

SO-LO-MO Central

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



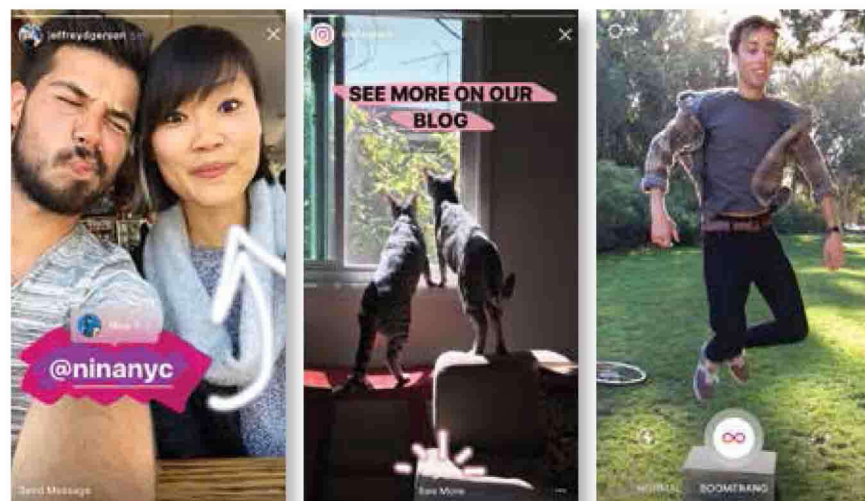
Dan Ochwat, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to solomo@p2pi.org.

SOCIAL

Leveraging its Pine-Sol brand, **The Clorox Co.** moved away from stereotypical images of a homemaker – typically a mom doing housework – and instead celebrated blended families with step parents, single dads, kids raised by grandparents and more. Pine-Sol's "Makers of Home" social campaign is housed on a PineSol.com microsite where stories of modern families are featured in videos. Pine-Sol asked consumers to post stories about their own modern families on social networks using the #makersofhome hashtag. Pine-Sol is awarding 150 adoptive families with care packages that include cleaning products and gift cards, and the brand donated \$50,000 to Together We Rise, a nonprofit organization helping kids in foster care. Additionally, Pine-Sol staged a Twitter party and sweepstakes in partnership with WeAllGrowLatina.com.

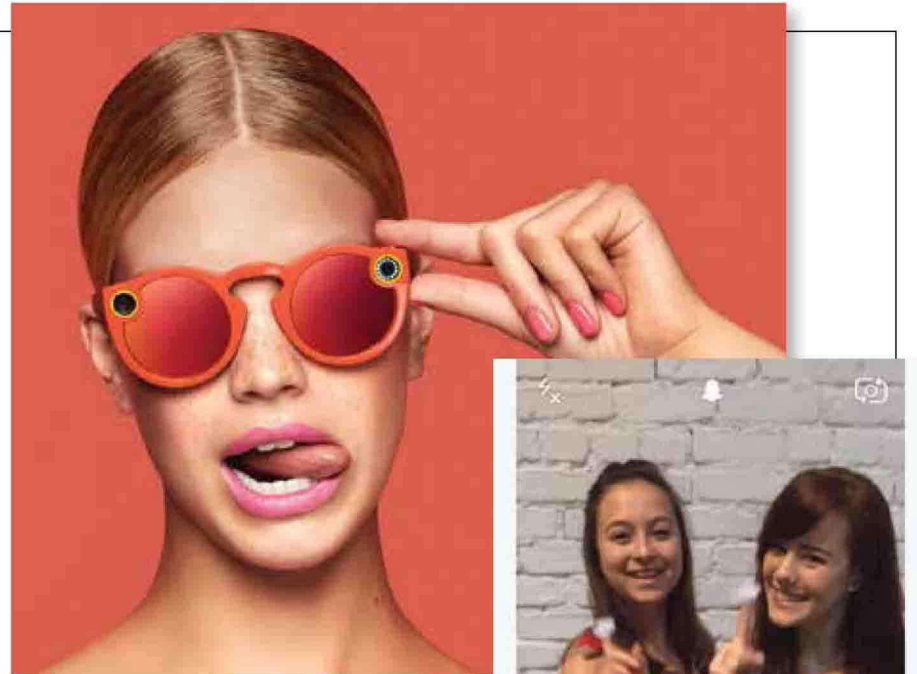


... Pine-Sol's social campaign.



