



People are driven by incentives, and if someone has an incentive to accomplish a task, they have a better chance of engaging in that task. By offering a treasure hunt-like method where the **rewards are gift certificates** (advertising), college students would be able to have some fun by tracking down these codes and potentially receiving a gift certificate. If a student **needed help** finding these codes, they would simply **purchase the newspaper** and find the **clues** within the paper to where the codes are hidden for the next few days. Unfortunately, if someone has a friend, they can not send the image of the QR code to a friend because when the code is scanned, the location of the scanner is tracked and matched with the location of the code itself. In this sense, the participant and Schurz wins.

Ex. Johnny finds and scans 5 QR codes but needs 10 to receive a gift certificate this month. Johnny goes and buys a newspaper to receive some hints where to find the others. He buys a newspaper 5 different days and finds 5 more codes. Johnny receives a gift certificate, Schurz makes a profit on him buying newspapers, and the local business benefits from Johnny's business. (Remember, if it is a restaurant, people prefer to eat with more people than just by themselves, so Johnny will most likely bring his friends).



OR





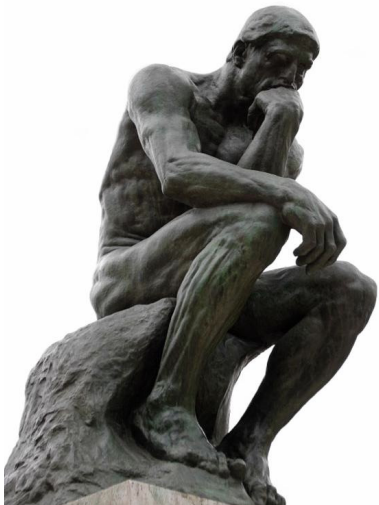
SCHURZ CODE HUNT

Insights

How can I make the people of my generation more interested in accessing the local newspaper?

What drives people to do something that is out of their typical habits?

Why would Schurz Communications and the target audience participate?



Does anything like this exist already? Is it successful?

Target Group: IUB Students Ages 18-25

At the age of 21, I have many friends within the target age range who cannot get jobs, due to the fact that they are athletes or have an outstanding work-load. Of the non-athletes that I do know, there are only a few who have jobs, which are located on the IUB campus (ex. work at a food court, library, student recreational center, etc.). Athletes, specifically are keen to team-bonding experiences. Non-athletes without jobs have plenty of free time, as their main obligation would be towards academics.

Why?

- Typical “poor” college student



Goals:

