

2010 Designer QR Codes - A year in review



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Introduction



"We love the technology, but these things are ugly!"

"Can we make our code look different than all the others?"

"How far can you push the limits of a designer code?"

"We spent millions developing our brand, can we place it on the code?"

"Will the code still work after it's altered?"

These are just a few of the comments and questions that we field daily regarding the aesthetic aspects of QR Codes and the role designer codes play in a successful integrated media campaign. In 2008, Warbasse Design began to challenge the traditional symbology and stigma associated with QR Codes. Over the past two years we've methodically documented our experiences as we explore new ways to design them. We've stretched, skewed, rotated, colored, tested and ultimately integrated these beautiful symbols into mainstream advertising.

Today, we are creating some of the most elegant on-ramps to the mobile web and we are pleased to share our work with you. We demonstrate some of our thought processes, procedures and our 2010 portfolio representing some of our most memorable designs of the year. We are also pleased to disclose our designer 2D barcode pricing for 2011.

Unless otherwise noted, Warbasse Design created both the designer codes and the mobile environments behind the codes in this sampler. Please enjoy what we consider to be a revolution in consumer advertising!

Sincerely,
Philip Warbasse
Warbasse Design

Extending brand attributes to QR Codes

“What makes one surgeon better or more competent than another? In terms of the tools used and the manual dexterity needed to operate them - there is not much of a difference. What distinguishes a great surgeon from others in the field is what one knows.” - David Ogilvy

Before we begin to design, we research every aspect of our client's product and service offerings. We study audience as well as brand equity and position. Only after we understand the brand do we attempt to translate its identity onto the QR Code symbol.

The Anatomy of a QR Code Function Pattern



The function pattern of any QR Code contains the following attributes:



Position detection markers located in the upper-left, upper-right and lower-left allow for omni-directional scanning. These markers also house the finder pattern (in green).



The timing pattern helps the reader detect the position of the other cells in the code.



Error correction and format information are housed in this area.



Encoded region or data area, where the raw data input by the user is stored.



Buffer zone or quiet zone is necessary to isolate the code from outside data. This zone must be at least four cells wide.

Every designer code is different, but knowing where the vital areas in a QR Code are allows us to operate with confidence. We create unique designs, testing every step of the way against standards that even our most demanding clients embrace. We can guarantee exceptional consumer response and exceptional results with all designer codes crafted by Warbasse Design.



2D barcodes turn movie posters into point of sale displays.

Warbasse Design created "digital one sheets" that tie smartphones to interactive mobile content for Iron Man 2. Now movie posters offer more than slick graphics and the movie's opening date. Moviegoers can scan the code on the Iron Man 2 posters to learn more about the upcoming film, view the theatrical trailer, movie stills and even buy tickets using their mobile device. The response to the designer QR Code and mobile strategy for Iron Man 2 far surpassed expectations. At Warbasse Design, we bring video to a mobile audience, creating an engaging mobile experience along the way.



2D barcodes turn a 30 second pitch into a 5 minute experience.

Television ad buys are very expensive. HBO saw an opportunity to increase their return by placing a 2D barcode in their TV ad promoting the 3rd season of True Blood. By integrating a Designer 2D barcode into the ad, Warbasse Design was able to provide True Blood fans with an experience that traditional ads cannot. Upon integrating this new mobile strategy into their existing television advertising campaigns, HBO was able to:

- 1.) Extend the time they had with interested users from 30 seconds to roughly 2 to 5 minutes,
- 2.) Strengthen the ad from a simple "pitch" for the show into an "experience" for the user - building on the brand by offering the user exclusive clips of the upcoming season,
- 3.) Track and measure user response to the ad and campaign with metrics HBO could really sink their teeth into.



