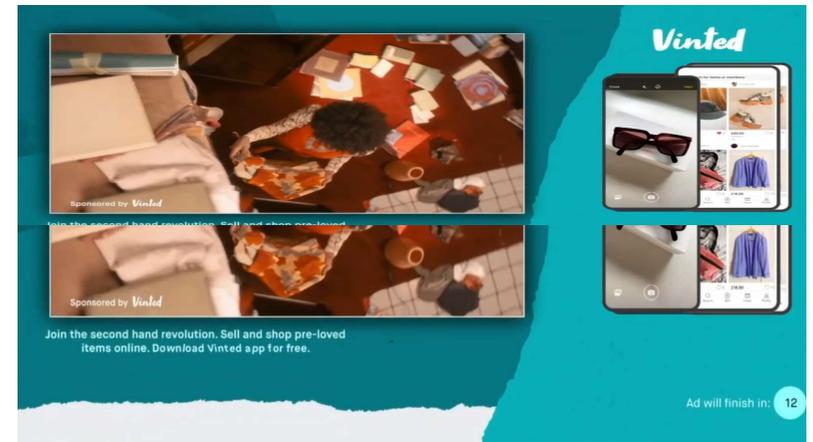
MRG Evening meeting

February 2023

# Amplify ads on All 4

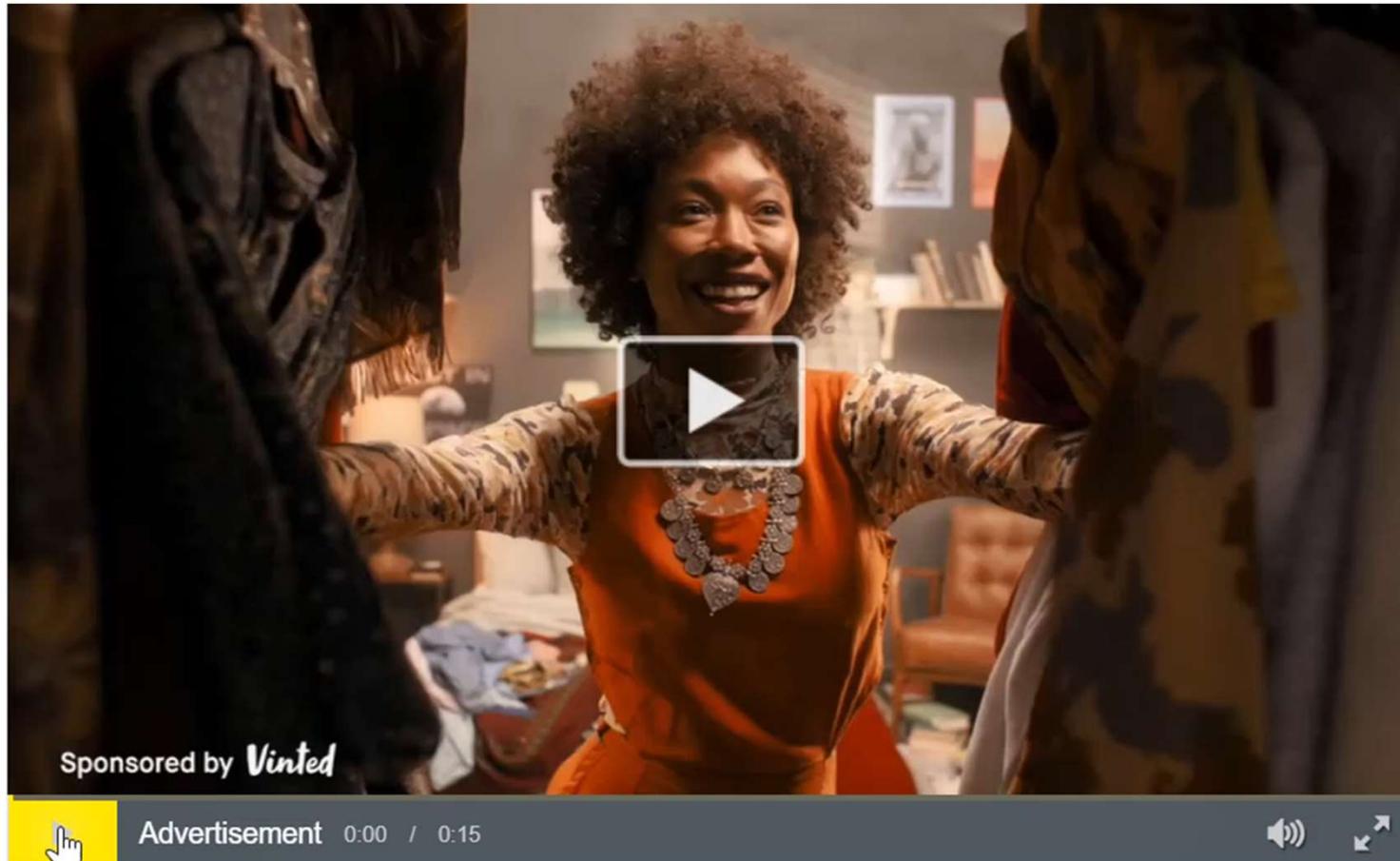


**Regular VOD spot**



**Amplify VOD**

## An opportunity to insert a QR code



# Hypotheses



- 1. All 4 users understand what specific QR codes are offering, and a significant proportion are likely to use them.*
- 2. QR codes make ads stand out and so are more memorable.*
- 3. Because QR codes are more memorable they are more effective at driving brand KPIs.*

# Method Overview

1,200 online interviews with All 4 viewers in June '22.

- Force exposed to 8 mins of 'All 4' programming including an ad break



- Respondents split into representative matched groups, with each group seeing a different combination of ads/ questions related to three advertiser brands:



Pain relief



Whisky



Laptop

Resulted in several aggregated exposure cells:

## 1. Amplify with QR code

Feature QR code with a call to action

Base: 600 aggregated (200 per advertiser)

## 2. Regular Amplify

Creatives don't feature QR codes

Base: 600 aggregated (200 per advertiser)

## 3. Regular spot ad

Ordinary spot ads for the same advertisers

Base: 600 aggregated (200 per advertiser)

