

Case Study:

“DROID DOES” 2D BARCODES

Objective:

Verizon teamed up with ScanLife to promote the wide variety of apps available using the DROID devices. “QR” Codes were placed throughout an integrated campaign which included print ads, in-store displays, direct mail, websites, and even iPad ads.

User Experience:

Once a consumer sees material with a code, they were directed to use the ScanLife app, or download it by texting SCAN to 43588 for “Instant Gratification.”



Users with an Android powered device are linked directly to a specific application on Android Market for download, or a mobile site with some of the top apps. If a user scans the code using another type of Smartphone, they are redirected to a mobile formatted site that explains the benefits of the DROID and the variety of apps available.

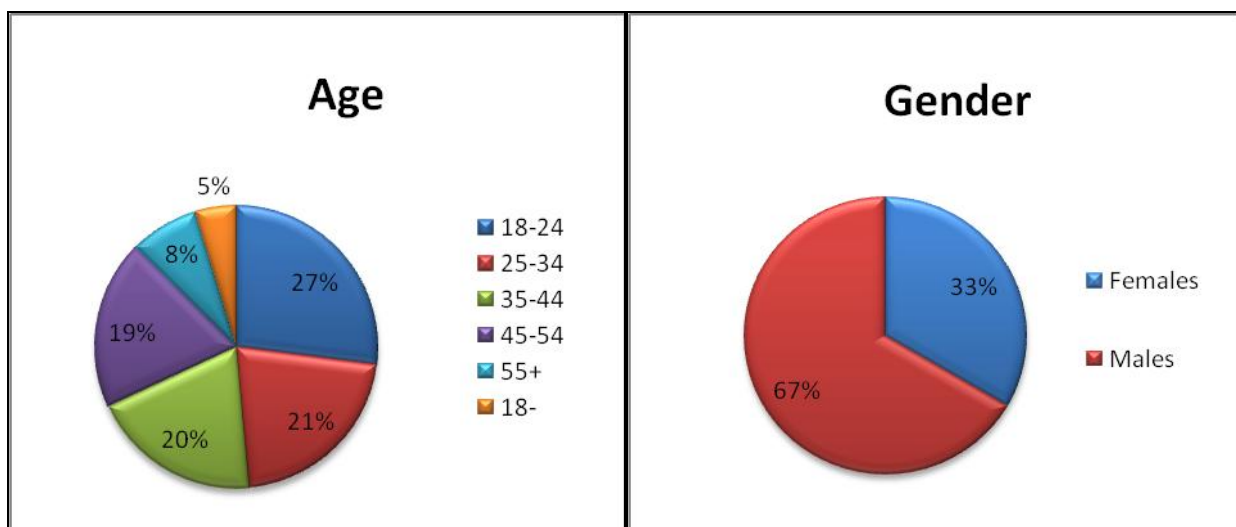
Results:

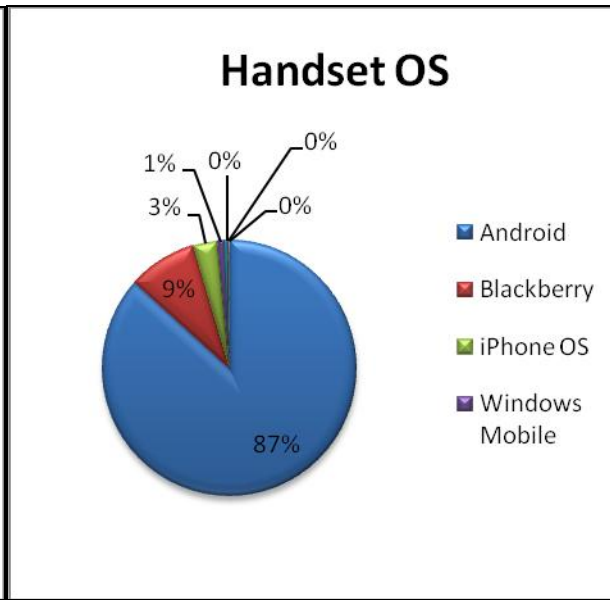
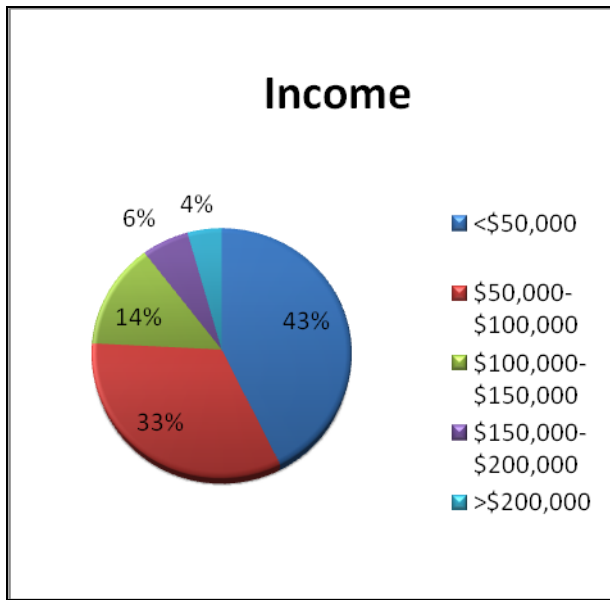
In just over three months, the campaign has seen **over 150,000 scans**, making it the most successful ScanLife campaigns in North America. The technology has opened up a world of immediate access for DROID customers directly from a wide variety of material.

