



The QR code is intricately made up of visuals from the four songs | Photo source Zulu Alpha Kilo

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## NEW YORK BREWERY GAMIFIES ITS IPA WITH QR CODES

 ADVERTISING & MARKETING

### SingleCut's "Big in Japan IPA" featured packaging that also functioned as a "Name That Tune" game

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#### Takeaway:

The future of advertising is still very much being determined by innovative and creative advances in technology. The targeting of audiences over social media platforms such as Instagram and TikTok is a popular way of reaching certain demographics, but it may be that the

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is to do more than this to build campaigns that cross cultures and keep up with the demand for integrated, personalised and interactive experiences.