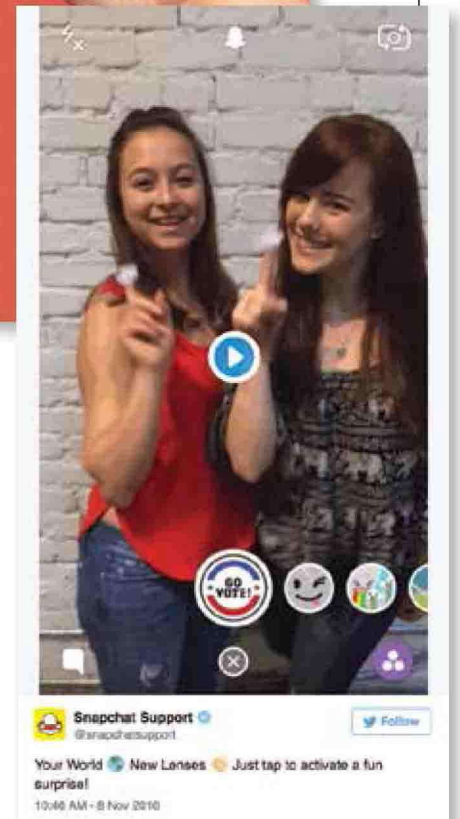
... Instagram Stories.

Instagram has rolled out enhanced features to its Instagram Stories tool, which lets users not just post one photo on Instagram but post a "story," or a slideshow of photos that highlight a day or maybe a trip you went on. Snapchat does this too. Instagram Stories can also link to a website outside the app for more information – a "See More" link. So a brand account like Coca-Cola, for example, can include a "See More" link within a story it posted that sends a consumer to a brand page. Other features include an easier way to create a "Boomerang" video, which is a series of photos collected and recorded as a mini video, kind of like a gif. Boomerang is now an option under the record button when getting ready to snap a pic. A cool feature is the "Mentions" tool that enables a user to mention someone in a photo. It's kind of like Twitter in that you add the "@" symbol and then their Instagram handle, but when viewing the story, a bubble pops up over the added handle name so viewers can click and be sent to that profile. Outside of "Stories," Instagram has also enabled users to send direct private photos and videos that will disappear.



... selfies and Spectacles.

Broadening the use of its lenses, **Snapchat** introduced World Lenses, a feature that enables users to not only decorate selfies but the environment surrounding the person in the photo. For example, the lenses can make it look like it's snowing or add a cloud with a rainbow overhead. The World Lenses are interactive in that when users take videos of their environment, such as moving the camera across the sky, multiple images can be overlaid. So, there's a bit more augmented reality at work. The new lenses also work within Snapchat's new camera-enabled sunglasses called Spectacles. The \$130 sunglasses are technically from Snapchat sister company Snap Inc. – more of a hardware and camera company – and the glasses are equipped with a camera inside that can take pictures or 10-second videos. But, it's not a wearable smart technology. As of the fall, the glasses weren't released yet, except in a vending machine spotted in Venice Beach, California. The machine is reportedly going to big cities including New York and Los Angeles soon.



Covercraft, maker of protective car covers, got active socially with a sweepstakes that awarded prizes like free car covers that they call "caps" to consumers who posted photos of their cars with the hashtag #That'sMyBaby. The sweepstakes ran on Facebook and Instagram. **TFI Envision Inc.**, Norwalk, Connecticut, developed the campaign, creating eight different social posts with beautiful cars partially covered by the caps. Also digital ads purchased for Facebook and Instagram were placed into targeted news feeds. The ads looped video showing how easy it was to put on and pull off the covers.

Separate from the photo contest, a microsite housed a sweepstakes for a free car cover. The ads directed consumers to the microsite to enter, or they could fill out a teardrop form in stores. The effort ran from August through October and garnered more than 10 million impressions and an average click-thru rate of 2.7%.



... "car cap" sweeps.



LOCAL

Mobile location ad network **xAd**, New York, acquired its first consumer app in Weatherbug, a weather app from **Earth Networks**, Germantown, Maryland. The deal gives xAd deeper data sets to help them predict patterns and trends for marketers using the network for targeted ads on mobile phones and inside apps. The deal also immediately expands xAds reach to 50 million users.

