



Care Symbols App

Information sheet for companies

How can a company make best use of the banner advertising?

To order the banner advertising, first register at <http://moma-wv.com> by logging in with your e-mail address and password.

Then follow these steps:

1. Choose the URL (for example, the company website address with web shop) which will be accessed when a consumer touches the advertising banner in the app. Then upload the advertising banner that appears in the app. After this you can modify the following details:
 - Background and text colours for the buttons
 - Starting date and duration of the campaign
2. Enter the invoice address.
3. Before the order is completed, you must check all the information you have entered and accept the general terms and conditions.
4. After the order has been placed, you will be sent a QR code and a campaign code which you can use to promote the app to your customers and to allow them to install it.
5. GINETEX takes care of the commercial side of the order and will send you an invoice which must be paid within 10 days.
6. The banner advertising period can be extended on MoMa WV's website.

The functionality of the QR code and the campaign code

Each QR code is accompanied by a campaign code (for example GI664). The two different methods of using the codes are described below:

1. Installing the app on Android devices

The campaign code is not needed when the app is installed on Android devices. In this case, the consumer installs the full version of the app with the advertising banner simply by scanning the installation QR code.

2. Installing the app on iOS devices

Owners of iOS devices also install the app by scanning the installation QR code. Initially they receive a restricted version of the app. By entering the campaign code, they can activate the full version of the app with the advertising banner.

What is the best way for a company to promote the app?

You can put the installation QR code and the campaign code on posters at cash desks in stores, on product packaging, in advertisements, catalogues and other marketing material and you can add them to your website to publicise the app.



What does the app cost?

The current prices are available on this website: <http://moma-wv.com/products.php>. The following services are offered:

Banner advertising

1. Android and iPhone app

Six months	€119
One year	€209

2. QR code generator

This is initially used for generating care symbols (including the Clevercare logo) and fibre labelling. It can be upgraded to include “Made in...” and size labelling.

Individual	€75	
Complete package	€249	(comprehensive banner advertising for one year, including QR code generator)

What happens when a company stops advertising?

When your banner advertising period expires, the GINETEX logo will appear on consumers’ smartphones.