



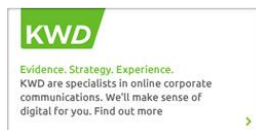
Transcript of CommsChat, January 16

## CommsChat with James Whatley

A CommsChat discussing engagement currency.

On Monday we were joined by James Whatley and we took a look at how engagement currency can be defined, and which brands are making good use of it. We discussed Heineken's recent experiment with QR codes at the Open'er Music Festival and asked whether there is any future for the QR code.

CommsChat would like to thank its sponsors.



[CommsChat](#) Ok, that's it from me tonight and [@whatleydude](#) - thank you so much! It's been great. [#commschat](#) -9:04 PM Jan 16th, 2012



[haylo PR](#) [@Whatleydude](#) [@jbjon](#) [@commschat](#) [#commschat](#) only to vein PR types. Are we here to look trendy or to deliver a service to our client/employer? -9:04 PM Jan 16th, 2012

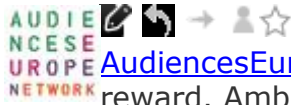


[JamesAldousPR](#) [@jeremywaite](#) [@CommsChat](#) these are just examples of poor set-up/testing, there are countless more successful campaign examples [#commschat](#) -9:03 PM Jan 16th, 2012



[JosieRogers](#) [@andynowlan](#) That would be interesting! I'll keep an eye out

for anything more on their effectiveness over the coming months [#commschat](#) -9:03 PM Jan 16th, 2012



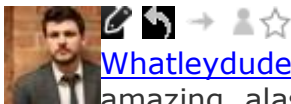
[AudiencesEurope #commschat @jbjon](#) QR codes work best with a reward. Ambient participation takes time & incentive. You have to be smart... it has to be fun. -9:03 PM Jan 16th, 2012



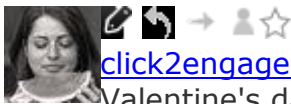
[mynewsdesk\\_uk @click2engage](#) yes, touching phones to form a joint message is sweet : ) [#Commschat](#) -9:03 PM Jan 16th, 2012



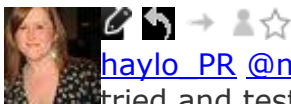
[AdamFairclough @andynowlan](#) Google Goggles solving Sudoku puzzles - what kind of mad sorcery is this?! [#CommsChat](#) -9:02 PM Jan 16th, 2012



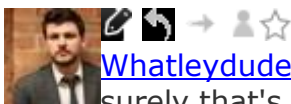
[Whatleydude](#) People of the [#commschat](#) hashtag, you have been amazing. alas, I need to jump off and return to [#marketingacademy](#) duties. Be back soon! :) -9:02 PM Jan 16th, 2012



[click2engage @mynewsdesk\\_uk @CommsChat](#) immediately thought of Valentine's day.maybe niche timewise but could have wide application brand wise [#Commschat](#) -9:01 PM Jan 16th, 2012



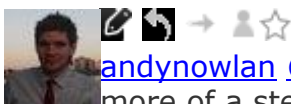
[haylo PR @microwavedrama @ AuntySocial #commschat](#) arguably tried and tested methods always the best...everyone-ish loves cake -9:01 PM Jan 16th, 2012



[Whatleydude @jbjon @haylo\\_pr @commschat](#) devil's advocate: but surely that's part of the attraction? [#commschat](#) -9:00 PM Jan 16th, 2012



[CommsChat MT @Whatleydude](#): FYI... tonight Im at an event about finding and nurturing young talent. Get involved at <http://t.co/joorjyvS> xx [#commschat](#) -9:00 PM Jan 16th, 2012



[andynowlan @commschat](#) It's the way we're going, I think. QR codes more of a stepping stone [#commschat](#) -9:00 PM Jan 16th, 2012



[AugmentedAdvert](#) RT: RT [@haylo](#) PR: [@CommsChat](#) [#commschat](#) QR codes only work if ur audience understand and engage in them as a too... <http://t.co/qUyzP7fo> -8:59 PM Jan 16th, 2012



[AdamFairclough](#) [@Lizziehthomas](#) The thought that teenagers could show a rebellious attitude by scanning a QR code depresses me somewhat! [#CommsChat](#) -8:59 PM Jan 16th, 2012



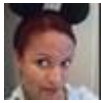
[andynowlan](#) [@josierogers](#) Agree - much better looking. Would like to see them A/B tested [#commschat](#) -8:59 PM Jan 16th, 2012



[JamesAldousPR](#) [@AdamAzor](#) good idea - integrated into the normal camera view [#commschat](#) -8:58 PM Jan 16th, 2012



[CommsChat](#) [@andynowlan](#) Very excited for Google Goggles to hit the mainstream - if they ever do... [#commschat](#) -8:58 PM Jan 16th, 2012



[microwavedrama](#) [@haylo](#) PR thanks, cake is always a pretty safe bet. By the end of the day, everyone knew about [@AuntySocial](#) [#commschat](#) -8:58 PM Jan 16th, 2012



[Whatleydude](#) FYI [#commschat](#) folk, tonight I'm at an event about finding and nurturing young talent. Get involved at <http://t.co/sGE5OBkn> xx - 8:58 PM Jan 16th, 2012



[GemmaWent](#) [@adamfairclough](#) Nice! [#commschat](#) -8:58 PM Jan 16th, 2012



[gbonsels](#) [@RobSellers](#) [@adamazor](#) just so much [#jibberish](#) on [#commschat](#) right now. Just watch the Man City game and

chill out -8:57 PM Jan 16th, 2012



[haylo PR](#) [@Whatleydude](#) [@jbjon](#) [@commschat](#) [@kevinmarks](#) [#commschat](#) basically are we using the media we like/ latest fad, rather than the media that works -8:57 PM Jan 16th, 2012



[jeremywaite](#) [@CommsChat](#) Top 10 QR fails of 2011 <http://t.co/8IyQ6dMT> An agency told me last week to put QR codes on our website! [#commschat](#) -8:57 PM Jan 16th, 2012



