

## Menlyn gears for the mobile revolution



Menlyn Park is keeping up with social media advances and the mobile revolution, ensuring its aligned with what Generation Y finds important. This generation shift is generally marked by an increased use and familiarity with communications, media, and digital technologies. As such, the centre has launched a monthly competition using QR Codes. Until December 2011, shoppers can scan the code in centre and stand a chance to win R2000 valued shopping voucher. This QR Code Competition is used to introduce and educate the Menlyn shoppers in order to delve deeper into the use of QR Codes in upcoming campaigns.

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