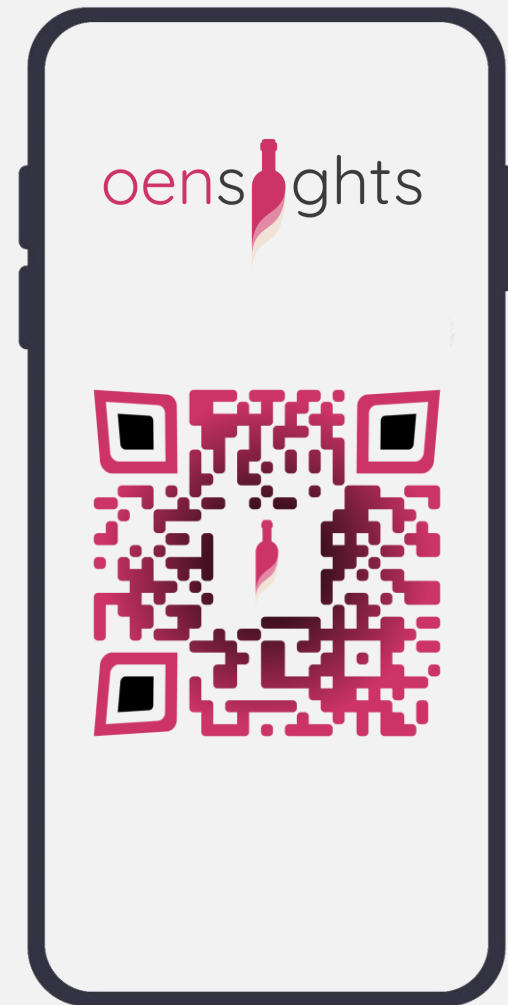


flexyQR

6

QR ideas

for Wineries!



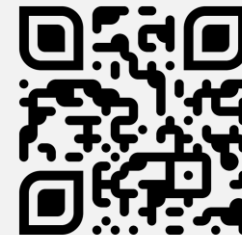
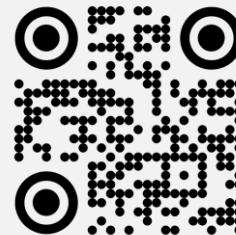


1 QR – 1 Printout – ∞ Possibilities

1

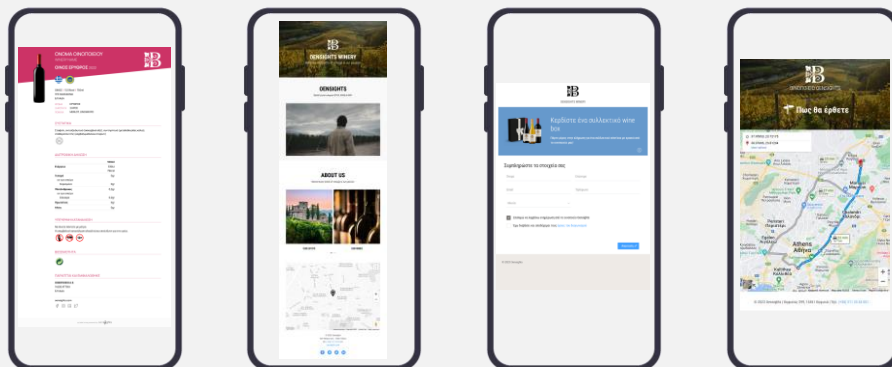
CREATE

- > **Select your design & brand colors**
- > **Short URLs to maximize scanning success in small printouts**
- > **Test & verify everything in “setup mode” before your final prints**
- > **Full Support for QR codes & NFC tags**



2 DEPLOY

- > Instantly deploy using our pre-made Templates
- > No need for additional changes / development on your web site
- > Be up & running at no time with our ready made, fully functional landing pages templates, including
 - > EU Digital Wine Labels
 - > Winery Navigation
 - > Product Showcase
 - > Online Competitions
 - > Winery Visit Assessment
 - > Wine Tasting
 - > ...



