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### FOR IMMEDIATE RELEASE

## MARZ HOMES LAUNCHES "GEEK CHIC" AD CAMPAIGN WITH QR TECHNOLOGY



**STONEY CREEK, Ontario, Friday, November 21 2008** – Marz Homes introduced a new ad campaign this week aimed at a younger demographic of potential first-time homebuyers.

The new Marz ads – branding Marz as “geek chic” – feature a barcode called a Quick Response or QR code. QR codes are currently commonplace in Japan and are beginning to become more pervasive in advertising around the world. The codes have yet to become mainstream in Canada.

QR barcodes are made to hold several hundred times the amount of information stored in typical barcodes. They can be coded to store mobile websites, which is how Marz has utilized the technology.

“People are always on the go, so a method that gets information about Marz to potential homebuyers at the click of a cell phone is pretty spectacular,” says Dan Gabriele, Vice President of Marz Homes. “All you have to do is take a picture of the barcode with your QR-enabled phone and our site pops up right on your phone’s screen.”

By taking a picture of the QR Code on the ad with your mobile device, your phone will immediately take you to the Marz Homes mobile website. The website was created to give potential homebuyers a glimpse into some of the great communities currently being developed by Marz.

The new Marz Homes ads will be featured in an out-of-home advertising campaign throughout Hamilton using Zoom Media in locations that fit the company’s target demographic. The ad will also be featured on a transit shelter in the area.

The ads will target graduate students at McMaster University, and the 25-35 year-old demographic in local bars and restaurants.

“As experts in targeted media, we (Zoom Media Inc.) feel that QR advertising technology will increasingly play a role in further engaging the consumer beyond the physical ad, enticing the consumer into an incentive-based dialogue that is fully measurable,” says Neil DeGasperis, Account Executive at Zoom Media Inc.



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The outdoor advertising campaign will also be complemented with a print campaign in a local alternative weekly targeting readers aged 20-35+.

Since many people are unaware of QR technology and how to use it, Marz Homes has also created a website to coincide with their advertising campaign. Although many newer mobile devices come enabled with QR technology, some older models do not. The site – [marzhomes.com/qr](http://marzhomes.com/qr) – will direct these users to websites where they can download the QR software onto their mobile device for free.

Of course, the barcode can be found online as well for those interested in testing out the technology.

The Marz Homes QR campaign is an exciting step for Marz, and an important one to showcase that the innovative techniques used in both the design and construction methods of Marz's new homes can also be transferred to their advertising. Marz hopes to garner the attention of the younger demographic of new homebuyers who appreciate cutting-edge innovation the way Marz appreciates superior homebuilding.

Marz Homes and its founder, Mike Pompeani, have enjoyed providing quality homes for families across southwestern Ontario for more than 40 years. The award-winning team at Marz continues to define the future of housing by recognizing the constantly evolving expectations and lifestyles of new homebuyers.

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VISIT [www.marzhomes.com/qr](http://www.marzhomes.com/qr) to learn more about the technology.