

SO-LO-MO Central

A roundup of **social**, **local** and **mobile** marketing activity at retail



Dan Ochwat, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to solomo@p2pi.org.

SOCIAL

"Masking" the fun of Snapchat lenses, **Facebook** launched its own augmented reality lenses in its mobile app for the Halloween season. The creators called the lenses "Masks." The feature works when a user films and posts a video with Facebook Live. Different virtual costumes such as a panda could be superimposed over the user's face. Users could post their new AR-layered look to their feed. Facebook also launched Halloween-themed reaction buttons, including a sad Frankenstein emoji and angry pumpkin. Similar to Snapchat, Facebook Live also employs filters like the ability to write messages on a video.



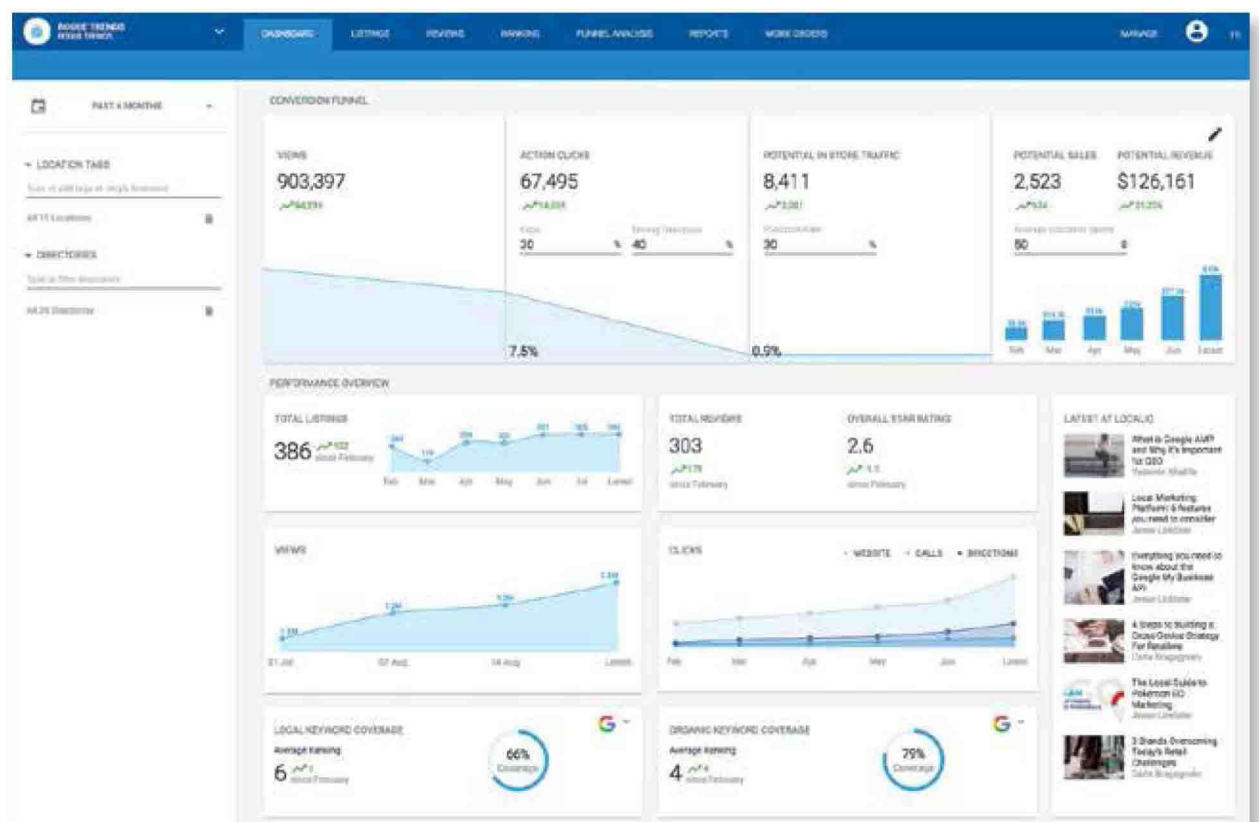
... Halloween masks.



... the Clydesdales.

The Budweiser Clydesdales went live on Facebook Live. **Anheuser-Busch** capitalized on the fever of the most watched World Series in 25 years and put the Clydesdales into the Chicago Cubs victory parade. The Clydesdales were fitted with cameras, and A-B posted on the Budweiser Facebook page a live broadcast of the view of the Clydesdales walking the parade. Seeing that the parade was marked as one of the largest public gatherings in history – although this White Sox fan stayed home – A-B found a clever way to get some social eyeballs.

Looking to bridge online-to-offline attribution for marketers, **SweetIQ**, Montreal, has partnered with social and reviews network **Yelp**, San Francisco. SweetIQ now gives customers the ability to access Yelp in the SweetIQ dashboard to manage store hours and locations, photos, account support and copy, and also gather Yelp data and analytics about visitors. In addition, users can launch campaigns through the platform. The platform essentially offers small businesses full integration and data with the review network.