3

MANAGE

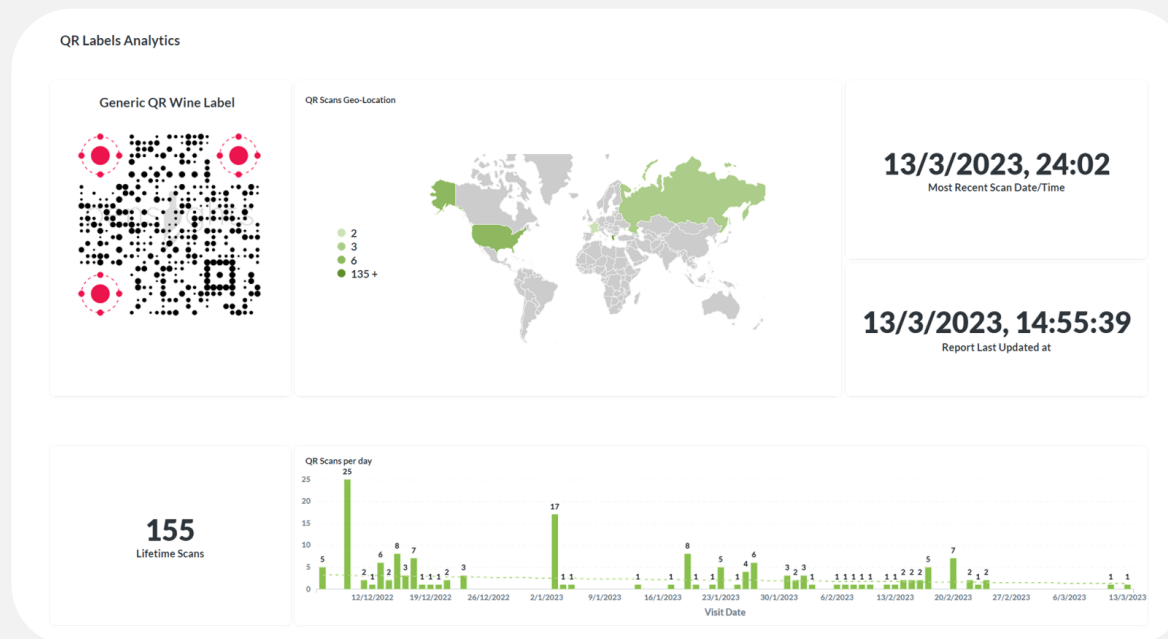
- > **Programmable Landing Page – you can change it at anytime**
- > **Plain , GEO & Static Tags to develop exciting initiatives & campaigns**
- > **Flexible Automatic Behavior, based on GEO (country) and/or date-time**



4

ANALYZE

- > Real-Time Reporting of Scans
- > GEO (country) + Date/Time Analysis
- > Compare performance between different tags & fine-tune your strategies



A large, stylized lightbulb icon in a purple color, centered on the left side of the image. The lightbulb has several short lines radiating from its top, suggesting it is lit. Inside the lightbulb, the text 'EU Digital Wine Labels' is written in white.