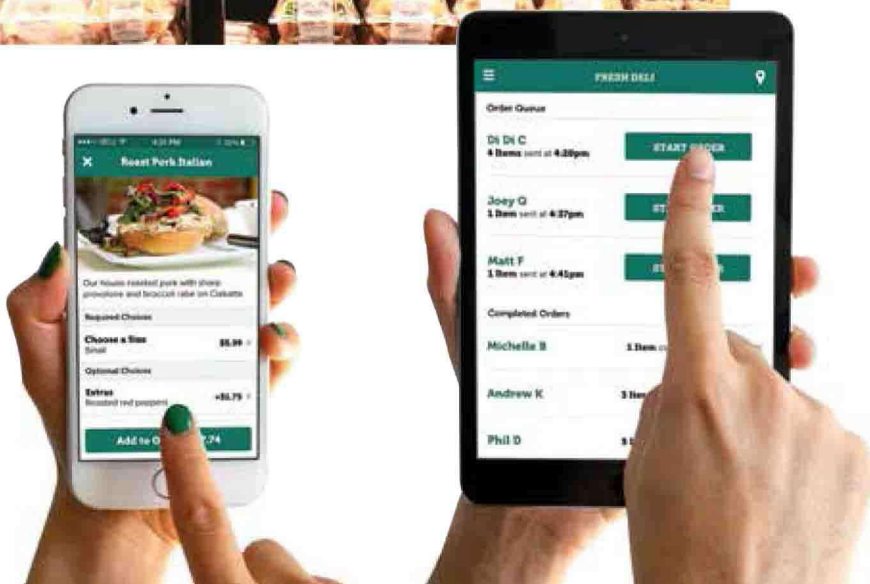


... targeted ads.

FutureProof Retail (FPR), New York, announced a new mobile service for grocers that skips the paper ticket at the counter and enables shoppers to order with a mobile self-scanner that digitizes the counter experience. The feature can be used in cafes, QSRs and food trucks, too. The counter service is part of the Mobile Checkout app from FPR, a white-labeled app for retailers. Shoppers order off a digital menu and, when the order is ready, receive a text message or phone call telling them to head to the counter for pickup. They can pay through the app or through a normal checkout. Outside of the phone, a kiosk is also available at the counter to order and get a text or call for pickup. The idea is that shoppers can shop the store while waiting for that deli order to be finished. California Fresh Market and its store in San Luis Obispo, California, is the first grocer to use the function that also offers a total self-checkout experience. Shoppers scan bar codes through the **California Fresh Market** app by FPR, access coupons and then check out by scanning a QR code on the phone that pays via credit card or Apple Pay.



... new mobile service.



SO-LO-MO SPOTLIGHT

Walgreens Deploys Influencers to Tout Its App's Capabilities

By Dan Ochwat

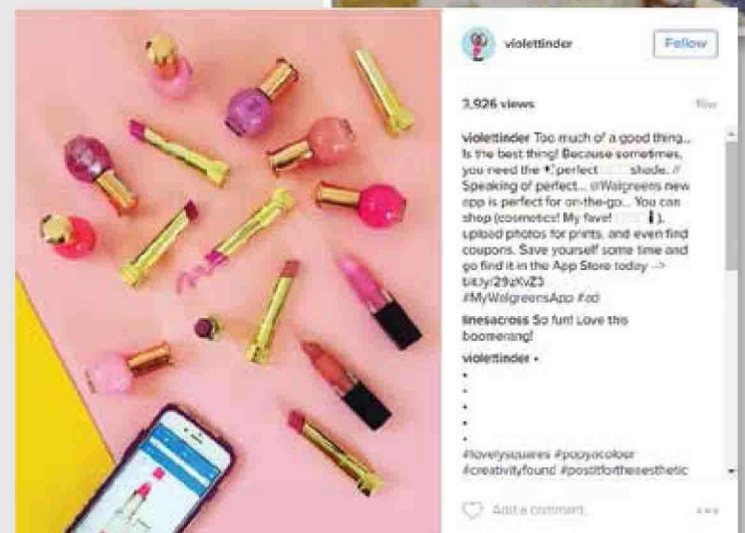
DEERFIELD, ILL. — Walgreens runs more than 25 influencer marketing campaigns a year to support retail or vendor initiatives. For two months beginning in July 2016, the drug chain launched a very successful campaign called **#MyWalgreensApp** to amplify the ease of use of its mobile app. The campaign drove a 25% lift in new downloads of the app and generated more than 222 million impressions. “Put differently, to buy premium digital display ads delivering equivalent impressions, it would have cost more than \$2,300,000,” says Calvin Peters, public relations and digital communications manager, Walgreens Boots Alliance.

