

The Philipson Group: Executing QR Codes to Promote Large Events

Based in Rochester, New York, The Philipson Group is a full service, strategic consulting and production firm that specializes in graphic and web design, embracing the continuing evolution in communication design and welcoming the new opportunities brought on by the digital world. The Philipson Group services a variety of industries including education, health and fitness, arts and entertainment, non-profit, real estate, retail and services, and travel and tourism. Over the last 20 years, the company has continued to embrace the evolution in communication design and welcome the new opportunities it brings.

Always searching for innovative inspiration, The Philipson Group's President, Michael Philipson, attended the Nuit Blanche festival in Toronto last October and took notice in particular of the event's signage. The sign accompanying each installation at the festival contained a picture code and when scanned by a mobile device, the user was sent additional information about that particular installation directly to their device. Intrigued, Philipson began researching QR (Quick Response) Codes upon returning to New York.



*Looking to create QR Codes?
Scan the one above, or go to QReateAndTrack.com*

Moving into the QR Code space

"The more we researched QR Codes and their possibilities, we became quite excited about getting our clients into the mobile space and pairing those two technologies together for a powerful experience," said Philipson. "We saw a real opportunity to match up the emerging technology with the current

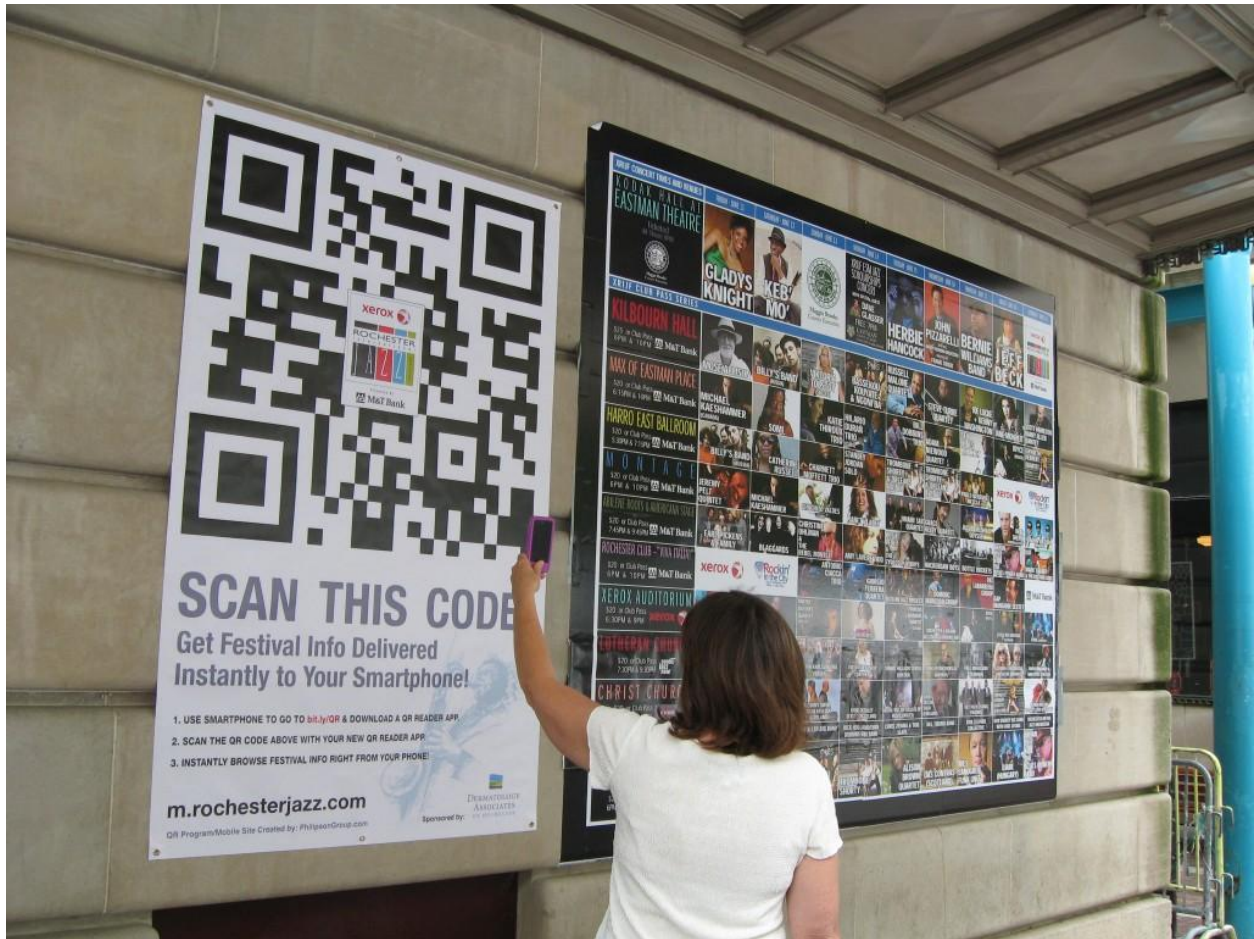
solutions we offered to help clients seeking new ways to garner interest for their products and services. The mobile space is rapidly growing in popularity and we realized that we wanted to be a leader in penetrating the market.”

While researching QR Code options online, Philipson wanted to find a solution that offered a complete end-to-end solution from creation to implementation to tracking. While he located multiple companies that offer QR Codes with creating and tracking services, none had the interface or reporting capabilities The Philipson Group was hoping to find. When he came across interlinkONE’s QReate & Track software, Philipson was drawn to the easy-to-use interface of the web-based platform. He also recognized that measurement was a critical component to implementing the new technology. QReate & Track’s detailed reporting capabilities stood out above the competition in his mind.