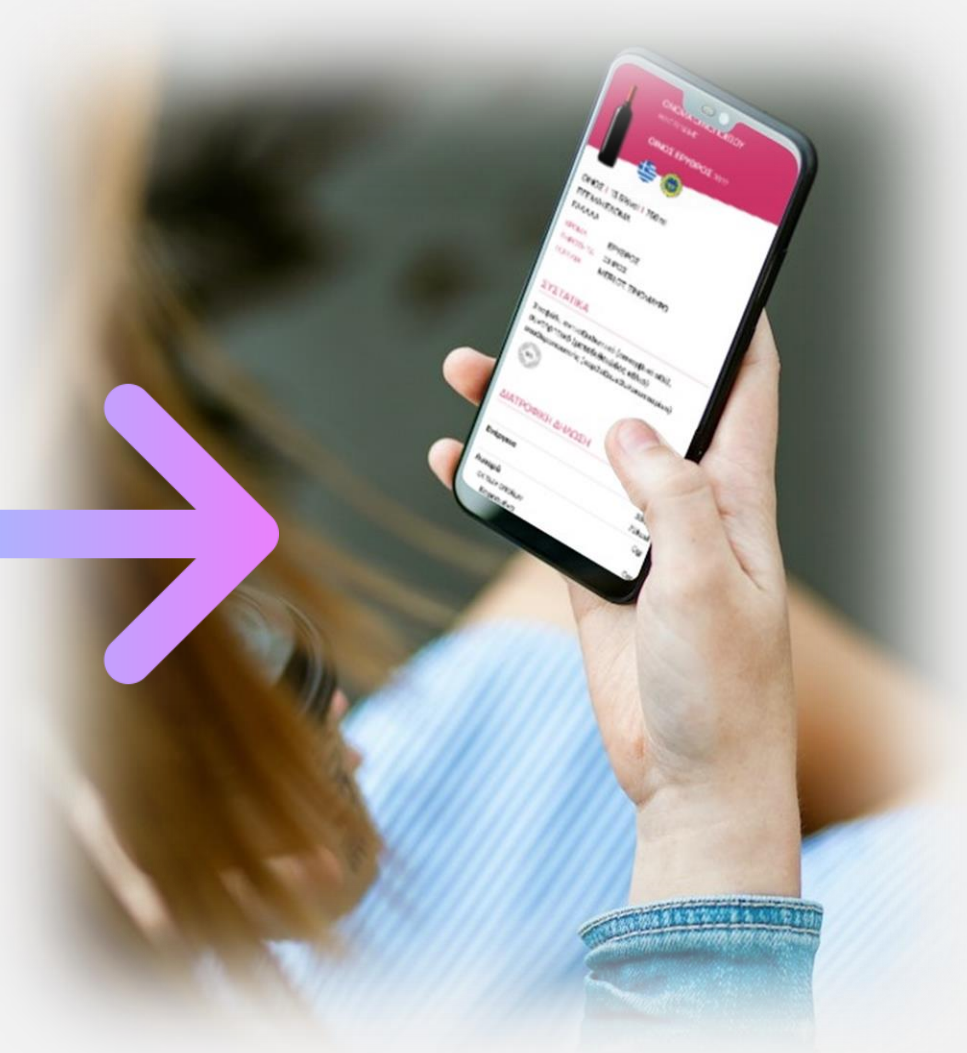
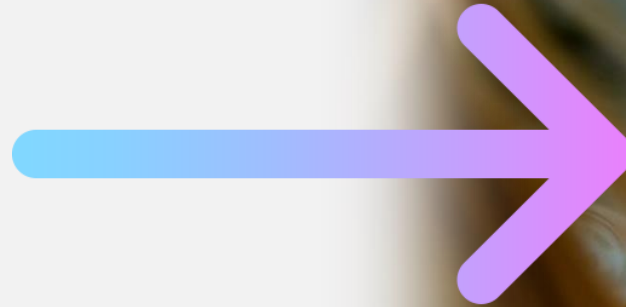
EU Digital Wine Labels

1

A circular graphic of the European Union flag, featuring twelve yellow stars arranged in a circle on a blue background. It is positioned on the right side of the image, partially overlapping the light blue background.

Fully Comply with latest EU regulations

See how many times, where (country) and when (time/date) your wine labels are scanned





Winery Navigation

2

Enhance your signage and guide prospective visitors to your winery. Initiate navigation to your winery & designate specific path to be followed.

