

# BAT Nigeria

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Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026



QR codes in use: BAT Nigeria

**BAT Nigeria — Trade Marketing at Continental Scale**

Over half a million QR codes, almost none of them aimed at consumers: inside one of the largest deployments on the QRStuff platform, British American Tobacco’s Nigeria marketing operation uses QR to wire field reps, retailers, and internal workflows into its enterprise systems.

| AT A GLANCE      |                                                                                                                             |
|------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Industry         | Consumer goods (tobacco & next-generation nicotine)                                                                         |
| Country          | Nigeria                                                                                                                     |
| Platform since   | 2020                                                                                                                        |
| QR codes created | ~532,000 (all-time)                                                                                                         |
| Monthly scans    | Minimal — codes are predominantly trade- and internal-facing, not consumer campaigns                                        |
| Primary use case | Trade marketing, field-force enablement, retail data capture, internal communications                                       |
| Content type mix | Dynamic URL-dominant, with Dynamic text, WiFi, and phone-number codes; destinations are overwhelmingly enterprise platforms |

**The context**

British American Tobacco is one of the world’s largest consumer-goods groups, operating across combustibles and next-generation nicotine categories in some 180 markets. Its Nigerian business

sits at the centre of its West African operation — and Nigeria is Africa's largest consumer market: over 220 million people served not primarily by supermarket chains but by one of the world's great informal retail networks, with hundreds of thousands of independent kiosks, table-top traders, and neighbourhood stores.

For a multinational CPG company, winning here is a trade-execution problem before it's an advertising problem. Products move through layers of distributors and sub-wholesalers; pricing, placement, and stock data live in a million unconnected conversations; and the field force — the reps who visit retailers daily — is the company's nervous system. Digitising that nervous system is one of the defining operational projects in African CPG, and the toolkit is increasingly standard: low-code apps for data capture, cloud workflow platforms, rep-engagement systems — all of which need a fast, zero-friction bridge from the physical world of route visits and trade materials to the digital world of forms and dashboards. That bridge, in this deployment, is the QR code.

### The QR strategy

Platform data shows an enterprise account — registered as “BAT MKT Nigeria” with a corporate **bat.com** email domain — operated since 2020 by the group's Nigeria marketing organisation (500+ staff segment; “Business Communication” as the stated use), with an estate of roughly 532,000 codes: the third-largest all-time on the platform. The destination mix is the revealing part. At the category level it reads as a corporate IT architecture diagram, not a media plan: a field-force engagement platform (Sparrkup), BAT's own SharePoint and Microsoft PowerApps environments, the group's ServiceNow instance, a retail-data-capture application, the PageTiger digital-publishing platform for internal content, and the group's Velo brand site.

Equally telling is what the data lacks: meaningful tracked scan volume. Dynamic scans for this account run to hundreds per year, not thousands per day — because the codes are not consumer touchpoints. They are operational connectors: a code on a rep's route card that opens the right data-capture form; a code on trade materials that takes a retailer to a programme portal; WiFi and phone-number codes supporting field logistics; batch-generated codes feeding printed trade collateral. The audience is measured in thousands of reps and retailers, not millions of shoppers — and much of the estate is static, scanned inside enterprise apps that QRStuff never sees.

The content-type spread (Dynamic URL, Dynamic text, WiFi, phone) supports the same reading: this is a general-purpose connectivity layer for a nationwide field operation, generated at industrial volume and refreshed continuously over five years.

### The numbers

**~532,000 codes, built for an audience of thousands — proof that QR scale is not the same thing as scan scale.**

- **Creation concentration:** this is the platform's #3 all-time creator, behind only a static-production print account (~1.08M) and a US restaurant enterprise (approaching 4M by 2025). The top handful of creator accounts out-produce entire countries' worth of typical users.
- **Creation rate:** ~530K codes over five years averages above 100,000 codes a year — consistent with automated or batch generation integrated with trade-marketing systems, not manual creation.
- **The scan asymmetry, honestly:** the platform's scan benchmarks (median ever-scanned code: 5 first-year scans) barely apply here, because most of this estate is never meant to be mass-scanned. Each code may serve a single rep, route, retailer, or print run. Low tracked scans

are not failure; they're the signature of operational QR, where value is measured in workflow completions inside the company's own systems.