[andynowlan](#) Use Google Goggles on Sudoku & it solves it - that's interactive AR for me. Quicker to type a link than scan QR code IMO [#commschat](#) -8:57 PM Jan 16th, 2012



[mynewsdesk\\_uk](#) [@CommsChat](#) Yes, it is certainly clever. Some of these campaigns may be better PR for the agency that created them tho! [#Commschat](#) -8:57 PM Jan 16th, 2012



[Whatleydude](#) [@FISG](#) define 'half a point' ;) [#commschat](#) -8:56 PM Jan 16th, 2012



[haylo PR](#) [@microwavedrama](#) [@AuntySocial](#) [#commschat](#) fab...techies must have loved them. Great idea, if you get QR codes. Might pinch it for future use -8:56 PM Jan 16th, 2012



[CommsChat](#) RT [@AdamFairclough](#): [@andynowlan](#) [@GemmaWent](#) I think weve hit upon something! May have a beer shower after :- ) [#commschat](#) -8:55 PM Jan 16th, 2012



[Whatleydude](#) [@haylo PR](#) [@jbjon](#) [@commschat](#) [@kevinmarks](#) not sure what you mean... [#commschat](#) -8:55 PM Jan 16th, 2012



[CommsChat](#) [@mynewsdesk\\_uk](#) that is GREAT. pretty niche, but very sweetly done. [#commschat](#) -8:55 PM Jan 16th, 2012



[AdamFairclough](#) [@andynowlan](#) [@GemmaWent](#) I think we've hit upon something! May have a beer shower after :-)) [#CommsChat](#) -8:55 PM Jan 16th, 2012



[AdamAzor](#) [@GemmaWent](#) yeah... we will prob have specific briefs to create that habitual behaviour to interact with brands in that way [#commschat](#) -8:55 PM Jan 16th, 2012



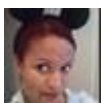
[GemmaWent](#) Final Q: Any community, so long as you match the currency to behaviour [#commschat](#) -8:55 PM Jan 16th, 2012



[mynewsdesk\\_uk](#) In B2B, brands need engagement currency to stand out at events and trade fairs. [#Commschat](#) -8:54 PM Jan 16th, 2012



[JosieRogers](#) [@andynowlan](#) I've seen Snap tags around -they look a bit more attractive than QR codes <http://t.co/W2817eEZ#CommsChat> -8:54 PM Jan 16th, 2012



[microwavedrama](#) [@haylo](#) [PR](#) definitely, these went down a storm with a room full of hungry techies. Great for [@AuntySocial](#) [#commschat](#) <http://t.co/voMUFBOT> -8:54 PM Jan 16th, 2012



[Whatleydude](#) [@AdamFairclough](#) [@gemmawent](#) beer showers ftw [#commschat](#) -8:53 PM Jan 16th, 2012



[GemmaWent](#) [@adamfairclough](#) I think we may already have beer showers ;) [#commschat](#) -8:53 PM Jan 16th, 2012



[AudiencesEurope](#) [#commschat](#) [@microwavedrama](#) loo que ad space could have just increased in value! has to go to valuable content or the opportunity fall flat -8:53 PM Jan 16th, 2012



[Whatleydude](#) [@AdamAzor](#) agreed! [#commschat](#) -8:53 PM Jan 16th, 2012



[andynowlan](#) [@adamfairclough](#) [@GemmaWent](#) You'd get plenty of people in there with any containers they could find :) [#commschat](#) -8:52 PM Jan 16th, 2012



[Whatleydude](#) "[@AdamAzor](#): [@Whatleydude](#) I think when we have mass NFC adoption for handsets, it will a massive gamechanger for our industry [#commschat](#)" !!! -8:52 PM Jan 16th, 2012



[GemmaWent](#) [@adamazor](#) And it needs to become part of everyday behaviour to get the kind of adoption we need [#commschat](#) -8:52 PM Jan 16th, 2012



[GemmaWent](#) Yup RT [@adamazor](#) [@Whatleydude](#) I think when we have mass NFC adoption for handsets, it will a massive gamechanger for our industry [#commschat](#) -8:52 PM Jan 16th, 2012



[mynewsdesk\\_uk](#) Sorry, this is the Scandinavian Airlines link:<http://t.co/w5CzI7SY> [#Commschat](#) -8:51 PM Jan 16th, 2012



[click2engage](#) [@mynewsdesk\\_uk](#) link returns a page not found for me [#commschat](#) -8:51 PM Jan 16th, 2012



[CommsChat](#) ... could engagement currency be effective in? [#commschat](#) -8:51 PM Jan 16th, 2012



[AdamFairclough](#) [@GemmaWent](#) Nice! Or, if Heineken wanted to get really quirky, they could do 'beer showers'! Would definitely get friends talking. [#CommsChat](#) -8:51 PM Jan 16th, 2012



[CommsChat](#) Just realised we've only got ten minutes left so probably should move onto final topic: outside festivals, what communities ... [#commschat](#) -8:51 PM Jan 16th, 2012



[AmelieMet @CommsChat](#) Phone reception while on the tube is amazing! Not that many people make and receive calls so it is pretty pleasant :) [#commschat](#) -8:51 PM Jan 16th, 2012



[haylo\\_PR @JHopper #commschat](#) if that means they don't understand them then arguably yes -8:51 PM Jan 16th, 2012



[AdamAzor @Whatleydude](#) I think when we have mass NFC adoption for handsets, it will be a massive gamechanger for our industry [#commschat](#) -8:51 PM Jan 16th, 2012



[AudiencesEurope](#) QR codes as markers to trigger web links is evolving. I discovered QR's coz my N95 had a reader, I googled QR. [#commschat](#) exiting times ^cj -8:50 PM Jan 16th, 2012



[andynowlan @commschat](#) I think brands have had a good go, inc. Heineken, but isn't the real problem that QR codes are limited and a bit dull? [#commschat](#) -8:50 PM Jan 16th, 2012



[AdamFairclough @CommsChat](#) Perhaps they could bring this into wider use; I'm sick of having to look at the Queen's gurning face all the time ;- ) [#CommsChat](#) -8:50 PM Jan 16th, 2012



