

# Twisted Oak Winery Connects with Consumers in QRazy Ways

## ORGANIZATION

Twisted Oak Winery is located in Murphys, California. Known for its Rhone- and Iberian-style wines, the winery also prides itself in finding creative—or “twisted”—ways to market its brand. These wild antics have brought a lot of attention, twisted and otherwise, to Twisted Oak.

## CHALLENGE

Twisted Oak’s tech-savvy owner, Jeff Stai, knew about the advantages of QR codes. Already active in the world of social media, he also knew the QR code would be just the thing to connect to their consumers who use “smart” mobile devices. The question was, “How to get started?”

## SOLUTION

Scott Klann, winemaker at Twisted Oak, and Stai began with Google. They quickly found an online source that would create a QR code for them—for free—and decided to try a creative strategy:

- The Shipwreck E-Commerce Approach: True to their “twisted” name, they wrote their own lyrics to the “Gilligan’s Island” theme song, enticing consumers to scan the QR code so they could see the clever ending on the Twisted Oak e-commerce site, where they learn how to buy the wine online.

The Twisted Oak team created a mobile platform for their website, so when the QR code is scanned by a mobile device, the user is taken to a site that is easily viewed on a smaller, hand-held device. They worked with Vin65.com to create this mobile experience. “We needed a web site that was professional, modern and delivered a good time,” says Stai.

To add readable QR codes on their wine labels, the Twisted Oak team reached out to Labeltronix, who printed the codes on the back labels with incredible success. Scott also appreciated the fact that he could benefit from Lean Labeling<sup>®</sup>, which allows the winery owner to buy only the labels he needs, at an affordable price. This winning combination helped Twisted Oak:

- Reduce label costs and inventory
- Receive labels quickly and efficiently
- Receive exceptional customer service

## RESULTS

“Adding the QR code is an ingenious marketing concept that puts the winery in full control of how much information consumers can access. The size of wine bottles and labels is limited ‘real estate.’ There’s only so much information a wine marketer can usually convey. But with a QR code, you can do so much more. It’s a great way to tell your wine story, do targeted promotions and have some fun with it,” explains Stai.

“The mobile site now represents almost 10% of our total web traffic. Since launching the QR code, we’ve seen an increase in web activity in just a matter of weeks. We even have mobile users voting in our contests, which means that they don’t stay on one page...they are cruising our site really getting to know the Twisted Oak brand.”

Twisted Oak is excited to be ahead of the curve in this area, since mobile devices promise to be “the way of doing business in the future.” Totally, creatively, unbelievably twisted.



## Q and A: QRating Connections with QR Codes

**Q:** QR Codes – what are they?

**A:** A QR Code is a matrix code (or two-dimensional bar code) created by Japanese corporation Denso-Wave in 1994. The “QR” is derived from “Quick Response”, as the creator intended the code to allow its contents to be decoded at high speed.

**Q:** How can consumers “read” a QR code?

**A:** Using a smartphone, they take a picture of the QR code. Software on their phone reads the code, like a barcode reader scans and reads a barcode. Many phones come with QR code readers pre-installed. If a phone doesn’t already have QR reader software, it is available as a download for most mobile platforms.

**Q:** What kind of information can you embed in them?

**A:** Entice them to scan the QR code with a question, a promise, a riddle. But remember, if a consumer takes the time to scan your code, reward him or her with top quality content. Consumers will be frustrated if they take extra steps to scan a QR code, only to discover it’s just the company’s homepage.

**Q:** How do you get a QR code?

**A:** Several companies can generate a QR code. Like Twisted Oak, you can opt for a free service and then use Google Analytics to track and measure results. Other companies can do it all for a nominal fee. You are responsible for supplying the embedded information. Here are a couple that we recommend that provide the full solution: [www.qr4wine.com](http://www.qr4wine.com)

**Q:** What should you consider about printing QR codes on labels?

**A:** QR codes are still fairly new here in the States. That’s why we recommend, for now, teaching consumers about them. You might want to include instructions on the label about how to scan a QR code. Also, test the code yourself to ensure it works with a variety of mobile devices. Remember the content must be optimized for the small screens of mobile viewing. Test the landing page on a smartphone, preferably multiple types and networks, to make sure the viewer is getting the total experience you so carefully design.

**Q:** How can these be used in “testing” different marketing concepts with your wines?

**A:** You simply create as many QR codes as you want. You can test different messages, different landing pages and incorporate them on multiple products and/or marketing collateral. If you opt to add a QR code to your label, it is very important that you track the results. There are various programs, including Google Analytics, which can measure the success of your QR code. If you discover the code isn’t generating traffic, you may have to re-think the placement or evaluate your user directions.

## How a QR code works for Twisted Oak’s mobile marketing



QR code on wine label



A customer uses their phone to scan the QR codes



The customer received product information

**LABELTRONIX®**  
Watch our Lean Labeling® video  
by scanning this QR code!