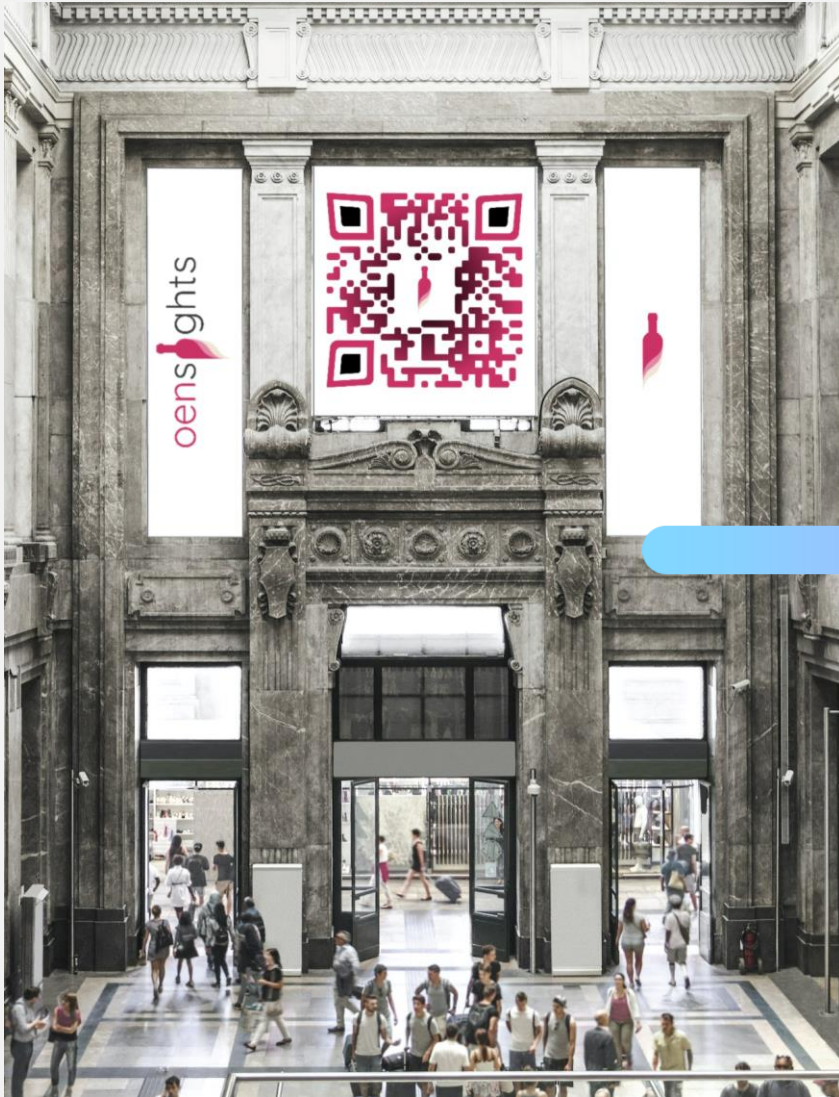


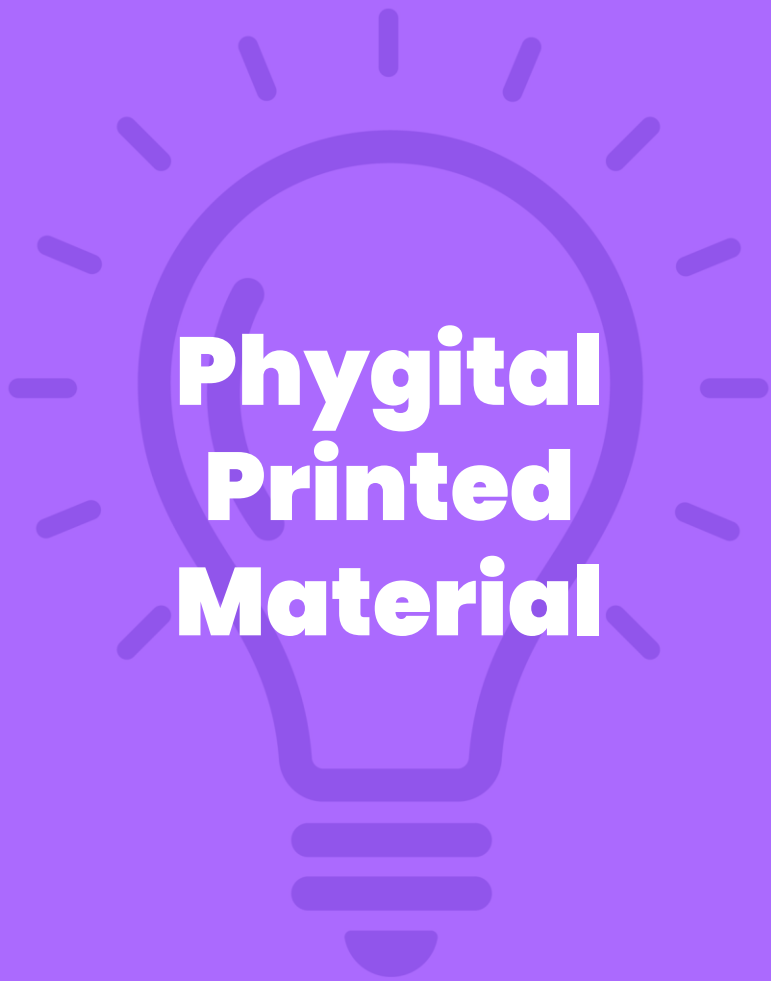


Attract Visitors

3

Location, Location, Location!
Embed your winery image in high visibility locations & provide an interactive experience to attract visitors to your winery
Create different QR per location to compare scanning behavior patterns and streamline your promotion tactics.



