

## NUTRIMIX LABS ADDING MUSCLES TO ADVERTISEMENTS



NeoMedia Technologies Incorporation is partnering up with Nutrimix Labs, who are the makers of a nutritional supplement that is used in areas all around the world. The partnership will help Nutrimix Labs launch their first mobile barcode advertising campaign for specific supplement products that are used to help boost performance as well as assist individual with gaining muscle. These advertisements that have been made will be featured in a number of popular fitness magazines for both men and women. Some of these magazines include Muscle Magazine, Oxygen, Inside Fitness, and Muscle Insider of Canada. When the QR code is scanned, it will lead to a Facebook page, in which the fans of these products will be asked to "Like" the nutrition page as a way of showing that they like the products and the page, and getting their friends to like it as well. The people who choose to "like" the page will get some exclusive information on special offers as well as promotions that the company will be having on different products. The CEO of Nutrimix Labs, Mike Schreck, has said, "Incorporating QR codes into our advertising campaign will enhance the way in which our customers engage and interact with the Interactive Nutrition brand." He also says, "NeoMedia has been a pioneer in the mobile barcode space for many years now, and the company's experience and knowledge will provide us with the tools required to build an enhanced dialogue with our core customers and allow us to give something back to our loyal fans by providing access to further incentives and exclusive campaigns." In the meantime, Laura Marriott, the Chief Executive Officer for NeoMedia Technologies Incorporated, has said, "The Nutrimix campaign demonstrates how mobile barcodes can help to boost brand affinity, extend a brand's message and offer promotions to its customers, particularly where space is limited in print ads and on product packaging." This mobile barcode management is a great solution for brands to find an easy way to link them to the web in little to no time at all. With a simple scan of the code, individuals will be easily linked to the mobile web, which makes it entirely interactive and provides individuals with a great experience from the particular brand. It is also a way to target specific users to visit the Facebook page. NeoMedia Technologies Incorporate is the leader for the 2D mobile barcode technology. This technology is innovative and is a practical way to help users engage with applications and also helps advertisers target specific consumers based on the certain products they buy and use. It is practically like a tracking solution because advertisers can tract which people like specific brands and target that particular audience.

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