

UNIQUE **Angles**

THE QR CODE PLACEMENT GUIDE FOR TRAVEL IS HERE



Hello there 🙋

It is officially travel season. Airports are about to get busier, hotels are gearing up for peak footfall, and brands across travel, hospitality, and retail are preparing for one of the most active periods of the year.

So this felt like the perfect moment to share something we've been working on for months.

[A Placement Guide on QR Codes for Travel](#)

We studied how people actually move while traveling and what makes them stop, scan, and engage.

Think of a QR Code at the back of the cab seat that lets travelers tip, download the rideshare app, or queue up a playlist for the drive.

Or a hotel bedside QR Code that instantly connects guests to Wi-Fi or room service without having to call reception.

Or a museum exhibit QR Code that launches an audio guide or an AR tour.

These small pauses are where travelers naturally choose to engage. And when brands show up in those moments with the right QR Code placement and post-scan experience, people actually follow through.

Check out the full [Travel Placement Report](#), now live on Unique Angles.

If travel shows how people engage when they have a moment to pause, Black Friday and Cyber Monday show how they behave when they don't.

What the biggest shopping weekend reveals

During the shopping rush, people move fast, compare faster, and ignore anything that adds friction. It makes it clear what shoppers actually respond to when their attention is stretched.

One insight stood out: **74% of shoppers were ready to scan a QR Code when it offered real, immediate value**, like a discount they could use or a faster way to check out.

Read the full story: [What Black Friday and Cyber Monday Teach Us About Shopper Engagement.](#)

Uniqode in the Wild

This month's sighting comes from the Prime Day sale.



Dyson placed a QR Code right on the packaging, making it easy for new customers to download the Dyson app the moment they open the box. No searching the app store, no digging through manuals, no setup friction.

It's a small, thoughtful placement that quietly improves the unboxing experience.

📸 *Spotted a QR Code in the wild?*

Send it to unique-angles@uniquode.com, and you might see it featured in the next edition.

Before You Go...

If you've enjoyed this edition, there's plenty more to explore on [Unique Angles](#). Catch up on past issues of the newsletter in one place.

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Until next time,

👋 **Team Uniquode**