[mynewsdesk\\_uk](#) Did people see the Scandinavian Airlines QR code campaign? Even more fiddly but quite clever: <http://t.co/UISIsQsJ#Commschat> -8:49 PM Jan 16th, 2012



[CommsChat @AmelieMet](#) I'm jealous! [#commschat](#) -8:49 PM Jan 16th, 2012



[JHopper @haylo\\_PR](#) yes! QRs are a Shoreditch T-shirt design for most folk [#commschat](#) -8:49 PM Jan 16th, 2012



[AmelieMet @CommsChat](#) Agreed but german tubes have phone and internet

reception. Maybe london is hanging back... [#CommsChat](#)-8:48 PM Jan 16th, 2012



[GemmaWent @adamfairclough](#) Or free showers from personal brand, with free product [#commschat](#) -8:48 PM Jan 16th, 2012



[jgombita @AdamAzor](#) have you seen great TV ad (I think it's for Galaxy) where kid tries to "open" phone copying mustache-dad's "smile?" [#commschat](#) -8:48 PM Jan 16th, 2012



[Whatleydude @AdamAzor](#) cracking point, but no use today (or for Heineken) [#commschat](#) should they use NFC instead? ;) -8:48 PM Jan 16th, 2012



[haylo\\_PR @Whatleydude #commschat](#) being thick perhaps but maybe comms people understand them more than the audience? Does PR love gimics too much? -8:48 PM Jan 16th, 2012



[JJHopper](#) IMO QRs aren't accessible enough for large brands to make use. They aren't cuddly enough or UGC enough to be massively shareable. [#commschat](#) -8:47 PM Jan 16th, 2012



[jeremywaite @Whatleydude @GemmaWent](#) Don't forget that just because you reply to every comment doesn't mean that you're building a community [#commschat](#) -8:47 PM Jan 16th, 2012



[CommsChat @AdamFairclough](#) Read today about a festival where no cash on site-all vouchers. Literal currency that could be branded [#commschat](#) -8:47 PM Jan 16th, 2012



[AdamAzor](#) Everyone talks QR... the real mobile innovation for the future is image recognition. That's when brands will become always on [#commschat](#) -8:46 PM Jan 16th, 2012



[GemmaWent @whatleydude @AmelieMet](#) Well to be fair the ones IN tube stations/on the platform are the irrelevant ones [#commschat](#)-8:46 PM

Jan 16th, 2012



[Whatleydude](#) [@AdamFairclough](#) GREAT idea; useful and helpful. Not currency, but putting the community first. Win. [#commschat](#) -8:46 PM Jan 16th, 2012



[CommsChat](#) [@AmelieMet](#) But no internet access on the tube - so brand relying on you to snap code, save to phone, then look when you emerge? [#commschat](#) -8:45 PM Jan 16th, 2012



[Whatleydude](#) [@AmelieMet](#) er... and if you're ABOVE GROUND [#commschat](#) -8:45 PM Jan 16th, 2012



[AdamFairclough](#) [@Whatleydude](#) What about branded lockers at festivals? Somewhere to safely store valuable items, branded wrist keys and so on...? [#CommsChat](#) -8:45 PM Jan 16th, 2012



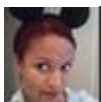
[judywhittaker](#) [@CommsChat](#) Any reliable recent data sources on demographics of those most likely to engage with QR codes? [#commschat](#) -8:45 PM Jan 16th, 2012



[alistairbeech](#) Enjoying the chat tonight folks. Toyota's ToyoTag is a decent QR code case study: <http://t.co/tc6F9DZQ> [#CommsChat](#) -8:44 PM Jan 16th, 2012



[andynowlan](#) [@gemmawent](#) I'd rather say hello than spend 5 mins trying to get the right angle on someone's arm I think ;) [#commschat](#) -8:44 PM Jan 16th, 2012



[microwavedrama](#) [@AudiencesEurope](#) a bit like the queue for the loos? [#commschat](#) -8:44 PM Jan 16th, 2012



[AmelieMet](#) QR codes are also found on ads on the tube. Takes u to their website. Works relatively well if big enough for the phone to read [#CommsChat](#) -8:44 PM Jan 16th, 2012



[AudiencesEurope](#) [#commschat](#) QR codes have various uses before after and during events. to share... quick response... gather, but I return to complicity -8:44 PM Jan 16th, 2012



[Whatleydude](#) RT [@andynowlan](#): [@whatleydude](#) Just seems to me the interested audience is pretty slim to begin with, but nitpicking ;) [#commschat](#) -8:44 PM Jan 16th, 2012



[FISG](#) [@Whatleydude](#) I liked the music. But not many people use QR codes, is that your point? [#commschat](#) -8:44 PM Jan 16th, 2012



[JosieRogers](#) [@whatleydude](#) yeh, suppose so. [#commschat](#) -8:44 PM Jan 16th, 2012



[Whatleydude](#) [@FISG](#) no it isn't :P [#commschat](#) -8:43 PM Jan 16th, 2012



[CommsChat](#) [@mynewsdesk\\_uk](#) [@jamesaldousPR](#) find it so frustrating the amount of QR codes you see on the tube-so pointless! [#commschat](#) -8:43 PM Jan 16th, 2012



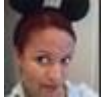
[andynowlan](#) [@whatleydude](#) Just seems to me the interested audience is pretty slim to begin with, but nitpicking ;) [#commschat](#) -8:43 PM Jan 16th, 2012



[click2engage](#) [@Whatleydude](#) [@AdamFairclough](#) fair enough. missed out on that info. [#commschat](#) -8:43 PM Jan 16th, 2012



[Jonk87](#) Hi everyone, just joined looking forward to participate for the last 20 mins. I'm from Newcastle work at OPR. [#commschat](#) -8:43 PM Jan 16th, 2012



[microwavedrama](#) [@AdamFairclough](#) to be fair, anything free goes down well at festivals. I recall shifting 5000 hideous glowing necklaces in 2 hrs [#commschat](#) -8:42 PM Jan 16th, 2012