Key Learnings:

- Using codes in an integrated way, across media will significantly increase results
- The web is a good environment for codes if it adds value (i.e. linking to mobile app downloads)
- Codes should provide immediate access to relevant content when consumers need it
- The technology is universally used across a wide range of age groups

Below is some specific data from the ScanLife reporting system:





Note: Demographic data is representative of the total from a voluntary user survey.

Creative Examples:

Print Ads:

APPS THAT SEE THROUGH WALLS. BUT NOT THROUGH CLOTHES. YET.

LAYAR. Reveal the invisible world of geotags and wikis that live all around you.

GODDLE GOGGLES. The visual search engine. The app that's doing for smartphones what Google search did for web browsers.

Run multiple apps simultaneously. Because when there's no limit to what Droid does, there's no limit to what Droid Does.

DROID DOES INSTANT MULTITASKING. Use Droid Does to manage all your Droid Does. Message and Data rates may apply.

verizon | Google | MOTOROLA
1.800.2 JOIN IN | www.droiddoes.com

verizon

WAKE UP TO THE WORLD OF INCEPTION.

DISCOVER THE SECRETS OF MIND CRIME WITH VERIZON. Here's an idea worth stealing. Get all the thrills from this summer's biggest blockbuster right on your phone. Get exclusive content, go behind the scenes, and learn Dream Share secrets you won't find anywhere else. Nobody takes you deeper into the world of Inception. But remember, once you go in, you may not want to come out.

THE MIND IS THE ALWAYS HERE. Use ScanLife and SCANLife to see through walls. Message and data rates may apply. May not be available on all devices.

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In-Store:

Satisfy your app-etite.

With apps from Verizon Wireless, your phone does extra duty – as a search engine, a GPS navigation tool, a game console, even a video conferencer.

Verizon Wireless Media Store and V CAST Apps
Go online to find loads of cool apps, as well as the latest games, music, tones and more, at the Verizon Wireless Media Store. Go to verizonwireless.com/apps, make your purchases, then download apps straight to your phone. You can also access apps directly from select 3G BlackBerry Smartphones with V CAST Apps.

V CAST™ Media Manager
Transfer pictures, videos and music between your phone and computer with just a USB cable connection. V CAST Media Manager also includes a media player and media management tools. Go to verizonwireless.com/vmm to download your free copy.

All company names, trademarks, logos and copyrights are the property of Verizon Wireless and its respective owners. Downloaded content and apps may only be used on the device to which they are downloaded. If you're a new device, you will need to re-download the content and pay any applicable charges. Not all apps are available on all devices or with specific service. Always download and use content legally.
Some applications are not available at this time.

Skype mobile™
Put the planet in your pocket, introducing unlimited Skype-to-Skype calls and IM with anyone anywhere in the world. Skype mobile now available on America's Most Reliable Wireless Network – Verizon. Text keyword "SKYPE" to 2255 to download Skype mobile to your capable phone.

Android Market™
Download as many apps as your caffeine-fueled attention span can handle. Choose from thousands of apps. Download at will, run them simultaneously. Multi-tasking and taking notes. Only with apps from the ever-expanding Android Market. To explore Android Market, click on the shopping bag icon on your Android™ device.

