

UNIQUE **Angles**

HOW QR CODES PERFORM IN YOUR INDUSTRY

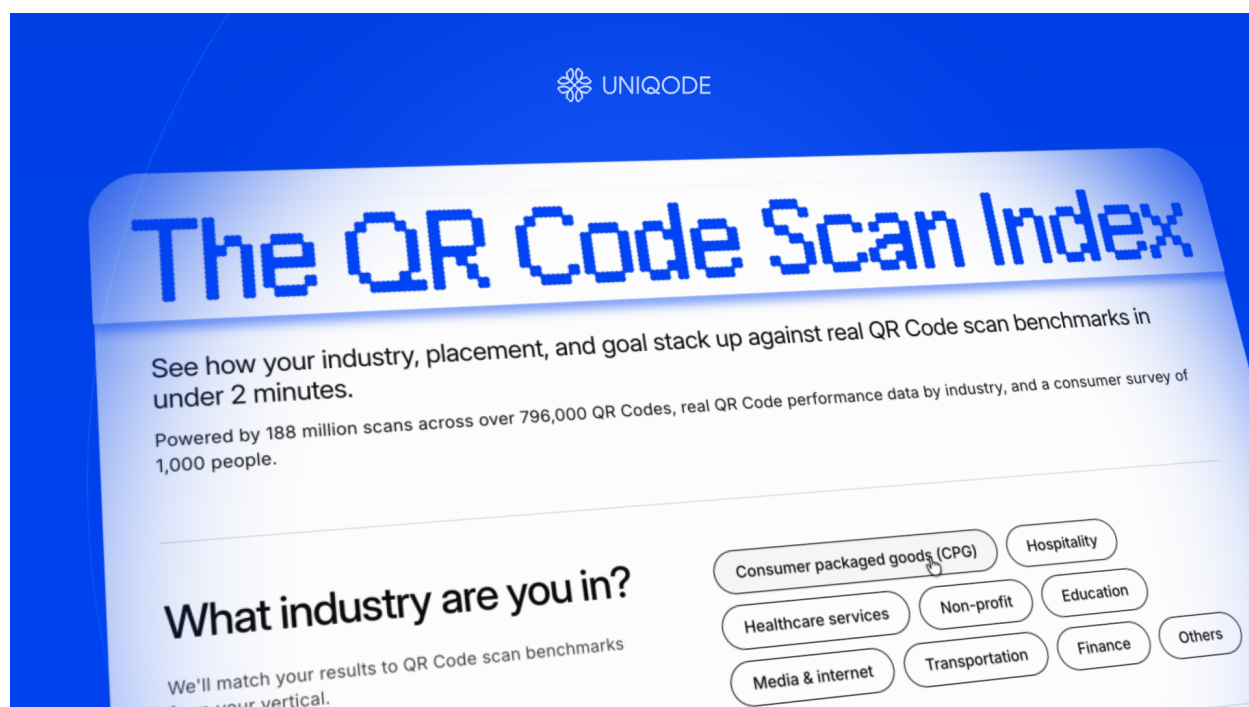


Hello there 🙋

The FIFA World Cup wrapped up last week, and I'll admit my productivity took a hit somewhere around the quarterfinals. If yours did too, we can agree it was worth it. Here's what I put together once the matches wound down.

In 2025, Hospitality QR Codes averaged 85.6 scans per code in July, above the annual average of 79.4. Media and internet brands peak in July at 49.2 scans, against an annual average of 40.3.

Most programs don't know their industry's peak month and scan times before they deploy. The QR Code Scan Index surfaces it.



Put in your industry, placement, deployment month, and campaign goal for a read on where your program stands before it launches.

[Try the QR Code Scan Index](#)

Knowing where a program stands before launch is one question. What the scan lands on, and whether it holds up when someone looks, is another.

Poulomi Banerjee, Associate Director of Content Marketing at Uniqode, writes about the sustainability claim that doesn't hold up when someone scans.



You would never let a media buyer commit spend without a forecast. So why do we let a brand commit to a sustainability claim on faith?

Poulomi Banerjee

Associate Director, Content Marketing at Uniqode



When the European Commission screened environmental claims across sectors, 59% had no accessible evidence to support them. Marketing teams that require a forecast before committing spend approve sustainability claims on tone and intent.

Poulomi saw what that gap looks like in practice. At a hotel in Iceland, she scanned a QR Code promising to show the property's environmental commitment and landed on a corporate page with mission language and a stock photo of a forest. Nothing specific to that property or that stay. The scan had promised a number and delivered vocabulary.

[Read Poulomi's full article](#)

Hospitality teams have the most to gain from getting this right.



Sustainability in Hospitality:

The Operational Playbook for Hotels

A guest who scans to verify a sustainability claim and lands on a corporate values page is a guest whose trust has been broken at the property. The brands that convert sustainability into direct bookings make claims that are specific enough to check. Specific to the property, specific to the year, specific to what a guest staying that week would actually find.

Getting there is an operational problem before it is a marketing one. The whitepaper covers what to measure and where in the guest journey to surface it, so the sustainability narrative holds up when a guest looks.

[Read: Sustainability in Hospitality: The Operational Playbook for Hotels](#)

Uniqode in the Wild

This month's sighting: Toom Garlic Dip, with a QR Code on their product packaging.



The QR Code is scanned at home, after the purchase is complete. Toom routes it to Instagram, a community destination. A follow on Instagram is a customer Toom can reach again without going back through the retailer.

📸 Spotted a QR Code in the wild? Send it our way at unique-angles@unigode.com, and you might see it featured in an upcoming edition.

Coming Soon, for CPG brands navigating Sunrise 2027

GS1's Sunrise 2027 deadline is a compliance requirement. It is also the moment the code your retailers require becomes a direct channel to the customer holding the product.

The upcoming **CPG Field Guide to GS1 Sunrise 2027** walks through what changes in your data, packaging files, and post-scan experience. It shows you when each step needs to happen and how to turn compliance into a growth play.

Coming soon in August. Stay tuned.

Before you go ...

If this edition sparked a few ideas, there's plenty more to explore on [Unique Angles](#). You can also catch up on past newsletter editions all in one place.

👉 [Read previous editions](#)

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Until next time,

👋 Sarah from Uniqode