[Whatleydude](#) RT [@haylo](#) PR: [@CommsChat](#) [#commschat](#) QR codes only work if ur audience understand and engage in them as a tool. -8:42 PM Jan 16th, 2012



[Whatleydude](#) [@haylo](#) PR which, to be fair, is a huge part of why they fail in Europe [#commschat](#) -8:42 PM Jan 16th, 2012



[judywhittaker](#) [@CommsChat](#) Hi, enjoying the chat. Agree that Heineken don't exploit potential in brand with Ucode campaign but brave 1st move. [#commschat](#) -8:42 PM Jan 16th, 2012



[AdamAzor](#) [@JamesAldousPR](#) smart use, still think QR triggers needs 2 be build into the standard camera functionality rather than stand alone [#commschat](#) -8:42 PM Jan 16th, 2012



[Whatleydude](#) [@andynowlan](#) [@commschat](#) that's a bit niche, but I get the point [#commschat](#) -8:42 PM Jan 16th, 2012



[jgombita](#) [@AdamFairclough](#) :-)) Heineken might regret just how much conversation would come out/how loud, following free beer giveaways. [#commschat](#) -8:42 PM Jan 16th, 2012



[FISG](#) Nice work RT [@CommsChat](#): Ok, next topic - has everyone had a

look at this? <http://t.co/l31zOhSc> [#commschat](#) via [@whatleydude](#)) -8:41 PM Jan 16th, 2012



[LizzieThomas](#) I agree- RT [@HewstoneW](#): For teenagers, I can tell you QRs are ideal. [#commschat](#) -8:41 PM Jan 16th, 2012



[Whatleydude](#) [@JosieRogers](#) but the charging dully is the thing that brings them to the charging points? [#commschat](#) -8:41 PM Jan 16th, 2012



[mynewsdesk\\_uk](#) [@JamesAldousPR](#) yes, there is potential there, as long as we remember what it is: a graphical version of a hyperlink. [#Commschat](#) -8:41 PM Jan 16th, 2012



[haylo\\_PR](#) [@CommsChat](#) [#commschat](#) QR codes only work if ur audience understand and engage in them as a tool. -8:41 PM Jan 16th, 2012



[GemmaWent](#) [@andynowlan](#) Or share a beer [#commschat](#) -8:41 PM Jan 16th, 2012



[jgombita](#) That's so true [@andynowlan](#). My memories of first Police Picnic in farmer's field convos are very vivid, decades later. [@commschat](#) [#commschat](#) -8:40 PM Jan 16th, 2012



[JamesAldousPR](#) Showtime's Homeland drama used QR codes for extra background content to enhance tv story - codes ran in print media like Wired [#commschat](#) -8:40 PM Jan 16th, 2012



[andynowlan](#) [@commschat](#) Many people who care about tech wouldn't risk taking smart phones to festivals, does this limit potential even more..? [#commschat](#) -8:40 PM Jan 16th, 2012



[CommsChat](#) Ok, topic no.4 for tonight: QR codes as a medium for engagement – do they work? Has anyone cracked it - and if so who? [#commschat](#) -8:40 PM Jan 16th, 2012



[Whatleydude](#) [@AdamFairclough](#) [@click2engage](#) to e fair to them, the actually festival was branded HEINEKEN. \*shrug\* [#commschat](#) -8:40 PM Jan 16th, 2012



[AdamFairclough](#) If Heineken want to get people talking at festivals, how about some free beer - what could be better 'engagement currency'?! [#CommsChat](#) -8:39 PM Jan 16th, 2012



[CommsChat](#) RT [@AudiencesEurope](#): with battery power at a premium... solar charge towers an awesome item of engagement currency at festivals [#commschat](#) -8:39 PM Jan 16th, 2012



[GemmaWent](#) [@hewstonew](#) Interesting, how so? [#commschat](#) -8:38 PM Jan 16th, 2012



[JJHopper](#) Undrstnd your audience, make their lives easier, richer, more fun. The valuable metric for clients is shared positive experience. [#commschat](#) -8:38 PM Jan 16th, 2012



[JamesAldousPR](#) [@mynewsdesk\\_uk](#) [#commschat](#) product info, extra user benefit, discounts/incentives - there's a lot of potential -8:38 PM Jan 16th, 2012



[AudiencesEurope](#) with battery power at a premium... solar charge towers an awesome item of engagement currency at festivals [#commschat](#) ^cj -8:38 PM Jan 16th, 2012



[GemmaWent](#) [@click2engage](#) Well the two should go hand in hand. But I'd expect it to be lower after the event [#commschat](#) -8:38 PM Jan 16th, 2012



[andynowlan](#) [@commschat](#) Campaign is OK but using tech for tech's sake IMO. People have been talking to each other at fests for years... [#commschat](#) -8:37 PM Jan 16th, 2012



[CommsChat](#) A bit more thought and attention (to the context and the company's own aims) and it could have been a great campaign. [#commschat](#) - 8:37 PM Jan 16th, 2012



[HewstoneW](#) I'm not in comms but have experience of county-wide campaigns aimed at young people. For teenagers, I can tell you QRs are ideal. [#commschat](#) -8:37 PM Jan 16th, 2012



[CommsChat](#) The problem to me with U-Code is that it's a good idea that Heineken only got halfway through thinking about before implementing [#commschat](#) -8:37 PM Jan 16th, 2012



[AdamFairclough](#) [@click2engage](#) Agreed. I think Heineken's use of QR codes was quite sweet, but the lack of branding made it somewhat ineffectual. [#CommsChat](#) -8:36 PM Jan 16th, 2012



[AudiencesEurope](#) [@britartsfests](#) you have to check out the [#commschat](#) tag. interesting festivals going insights to sponsored swag. ^cj -8:35 PM Jan 16th, 2012



[JosieRogers](#) [@Whatleydude](#) True, it could have been a way to get people talking for people hanging around mobile charging points? [#commschat](#) - 8:35 PM Jan 16th, 2012