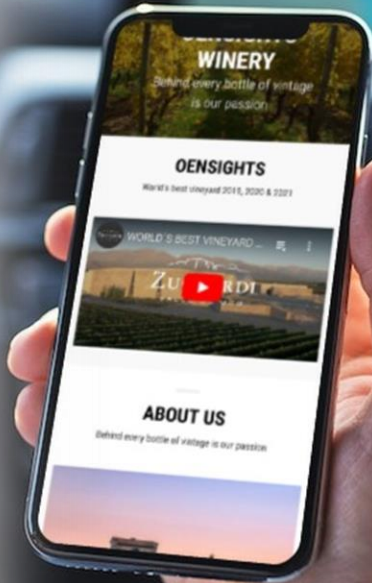
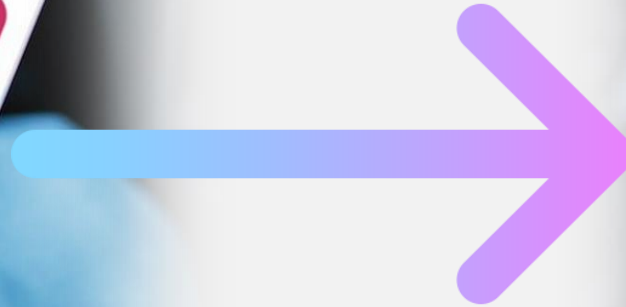


Phygital Printed Material

4

Create minimal, high impact, always up to date printed material with embedded QR functionality to promote your winery & products.

Minimize printing costs and eliminate waste!





