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QR-code

The traditional ways of promotion, such as advertising, are gradually losing their positions. This might be due to its too intrusive placement in traditional media: TV, radio, outdoor structures, etc.

The rapid development of information technologies and the massive use of modern consumer tablets, smartphones, mobile phones, laptops and netbooks gives you a chance to use new media marketing information. In particular, it regards the use of QR-code as a fairly universal media business information. With the advent of "the era of smart phones» QR-code has become a useful marketing tool that should be used in the implementation of communication policy promotion.

The aim of the paper is to determine the place QR-code in marketing communications as one of the modern media carriers. The issue of the use of QR-code in the current market conditions is crucial.

The main attention is devoted to the investigation of how the modern media carrier works in communication projects of companies operating in different markets.

The place of QR-code marketing communications is defined, the main advantages and disadvantages of its use are described, and users of QR-code are selected. The use of innovative media carrier QR-code by means of various forms of marketing communications is analyzed, formats placing messages on the media storage are defined.

An example of the QR-code directly into Ukrainian business and recommendations on the use of QR-code in advertising, PR and other means of marketing communication in the implementation of their strategies are given. The best communicative effect can be obtained by using QR-code business policy.

In conclusion, despite the existence of different concepts, one may argue that at present theoretical and practical issues in the use of QR-code in marketing communications require further research.