



Where CPG outperforms

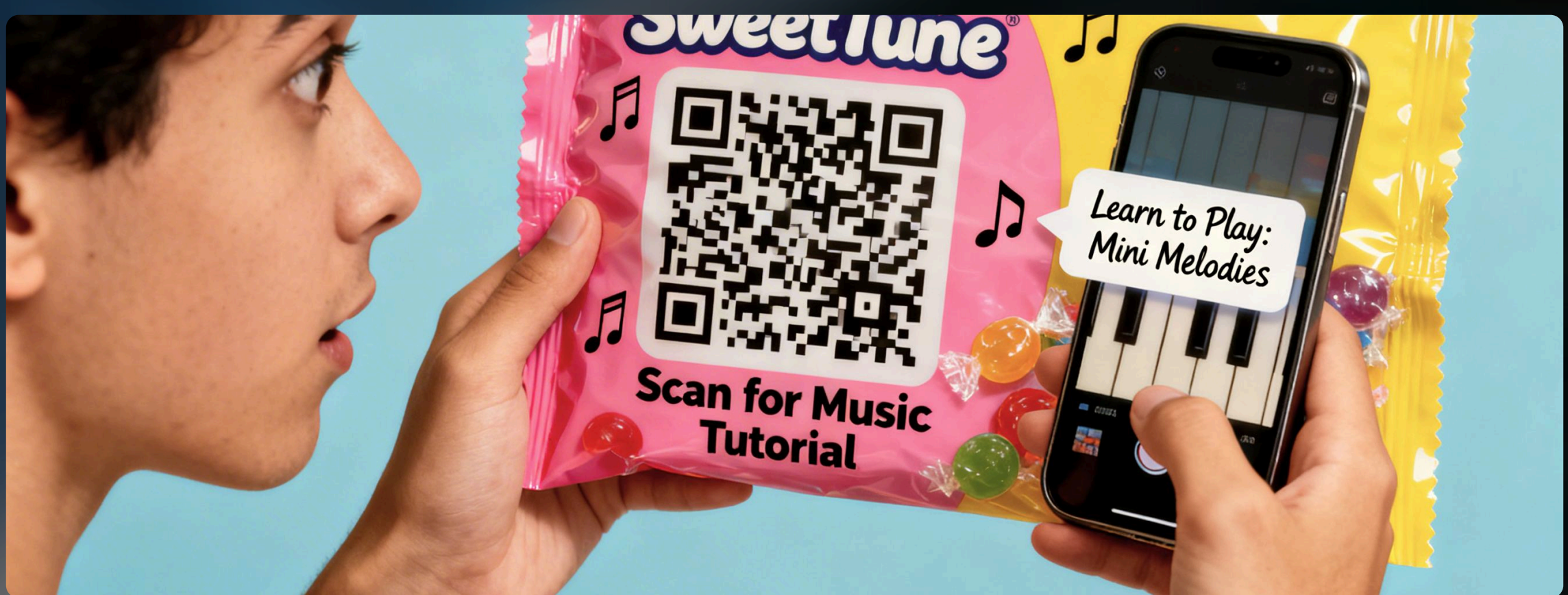
- **Every package is a media channel.** Every unit sold is a scan surface. The product is already in the customer's hands; no extra media spend is required to drive them to a QR Code.
- **Own the customer, not just the shelf.** A QR Code on packaging turns a retail transaction into a DTC one.

Where CPG can level up

- **Turn scans into subscribers, not pageviews.** Replace generic product pages with instant opt-ins for email, SMS, or loyalty and turn every scan into an owned contact.
- **Run A/B tests without reprinting labels.** Use dynamic QR Codes to run cross-sells, repurchase prompts, and seasonal offers in parallel.

Interesting use cases: CPG

A candy brand turned whistle candy packaging into an interactive music tutorial via a QR Code. By making the product itself playful, they extended engagement beyond purchase and created shareable moments that drove organic advocacy.



A global food brand used on-pack QR Codes to unlock exclusive dessert recipes. By teaching product usage through owned packaging, they built a simple way to keep customers coming back without spending on ads or landing pages.

