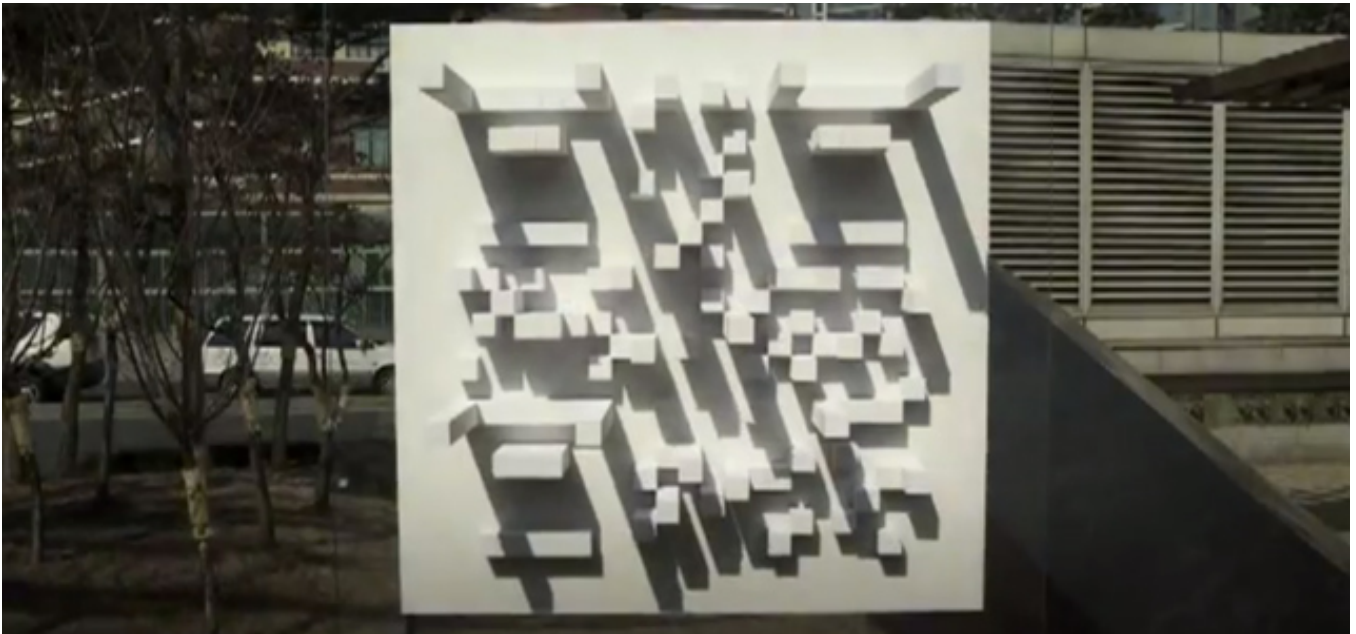


In Seoul, retailer uses 3D QR codes and the sun to deliver discounts only during its quiet times



Periodic lulls in business are a fact of life for most retailers, and we've already seen solutions including [daily deals that are valid only during those quiet times](#). Recently, however, we came across a concept that takes such efforts even further. Specifically, Korean [Emart](#) recently placed 3D QR code sculptures throughout the city of Seoul that could only be scanned between noon and 1 pm each day — consumers who succeeded were rewarded with discounts at the store during those quiet shopping hours.

Dubbed “Sunny Sale,” Emart's effort involved setting up a series of what it calls “shadow” QR codes that depend on peak sunlight for proper viewing and were scannable only between 12 and 1 pm each day. Successfully scanning a code took consumers to a dedicated home page with special offers including a coupon worth USD 12. Purchases could then be made via smartphone for delivery direct to the consumer's door. The video below explains the campaign in more detail:

As a result of its creative promotion, Emart reportedly saw membership increase by 58 percent in February over the previous month, they also observed a 25 percent increase in sales during lunch hours. Retailers around the globe: One for inspiration?

Website: www.emart.com

Contact: emartmall@emart.com

Spotted by: Regina Gauer