

## **QR Wristband - Selling Points:**

The QR Wristband can be promoted to your clients in different ways, depending on their intended use. Here are some ideas that you could suggest.

### **1. For Business Users:**

- Connect potential customers to your website. Curiosity encourages people to scan & this results in hits that might not otherwise have been received.
- Connect to a video sales presentation.
- Give-aways at Trade Shows & events – as a memorable reminder of your company.
- Reinforce your social media campaign by directing people to Facebook, Twitter etc. Great way to gain extra 'Likes' and encourage customer interaction.
- Open the customer's email client on their phone, with an email that is pre-addressed to you. Making it easy for them to contact you or respond to specific offers.
- Auto-dial the number of a helpline, support number or call centre.
- Scan to send a SMS message. This could be a text competition entry, an enquiry or a call back request.
- Scan & download your catalogue,(in .pdf format), direct to that phone.This offers substantial savings on printing & postage costs. Great for use at Trade Shows.

An advantage of QR Wristband is that curiosity compels people to scan the QR code to see where it will lead & that is what drives traffic to you. Add just a catch line next to the code, (rather than your company name), to amplify the effect.

It allows instant interaction with customers while their enthusiasm is high, making them more likely to respond positively to your sales message.

QR Wristband utilises the growing QR code craze to get you a share of the Mobile Internet boom.

Available in any colour and with free code generation & design included.

### **2. For Charities & Fundraisers:**

- Connect supporters to your website. Curiosity encourages people to scan & this results in hits.
- Connect people to a video presentation or appeal.
- Link the QR code to a donations page, allowing them to make a payment immediately, via their phone, while still feeling enthusiastic. Ideal at events.
- Open a Google Map, showing the location of a fundraising event to increase attendance.
- Reinforce your social media campaign by directing people to Facebook, Twitter etc. Great for keeping supporters updated, running appeals and gaining 'Likes'.
- Open an email on the phone's email client that is pre-addressed to the Charity, making it easy for supporters to make contact.

- Auto-dial the telephone number of a call centre for donations or advice.
- Send a SMS message from the phone that makes a donation or requests help.
- Download an information pack,(in .pdf format), to save on printing & postage costs.

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### 3. For Events:

The style of the wristband is unique, (and cannot be copied or forged), and can therefore be used as an actual entry pass to your event. While colour coding helps security staff quickly identify bonafide visitors at a glance.

This leaves the print area and micro QR code free for other purposes, offering many benefits.

The logo area can be printed with the name & date of your event, providing a lasting souvenir for visitors to keep as a memento. Meanwhile the QR code would be linked to a webpage which promotes your event.

A recommended use for the link is a webpage which is regularly updated with news, offers, competitions etc., prior to the event. This encourages **regular interaction**, promoting & increasing interest leading up to the event.

After the event, change the same webpage into a gallery, where people can review the highlights and even look for images of themselves. But importantly, use this gallery feature to **promote the next event**, giving great longevity and value from the one promotion.

Another option is to send the QR Wristband out via post to potential attendees, so as to boost visitor numbers. When scanned, they see information promoting the event and if they bring it along they can use it to collect a goody bag or get a free coffee etc.

Alternatively, the QR code can open a Google Map, showing the location of an event.

### 4. General Information:

#### Price includes:

Our free design service, all set up fees, a choice of silicon colour, 1 colour print, express delivery to your address.

#### Colours:

Silicon can be Pantone matched for orders of 2000 pcs or more.

Below 2000 pcs, please choose from Red 185C, Blue 286C, Green 361C, Black or White.

Print by Pantone, maximum 2 colour. Print area – within 55mm x 15mm.

#### Contact:

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