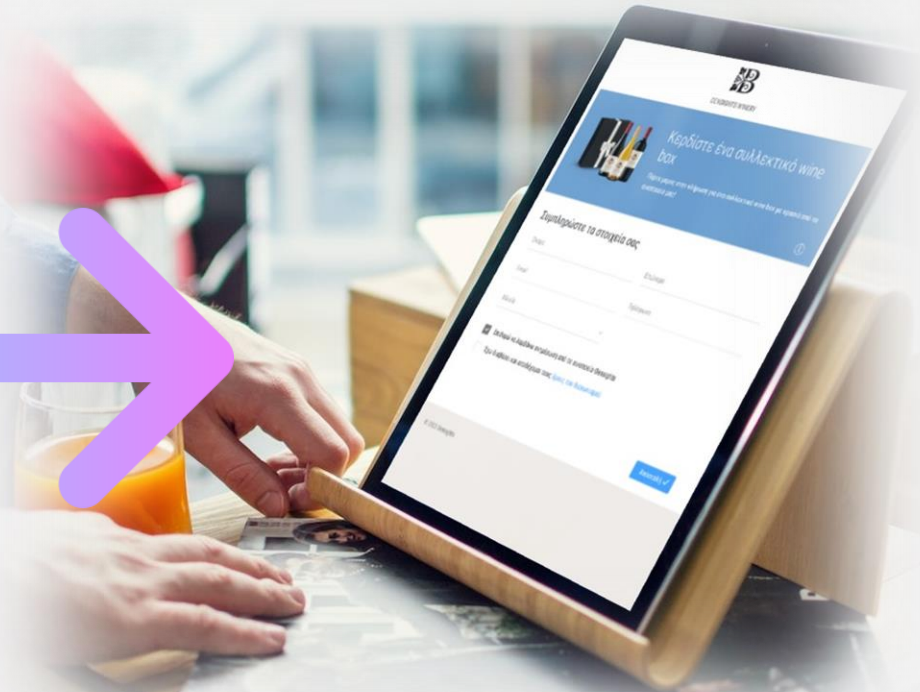
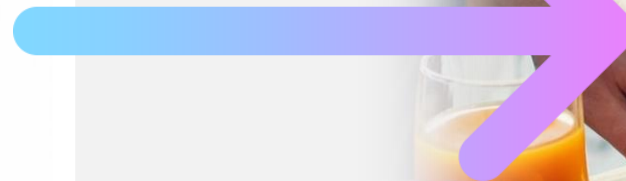
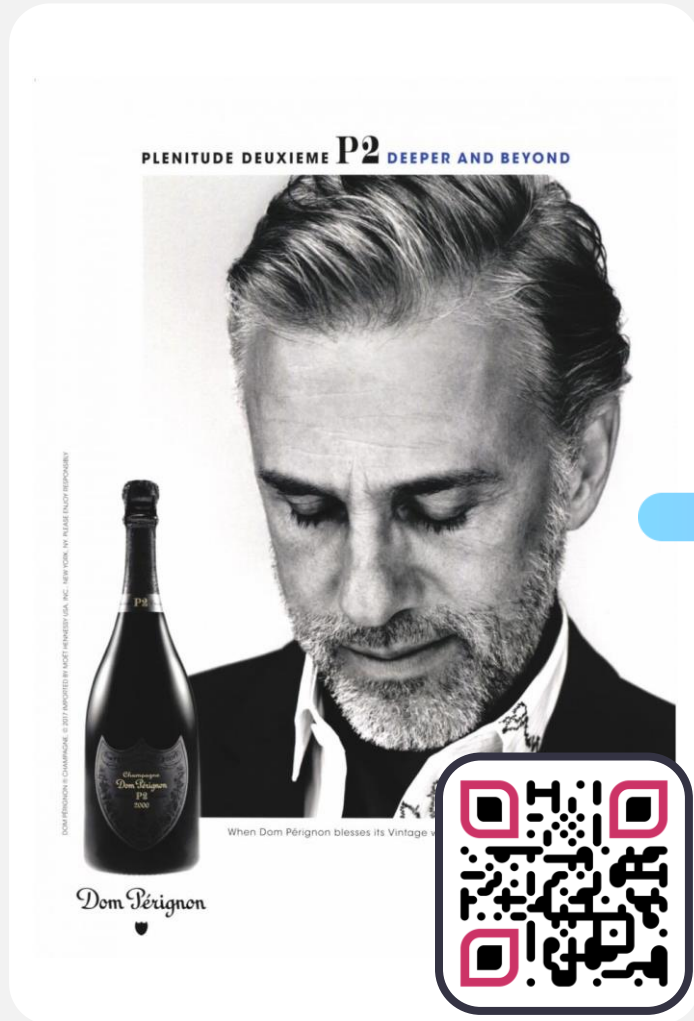
Engaging Measurable Printed Ads

5

Embed QRs in your printed ads (magazines, newspapers)

Create exciting experiences for readers (e.g. competition)

Monitor & compare ad campaign performance per medium.



