

# PepsiCo unveils interactive halftime show platform with QR codes

Terakhir diperbarui: [August 08, 2022](#)



Pepsi launched a unique website, [PepsiHalftime.com](#), with behind-the-scenes videos and augmented reality (AR) experience on Instagram as part of the marketing for its 10th year as the sponsor of the Super Bowl Halftime Show.

Scan QR codes on the website or specially marked Pepsi cans with a smartphone camera to see an AR selfie lens in the photo-sharing app.

While they continue to promote the event on television, Pepsi uses digital marketing to increase its exposure. It incorporates a scannable QR code in their Pepsi cans for the 55th NFL season.

QR codes provide customers with a new way to view halftime shows online.

The soda brand filled its mobile app with features that gave users more control and exclusive content to get people excited before the game.

## Returning to PepsiCo's strategy last year



As fans were allowed back into stadiums after pandemic restrictions were lifted, the NFL tried to boost its TV ratings for the regular season.

The Associated Press said that, on average, 17.1 million people watched each of the NFL's 272 regular-season games.

This is a 10% increase from the previous year and the highest average since 2015.

These better ratings helped keep people interested in the playoffs and helped the much-hyped championship game get more viewers.

This year, more people watched the Super Bowl than in 2021, which was the worst year in 14 years.

According to data from CNBC, the number of people who watched the championship game on NBC, Telemundo, and Peacock grew by 15.9 million since last year.

This brought the total number of people who watched to 112.3 million.

For the second year in a row, Pepsi didn't run any ads during the game, instead focusing on the halftime show.

Last year, as part of its multichannel campaign leading up to the Super Bowl, it ran its first national ad to promote a live concert with singer The Weeknd.

Pepsi showed the commercial during the playoffs to get people excited about the halftime show.

Relate to: [8 Most Influential Super Bowl QR Code Commercials](#)

## **PepsiCo's new global campaign is all about QR codes**



[Image source](#)

This strategy allowed the brand to capitalize on the 12-minute time slot it already had during the game, which attracted millions of viewers on its own.

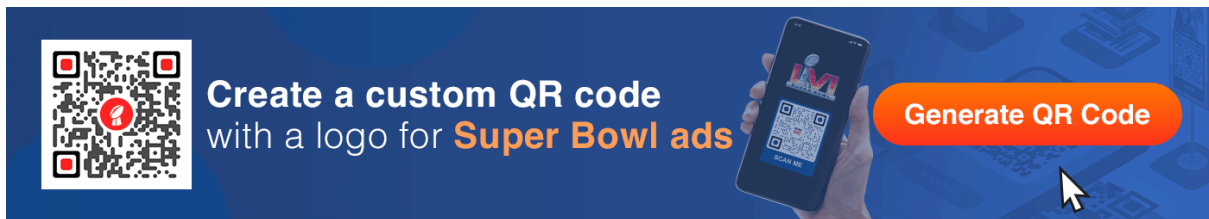
Pepsi went all-in on a multi-channel campaign that included an Instagram activation and unique packaging with QR codes that activated digital content.

On February 13, 2022, the Pepsi Superbowl LVI Halftime Show App was released.

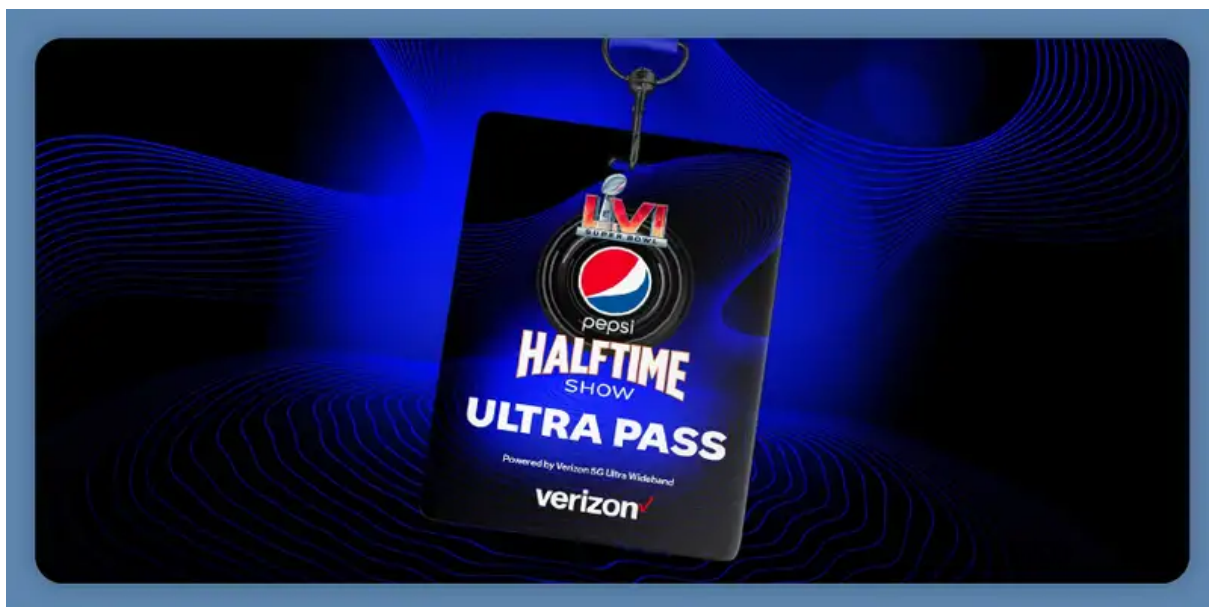
Fans can scan QR codes on the website and mark Pepsi cans with a smartphone camera to see an AR selfie lens in the photo-sharing app as part of the app's promotion.