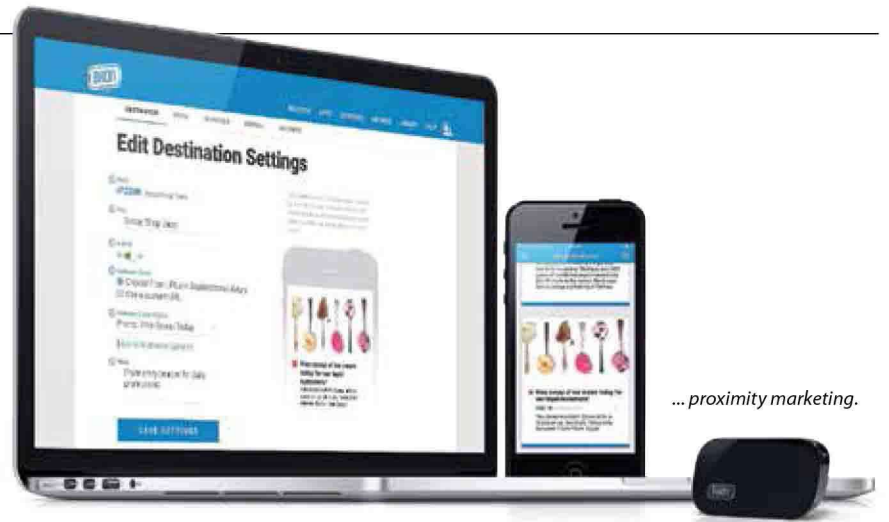
... now, reviews data.

LOCAL

ShopAdvisor Inc., Concord, Massachusetts, and its mobile proximity platform will partner with **Mobee**, Boston, a crowdsourcing platform that collects consumer data, to improve its analytics and real-time data on location-based campaigns. ShopAdvisor delivers mobile shopping experiences and store-based analytics to brands and retailers such as Walgreens, Asics, Anheuser-Busch, PepsiCo, Procter & Gamble and others. ShopAdvisor runs an intelligence suite that gauges product availability of tens of millions of SKUs in more than 200,000 stores, according to the company, and it's a member of the Nielsen Connected Partner Program. With Mobee, ShopAdvisor can deliver a real-time connection of what shoppers are interested in and tie it to what products are available.

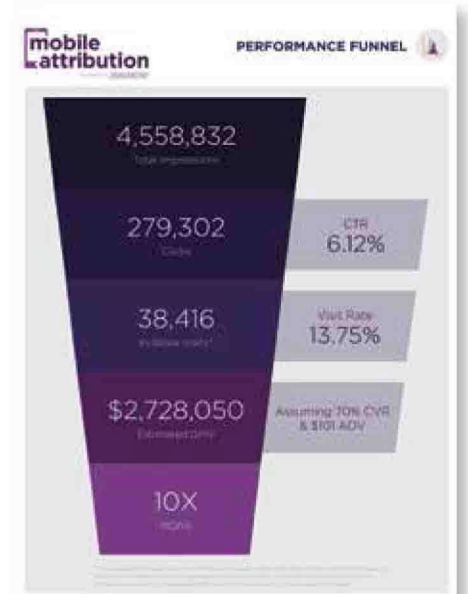


... improved analytics.



... proximity marketing.

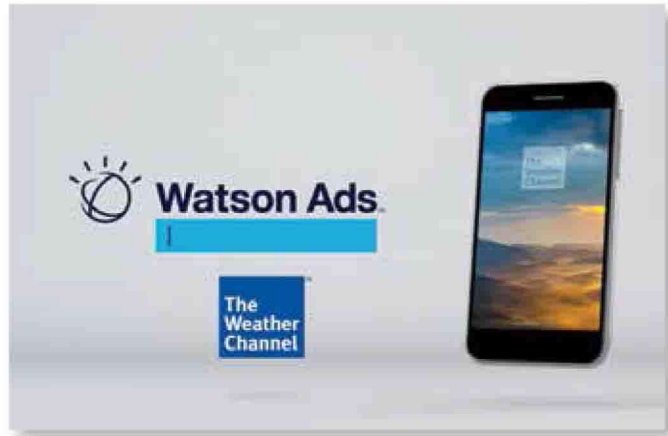
BKON Connect Inc., Nashville, Tennessee, has been tapped to distribute its Physical Web beacons to Dell Marketing, a division of **Dell Services**. Dell will offer BKON's inbound proximity marketing solution as part of its digital marketing services for the retail sector as well as in the service industries of hospitality, government, education and healthcare. Dell will integrate the platform into the systems of its retail partners and other industries. BKON's hardware and software helps deliver location-based content as a URL to a shopper's mobile phone to read content. Since the announcement of the deal, NTT Data Corp., Tokyo, acquired Dell Services, extending the reach of this agreement by five times, according to a spokesman at BKON.



...attribution tool.