First run on a large scale

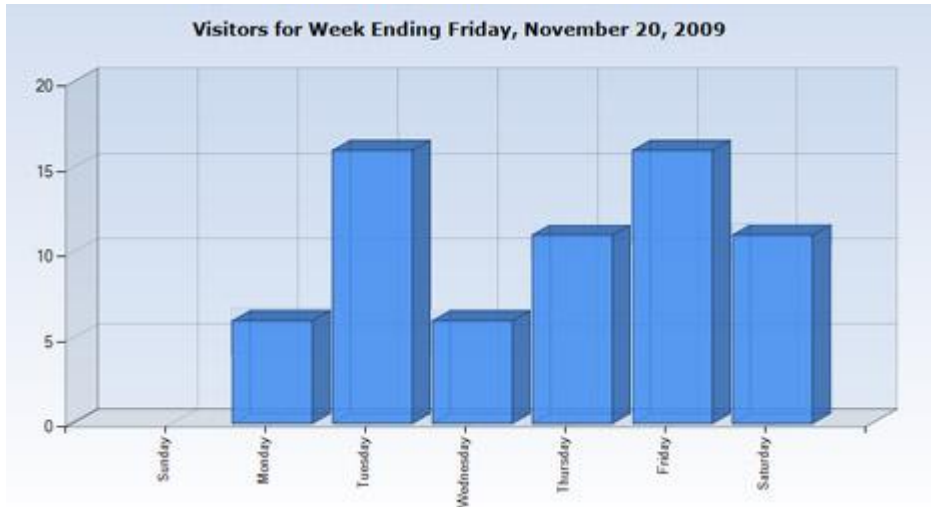
Energized and eager to embark down the QR Code path, Philipson approached the organizers of the local Rochester Jazz Festival, the largest event to take place in Rochester each year. “We proposed a plan where we would make their website mobile-friendly and then couple it with the QR Code technology,” stated Philipson. “We highlighted to the founders how implementing QR Codes on all event marketing materials and announcements would provide the Rochester Jazz Festival with a visible symbol of their willingness to embrace new technologies which had potential to garner possible future sponsors. In its ninth year, the founders were excited by the opportunity to try something new.”

“Using interlinkONE’s QReate & Track software, we developed giant 4’ x 7’ posters, postcards, and t-shirts for the volunteers, all containing QR Codes,” said Philipson. The posters were placed on the buildings outside of the venues where jazz performances were taking place. “We had to take into consideration that people standing in line or in the center of the street may want to scan the code. We tested various sizes and using the QReate & Track software came up with a size of about 4’ x 4’ for each code for ease of readability.” When scanned, the Code directed users to the Rochester Jazz Festival’s web site.



interlinkONE's The QReate & Track software allows users to easily generate QR Codes for use with websites, contact information, promotional codes, and more. The software is designed to provide support in effectively launching QR Code applications and measure the effectiveness across different printed materials while viewing the success in real-time via reporting dashboards.

Upon completion of the event, The Philipson Group began going through the various charts and tables provided by QReate & Track to measure how many people actually scanned the code during the festival. They determined that the Codes were scanned around 730 times over a nine day span. Since this was The Philipson Group's first run with the QR Code technology, it was important to form a baseline for use when approaching future organizations with the idea. The clear and easy-to-read measurements provided by interlinkONE's software helped make that possible.



Future plans for QR Code growth

“We wanted a visible entry into the QR Code world and the Rochester Jazz Festival provided that for us,” added Philipson. “Moving forward, we think the travel and tourism industries would greatly benefit from this technology, as well as any business that works around schedules—a gym or school—when people want to have that schedule in the palm of their hand. Using interlinkONE’s QReate & Track software, the possibilities to develop and implement QR Codes in various campaigns are endless and we are confident to offer our clients this end-to-end solution.”

The Philipson Group sees great value in the supportive relationship it has formed with interlinkONE as they begin to delve further into the QR Codes world. “Rather than looking at interlinkONE simply as a vendor, we have formed a cooperative and collaborative bond where our company’s exchange ideas and offer advice,” added Philipson. “Being able to rely on interlinkONE’s proven expertise in executing all aspects of an online campaign and extensive data capturing abilities makes us confident that we will be successful in offering this service to all of our clients.”

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Looking to generate QR Codes and measure their success for your own marketing efforts?

Visit <http://QReateAndTrack.com> today for more information.

The image shows a screenshot of the QReate & Track website. The header features the logo 'QReate & Track by InterlinkCNE' and navigation links for 'Login', 'Home', 'Features', 'Pricing & Signup', 'Blog', and 'Contact Us'. The main content area has a dark blue background with the heading 'Take a Test Drive'. Below this, there is a paragraph explaining that users can view real-time reporting dashboards. A prominent yellow button says 'Click Here to try it for FREE!'. To the right, a computer monitor displays the software's dashboard, with a green starburst callout that says 'Click here for Pricing & Sign-up!'. Below the main section are three columns: 'Generate QR Codes' (with a wrench icon), 'Measure & Track' (with a pie chart icon), and 'See Examples' (with a magnifying glass icon). Each column includes a brief description and a 'Learn more...' link. At the bottom, there is a section titled 'Make the Connection: Print to the Web' and a video player titled 'What they are, how they work' showing a person holding a QR code.

[QReate & Track](http://QReateAndTrack.com)