

How Scanova Helped Baboo Improve Brand Trust and Drive Customer Engagement



Challenge

Baboo needed a centralized way to manage all QR Codes on their product packaging and marketing materials, keep them current, and eliminate all reprinting costs. As the brand expanded into newer international markets, they also needed a way to build trust and legitimacy for their customers.



Outcome

Baboo deployed Scanova's Dynamic QR Codes across their packaging and marketing materials, giving them centralized control and proper branding. This flexibility cut all reprinting costs and supported a campaign that helped Baboo grow manifold as a baby and mother care brand.



COMPANY SIZE

11-50 employees



COMPANY WEBSITE

www.baboo.baby



INDUSTRY

Medical Equipment Manufacturing



LOCATION

Vilnius, Lithuania

Total QR Codes Created

580+

Total Scans

6,650+

A woman with long blonde hair, wearing a white t-shirt, is sitting and smiling as she feeds a baby. She holds a white bowl in her left hand and a yellow spoon in her right hand, offering food to the baby. The baby, wearing a white long-sleeved shirt, is sitting up and holding a green and white sippy cup with both hands. The background is a bright, indoor setting with a white textured chair, a green plant, and a wooden ladder.

Baboo has used Scanova QR Code Generator for nearly a decade. From the outset, Baboo was drawn to Scanova's Dynamic QR Codes, which allowed them to manage and update destination links from a centralized system rather than being restricted to printed packaging.

Baboo partnered with Scanova and placed QR Codes on all product packaging and marketing materials, connecting customers to the right product information while keeping the brand experience consistent and flexible as it grew.

A decorative teal wavy banner spanning the width of the page, containing the repeated text "SCANOVA X BABOO •" in white capital letters.

CHALLENGES

Baboo faced several key challenges before adopting Scanova's QR Code Generator:



1. Costly, inflexible reprints

Baboo's website changed multiple times over the years, and any packaging carrying static links would have needed to be reprinted each time. This made it difficult to keep customer-facing information current without incurring any reprinting costs.

2. Building trust in new markets

As Baboo expanded into other international markets, customers had limited ways to verify product authenticity and quality directly from the packaging. This made it harder to establish credibility purely through the physical product.

3. Extending reach beyond packaging

Baboo wanted to use QR Codes not just on packaging, but across marketing touchpoints such as print ads and business cards, to drive brand awareness and customer engagement in new ways.

SOLVING THE PROBLEM WITH SCANOVA

Baboo's partnership with Scanova introduced innovative solutions that addressed these challenges:



1. Dynamic QR Codes for centralized management

Baboo placed Scanova's Dynamic QR Codes across their product packaging, linking each product to a dedicated page with more information. Because the destination link could be updated centrally, Baboo could change a QR Code destination any time, without reprinting anything.

2. Custom-branded QR Codes for a consistent identity

Baboo used Scanova to design round QR Codes to match their branding style and colors. This gave every scan a branded, recognizable look that matched the packaging design, reinforcing brand trust and product legitimacy — especially valuable in new markets like Kazakhstan.

3. QR Codes across marketing campaigns

Baboo extended Scanova QR Codes beyond packaging to business cards and printed magazine ads. In one standout campaign in Lithuania, QR Codes placed in parenting magazine ads offered free product samples through a simple scan-to-form flow. A partnership with a maternity hospital to distribute this material drove requests at an accelerating rate.

RESULTS

The implementation of Scanova's QR Code Generator had a significant impact on Baboo's operations and customer engagement. Using Scanova's Dynamic QR Codes, Baboo generated **6,650+ scans** from the **580+ QR Codes** created — and the count is only increasing!

The sampling campaign, amplified through QR Codes on print ads and the maternity hospital partnership, drove a sharp rise in customer requests for samples — **from just 3–6 requests per week to 80–100 per week**. This contributed meaningfully to Baboo becoming a leading baby and mother care brand in Lithuania.

Beyond the campaign's reach, the ability to centrally manage destination links saved Baboo from repeated reprinting costs as its website evolved. At the same time, custom-branded QR Codes helped reinforce brand trust in newer markets. Baboo continues to rely on Scanova as a stable, sustainable part of its packaging and marketing operations.

THE FUTURE

Looking ahead, Baboo plans to expand their use of Scanova by building custom per-product pages accessible via QR Codes, which would include multi-language instructional videos to help customers across different markets use their products correctly.

Complementing this, Baboo is also interested in adopting Scanova's GS1 QR Codes, which would help them align with the GS1 Sunrise 2027 guidelines and strengthen their ability to track product batches and SKUs at a more granular level.



CONCLUSION



Baboo's experience with Scanova demonstrates how Dynamic QR Codes can support a growing brand's need for flexibility, trust, reach, and engagement. Since its early days as one of Scanova's first customers, Baboo used Dynamic QR Codes to keep their packaging information current without the cost of reprinting anything.

Custom-branded QR Codes helped Baboo carry their distinctive brand identity onto every package, while QR Codes extended into print campaigns helped the brand build genuine, first-hand trust with new customers.

Nearly a decade into the partnership, Baboo continues to rely on Scanova as they expand into new markets, with Dynamic QR Codes remaining a dependable part of how they connect with their customers.

About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2013, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

Scan Me



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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io