

How Scanova Helped Saturday Concept Turn QR Codes into a Premium Brand Asset



Challenge

Saturday Concept needed to connect its premium print portfolios, packaging, and promotional assets to its online store without long, hard-to-type links or generic-looking QR Codes that would clash with its brand aesthetic, undermining the customer experience and the brand value.



Outcome

Saturday Concept deployed fully customized Dynamic QR Codes across its promotional materials using Scanova, routing customers to its website and catalog. This drove a **35% increase in scan engagement** as well as **500+ high-intent visitors** in the campaign's first month alone.



COMPANY SIZE

Small Business



COMPANY WEBSITE

<https://saturdayconcept.com/>



INDUSTRY

Retail



LOCATION

Palma, Illes Balears, Spain

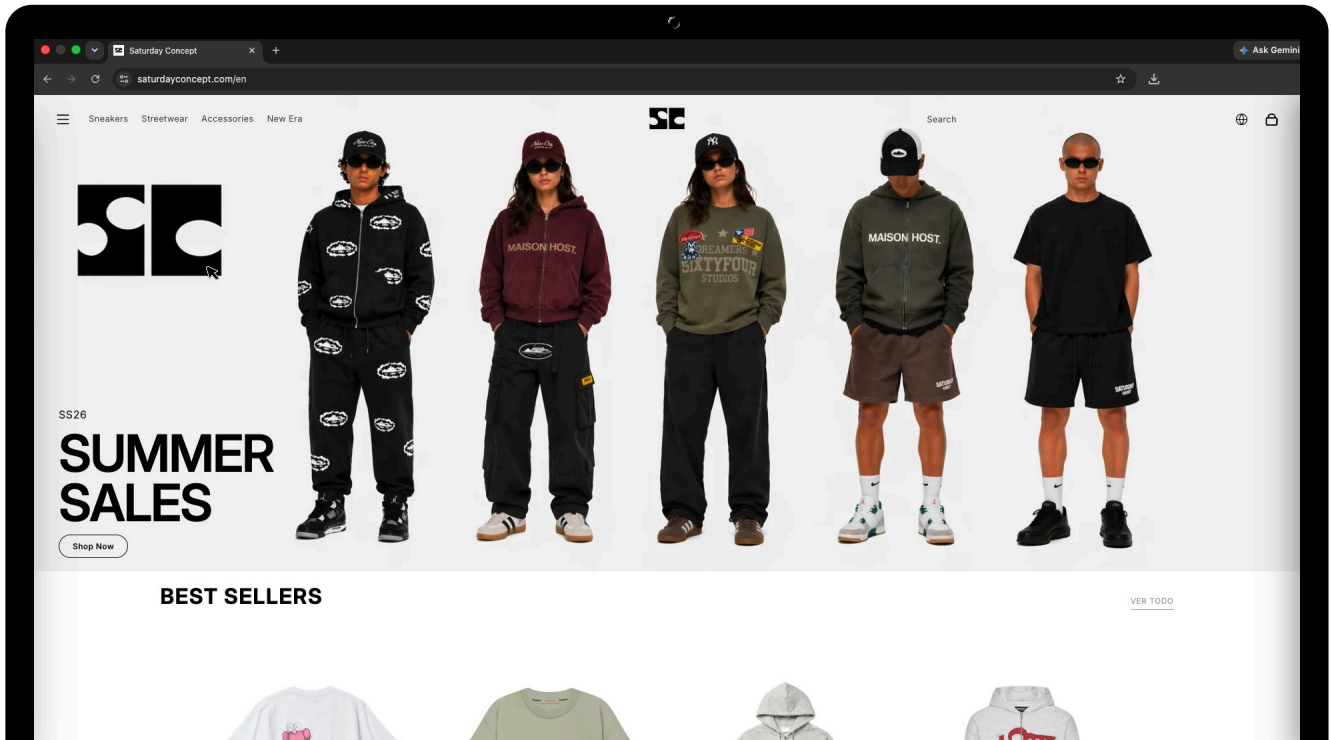
35%

Lift in scan engagement

500+

High-intent visitors

INTRODUCTION



Saturday Concept is an exclusive sneaker and streetwear store based in Palma, Spain, offering a curated in-store and online catalog of premium footwear and apparel brands. The brand's identity centers on a polished, high-end aesthetic that carries through every touchpoint, from its physical retail space to its promotional print materials.