Interest target group

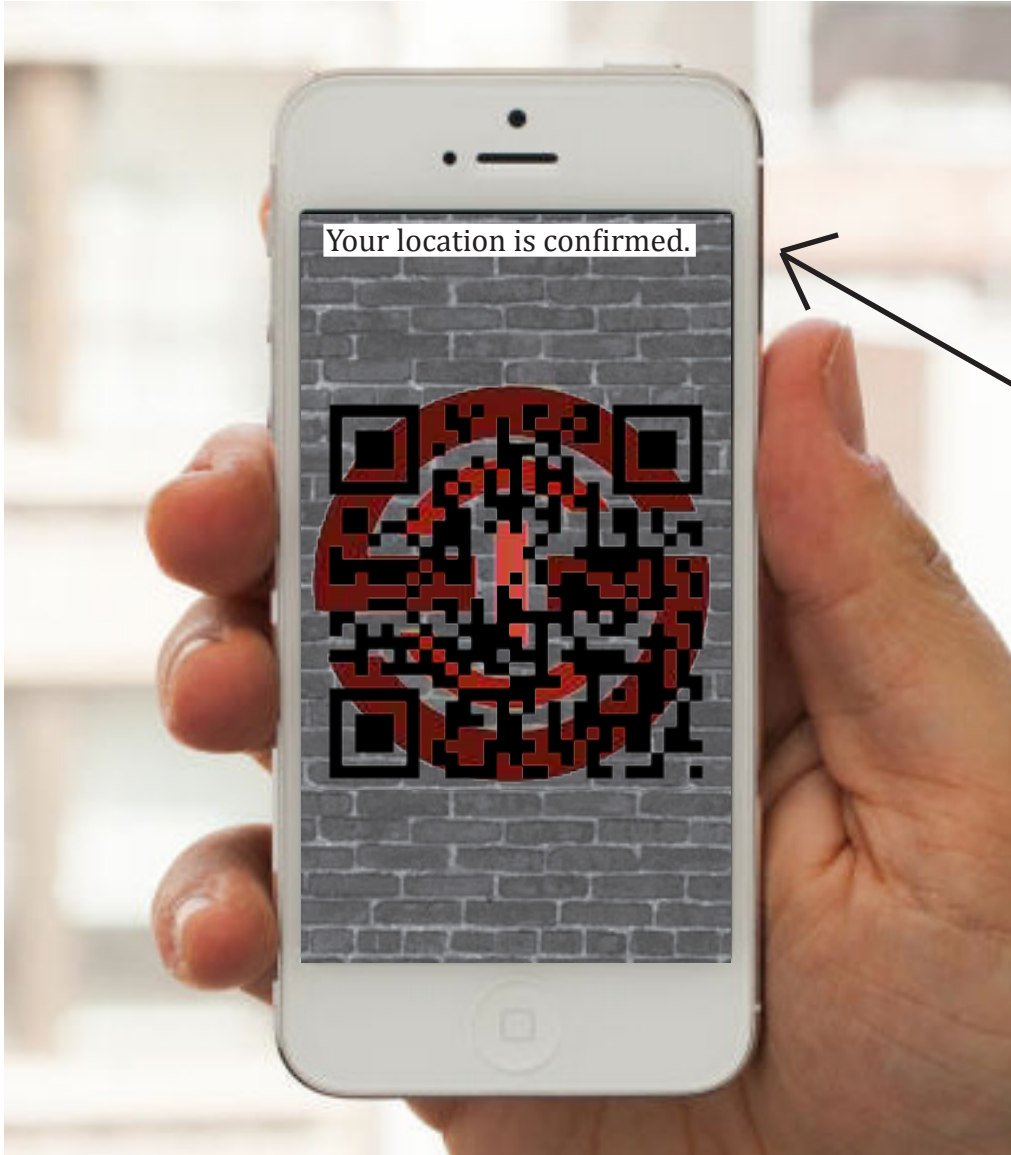
Bring target group to Schurz

+

Increase Schurz revenue

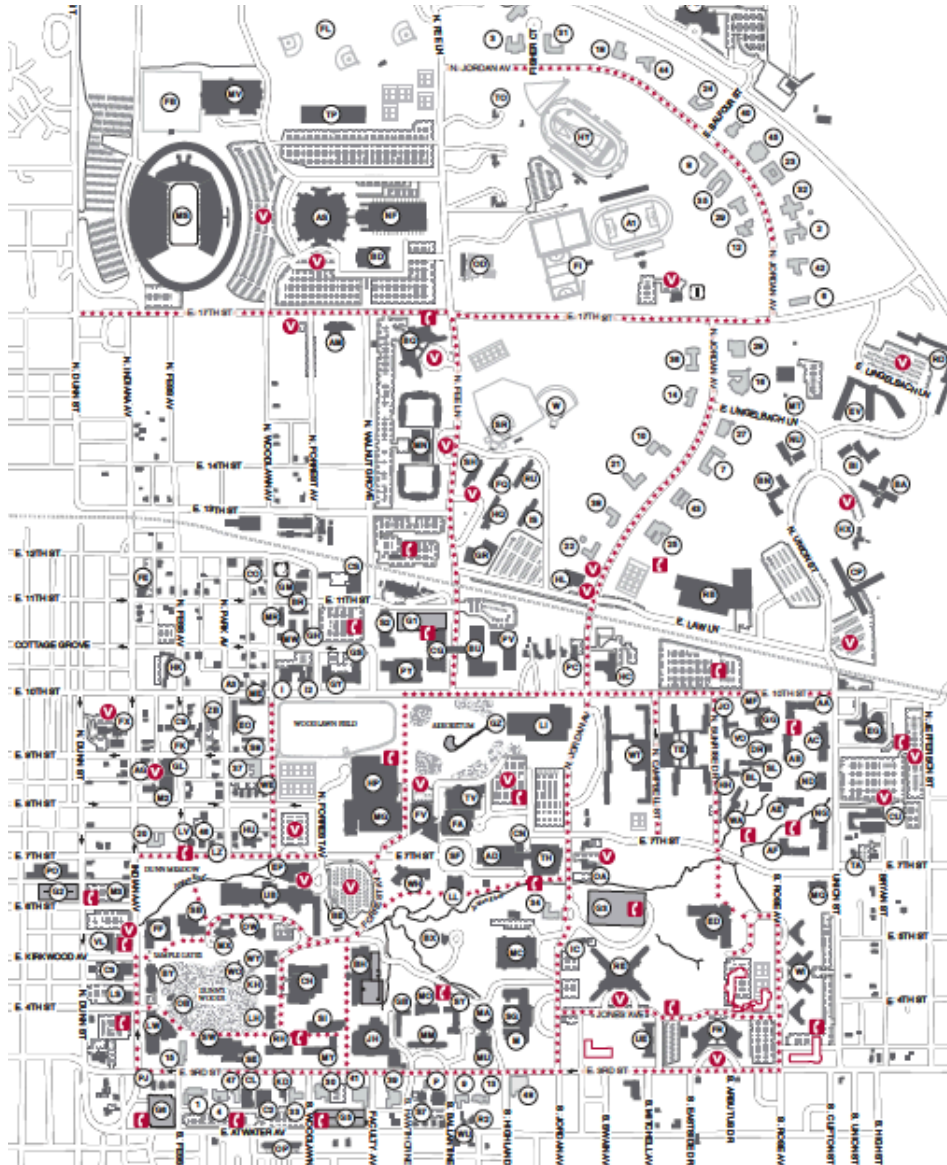


What?



- QR codes around Bloomington
- Student/Person scans code with phone
- GPS confirms that person is at correct location to prevent fraud (copying of QR code)
- Website pops up with local business advertisement

IUB Campus



- Codes can be placed anywhere on the IUB campus
- For the sake of variety, **general code locations change** monthly (ex. August - downtown, September - IUB central campus, October - by the stadium/Assembly Hall, etc.)
- Due to winter weather, November thru March (depending on potential forecast) will have miniscule amount of codes outdoors, primarily indoors
- Local businesses can pay Schurz to have codes inside their store/restaurant