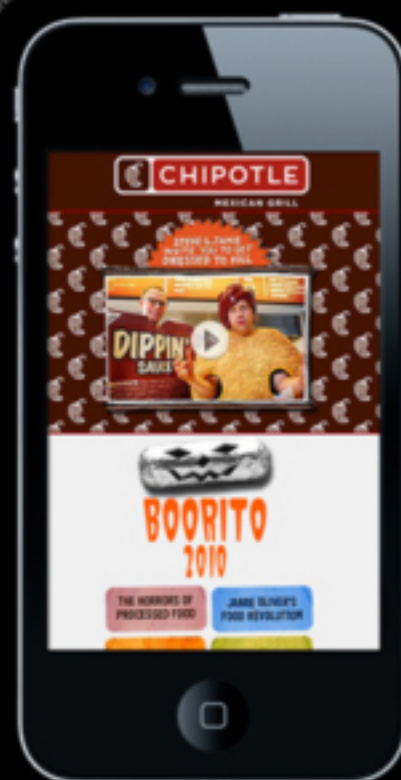
SCAN THIS CODE WITH YOUR SMARTPHONE

Text print2d

To 368266 (DOTCOM)

Receive a text message to download a free 2D barcode reader for your smartphone.

POWERED by PRINT2D.COM



Who says healthy food isn't on the cutting edge?

Warbasse Design brings Chipotle's vision for a healthier America to a mobile audience. A functional designer QR Code introduces the mobile micro-site to promote this years Boorito Costume Contest and healthy eating outreach campaign. The QR Code is intricately designed with pattern fills and splashes of Autumn colors. Directions to download a reader are clearly displayed below the code.

The micro-site contains a streaming video that is served based on the user's mobile device. The video takes a fun look at Steve Ells and Jamie Oliver's shared interest in healthy eating. Those who wish to Tweet about, or post the video on Facebook can access links to both mobile social environments. The site also contains information about "the horrors of processed food", Jamie Oliver's Food Revolution, the Boorito costume contest and counting calories.

ACTIVATE

YOUR SMARTPHONE



VITAMINS DETERIORATE SITTING IN WATER, SO WE KEEP OURS SEPARATE IN THE CAP.

2D Barcodes become a memorable path to social networking.

Activate's marketing strategy is all about outreach. Bringing samples of their healthy water to beaches, parks and college campuses for people to try is one of the primary ways that Activate promotes their products. Warbasse Design created designer QR Codes that point to Activate's mobile Twitter page, so people who try Activate can Twitter about it with their friends right after they say "yummy!"

S P E C T R A L



PRINT 2D

M O T I O N



SCAN THE 2D BARCODE WITH YOUR SMARTPHONE

Need a 2D barcode Reader?

Text print2d

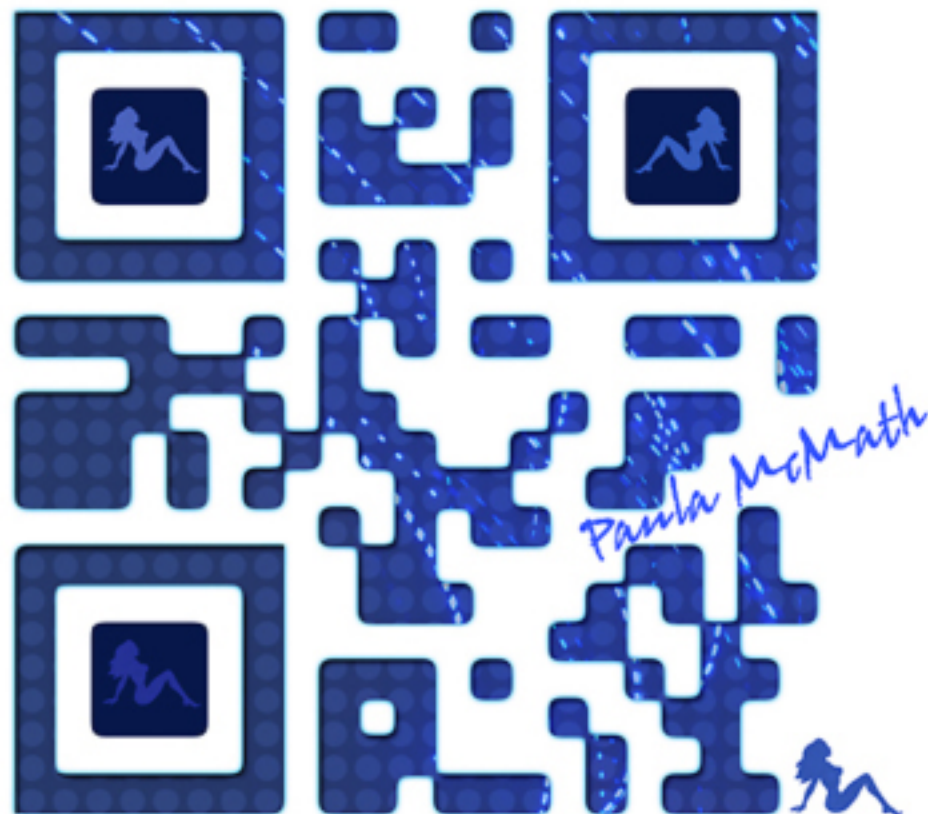
To 368266 (DOTCOM)