An all-in celebration of PepsiCo's tenth year as a Super Bowl Halftime Show sponsor.

The commercial debuted during the NFL Super Wild Card games and will air throughout the NFL Playoffs and on PepsiHalftime.com, a digital fan portal offering custom AR filters, a behind-the-scenes look at this year's Pepsi Super Bowl Halftime Show, and more.



## How Pepsi QR codes transformed their product



[Image source](#)

At the NFL Championship, hundreds of millions of people watched around the world and tens of thousands of fans at SoFi Stadium in Los Angeles.



As a result, Pepsi has collaborated with Verizon to launch the Pepsi Super Bowl Halftime Show Ultra Pass. This augmented reality experience transports fans to the field to watch the music unfold.

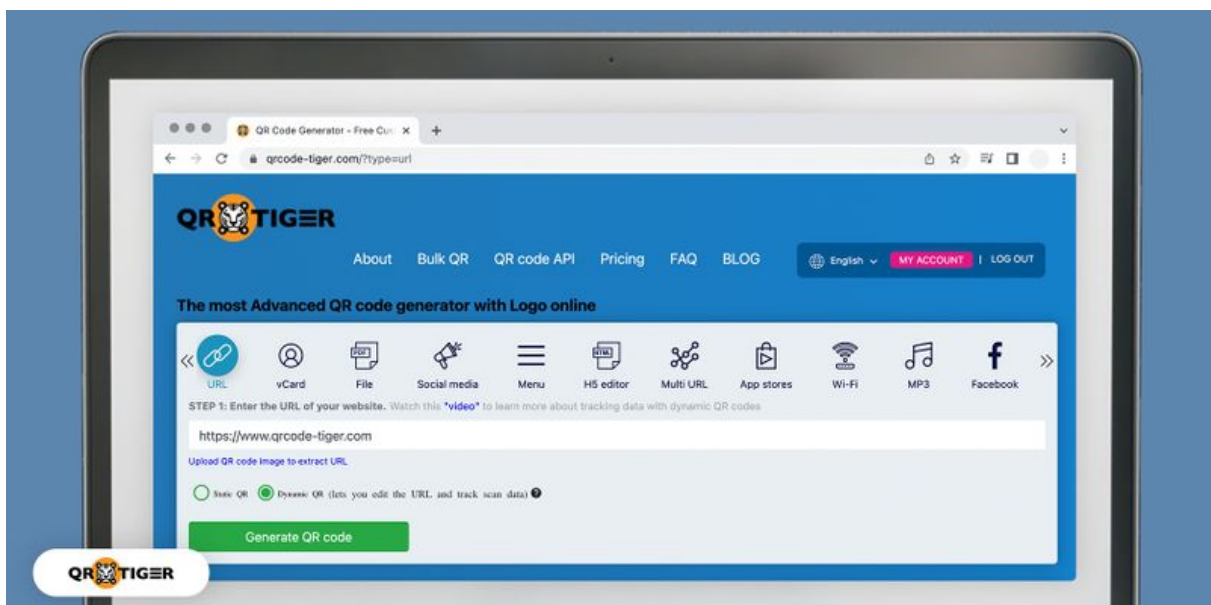
When halftime arrived, fans used the Pepsi Halftime app to be transported right into the action.

You can then move your phone around, pivoting around the stage and field as if you were there, thanks to augmented reality and the 360-degree cameras Pepsi and Verizon plan to use in the arena.