Aiming to give its retailer and foodservice clients a better look at its ROAS (return on advertising spend), **RetailMeNot**, Austin, Texas, launched "Mobile Attribution Powered by RetailMeNot." The attribution tool blends location data to quantify footfall in a retail store, how users are utilizing the mobile app, attributable sales and an incrementality of sales. RetailMeNot has tested the tool with more than 10 national retailers and restaurants and says average returns are 10 times the investment. RetailMeNot culls the data through first-party data, geo-fencing and latitude-longitude data. Store visits by users is based on aggregated, anonymized data from a sample set of users with location turned on within their phone, according to the company.

MOBILE



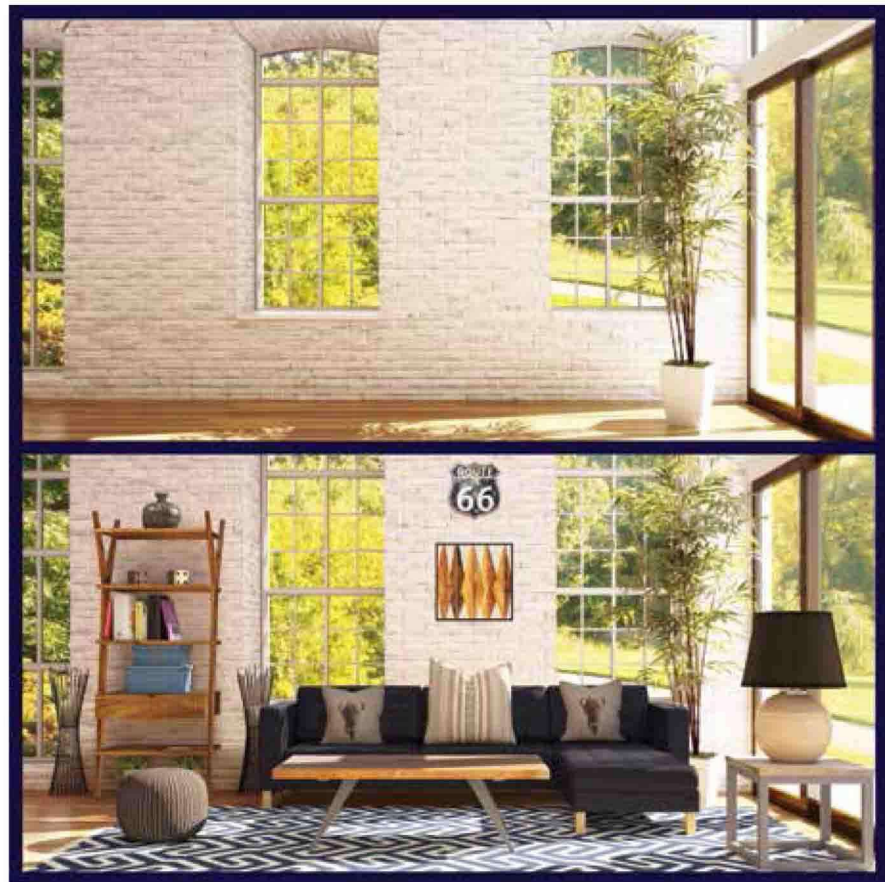
... engaging ads.

The Weather Co. and its Weather Channel mobile app are hosting the first Watson Ads from IBM, which are mobile ads that consumers can engage with over voice or text. Campbell Soup, GSK Healthcare and Unilever are the first brands to launch Watson Ads on the app. The ads will be recognizable by a Watson Ads logo. A user can interact with a Campbell ad, for example, by asking it a question like, "What can I make for dinner?" and receive a tailored recipe idea in that space. Unilever will use Watson Ads for its Hellmann's and Country Crock brands. GSK will promote Theraflu.

Unilever's Lipton tea brand launched four mobile videos – meaning they were produced for full-screen, vertical video viewing on smartphones – that tell the stories of some Millennial-aged tea farmers in Kenya who help make Lipton tea but are also passionate about so much more, like music (one group of farmers goes by the rap name Aroma 3). The vertical videos are promoted with the #BeAMaker hashtag. The company says it wants to connect the Millennial tea farmers to its Millennial consumers around the world. It's short-form content that attempts to make the tea brand a bit more transparent on where it comes from and who is making it. Lipton Tea shared the videos on its social accounts like Twitter and Facebook, and the videos could be seen on YouTube and Vimeo.



... vertical videos.



... very roOomy.

Virtual reality has become a leading tool in the home design space thanks to Lowe's and online retailer Wayfair.com, for example. A new mobile app from Netherlands-based NedSense Loft B.V. called roOomy is competing to provide 3-D real estate listings, interior design inspiration and home furnishing products. The app enables users to view more than 75,000, 3-D modeled furnishings from retailers such as Pottery Barn, Blu Dot and Haverty's to then place inside photos of their own rooms in their houses. The products can be viewed in different fabrics and colors. If a user likes what she sees, she can buy directly from the participating retailers.