

## PRINT ADVERTISING NOW INTERACTIVE!

By Bob Hammond

**I**n all my years of producing television commercials, I never imagined we would be producing videos for print advertisements. When I first heard about Microsoft's "Tag" technology, a scan code that for the first time in history makes print advertising interactive I knew that print advertising and video production were merging.

This new marketing device just may be the savior of the print world.

Microsoft Tag is a breakthrough technology that transforms everyday things in the real world into live links to online information and entertainment.

Here's how it works: From your mobile phone, you simply snap or scan a Tag image anywhere you see it – in print ads, editorials, product packaging, signs and storefronts – and gain instant access to Websites, videos, reviews, schedules, contact information, social networks, discounts, and promotions.

Microsoft claims it even works on billboards, but I don't recommend tagging while driving. We have enough problems with people texting and driving.

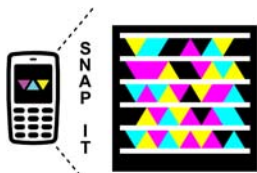
To get started download the Microsoft program to your cell phone at ([www.gettag.mobi](http://www.gettag.mobi)). The reader works well on most current smartphones and advanced feature phones, including Windows Mobile (5.5 and above), iPhone, Blackberry, Symbian, and J2ME. Most of the time the program downloads automatically. If not, scroll down and click on your specific phone. Once the program is in your phone, it is very easy to use. When you see a Tag in an advertisement that you are interested in, simply click on the "Tag Reader" in your program menu and your camera phone is automatically activated. Hold the phone over the Tag and in less than a second you are linked to the information that company wants you to view.

Sounds easy enough right? But as an advertiser you still may be wondering how to use this new

technology to your greatest advantage. The Tag technology is virtually unlimited which makes the possibilities for selling your company and/or your products unlimited. A restaurant print ad touting the best burger in town, for example, could have a Tag of a tight shot video clip of the mouth watering burger spinning on a plate suggesting where to go for lunch. Doctors could use their Tag to discuss a new procedure. Lawyers could have their 30 second TV commercial play. Imagine the possibilities for the tourism industry. Now your print ad becomes a marketing video.

And Tags are extremely flexible. For example, a car dealer Tag could offer viewers the “deal of the day” and here’s why: even though their Tag appears repeatedly in a print publication for a month, the Tag link can be changed at anytime by simply changing where that link goes.

Advertising and marketing are critical factors in the success of any business---out of sight, out of mind. The biggest change is how advertisers can now get their message out to even more potential customers. Think of your print advertisement using a Tag as your own TV station. With the invention of the Microsoft Tag, the way we advertise just changed again.



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