Publisher Campaigns

Publishers are initiating a wide variety of mobile commerce promotional campaigns. Some of these campaigns are strictly promotional, offering access to content such as author biographies, reviews of a title, and excerpts. Other campaigns also provide a means for the consumer to purchase a book or eBook.

There is also a wide variation in the display objects publishers place 2D bar codes on for consumers to scan. Print media advertisements are popular, as are posters on kiosks and in trains and buses.

The example presented here shows access to the campaign from a 2D bar code in a New York Times Book Review advertisement. The campaign could as easily be accessed from a bar code on any other display object.
This publisher advertisement in the New York Times Book Review includes a 2D bar code (here a QR Code®). Capturing the bar code with the camera of a mobile device takes the consumer to the initial screen shown below.
Capturing the QR Code® in the advertisement above brings the consumer to this initial screen.

Scrolling down and reading the promotion, the consumer reaches this screen.

An imbedded YouTube video is available to view, or the consumer can scroll further.
Clicking on the imbedded video, the consumer views a slide show narrated by the author.

Scrolling down from the video, the consumer reaches a main menu of choices.
Choosing **PRAISE** from the main menu, the consumer may scroll through several reviews.

Choosing **READ AN EXCERPT** from the main menu, the consumer is shown text from the book.
Choosing **BUY THE EBOOK** from the main menu, the consumer is given a choice of eBook sources.

Selecting **NOOK** on the menu, the consumer reaches an eBook order screen for that device.