[AmelieMet](#) Would a chat app not have done the same thing & protected the environment from paper waste? Although maybe not as fun same result [#CommsChat](#) -8:34 PM Jan 16th, 2012



[Whatleydude](#) [@VenturaBlvd](#) I actually agree with you. [#commschat](#) -8:34 PM Jan 16th, 2012



[GemmaWent](#) Id be more interested in understanding how many people actually connected using this campaign. Not no scanned or codes created [#commschat](#) -8:33 PM Jan 16th, 2012



[Whatleydude](#) RT [@AudiencesEurope](#): [#commschat](#) stats & kpi are needed to evaluate success. But the experience being measured is most important. How do we encourage complicity. -8:33 PM Jan 16th, 2012



[JamesAldousPR](#) I've also run a QR campaign at a tech show in Japan to drive views of a promo video on handheld devices, [#commschat](#) -8:33 PM Jan 16th, 2012



[AdamFairclough](#) RT [@andynowlan](#): One person might see their flag on TV later and like it, but 50 cant see the stage at the time! [#CommsChat](#) -8:33 PM Jan 16th, 2012



[AudiencesEurope](#) [#commschat](#) stats & kpi are needed to evaluate success. But the experience being measured is most important. How do we encourage complicity. -8:32 PM Jan 16th, 2012



[AmelieMet](#) [@GemmaWent](#) Agree. [#CommsChat](#) -8:32 PM Jan 16th, 2012



[CommsChat](#) [@GemmaWent](#) Think that's exactly it. Also as James points out (may be in comments) it gives us no. of codes created - not scanned [#commschat](#) -8:32 PM Jan 16th, 2012



[click2engage](#) [@CommsChat](#) QR campaign is a great idea & carried over into social media, but QR codes could have included some branded content too [#commschat](#) -8:32 PM Jan 16th, 2012



[mynewsdesk\\_uk](#) Personal view (views of other Mynewsdesk users may vary...): QR codes as brand building tool are lame. But I like for product info. [#Commschat](#) -8:32 PM Jan 16th, 2012



[Whatleydude](#) [@JosieRogers](#) disagree (which is where the whole post came from) the QR code usage is terrible ;) [#commschat](#) -8:32 PM Jan 16th, 2012



[andynowlan](#) Jumping into [#commschat](#) - One person might see their flag on TV later and like it, but 50 can't see the stage at the time! -8:31 PM Jan 16th, 2012



[GemmaWent](#) Ok'ish idea. But took people away from where they want to be (at the stage) + relies on mobile signal. Tech for techs sake? [#commschat](#) -8:30 PM Jan 16th, 2012



[AdamFairclough](#) [@jgombita](#) Ha! Hello, it's good to be back in the discussion ring shaking things up once more! [#CommsChat](#) -8:30 PM Jan 16th, 2012



[AmelieMet](#) Hello! Interesting idea with the QR codes. It creates a memory for the audience but does not extend the brand name necessarily. [#CommsChat](#) -8:30 PM Jan 16th, 2012



[KristinIzumi](#) Thoughts on the [@Heineken](#) U-Code campaign? RT [@CommsChat](#) Ok, next topic - has everyone had a look at this? <http://t.co/DdRv9qAC> [#commschat](#) -8:30 PM Jan 16th, 2012



[JosieRogers](#) Good use of QR codes to get people talking: <http://t.co/Qh7XT44C> - currently being discussed on [#CommsChat](#) -8:30 PM Jan 16th, 2012



[jgombita](#) [@AdamFairclough](#) hello, my contentious, informed opinions friend...it's been awhile! cc [@Whatleydude](#) [#commschat](#) -8:29 PM Jan 16th, 2012



[robertcgage](#) [@Dan](#) [Martin](#) [@Whatleydude](#) [@GemmaWent](#) Sound advice. Preferred more likely to be effective. [#commschat](#) -8:28 PM Jan 16th, 2012

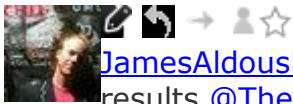


[Whatleydude](#) [@GemmaWent](#) valid, totally valid in fact [#commschat](#). It's the \*study\* of that community that reveals those aspects. Which is where many fail. -8:28 PM Jan 16th, 2012



[AdamAzor](#) [@CommsChat](#) great example of not thinking through the environment of the activation. Did they also have power charger for

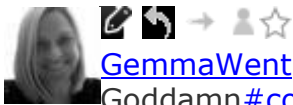
mobiles? [#commschat](#) -8:28 PM Jan 16th, 2012



[JamesAldousPR](#) QR codes, used effectively, yield great results. [@TheRSAorg](#) uses them in their reception to offer discount on room hire [#commschat](#) -8:28 PM Jan 16th, 2012



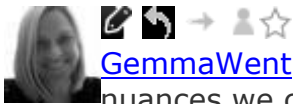
[jgombita](#) One of the reasons I enjoy participating in [#commschat](#) is because words like behaviours and humour (properly) contain U's. :- ) -8:28 PM Jan 16th, 2012



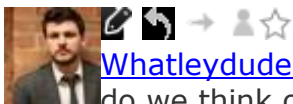
[GemmaWent](#) [@whatleydude](#) There was homework? Goddamn [#commschat](#) -8:28 PM Jan 16th, 2012



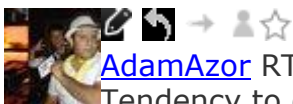
[AdamFairclough](#) [@Whatleydude](#) Go for it! My point was just to be aware that, within the festival-going community, it's a contentious issue. [#CommsChat](#) -8:27 PM Jan 16th, 2012



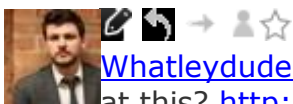
[GemmaWent](#) By looking at a community, understanding behaviour nuances we could uncover other ideas, outside of flags/badges/QR [#commschat](#) -8:27 PM Jan 16th, 2012



[Whatleydude](#) Racing back to answer questions but, subject change: what do we think of the Heineken case study? [#commschat](#) -8:27 PM Jan 16th, 2012