To bring that aesthetic to life across print and packaging, Saturday Concept's Graphic Designer Lara Vinton designed a professional portfolio and a suite of promotional materials, including packaging and custom store assets. These materials needed to look premium and actively connect customers to Saturday Concept's official website and online catalog, without disrupting the design or forcing customers to type out long URLs by hand.

Saturday Concept partnered with Scanova to turn its printed materials into direct, trackable pathways to its digital storefront, without compromising on brand aesthetic.



CHALLENGES

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



1. Bridging print and digital retail

Saturday Concept's premium print portfolios, packaging, and promotional assets had no reliable way to route customers to its online store and catalog. Static links were too long to reproduce on print media, and asking customers to manually type a URL created friction that could cost a sale.

2. Generic QR Codes clashed with premium branding

Standard, off-the-shelf QR Codes are plain black-and-white squares that stand out poorly against high-end, curated store and packaging design. Using boring, generic codes risked undercutting the premium image that Saturday Concept had built for its brand and its promotional materials.

3. No flexibility to update printed assets

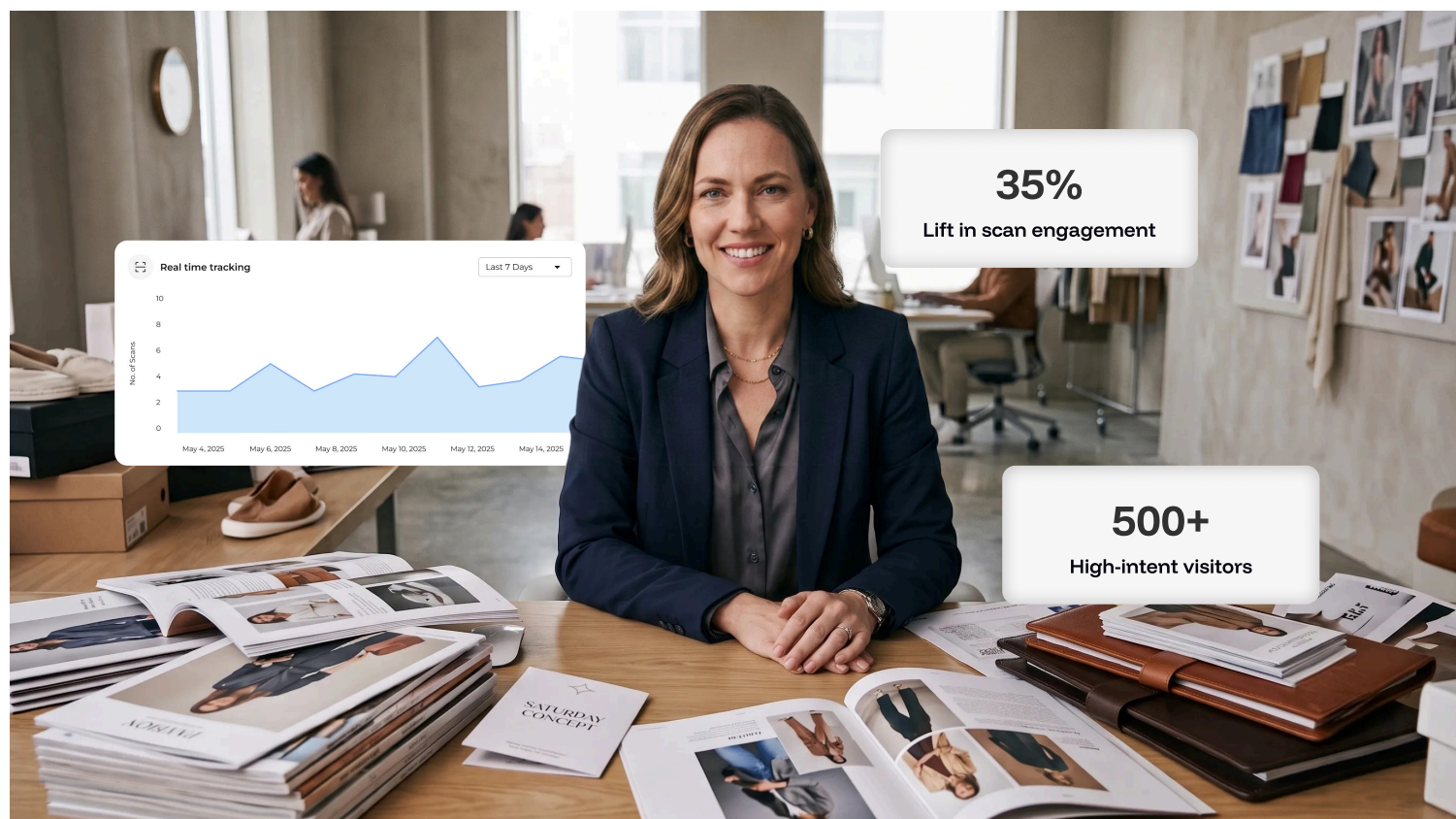
Once packaging or promotional materials were printed, any embedded links were effectively fixed. This gave the team no way to redirect customers to new pages, updated collections, or seasonal campaigns without reprinting entire runs of materials.

