

Target to Put QR Codes on Toys This Holiday Season to Battle Amazon



Target is gearing up for the holiday season with a mobile-based program designed to foil the practice of “showrooming.” Starting Oct. 14, customers who visit the stores will see a showcase of the top 20 toys of the season each of which will sport a QR code that lets consumers buy them online and have them shipped.

Though the retailer spun the program as an “added convenience” for shoppers, Target has been aggressively battling showrooming since last holiday season. In such cases, consumers go to the brick-and-mortar stores to see what’s new and then buy the items online, often from Amazon. Target has been [attempting to turn the tide](#) [1] on showrooming with exclusive products and mobile coupons.

Though it seems counter-intuitive to go to a store only to buy a product online, Target’s QR code program could be useful if an item is out of stock or if the lines are too long.

Target, which [stopped carrying Amazon’s Kindle products in stores](#) [2] in May because it didn’t want to aid a competitor, isn’t the only retailer attempting to level the playing field: Toys “R” Us has also announced it will offer [Tabeo](#) [3], a \$150 tablet device for kids, this holiday season as a hedge against Kindle.

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[1] <http://online.wsj.com/article/SB10001424052702304587704577334370670243032.html>

[2] <http://mashable.com/2012/05/03/target-kindles/>

[3] <http://mashable.com/2012/09/10/toys-r-us-tabeo/>

[4] <http://mashable.com/2012/10/03/target-qr-codes-amazon/>