- **Geographic note:** Nigeria does not yet rank in QRStuff's top-30 scan-volume countries — which makes the presence of a top-3 creation account there the more striking. Code creation in emerging markets is running ahead of consumer scan culture, led by enterprise operations rather than consumer campaigns.

### What this tells the industry

The marketing literature treats QR as a consumer medium. The creation side of QRStuff's data says otherwise: some of the largest deployments in the world are **B2B operational estates** that consumers never see. BAT Nigeria's half-million codes connect reps to forms, retailers to portals, and field activity to cloud dashboards — QR as the connective tissue of trade execution in a market where the retail landscape is too fragmented for anything heavier.

For multinationals operating in high-growth, informally retailed markets, the pattern is worth copying precisely because it's unglamorous. The smartphone in every rep's and retailer's pocket is the only universal terminal in the trade; a printed code is the cheapest possible interface to it. Companies asking "what's our QR strategy?" usually mean packaging campaigns — this case suggests the bigger near-term ROI may sit in the supply chain.

#### PLACEHOLDER QUOTE — NOT FOR PUBLICATION. REQUIRES APPROVAL BEFORE USE.

"In a market with hundreds of thousands of independent retailers, the QR code is how our field organisation moves at digital speed — every visit, every data point, every piece of trade material connects back to one system."

— [Title], British American Tobacco Nigeria

### Looking ahead

The trajectory for operational QR in emerging markets points one way: deeper integration. Field-capture codes become the front end of demand-sensing data pipelines; trade-programme codes become loyalty rails for independent retailers; and as global traceability regimes (GS1 Digital Link, the EU's Digital Product Passport) extend down supply chains, the same scanning habit built for trade execution becomes compliance infrastructure. The companies that taught their field force to scan in the 2020s will find the 2030s' traceability mandates considerably less expensive.

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Platform figures are QRStuff internal measurements (code count: all-time from qrcode table; content-type and destination categories from code samples). Identification basis: account business name, corporate email domain, and BAT-owned destination platforms. Operational outcomes are not measured by QRStuff. Destination reporting is at domain/category level only. Regulated-industry note: publication requires customer permission plus appropriate brand/legal review on both sides.

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## Permission and Approval

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### What you are being asked to review

QRStuff (qrstuff.com), operated by QR Code Generator Inc., has prepared this case study as part of **The QRStuff State of QR Codes Report 2026** — a free market-facing industry report built from QRStuff's first-party platform data.

This document contains a draft profile of **BAT Nigeria** drawn from:

- **QRStuff platform measurements** — aggregate code creation and scan data at domain/category level only. No raw URLs, personal data, or account credentials are included or will be published.
- **Publicly available sources** — company website, press releases, and industry coverage, cited in the case study footer.

The draft quote marked [QUOTE PLACEHOLDER — DRAFT ONLY] is **entirely fictional** and has not been said by anyone at your organisation. It will be removed or replaced with an approved quote from your team before publication.

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We will share the final version with you before publication and remove or amend any detail you flag.

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Approved permissions are logged in QRStuff's internal permission register. The process:

1. **Review this draft** — read the case study carefully. Flag any factual errors, figures you cannot confirm, or wording you object to by replying to the outreach email.
2. **Request changes if needed** — we will revise and resend within 5 business days.
3. **Grant approval** — sign below (or reply by email to [declan@qrstuff.com](mailto:declan@qrstuff.com)) to confirm approval.

There is no payment involved. QRStuff will provide a link to the published report once live, and you are welcome to share it.

**Approval block****Approval for publication**

Organisation: BAT Nigeria

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**Questions?** Contact Declan at [declan@qrstuff.com](mailto:declan@qrstuff.com). We are happy to arrange a call to walk through the draft, discuss any concerns, or discuss how QRStuff can support your team's story.

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