

UNIQUE **Angles**

WHAT HAPPENS BEYOND A QR CODE SCAN?



We're Officially Live!

Hello there 🙌

We finally have a home for [Unique Angles](#).

What started as a simple idea — a space for marketers and brands to explore how the physical meets the digital — has now grown into a well-rounded platform of newsletters, articles, reports, and insights for brands pushing what's possible with QR Codes.

Here's a look at what's ahead 📌

[Embedded launch video]

Let's start with something simple but often overlooked: where you place a QR Code.

It might sound like a small detail, but it makes a big difference.

Only 18% of dynamic QR Codes drive 99% of engagement.

Even the smartest QR Code won't get scanned if it's hiding in the wrong spot. And when it does get scanned, being dynamic matters because it lets brands update content after print, measure what works, and keep experiences relevant.

In our upcoming report, we explore how [dynamic QR Code](#) placement influences when and where people scan while traveling, from booking flights to grabbing coffee at the airport.

The full guide goes live next month right here on Unique Angles.

Until then, take a look at our [previous reports](#) to see how brands are already turning everyday scans into lasting engagement.

Halloween, but make it early.

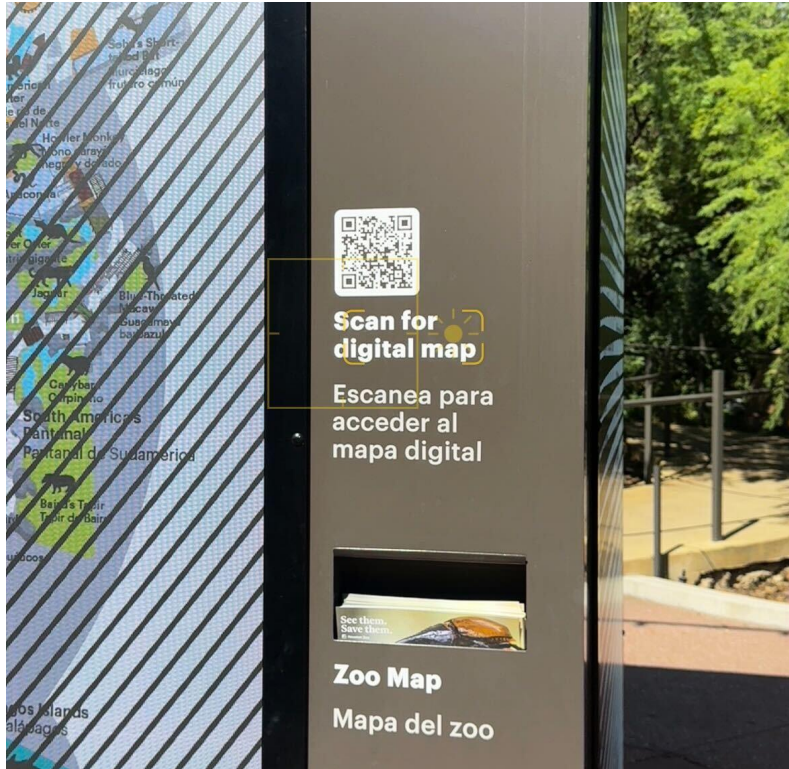
The data says it all: Nearly **half of U.S. shoppers start their Halloween shopping in September**, yet most campaigns still launch too late to catch them. Shoppers are already in Halloween mode while most brands are still planning their campaigns.

Read the full story: [Halloween Retail Starts in September. Your Campaign Doesn't.](#)

QR Codes in the Wild

We've seen QR Codes on candy aisles and coffee cups, but this one might be our favorite yet.

Our teammate Yiana spotted a Uniqode QR Code at the **Houston Zoo** 🦒, helping visitors explore the zoo without paper maps or signboard confusion.



It's a small touch that makes the experience smoother, smarter, and a little more memorable, the kind of everyday magic QR Codes make possible.

 *Spotted a QR Code in the wild?*

Send it our way at unique-angles@uniqode.com, and you might see it featured in our next edition.

Before You Go...

If you've enjoyed this edition, there's plenty more where that came from. You can catch up on past issues of Unique Angles all in one place.

 [Read previous editions.](#)

And if LinkedIn newsletters aren't your vibe, we've got you covered.

[Subscribe to our email newsletter](#) to get every edition delivered straight to your inbox.

Until next time,

 **Team Uniqode**