

فعالية رموز الإستجابة السريعة (QR) في تصميم أفكار إعلانية مبتكرة لتطبيقات الهواتف الذكية

for smart phone The Efficiency of QR codes in the creativity of advertising systems

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Abstract

Global markets offer many creative solutions and modern advertising tools to attract the recipient and thus affect the acceptability of the advertising message and its responsiveness to its content, we find that the technology of smart phone systems has become one of the most important tools in the world of advertising and which in turn allows the receiver to interact with it and the search addresses one of the codes that are known as the QR Code, which is a session by displaying the ad to the receiver when interacting with it either in a media or by merging two or more of those methods by employing Smart phones are what this interaction is, which has a great impact on consumers because of the curiosity it creates, which it causes him a state of psychological imbalance that the consumer wants to change by interacting with the ad, which offers a unique way in the nature of the interaction differs from the traditional advertising methods, where the integration of smart phone systems, Internet networks and social communication is a kind of effective communication for smart phones and between the recipient and the interactive behavior of his communicative The other hand enhances the role of QR code in smartphones to serve effective advertising messages.

The importance of this study is to illustrate the effectiveness of rapid response to smart phone system advertisements using QR codes as modern interactive systems innovative, The research follows the Descriptive analytical approach of models of advertisements applied to smartphones using (QR).