

## Cosmo teams up with Takealot for shoppable July issue

Cosmo SA readers are able to shop the pages of the July 2018 issue thanks to a partnership with online retailer Takealot.com. The majority of the products featured in the issue can be purchased by scanning the QR codes printed next to selected items. Within seconds, readers will be able to purchase their favourite items for delivery to their front door.



Julie Anne-Walsh, Takealot.com chief marketing officer, says that fun, hassle-free online shopping is the way forward for the South African market. "We're beyond excited to offer *Cosmo* SA readers our world-class online shopping experience," she says. "By using QR codes, readers are able to snap and shop products across 27 departments, including electronics, beauty, fashion and books – anything they can imagine."

Using Facebook's QR code scanner, users can navigate from the magazine to purchasing items they love on their mobile phone. How-to icons throughout the magazine instruct consumers to open up the Facebook mobile app, tap on the menu, tap on the QR scanner and scan the QR code printed next to the desired item in the book. Users are directed to the item on the Takealot website and can drop the item in their basket before checking out. To add to the experience, *Cosmo* and Takealot have included a R200 voucher with every issue so that new users get the benefit of shopping with a discount.



#NewCampaign: *Cosmopolitan* SA petitions to end tampon tax

Jessica Tennant 12 Jun 2018





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