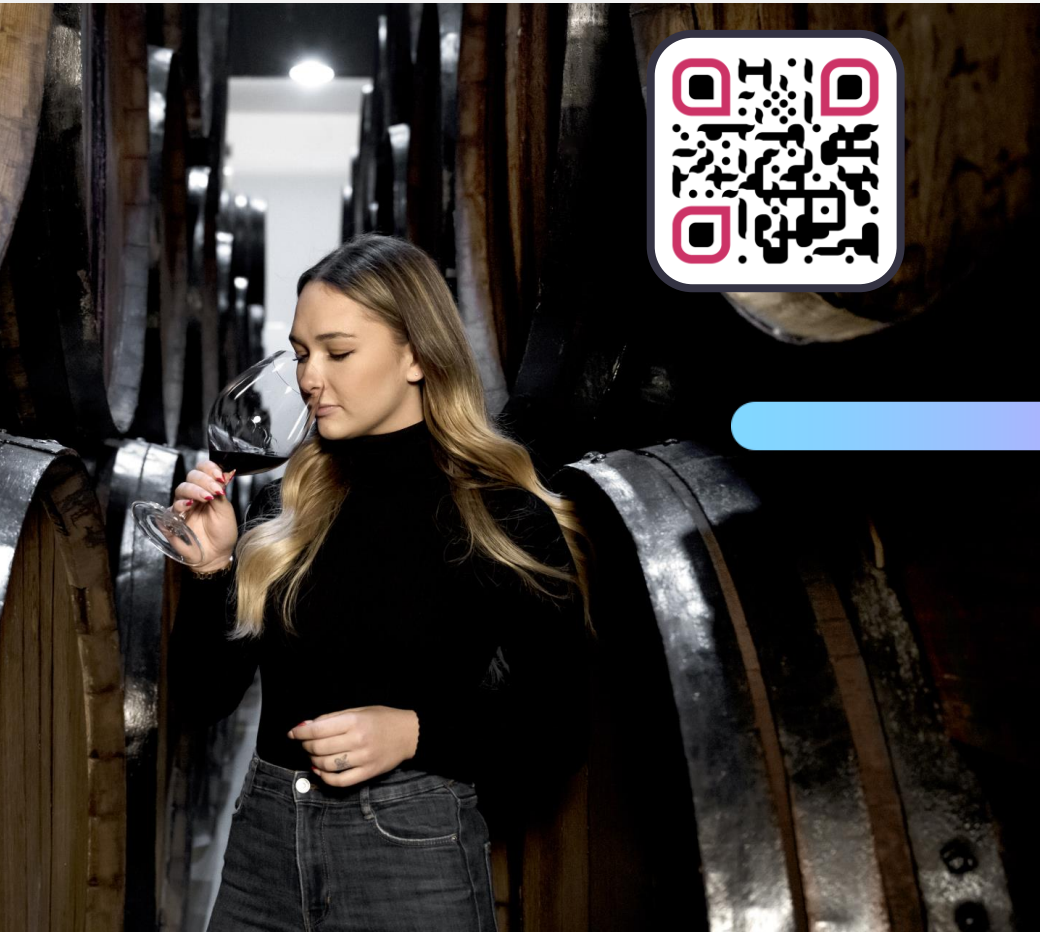


Interactive Winery Experiences

6

Incorporate interactive spots in your winery – e.g. Wine Tasting Information, Visit Evaluation etc.

Promote your social media , collect emails & create a direct communication link with your visitors.



flexyQ

oensights

Actionable insights for the wine industry

oenights.com

Kifisias Avenue 299, 14561 Kifissia, Athens, Greece