[AdamAzor](#) RT "[@robertcgage](#): [@AdamAzor](#) Would have thought so. Tendency to overcomplicate sometimes...." [#CommsChat](#) -8:26 PM Jan 16th, 2012



[Whatleydude](#) RT [@CommsChat](#): Ok, next topic - has everyone had a look at this? <http://t.co/K6wmZiD9> [#commschat](#) -8:26 PM Jan 16th, 2012



[CommsChat](#) What we want to know is: do you think they could have done better here? What's wrong with this picture? [#commschat](#) -8:26 PM Jan 16th, 2012



[GemmaWent @whatleydude](#) Get that, but is it 'just' about methods of communicating in that community? Could also be other behaviours/values [#commschat](#) -8:26 PM Jan 16th, 2012



[Whatleydude @AdamFairclough](#) fair, but (as a marketer myself) what is what we do without risk? Or courage? [#commschat](#) -8:26 PM Jan 16th, 2012



[AudiencesEurope #commschat @Whatleydude](#) what is in it for the audience? they are not pigs to be pimped but the reason the key activity is being delivered. -8:25 PM Jan 16th, 2012



[CommsChat](#) (giving me flashbacks to an awards event last year and frantically creating QR codes for name badges. but that's by the by.) [#commschat](#) -8:25 PM Jan 16th, 2012



[Dan Martin @Whatleydude @GemmaWent](#) Any marketing that doesn't take into account a community's preferred method of comms will fail [#CommsChat](#) -8:25 PM Jan 16th, 2012



[igombita @Whatleydude](#) when defending the case, Alicia argued Bitcoins were akin to cashing in on reward points (e.g., air miles, etc.) [#commschat](#) -8:25 PM Jan 16th, 2012



[CommsChat](#) Heineken set up a tent creating and printing QR codes at a recent festival [#commschat](#) -8:25 PM Jan 16th, 2012



[mynewsdesk uk](#) In our Twitter community, latest news is valuable currency. Influence, you could argue, is too. [#Commschat](#) -8:25 PM Jan 16th, 2012



[JosieRogers](#) RT [@Whatleydude](#) Talking about engagement currency for brands tonight folks, join the [#commschat](#) tag to get involved :) -8:24 PM Jan 16th, 2012



[presleysylwia](#) [@Whatleydude](#) engagement currency is fine with me as long as it's a valuable KPI, stats as an indicator not exact science [#commschat](#) -8:24 PM Jan 16th, 2012



[CommsChat](#) Ok, next topic - has everyone had a look at this?<http://t.co/K6wmZiD9> [#commschat](#) -8:24 PM Jan 16th, 2012



[AdamAzor](#) Vital - understand your audiences' space > RT [@AdamFairclough](#): [@Whatleydude](#) Brands actively endorsing flag-waving risk backlash. [#commschat](#) -8:24 PM Jan 16th, 2012



[Whatleydude](#) [@GemmaWent](#) I see your point BUT, I think the \*point\* is being open to a community's already established method of communicating [#commschat](#) -8:23 PM Jan 16th, 2012



[AdamFairclough](#) [@CommsChat](#) I'm easy about flags. But, listening to the festival community, there's a clear division about them at festivals. [#CommsChat](#) -8:23 PM Jan 16th, 2012



[jgombita](#) [<em>The Good Wife</em>](#) Recap: 'Bitcoin For Dummies,' Starring Kalinda's Sad Puppy Eyes <http://t.co/dcefFkNx> via [@huffingtonpost](#) [#commschat](#) -8:23 PM Jan 16th, 2012



[AdamFairclough](#) [@Whatleydude](#) Yes. Lots of people would see them banned at festivals. Brands actively endorsing flag-waving risk backlash. [#CommsChat](#) -8:22 PM Jan 16th, 2012

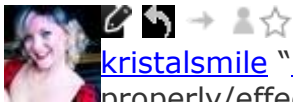


[AdamAzor](#) Surely this is basic marketing 101? you spend money, you make sure you maximise what it gives you back? e.g. a social footprint [#commschat](#) -8:22 PM Jan 16th, 2012



[Whatleydude](#) Im not sure, [@AudiencesEurope](#), I think it's more about the brand acing value on an already accepted believe /

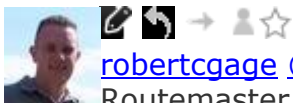
understanding [#commschat](#) -8:22 PM Jan 16th, 2012



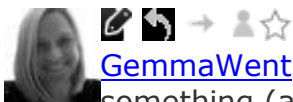
[kristalsmile](#) "[@CommsChat](#): Or is engagement currency as yet un-used properly/effectively/smartyly by brands? [#commschat](#)" not for real surely?????!!! :/ -8:22 PM Jan 16th, 2012



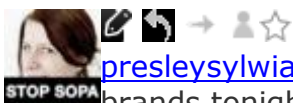
[CommsChat](#) [@mynewsdesk\\_uk](#) It also allows for different forms-currency that has value in one community might not translate to another. [#commschat](#) -8:21 PM Jan 16th, 2012



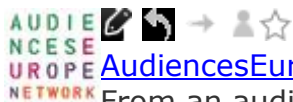
[robertcgage](#) [@CommsChat](#) Article in Times today about London Routemaster buses. Nothing says London more than a red bus. It is the city's brand [#commschat](#) -8:21 PM Jan 16th, 2012



[GemmaWent](#) When stripped back, isn't engagement currency simply something (anything) that facilitates engagement or conversation [#commschat](#) -8:21 PM Jan 16th, 2012



[presleysylwia](#) RT [@Whatleydude](#): Talking about engagement currency for brands tonight folks, join the [#commschat](#) tag to get involved :) -8:20 PM Jan 16th, 2012



[AudiencesEurope](#) [#commschat](#) I like the notion of Engagement Currency. From an audiences point of view it implies there is value attributed to the audience. -8:20 PM Jan 16th, 2012



[Whatleydude](#) Talking about engagement currency for brands tonight folks, join the [#commschat](#) tag to get involved :) -8:20 PM Jan 16th, 2012



