



#### Company

Western Spirits Beverage Company



#### Website

[www.westernspirits.com](http://www.westernspirits.com)



#### Industry

Consumer Packaged Goods (CPG)



#### Headquarters

2200 Lapsley Lane, Bowling Green, KY 42103, USA

# Enhancing Western Spirits' Marketing and Advertising

with "SCANOVA QR Code Generator"

## The Challenge

Western Spirits relied on print ads but couldn't track performance or update links. Strict ad rules limited digital options and campaign flexibility. They also lacked tools to track customer actions like site visits or sign-ups.

## The Outcome

Western Spirits boosted engagement by tracking QR Code scans on print ads. Real-time analytics and dynamic URL updates improved flexibility and cut costs. QR Codes became central to driving traffic to product pages, promotions, and store locators.

## INTRODUCTION

For over 20 years, Western Spirits has been a leader in crafting and marketing premium distilled beverages. From award-winning bourbons to innovative flavored spirits, the company offers a diverse portfolio that blends tradition with modern tastes.

With a skilled team and full control of the production process, Western Spirits is helping shape the future of the spirits industry, one bottle at a time.



## CHALLENGES

Western Spirits, a leading manufacturer and marketer of spirits and alcoholic beverages faced key challenges in optimizing their marketing and advertising strategies.

### 1. Limited advertising options:

The alcohol industry has strict regulations on advertising, making it challenging to leverage mainstream digital channels. Western Spirits had to rely on traditional media like print ads, which lacked measurable engagement metrics.

### 2. Dynamic marketing needs:

Western Spirits frequently needed to update product pages, promotional campaigns, and landing pages. Once a print ad was published, there was no way to modify the destination URL if needed.

### 3. Tracking print ad performance:

With print ads in magazines and physical campaigns, tracking the effectiveness of each placement was nearly impossible. Western Spirits needed a way to measure audience engagement.

### 4. Consumer engagement & attribution:

The company wanted to drive customers to product pages, recipes, store locators, and newsletter sign-ups but lacked an efficient way.



## SOLVING THE PROBLEM WITH QR CODE

Western Spirits turned to Scanova's QR Code Generator to address these challenges, allowing them to:

### 1. Embed QR Codes in print ads for attribution tracking:

By placing QR Codes in their magazine ads and physical campaigns, Western Spirits could measure how many readers engaged with their advertisements. This provided a clear picture of which publications drove the most traffic.

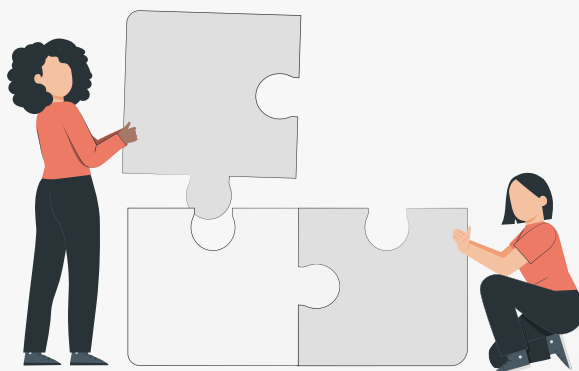


### 2. Enable dynamic content updates:

The ability to update the URL linked to a QR Code after printing allowed them to make real-time changes without reprinting materials—saving both time and cost.

### 3. Diversify QR Code use cases:

- **Product & recipe landing pages:** Directing consumers to curated experiences.
- **Store locators:** Helping customers find Western Spirits' products nearby.
- **Newsletter sign-ups:** Encouraging direct engagement and long-term brand loyalty.



### 4. Enhance marketing with analytics and automation:

Western Spirits used Scanova's dashboard to analyze scan data and optimize future campaigns. They also explored automation tools like Zapier to streamline analytics, reporting, and key event tracking.

## IMPLEMENTATION OF NEW TECHNOLOGY



### Seamless Adoption and Integration:

The team thoroughly reviewed Scanova's technology and found no need for change. The platform's efficiency and affordability made it the perfect fit.



### Marketing & Print Ad Campaigns:

QR Codes became a core part of Western Spirits' advertising, allowing them to measure engagement from "old school" media, such as magazines, and refine their marketing efforts.



### Expanding Use Cases with Event QR Codes:

Western Spirits will utilize event-specific QR Codes, enhancing customer engagement at live experiences.

## RESULTS

### 1. Increased measurable engagement:

Western Spirits gained clear insights into how many people interacted with their print ads through QR Code scans.

### 2. Data-driven marketing decision:

The company could compare magazine ad performance with QR Code analytics and optimize future ad placements.

### 3. Seamless URL updates & cost savings:

The ability to modify QR Code destinations dynamically eliminated the need to reprint materials, ensuring flexibility in marketing campaigns.

### 4. Growing adoption of QR Codes in marketing:

QR Codes became an essential tool for customer interaction, enabling direct access to promotional content, store locators, and brand updates.



## FUTURE

Western Spirits plans to further integrate Scanova's full suite of QR Code functionalities into:

### 1. Event Marketing:

Using event QR Codes to enhance customer experiences at live promotions.

### 2. Automation & Analytics:

Expanding automation with tools like Zapier to streamline marketing efforts.

### 3. New QR Code Categories:

Exploring additional QR Code applications for product packaging and interactive customer experiences.

## CONCLUSION

Western Spirits' partnership with Scanova QR Code Generator has transformed its marketing and advertising approach.

Despite industry limitations, the company has optimized its advertising strategy by leveraging QR Codes for print attribution, dynamic content management, and customer engagement.

With a forward-thinking approach, Western Spirits continues to innovate, making QR Codes a crucial part of its future marketing initiatives.

# 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 27001:2022, 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](mailto:support@scanova.io)

☎ +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](mailto:contact@trycon.io).