Receive a text message to download a free 2D barcode reader for your smartphone.

POWERED by PRINT2D.COM

A clear call to action...

For special effects studios in Hollywood, promotional reels featuring their work are the most widely used advertising vehicle in the industry. Still, it takes time and money to copy a reel to DVD, pack and ship it. Warbasse Design created a stellar on-ramp to Spectral Motions reel, enabling interested movie-makers with the ability to scan the code and see what Spectral Motion is all about. This solution not only provides instant gratification, but a green approach to duplication and distribution. No more duplicating, packaging and mailing. Now the interested party gets what they want - instantly!

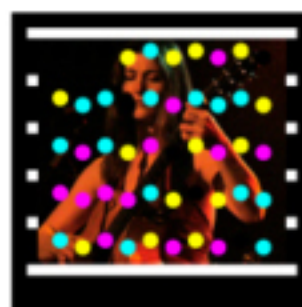
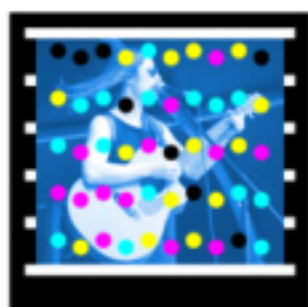


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Get the free mobile app for your phone
<http://gettag.mobi>

QR Codes AND Microsoft Tags sound good.

Paula McMATH is one of the hardest working singer-songwriters in Los Angeles. She is an independent artist with a propensity for writing good songs and making great marketing decisions. Warbasse Design worked with Paula to bring her music to people attending her live shows. Instant gratification with ringtones and sample tracks leads to CD sales. So, even when Paula McMATH is singing the blues, she's got a smile on her face.



Warbasse Design delivers a knock-out for ScanLife

ScanLife tapped Warbasse Design to create a designer QR Code for the Spanish box office release of TRON Legacy. ScanLife's barcode reader allows for the inverse of the tiny black and white squares, that represent the binary code, which tells the reader what to do. We refer to this phenomena as knock-out compensation. We implement this technique when clients want to use a black background - exclusively and when a campaign is paired with a reader that will accommodate the alterations.

2011 Designer 2D Barcode Pricing

QR Codes, EZ Codes, MS Tags

1/1 - 1 composite and 1 modification - \$1,250 / ET: 3 to 5 days

2/1 - 2 composites and 1 modification per composite - \$2,250 / ET: 7 days

3/1 - 3 composites and 1 modification per composite - \$3,000 / ET: 7 days

Need an additional modification? add \$350

Outside Commission:

Warbasse Design wishes to maintain transparent pricing. We will return 12% of gross sales in commission to agencies and printers that use our services.

Contact Warbasse Design

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1 (310) 883-4258

<http://www.warbassedesign.com>

Warbasse Design is honored to be a part of the

WHO'S WHO IN THE WORLD OF 2D BARCODES - 2010

<http://www.qrcodeproject.com>



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follow us... we've been here before.

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