

A few years ago, the idea of digitally connecting your clients to ‘paper-based hyperlinks’ was unthinkable. Today, however, it’s a mobile revolution. Hence the reason why Centriq Insurance employed the unique abilities of Quick Response Code (QR) technology in this year’s advertising campaign.

Although still considered a novelty in South Africa after Japanese company Denso Wave – a subsidiary of Toyota – invented, registered and released QR as a patent-free product to encourage worldwide usage over a decade ago – Centriq has had great success with their advertising campaign to date.

QR - a two dimensional matrix bar code that holds thousands of alphanumeric characters of information – can hold much more information than a one dimensional bar code. This, coupled with the fact that it is easy to use, makes it a practical communication tool, enabling cell phone users to scan paper-based content using their cell phone camera to decode information on a menu; magazine; business card; gift card, voucher; or website.

Once the QR code has been scanned and decoded, the user has access via their cell phone to the information or destinations that can be any or all of the following:

- Personal or company contact information in a MeCard, BlackBerry PIN or BlackBerry vCard.
- An embedded phone number which the phone can dial, or a company home page URL or a specific destination on a social network (i.e. company fan page).
- An RSS feed, SMS or an arbitrary text message.
- An email address or a calendar event with location, title, start and end time, alarm and zone.
- A physical address with location coordinates information.

“Aside from the fact that QR technology has provided Centriq with both an innovative and creative platform to keep our broker market in touch with our stable of underwriting manager agencies, it has also enabled us to elevate ourselves to the next level of audio advertising by centering our campaign around a QR with sound bite technology,” says Neil Ashcroft, marketing director of Centriq Insurance.

He adds that this cutting edge technology redefines advertising as we know it today as it blurs the distinction between smart phones, digital destination and content, and paper-based communication mediums.

Look out for Centriq’s latest adverts in Cover, FA News and RiskSA.