Walgreens leverages its network of “VIP influencers,” and for this particular program selected key influencers to “brainstorm content angles” that supported the brand strategy but also ensured that the influencers could stay true to their own personal stories, Peters says. “Danielle Gray [and her ‘The Style & Beauty Doctor’ blog], for example, was travelling to Stockholm this summer and spoke to the ease of printing photos directly from her phone for pick up at her local Walgreens before she landed back in the States.”

The campaign strategy focused on three key efficiencies of the Walgreens mobile app: couponing, managing and printing photos, and using mobile pay. The chosen influencers told stories on their blogs with photos and sometimes videos that reflected their experiences with the app. In addition, they and Walgreens itself posted content on Facebook, Instagram and Twitter. Also supporting the effort was user-generated editorial content in more than 1,000 hyper-local digital and print news outlets including *The Sacramento Bee*, *South Florida Times* and *Tennessee Tribune*. Lastly, VIP influencers who weren't selected to create content were used to share some of the most engaging content via their social accounts, and there was social ad boosting from influencer channels.

The influencers in the campaign shared relevant and timely examples of how the Walgreens mobile app freed up valuable time in the summer, kept them stocked up and organized for summer vacations and saved them money when back-to-school shopping, Peters says.

Among the specific app functions touted were the “refill by scan” feature that helps shoppers refill prescriptions by scanning a bar code on the medicine bottle to automatically send a refill to the store; Quick-Prints photo business, which enables shoppers to send pictures stored on their phones or social sites like Instagram to a store for printing within an hour; and paperless coupons that are selected within the app and added to the user's loyalty account for redemption at checkout.



MOBILE

The Snapstar rewards app has come to market from **OurCart**, Boston. The app leverages receipt-scanning technology to reward shoppers but automatically extracts, interprets and maps out the brands that the shopper purchased to give quick and direct shopper data to the brand, according to the company. The app is in beta for Android users only. Shoppers using the app earn cash back on purchases and can win prizes. The OurCart app, different from Snapstar, recently won a "PepsiCo Insight Challenge" for its receipt-based loyalty ability.

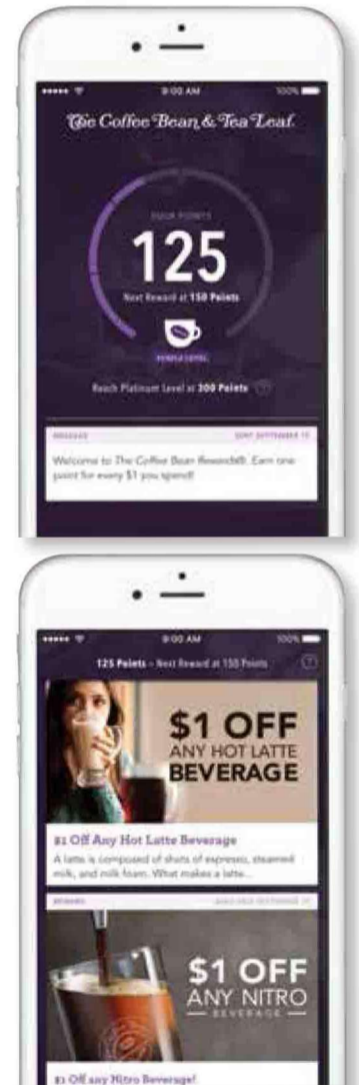


... rewards app and data.

Irish retailer **Primark** rolled out a holiday-themed and branded emoji keyboard for its shoppers to enjoy during the season. The images included animated gifs of sparkling Christmas trees, glittery party dresses, other iconic Christmas imagery, a Primark grocery bag stocked with holiday goodies, and a Christmas sweater, for example. The Primark keyboard is downloadable through the app stores on Apple or Android devices. **Snaps Media Inc.**, New York, created the keyboard for Primark. Snaps has done keyboards for many brands and retailers including Starbucks, Bud Light, Puma, Coca-Cola, Pepsi and Macy's.



... emoji keyboard.



... omnichannel experience.

Aiming for an omnichannel experience that bridges its website, mobile app, in-store experience and loyalty at the register, **The Coffee Bean & Tea Leaf** launched an enhanced mobile app for its guests. The Coffee Bean Rewards app now enables users to pay at the register by scanning the phone and will give users a personalized list of offers based on their drink history. In the works for the app are features including mobile ordering, a way to give to charities through the app, and a more engaging way to integrate with social networks, according to the retailer's mobile agency, **Hathway**, based in San Luis Obispo, California.