*“This year’s Pepsi Super Bowl Halftime Show is already one of the most anticipated of all time, so we wanted to give fans unprecedented access.”* Pepsi marketing chief Todd Kaplan stated in a press release.

He also said it was a great opportunity to create a new, immersive way for fans to experience the performance in our Pepsi Super Bowl Halftime Show app.

## Create a QR code for your marketing and business with QRTIGER



QRTIGER provides various QR code solutions that you can use in any digital marketing campaign.

Here are the easy steps you need to take to make it:

- Visit [www.qrcode-tiger.com](http://www.qrcode-tiger.com)
- Choose the type of QR code you require.
- Enter the data necessary to generate your QR code.
- Generate your QR code as a dynamic QR code
- Before printing, customize/style the appearance of your QR code and perform a scan test.
- Download, print, and use your QR code!

Relate to: [How to use QR codes in marketing: Tips and use-cases](#)

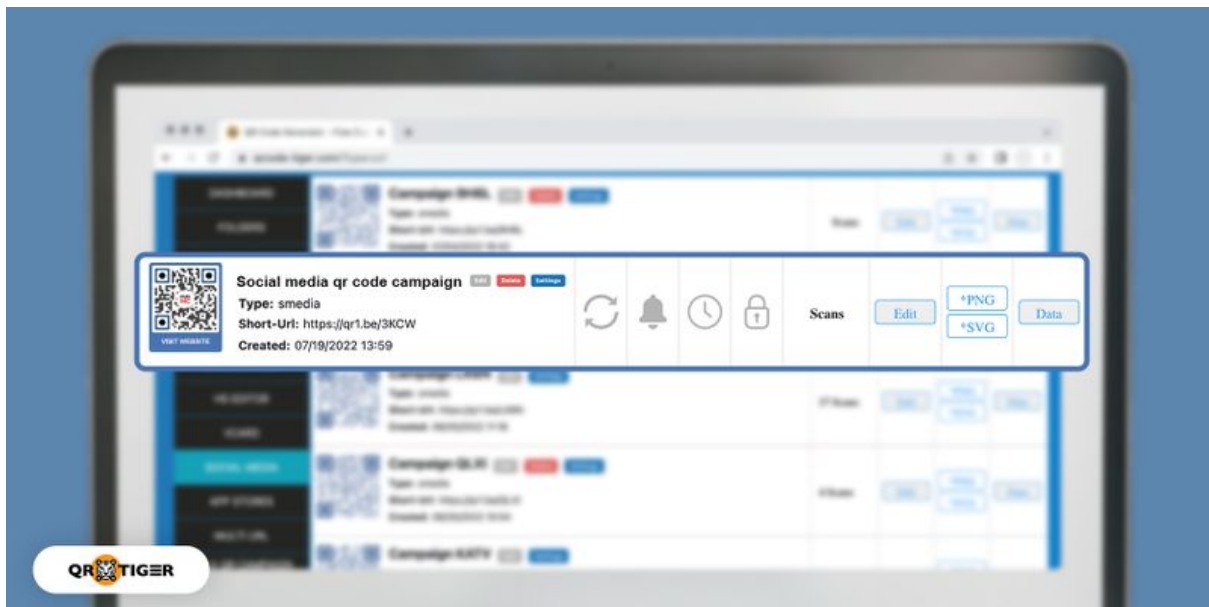
## **Why should you access dynamic QR codes using QRTIGER's subscription plan?**

**Effective QR code marketing and commercial campaigns get built on dynamic QR codes.**



For any physical and digital marketing, this type of QR code offers a variety of digital solutions. You can use [dynamic QR codes](#) from QRTIGER to:

## Make changes to the URLs and other contents.



Users can edit or update embedded URLs and other contents using dynamic QR codes, as is well known.

Due to the ability to prevent additional costs related to an incorrect or out-of-date QR code campaign, this feature makes this specific type of



QR code cost-effective.

Related: [How to edit a QR code in 9 quick steps](#)

## Examine the scanning's findings.



It's crucial to keep an eye on how your QR code marketing is progressing.

Entrepreneurs and marketers can refocus and make essential adjustments for the business.

With dynamic QR codes from QRTIGER, you have full access to and control over the statistics of your QR code scans.

Related: [How to set-up QR code tracking in real-time: A step-by-step guide](#)

## Recognize QR codes on printed materials and screens.



No matter where you place your dynamic QR codes in printed materials or LCDs, the target audience can still scan them.