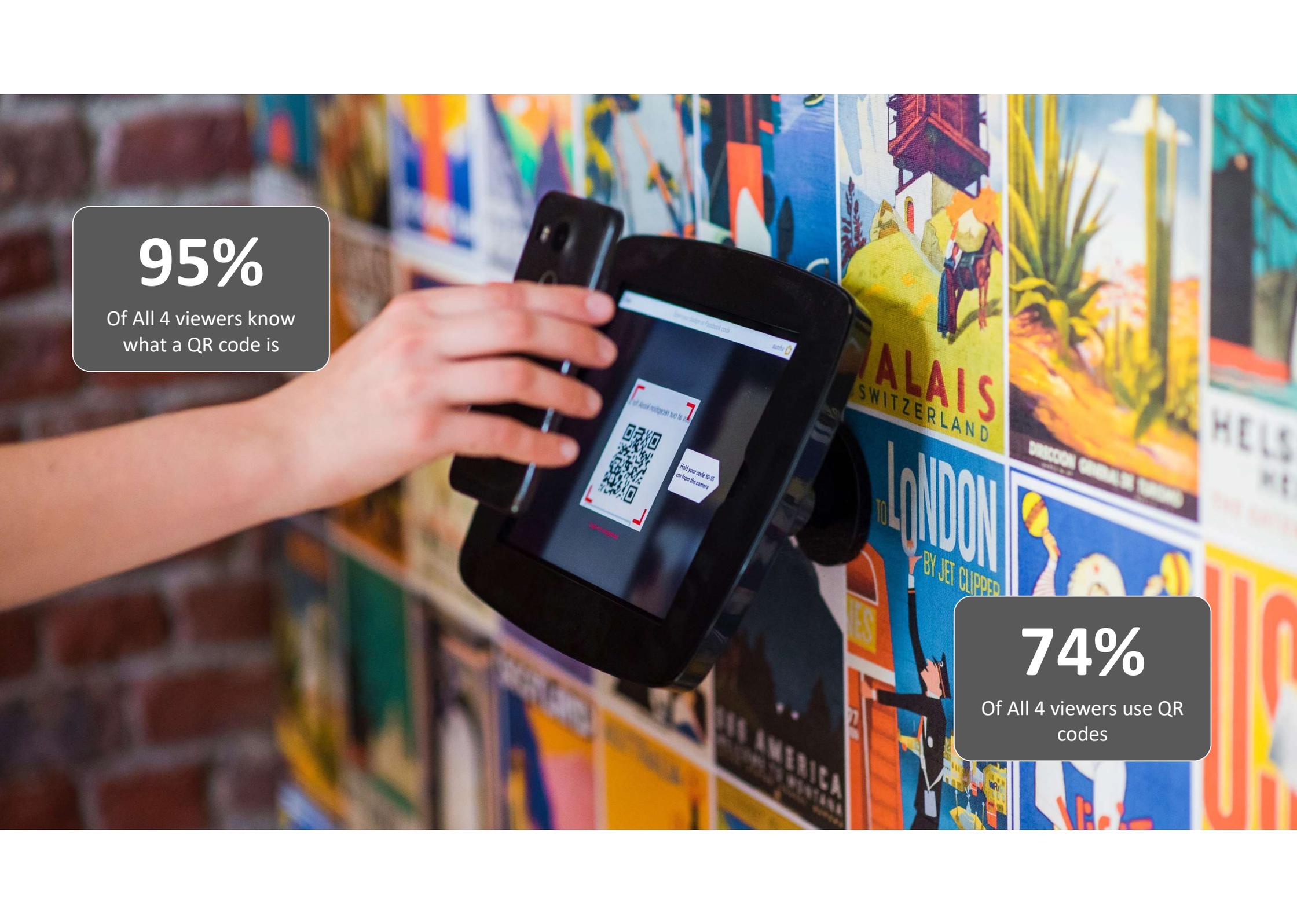
## 4. Control

Not exposed to ad.

Base: 600 aggregated (200 per advertiser)



## The All 4 Audience

A hand is holding a smartphone in front of a QR code displayed on a tablet. The background is a wall of vintage travel posters, including one for 'ALAIS SWITZERLAND' and another for 'LONDON BY JET CLIPPER'.

