



# GSTV QR CODES BEST PRACTICES

## General Guidelines

- Link your QR code to a specific value-add website or offer (e.g., long form content, sweepstakes page to enter, discount/coupon, etc.) vs. generic home page
- Include a prompt or instructional message on screen that identifies the benefit the consumer will receive by scanning (e.g., scan code to enter to win, scan code for exclusive content, etc.).
- Provide consumers an alternative way of accessing the information on the QR code (e.g., short URL)
- Use Dynamic QR codes (vs. static), this will allow you to better track performance and update your content
- Understand KPIs and benchmarks for success (e.g., conversion rate, cac, etc.)
- Discuss alternate/supplemental measures of success
  - Scan rate/CAC will not capture the full value of a GSTV campaign. Supplemental measurement may be required to assess brand impact, conversion in other channels (halo affect)

## Creative Spec Guidelines

- The QR code should be at minimum 250x250 (no smaller than 200x200) pixels on a 1920x1080 creative.
- The QR code should be placed in the center or lower corners of the creative.
- The QR code should be on screen for the length of the creative (or as long as possible, at minimum 15 seconds).

