

In 2010 mobile barcodes broke into the mainstream with high profile campaigns across the globe. As marketers grasp the power of the codes and consumer awareness of codes rises, here are ten more examples of how SET codes spice up a campaign.

(SET)
www.setjapan.com

1 Medecin Du Monde

To draw attention to the plight of the Congolese, Medecin du Monde ran an awareness campaign in Japan with an insert that went out to over 100,000 readers of a major daily newspaper. SET created this unique "burnt" designer code allowing readers to access more information on the war-torn region and make donations.



2 vitaminwater

SET rejoined vitaminwater to create pop-up photo studios for sampling activations throughout Japan. The branded code was a central element again, appearing on the photo postcards given to the studio visitors. For this year's campaigns, SET created designer codes that featured local landmarks and icons. This is the code for the Shibuya activation featuring Tokyo's most famous dog, Hachiko.

3 Boardwalk Empire

SET created designer codes used in promotions for several programs from US cable television network HBO. Boardwalk Empire is a drama set in Atlantic City during the prohibition era. The code appeared in special liftouts in major magazines, including GQ and Vanity Fair, and was also used to make interactive bus shelter posters for the show in New York and Chicago.



4 Eastbound & Down

Eastbound & Down is an HBO comedy centered on the adventures of pitcher Kenny Powers. SET's baseball themed designer code hinted at the show's second season move to Mexico and appeared in over 15 major US magazines, including Playboy and ESPN, and on bus shelters in the North East.

5 Emily the Strange

To highlight the release of Emily the Strange's first album, SET was commissioned to create a special code to make Emily posters and t-shirts interactive and appealing to her loyal followers at this year's Comic-Con. The code also appeared on Emily's Facebook page and judging by the hundreds of comments posted, it was well received by her fans.



6 Roger Smolski



Roger Smolski is one of the most vocal champions of the mobile barcode outside Japan. His website <http://2d-code.co.uk/> is a collection of almost everything going on in the world of mobile barcodes. Roger has covered countless SET projects on his site so when he inquired about having his own designer code for his business cards we were happy to oblige.

7 Dom Perignon

SET produced the designer codes and the mini-campaign mobile site for the collaboration between Dom Perignon and Andy Warhol. Three unique branded stickers were created to match the aesthetic of the Warhol project, appearing on the limited edition Dom Perignon x Andy Warhol champagne boxes. We hope that Drella would have approved.



8 Nexans



SET confirmed its European presence with the release of a designer code for the French cable giant Nexans who wanted a cutting edge solution to showcase financial reports to current and potential investors. The choice of a designer code enhanced their corporate image and highlighted their hi-tech credentials.

9 TIME Magazine

To promote their online edition and mobile site, TIME engaged SET to produce a series of designer codes tied to their iconic "red frame" campaign. These codes were featured in major magazines, including TIME, and on billboards in the US. The Obama code featured here links to an article on the TIME website. To view the complete series, visit the SET website at setjapan.com



10 Northern Territory Tourism



SET ventured down under again to produce a tourism-inspired designer code for Australia's famous Northern Territory. The code featured the couple from one of Australia's most popular television shows, Keeping Up With The Joneses, and was an access point for a contest to win a trip to the beautiful but remote area.

Mobile barcodes are popping up in campaigns across the planet. Planning on using them for your next promotion? Why not see the difference a SET designer code could make? Give your brand's code the chance to rise above the noise and get in touch with us. We'd love to start a conversation.

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