[CommsChat](#) [@AdamFairclough](#) Hmm-being extremely short I'm in favour of them as markers that all, not just the 6ft+ among us, can see. [#commschat](#) -8:19 PM Jan 16th, 2012



[Whatleydude](#) [@AdamFairclough](#) as in, some love them and some don't? And it's hard to find that common ground? [#commschat](#) -8:19 PM Jan 16th, 2012



[Whatleydude](#) RT [@mynewsdesk\\_uk](#): 'Currency' does suggest something that can be exchanged and flow around an 'economy'. [#Commschat](#) -8:18 PM Jan 16th, 2012



[CommsChat](#) Or is engagement currency as yet un-used properly/effectively/smarty by brands? [#commschat](#) -8:18 PM Jan 16th, 2012



[Whatleydude](#) "[@AdamAzor](#): [@Whatleydude](#) isnt flags that just a practical example of branded utility? [#commschat](#)" <-- 'branded utility' thoughts folks? -8:18 PM Jan 16th, 2012



[AdamFairclough](#) [@Whatleydude](#) [@AudiencesEurope](#) Not sold on the flags at festivals. Flags at festival is too divisive an issue with festival goers. [#CommsChat](#) -8:18 PM Jan 16th, 2012



[mynewsdesk\\_uk](#) 'Currency' does suggest something that can be exchanged and flow around an 'economy'. [#Commschat](#) -8:17 PM Jan 16th, 2012



[Whatleydude](#) [@CommsChat](#) an old(er) currency, but still one that hasn't been tapped into properly by those in the know. So much potential. [#commschat](#) -8:17 PM Jan 16th, 2012



[AdamAzor](#) [@Whatleydude](#) isnt flags that just a practical example of branded utility? [#commschat](#) -8:16 PM Jan 16th, 2012



[Whatleydude](#) [@mynewsdesk\\_uk](#) no worries Adam, [@edent](#)'s comments re (best practice) use of QR codes are worth a look [#commschat](#) -8:16 PM Jan 16th, 2012



[mynewsdesk\\_uk](#) Late to the party - Adam here. Have done my homework reading [@whatleydude](#)'s thought-provoking post on QR codes, flags, stickers.. [#Commschat](#) -8:15 PM Jan 16th, 2012



[Whatleydude @AudiencesEurope](#) thank you but, as per the post, alas not one of mine :) [#commschat](#) -8:15 PM Jan 16th, 2012



[CommsChat @Whatleydude](#) Festival flags not really in use by brands yet - what about laptop stickers for bloggers? [#commschat](#) -8:15 PM Jan 16th, 2012



[AdamFairclough](#) Hello from Manchester, which has currently been turned into an icy death trap. Dipping in and out because there's football on. [#CommsChat](#) -8:15 PM Jan 16th, 2012



[Whatleydude @jgombita](#) [#commschat](#) hilarious. Is like content? But better? ;) -8:15 PM Jan 16th, 2012



[Dan Martin @adamazor](#) Just because Coca Cola use it doesn't mean it's not a buzz phrase! [#commschat](#) -8:14 PM Jan 16th, 2012



[Whatleydude](#) RT [@AudiencesEurope](#): [#commschat @Whatleydude](#)Flags at Festivals is a genius example of engagement currency. I love this idea. -8:14 PM Jan 16th, 2012



[CommsChat @AdamAzor](#) I think 'smart use' is definitely valid-there's so much brand activity that is distinctly 'un-smart'[#commschat](#) -8:14 PM Jan 16th, 2012



[Whatleydude](#) RT [@Dan Martin](#): [@AdamAzor @Whatleydude](#) Isn't 'positive brand experience' also a buzz phrase? :) [#CommsChat](#) -8:13 PM Jan 16th, 2012

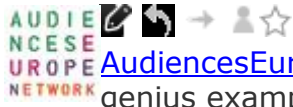


[AdamAzor @Dan Martin](#) no. hence why Coca Cola globally have senior positions in every market called "head of brand experience"[#commschat](#) -8:13 PM Jan 16th, 2012

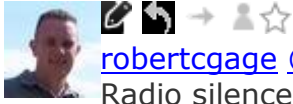


[jgombita @Whatleydude](#) last night's episode of The Good Wife was about

US Treasury going after an Internet-created "currency" creator. :-  
) [#commschat](#) -8:13 PM Jan 16th, 2012



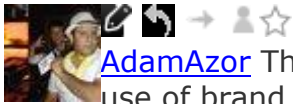
[AudiencesEurope #commschat @Whatleydude](#) Flags at Festivals is a genius example of engagement currency. I love this idea. -8:13 PM Jan 16th, 2012



[robertcgage @CommsChat](#) Effectiveness of wireless BB on train poor. Radio silence imminent [#commschat](#) -8:12 PM Jan 16th, 2012



[EdwinAgboPR](#) Not gonna be able to follow [#commschat](#) tonight! Brands using [#qr codes](#) can be scotland yard -8:12 PM Jan 16th, 2012



[AdamAzor](#) The currency part of engagement to me just seems like smart use of brand e.g. how could I leverage content from activity [#commschat](#) -8:12 PM Jan 16th, 2012



[CommsChat](#) What brands do we think are currently using this kind of strategy – and doing it well? [#commschat](#) -8:11 PM Jan 16th, 2012



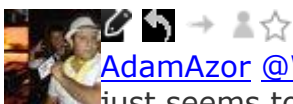
[CommsChat](#) Question of effectiveness ([@robertcgage](#)) a good one. Next topic up is... [#commschat](#) -8:11 PM Jan 16th, 2012



[Dan Martin @AdamAzor @Whatleydude](#) Isn't 'positive brand experience' also a buzz phrase? :) [#CommsChat](#) -8:11 PM Jan 16th, 2012



[pcmcreative #commschat @VenturaBlvd: @Whatleydude](#)'s "Engagement Currency" is the trigger to get people "Talking to people" if I read the post right. -8:10 PM Jan 16th, 2012



