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## Papa John's tests mobile 2D barcodes

By [Dan Butcher](#)

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**Mobile is piping hot**

Papa John's International Inc. is testing consumer responsiveness to 2D barcodes via a free pizza promotion..

The pizza franchise recently launched its mobile ordering Web site, enabling consumers to order pizza directly from their mobile phones. In an effort to drive more consumers to its mobile ordering site, Papa John's teamed up with NeoMedia to launch a promotion leveraging 2D barcodes.

"The strategy was to test consumer responsiveness to the mobile barcode tactic," said Iain McCready, CEO of NeoMedia Technologies, Atlanta, GA. "Would consumers download and scan? Would 2D barcodes

be a viable means to drive mobile web ordering?

"The test was operationally very successful," he said.

The promotion was communicated via direct mail pieces. The call to action was "use your phone to get a free Papa John's pizza."



**NeoMedia's 2D barcode**

The NeoReader mobile barcode scanning application can be installed on a variety of handsets from major manufacturers.

If the camera phone is capable, NeoReader supports Java, Symbian, Windows Mobile, iPhone and BlackBerry operating systems.

Select consumers in [Papa John's](#) markets across the country received a mailer containing a 2D barcode that when scanned with a mobile phone, directed consumers to Papa John's mobile ordering Web site where they received a promotional code for free pizza.

Consumers seeking a free pizza texted in the keyword PIZZA, which prompted the delivery of instructions on how to install the [NeoReader mobile barcode scanning application](#) onto their mobile phone.

Once the NeoReader application was installed, consumers could scan the 2D barcode on the mailer linking them directly to Papa John's mobile ordering site.

Existing Papa John's online users were prompted to login and first-time users were asked to create a new account to receive their free pizza.

[NeoMedia Technologies](#) enables optically initiated wireless transactions, bridging the physical and mobile world with innovative direct to web technology solutions.

To provide an infrastructure for the processing of optical codes, NeoMedia extends their offering with Gavitec technology.

Located in Germany, [Gavitec AG-mobile digit](#) develops and distributes mobile scanners and software for mobile applications.

In addition, Gavitec provides standardized and individual solutions for mobile marketing, couponing,

ticketing and payment systems.

Headquartered in Louisville, KY, Papa John's is the world's third largest pizza company.

"We were delighted to work with an industry innovator like Papa John's to launch this program," Mr. McCready said. "They understand the consumer desire for convenience and mobile barcode scanning is a new way to provide a simple but compelling consumer experience via the mobile phone.

"NeoMedia makes sure those experiences are secure, fast and reliable," he said. "The NeoReader scanning application helps partners like Papa John's deliver an easy and accessible mobile Internet experience to their customers."

*Staff Reporter Dan Butcher covers banking and payments, carrier networks, commerce, database/CRM, manufacturers, music and software and technology. Reach him at dan@mobilemarketer.com.*