4. Limited visibility into customer engagement

Saturday Concept had no way to measure how customers engaged with its printed materials or when and where interest was highest. Without this data, the team could not confirm whether its print investment was translating into real online traffic.

SOLVING THE PROBLEM WITH SCANOVA

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



1. Dynamic QR Codes for instant routing

Scanova's QR Code Generator gave Saturday Concept a way to embed Dynamic QR Codes directly onto its portfolio, packaging, and promotional assets. Each code linked instantly to the store's website, creating a seamless bridge between physical materials and the digital storefront.

2. Custom QR Code design

Instead of the generic black-and-white codes, Lara Vinton used Scanova's custom QR Code designs to personalize the codes' design and colors. This let every Scanova QR Code blend naturally into Saturday Concept's branding, turning them into an attractive, high-converting asset.

3. Editable destinations without reprinting

Because Scanova's Dynamic QR Codes can be redirected after printing, Saturday Concept can update where a code leads, whether that's a new collection, a seasonal campaign, or an updated catalog page, without reprinting a single asset. This keeps every printed piece current for long.

4. Smart QR Code analytics

Scanova's smart QR Code analytics and smart dashboards gave Saturday Concept clear visibility into scan activity, showing exactly when and where engagement peaked. This let the team connect specific print campaigns and materials directly to spikes in website traffic.

RESULTS

The implementation of Scanova's QR Code Generator had a significant impact on Saturday Concept's operations and customer engagement.

Saturday Concept saw an immediate **35% increase in scan engagement** compared to the generic QR Codes it tested initially. Within the first month of launching its promotional campaign alone, **Scanova QR Codes drove more than 500 direct, high-intent visitors** straight to the website and online catalog, confirming that its premium print materials were translating into real digital traffic.

Scanova's smart dashboards made this impact easy to track, showing the team exactly when and where scans peaked. This gave Saturday Concept, for the first time, a clear, data-backed view of how its offline branding efforts were converting into online engagement, validating its investment in custom, on-brand QR Codes across its promotional materials.

THE FUTURE

Saturday Concept intends to continue using Scanova's Dynamic QR Codes across its promotional materials, packaging, and future campaigns, building on the momentum from its first custom QR Code rollout. As the store introduces new collections and seasonal drops, its Scanova QR Codes give it a ready way to keep customers connected to the latest additions to its catalog, without ever needing to reprint a single asset.



CONCLUSION



Saturday Concept's experience with Scanova demonstrates how a small, design-driven retail brand can turn a purely functional QR Code into a genuine extension of its premium identity. By moving away from generic, off-the-shelf codes to fully customized Dynamic QR Codes, Saturday Concept was able to protect the aesthetic of its high-end promotional materials while still giving customers a fast, frictionless path to its website and catalog.

The results speak for themselves: **a 35% lift in scan engagement, 500+ high-intent visitors** in a single campaign month. Just as importantly, Scanova's analytics gave Saturday Concept visibility it never had before into how its print investment was performing.

With Scanova, Saturday Concept has found a scalable way to keep its physical and digital brand experiences working together, one custom QR Code at a time.

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



Contact us for more information



<https://scanova.io>



support@scanova.io



[+1-855-440-7400](tel:+1-855-440-7400)

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