[AdamAzor @Whatleydude](#) you dont need to be... engagement currency just seems to be a buzz phase for a positive brand

experience [#commschat](#) -8:10 PM Jan 16th, 2012



[Whatleydude @JamesAldousPR](#) welcome :) [#commschat](#) -8:10 PM Jan 16th, 2012



[CommsChat @jgombita](#) Engagement currency can work like that-but it's the units that have value in communities as well as your own value [#commschat](#) -8:09 PM Jan 16th, 2012



[robertcgage @CommsChat @JamesAldousPR](#) Hi from 1845 Paddington-Cardiff. Engagement Currency = things in use. Does not mean they are effective. [#commschat](#) -8:09 PM Jan 16th, 2012



[Communicatemaq @jgombita](#) that's how I'd define social capital, but I think James means something very different here? [#commschat](#) -8:08 PM Jan 16th, 2012



[Whatleydude @AdamAzor](#) please elaborate (I'm not completely sold) [#commschat](#) -8:08 PM Jan 16th, 2012



[CommsChat @JamesAldousPR](#) Hi from dark, freezing London! [#commschat](#) -8:08 PM Jan 16th, 2012



[JamesAldousPR](#) Hi everyone from sunny California! [#commschat](#) -8:06 PM Jan 16th, 2012



[EmLeary](#) RT [@CommsChat](#): Our first topic tonight: how can we define engagement currency? [#commschat](#) -8:06 PM Jan 16th, 2012



[Whatleydude @VenturaBlvd](#) disagree. Talk to people as much as you like, but you may not get anywhere without knowing what makes them

tick [#commschat](#) -8:06 PM Jan 16th, 2012



[EmLeary](#) RT [@CommsChat](#): And we're going to look at how engagement currency might work [#commschat](#) -8:06 PM Jan 16th, 2012



[CommsChat](#) Engagement currency I think can be defined as the objects that people already use within communities to share and converse [#commschat](#) -8:06 PM Jan 16th, 2012



[AdamAzor](#) Engagement currency... seems to be a very flexibility term. I would say it could also be framed as direct brand interaction [#commschat](#) -8:06 PM Jan 16th, 2012



[jgombita](#) [@CommsChat](#) I define social capital--whether business account or personal one--as to the credibility and "value" you bring to it. [#commschat](#) -8:05 PM Jan 16th, 2012



[CommsChat](#) [@jgombita](#) I'm not really sure - how would we define 'social capital'? [#commschat](#) -8:05 PM Jan 16th, 2012



[VenturaBlvd](#) [@Whatleydude](#) you're being ironic with "Engagement Currency" right? If not replace with "Talking to people" [#commschat](#) -8:04 PM Jan 16th, 2012



[mollyhpierce](#) Talking engagement currency over on [#commschat](#) with [@Whatleydude](#) -8:04 PM Jan 16th, 2012



[jgombita](#) I'm wondering [@CommsChat](#) if engagement currency is that different than "social capital?" [#commschat](#) -8:03 PM Jan 16th, 2012



[jfourgeaud](#) RT [@CommsChat](#): Just five minutes before we kick off - looking at

engagement currency tonight. [#commschat](#) -8:03 PM Jan 16th, 2012



[AdamAzor](#) Hi I'm Adam, Senior Account Director, from integrated agency BD Network [#commschat](#) -8:03 PM Jan 16th, 2012



[CommsChat](#) Our first topic tonight: how can we define engagement currency? [#commschat](#) -8:02 PM Jan 16th, 2012



[Whatleydude](#) Hey guys, first things first: opinions on 'Engagement Currency', what does it mean to you? [#commschat](#) -8:02 PM Jan 16th, 2012



[CommsChat](#) And we're going to look at how engagement currency might work [#commschat](#) -8:02 PM Jan 16th, 2012



[CommsChat](#) Hi everybody and welcome. We're joined this evening by [@whatleydude](#), who's ducking out of [#marketingacademy](#) for the next hour [#commschat](#) -8:01 PM Jan 16th, 2012



[Whatleydude](#) [#CommsChat](#) shall we? -8:01 PM Jan 16th, 2012



[CommsChat](#) Ok, it's 8pm... [#commschat](#) -8:00 PM Jan 16th, 2012



[CommsChat](#) Just five minutes before we kick off - looking at engagement currency tonight. [#commschat](#) -7:56 PM Jan 16th, 2012



[JessYeoman](#) RT [@JamesAldousPR](#): Love or hate the QR code? Join the debate in tonight's [#commschat](#) 8pm GMT (12noon PST) [#PR#Marketing](#) -7:53 PM Jan 16th, 2012



[CommsChat](#) Ten minutes to go... [@whatleydude](#) I hope you've warmed your typing fingers up! [#commschat](#) -7:51 PM Jan 16th, 2012



[CommsChat](#) RT [@JamesAldousPR](#): Love or hate the QR code? Join the debate in tonight's [#commschat](#) 8pm GMT (12noon PST) [#PR#Marketing](#) -7:50 PM Jan 16th, 2012



[CommsChat](#) We're talking engagement currency on [#commschat](#) tonight- check out the topics before we kick off at 8 with [@whatleydude](#) <http://t.co/tRfhCOBU> -7:44 PM Jan 16th, 2012



[mynewsdesk\\_uk](#) RT [@CommsChat](#): Tonight from 8pm - [#commschat](#) is discussing engagement currency. What's that? find out here... <http://t.co/DZO4hv06> -7:26 PM Jan 16th, 2012



[igombita](#) Hmm. Sounds like an interesting "Engagement Currency" [#commschat](#) today. See [@whatleydude](#)'s framing post: <http://t.co/FptS4X1j> -7:18 PM Jan 16th, 2012



[CommsChat](#) [@robertcgage](#) hope you can make it! Transcript up tomorrow if you can't [#commschat](#) -7:04 PM Jan 16th, 2012



[robertcgage](#) [@CommsChat](#) [@whatleydude](#) Would love to join in but WiFi hasn't reached [@FGW](#) yet. But maybe mobile BB will save the day. [#commschat](#) - 7:02 PM Jan 16th, 2012