

Client - Pledge

Client: Pledge
Country: United States
Placement: CPG
Interaction: Large Business



Visit the Pledge website

The Challenge

SC Johnson needed a way to explain the benefits of the Pledge Fabric Sweeper from a printed FSI in a more dynamic way. While it offered a coupon discount, a video was really the best way to understand how it worked.

The ScanLife Solution

A ScanLife QR Code was added to a series of national newspaper inserts to link to video content with an option to view additional content. The code saw thousands of scans, and the traffic actually increased each time the code was published.

