



Empower Your Media Campaigns To Do More With 2D Barcodes

Your target audience is media savvy and on the go with the most powerful media platform ever in the palm of their hands, their mobile phones. To capture these consumers, static media programs just won't do.

2D Barcodes transforms one - directional campaigns into targeted interactive branding experiences that create a personalized pathway to reach your customers. They also cut through the clutter of traditional media channels by presenting the message to your audience when they want it, with more features, and wherever they go.

All that is required of your target consumers to access to this richer, interactive advertising platform -- a camera phone with a 2D barcode reader. Simply aim the camera at the 2D barcode; snap the picture and the information will flow to the phone.

By integrating 2D Codes into your print, out-of-home, transit or other media campaigns you are able to improve the performance of your media investments while capturing consumers at the very first impression, to go where they go for a longer, richer engagements.



Briabe Media has partnered with industry leaders to offer a comprehensive 2D Code solution that can easily integrate into a client's media plans. Our solution includes:

- Creative support on how to best utilize 2D codes to meet business objectives;
- Campaign setup and barcode creation;
- Reader programming and downloading; and
- Reporting and analysis.

If you want to get more from your media investments via a platform that always has your target audiences' full attention, Briabe Media is ready to help.