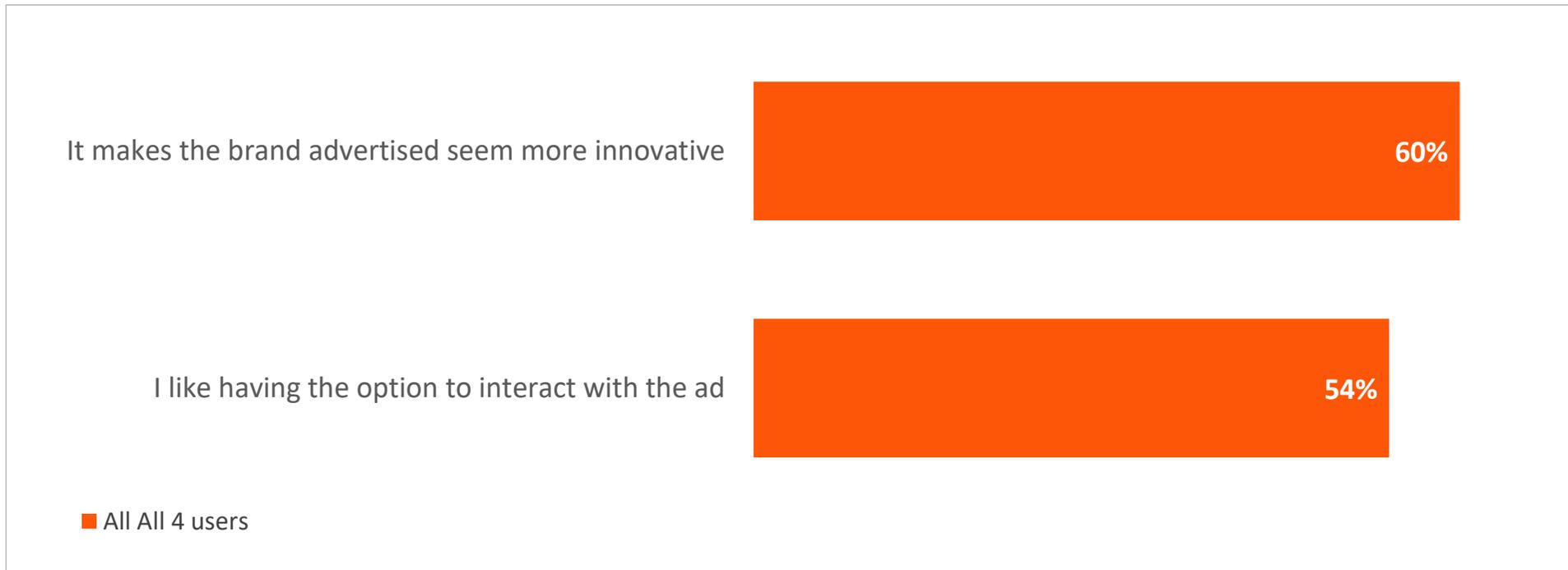
**95%**

Of All 4 viewers know  
what a QR code is

**74%**

Of All 4 viewers use QR  
codes

## QR codes in TV ads





**58%**

like the idea of QR codes  
in advertising

*I think it's a really **convenient**  
and **easy** way to find more  
information out about a product  
and to **easily** access things like  
discounts and competitions.*

*It's an **interesting** idea and  
fits well with the **modern**  
way of advertising, it is a  
step forward.*

*They're more **convenient** than  
typing in a URL on a phone.*

*It is new, **helpful** and  
**quick** way to get more  
detailed information.*

*It does add an **extra**  
**dimension** to an ad.*



**57%**

Thought it was clear what would happen if they'd scanned the QR code in the advert they saw.