- Potential “sponsors”: some months, a local business can sponsor the ‘Schurz Code Hunt’ by having a few codes hidden in their store/business where customers search for them



Rewards?



- When a code is scanned, +1 to a person's monthly number

- First 50* people to scan 10* receive a gift certificate to a local business that sponsors 'Schurz Code Hunt'



Subscribers to The Herald Times can look in the newspaper (or sent via email/text) for hints to where a code or two can be found for that week

- 6-10* codes active each week, and code location changes weekly so people do not have as much time to tell friends about locations



- Friends go out to eat, but there is a slim chance the entire group has gift certificates. In this case, food gift certificate benefits restaurant

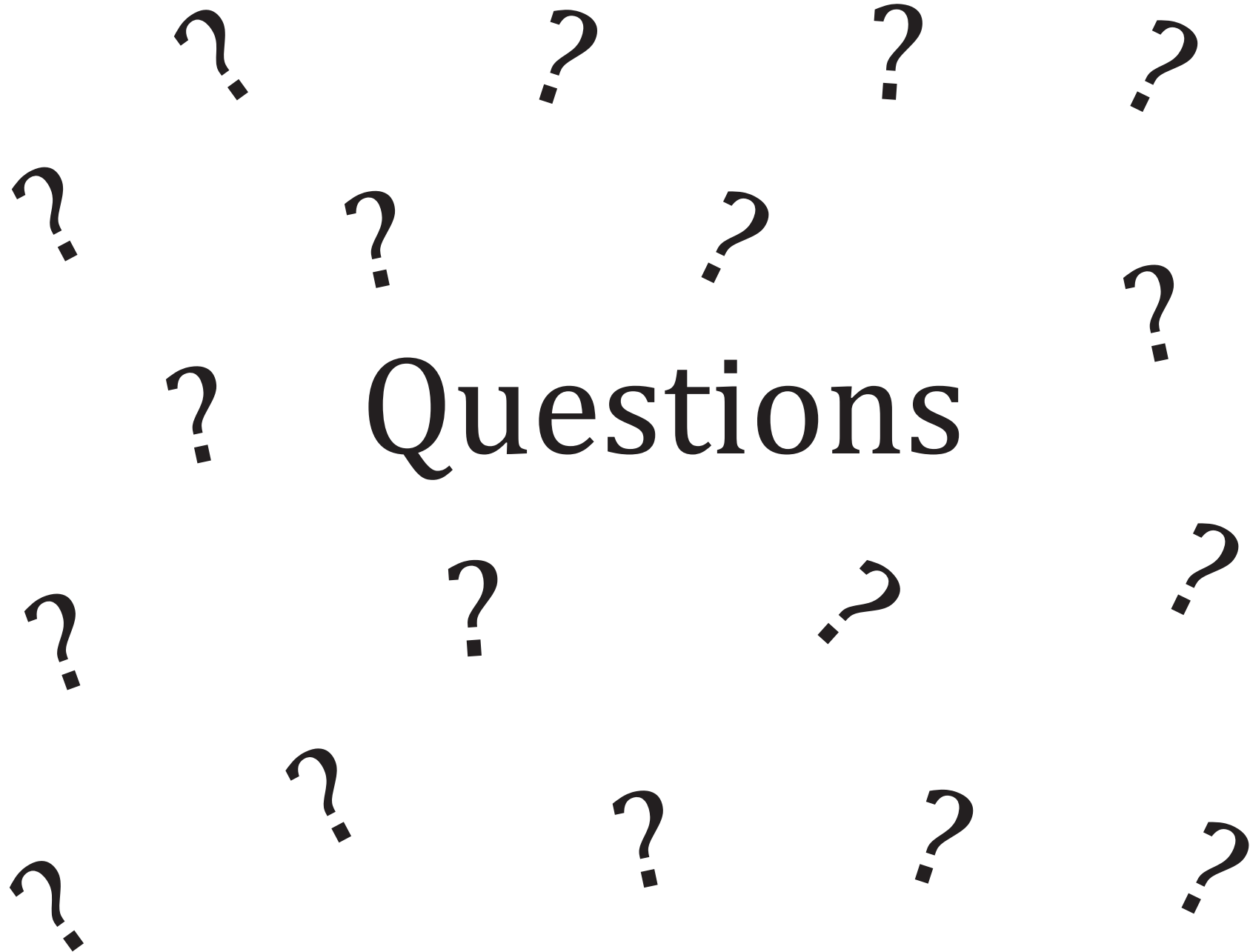
- A person cannot win three, consecutive months