## Reselling and retargeting

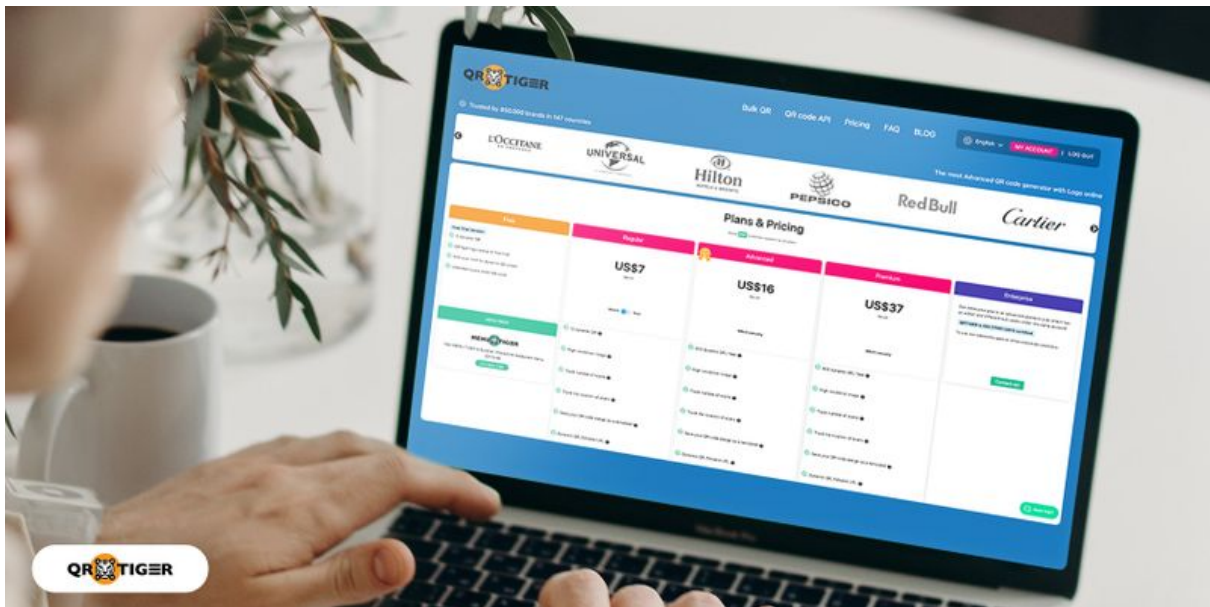
QR codes enable businesses and influencers to retarget their customers and potential buyers at various stages of their journey using social media QR codes across multiple social media platforms.

Use dynamic QR codes to reengage your target audience quickly.

Because you can track dynamic QR codes, you can easily entice visitors to return to your website by keeping track of who has scanned your QR codes.

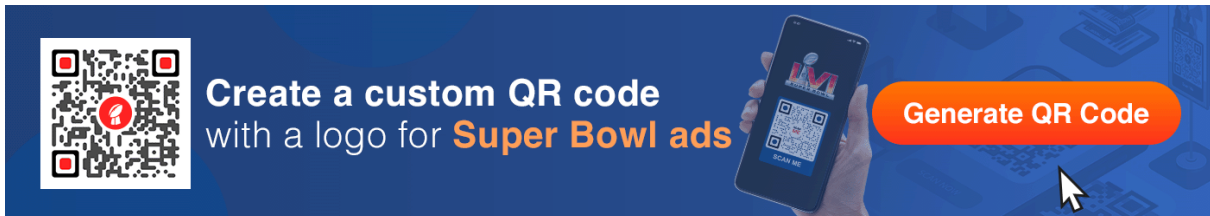
Related: [Social media QR code: Connecting all of your apps in one scan](#)

**Enjoy its benefits without time restrictions.**



Your dynamic QR code marketing campaigns will continue as long as your QRTIGER subscription plan is active.

Enroll in a plan for long-term digital marketing and use the best QR code generator.



## Kickstart your QR code marketing with QRTIGER

You can spot QR codes on various things, including your favorite beverages, snacks, retailers, sports arenas, and electronics.

[QRTIGER](#) provides the tools you need to run effective direct-to-consumer campaigns that drive actions and revenue.

Our platform provides mobile marketing solutions that are creative, compelling, and simple to implement—with an entire team of experts on hand to help you put your ideas into action.

Many of the world's most well-known companies have risen to the top of the business ladder by incorporating digital codes into their marketing campaigns.

You can do the same for your own business.

Start your journey to successful marketing today by creating a dynamic QR code with QRTIGER!

google-site-verification: google20b44762565403ff.html



Editor:

QRTIGER © 2022

Postingan terbaru QrTiger