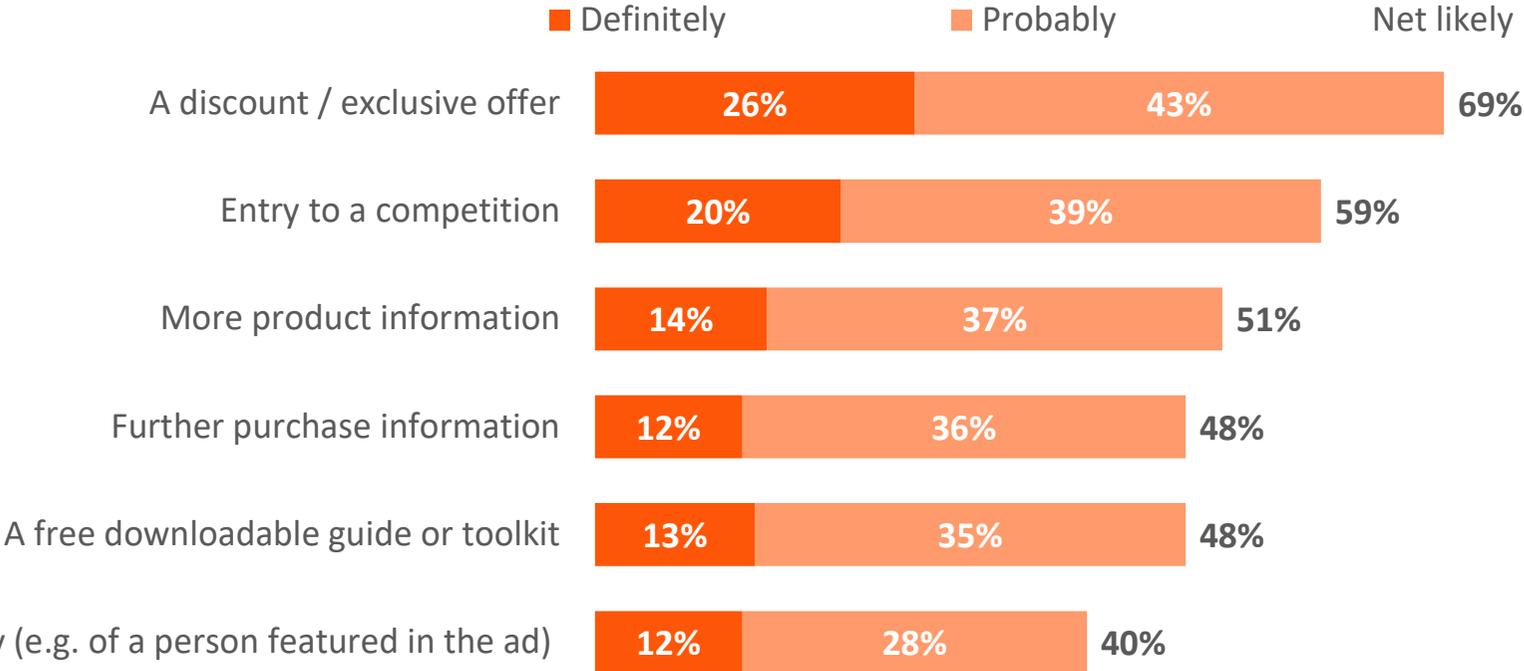
**36%**

Likely (definitely/probably) to have scanned the ad QR code they saw under normal circumstances

**11%**

Definitely would have scanned

# Triggers to scan a QR code in a TV ad





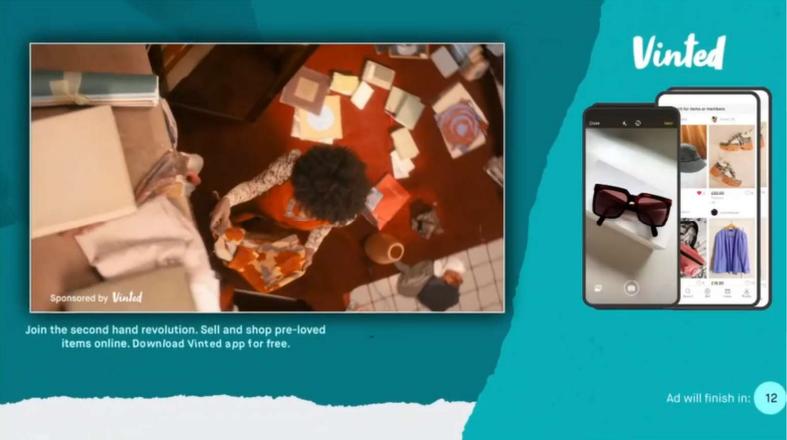
## **Impact of QR codes in ads**

Regardless of whether scanned

# 1. Perceptions of the ads

# Amplify VOD vs. Standard VOD

% uplifts between Standard VOD vs. Amplify scores



Amplify VOD



+9%

made viewer curious



+8%

grabbed attention



+6%

made viewer want to find out more

# Amplify VOD with QR code vs. without

% uplifts between Amplify vs. Amplify with QR code scores



Amplify VOD + QR Code



+8%

brand stays up to date



+6%

innovative type of ad



+4%

made viewer want to find out more

## 2. Impact



## Ad recall

Aggregated

**+1%**

Standard VOD vs Amplify

**+5%**

Amplify vs Amplify with QR code



## Spontaneous awareness

Aggregated

**+16%**

Standard VOD vs Amplify

**+19%**

Amplify vs Amplify with QR code



## First choice

Aggregated

**+10%**

Standard VOD vs Amplify

**+3%**

Amplify vs Amplify with QR code

## Summary

1. All 4 users understand QR codes and approve of them in ads
2. A significant proportion would scan a code in an ad – especially for a discount
3. QR codes make an advert look innovative and can drive curiosity
4. As a result, a QR code can enhance recall and ad effectiveness, even if the viewer doesn't scan the code