* number subject to change

Extra Information

- Certain codes will be hidden very well so that when someone finds and scans it, there is a posting in the newspaper about the investigative participant. The person will feel 'special,' and when others see the glory bestowed on participant, perhaps others will join the Schurz Code Hunt (i.e. This should be easy to do, considering that The Herald Times is a part of Schurz)
- Since Schurz has a plethora of apps, another app can be made that shows daily, weekly, monthly, and yearly leaderboards for the 'Schurz Code Hunt'
- Schurz would have to hire at least one or two patrol people, in disguise so they do not give away code locations, to make sure that the current codes have not been tampered with
- About one or two people (more means quicker placement/removal) would dispose of old codes and place new codes, preferably very early in the morning before many people are out and are able to see this process
- If only four or five hints to code locations were provided to subscribers, people would still have to put forth some effort in order to collect the necessary amount of 'scans' per month (ex. 10 scans needed @ 5 hints given, 50% advantage)
- To kick start the code hunt, put up a few codes, in the middle of the day, so that people become interested in what is going on





Primary Attributions

Alex Neil

Ketchup with QR code (image) | taken by Bryce Ogden

Murat Kacan

Previous research

Secondary Attributions

Brick wall (image) | <http://www.layoutsparks.com/1/49263/request-brick-wall-grey.html>

Check-off (image) | http://www.ecb.int/ecb/jobs/shared/img/personal_det_doc.jpg

Gift Certificate example (image) | http://www.originalsprout.com/images/gift_cert.jpg

Gift Certificate 2 example (image) | <http://purduesports.cbscollegestore.com/store/Vendor9/fullscale/gift-certificate-c.gif>

Herald Times (image) | http://www.echo-media.com/samples/bloomington_bedford_herald_times.jpg

IUB campus map (photo) | <http://www.iub.edu/~iubmap/IUBcampusmap.pdf>

iPhone 3G (image) | <http://lowencorporation.files.wordpress.com/2011/06/iphone.jpg?w=640>

iPhone 5 (photo) | http://asset1.cbsistatic.com/cnwk.1d/i/tim/2012/09/17/06_archimedes_35438535_620x433.jpg

No money (photo) | <http://www.zitecode.com/upload/No%20Money%20For%20Corruption.jpg>

Participate (photo) | http://www.expoindustrial.net/imagenes/why_participate.jpg

QR code example (image) | http://upload.wikimedia.org/wikipedia/commons/thumb/9/9b/Wikipedia_mobile_en.svg/220px-Wikipedia_mobile_en.svg.png

Sad face (image) | <http://nearemmaus.files.wordpress.com/2011/02/sadface.jpg>

Schurz Communications (image) | <http://newsinfo.iu.edu/pub/libs/images/usr/14447.jpg>

Thinking Man statue (image) | <http://3.bp.blogspot.com/-BOiyKBhFQOk/UGdCHDAYIWI/AAAAAAAAAOW/yU0EX-wudRY/s1600/thinking+man.jpg>