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

IN SEOUL, RETAILER USES 3D QR CODES AND THE SUN TO DELIVER DISCOUNTS ONLY DURING ITS QUIET TIMES



ADVERTISING & MARKETING

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 were given discounts at the store during those quiet shopping hours.

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