Google Apps
Open up a world of possibilities on your phone with Google Mobile Apps. Search the web and find local businesses and movie times with Google Mobile™. Access your email on the go with Gmail™. Browse and watch videos with YouTube™. Get directions, see real-time traffic and much more with Google Maps™. To get Google Mobile Apps on your phone, point your mobile browser to m.google.com

Apps & More

ScanLife
Turn your camera phone into a code reader. Download ScanLife, then just snap a picture of a UPC or 2D barcode and you'll get price comparisons, product reviews and more – right on your phone. Text "SCAN" to 435888 for the ScanLife code reader. Message and data rates may apply. Scan the codes on this page to get info on featured apps.

Alloqa
Real-time recommendations sent straight to your phone. Find businesses, restaurants, events, music, hotels and activities close by. No searching, no typing, no browsing required.

Locale
Never worry about your pager going off in the wrong place again. Locale dynamically manages phone settings based on conditions like location and time.

Layar
The app that reveals links and graphics human eyes can't see. Unlock hidden info literally floating around your head.

verizonwireless.com 9

iPad Ad:

11:02 AM
91%

DROID DOES QIK

Your ultra-proactive camera man.

When your boss decides to partake in some karaoke, there is simply no time to waste in sharing this vocal train wreck with everyone you've ever met. EVER. QIK lets you stream high def video from your phone, straight to the web, so your cube-mates don't miss a single note.

USE THE CODE TO GET THIS APP OR LEARN MORE ABOUT DROID

USE [iMessage](#) OR [TEXT](#) TO [@DROID](#) FOR CODE READER

Requires an iPhone with iMessage

|

Swipe to See More

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Website:

BUY ONE DROID. **USE 1. OFFER ENDS 12/31/11.**
 NEW 2-YEAR AGREEMENT ON DEVICE PLUS LATER GATE. **\$199.99**
 Plus \$29.99 00. IN-STORE. DROID X. BUY NO.

verizon | Google
 MOTOROLA

ACCESS VERIZON WIRELESS

ACTIVATE: ÜBER-INTELLIGENT APPS
 CLOSE X NEXT >

MANAGING SOME FAVORITE APPS

DROID DOES

APP SPHERE
 SKYPE MOBILE™
 LAYAR
 RUNSTAR
 ALLOA
 GOOGLE SKY MAP
 DIAL ZERO
 QIK
 GOOGLE GOGGLES
 SIRI
 LOCALE

DROID + ANDROID
 SPECS
 ACCESSORIES
 GOOGLE MOBILE SERVICES
 GUIDED TOUR
 SOFTWARE UPDATE **NEW**
 DROID COMMUNITY

CONNECT TO DROID

THREE'S A NEW
DROID IN TOWN.
 DROID #43588 BY HTC

RUNSTAR
 YOUR SUPER SUPPORTIVE TRACK COACH

DO YOU KNOW EXACTLY HOW LONG IT WILL BE BEFORE YOU CAN DO YOUR FINISH LINE VICTORY DANCE? WITH RUNSTAR YOU WILL. TRACK YOUR MILEAGE, TIME AND PROGRESS AND SHARE YOUR STATS WITH YOUR FRIENDS (OR YOUR COMPETITION).

ACTIVATE: MORE APPS

SCAN TO ACQUIRE APP

DROID DOES INSTANT GRATIFICATION

USE THE CODE TO GET RUNSTAR. USE GOOGLE GOGGLES OR TEXT SCAN TO 43588 FOR CODE READER. MESSAGE AND DATA RATES MAY APPLY.

SOCIAL SOLUTIONS
 SHARE +

Icons for: Skype, Twitter, Layar, Qik, Dial 0, Siri, and other apps.

verizon | Google

WEBCAM + MOUSE • MOUSE ONLY

DROID DOES

FULLSCREEN

APPS

APPS GAMES X CLOSE

SCANLIFE
 ScanLife turns your camera phone into an all-in-one barcode reader.

SCAN TO ACQUIRE APP

USE GOOGLE GOGGLES OR TEXT TO 43588 FOR CODE READER. MESSAGE AND DATA RATES MAY APPLY.

CORE FEATURES

VERIZON WIRELESS CONNECT TO DROID DROID COMMUNITY STORE LOCATOR SOFTWARE UPDATE DROID X SUPPORT

APP SPHERE