

# SO-LO-MO Central

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

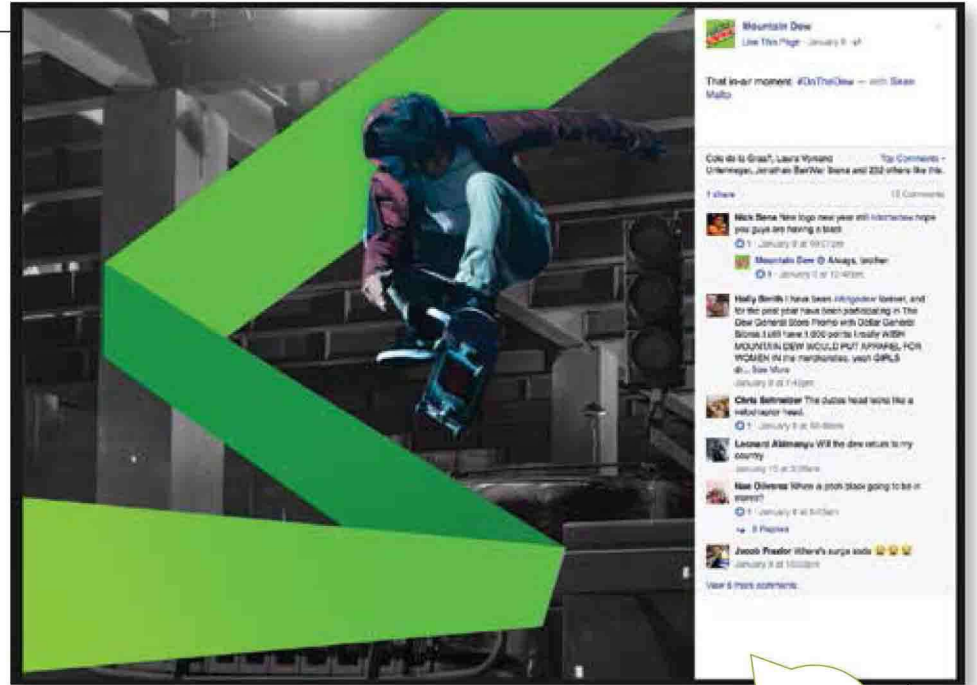


**Dan Ochwat**, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to [solomo@p2pi.org](mailto:solomo@p2pi.org).

## SOCIAL

To help college kids de-stress during finals and midterms, **Hallmark Cards'** Crayola teamed with **Red Interactive Agency**, Santa Monica, California, for a social campaign that directly reached out to overwhelmed students expressing their angst on Twitter. The effort surrounded Crayola's new line of coloring products designed for teens and tweens called Art With Edge. Crayola offered beaten-down students free product packs, including Art With Edge coloring books that include graffiti-inspired art, a zombie book and a superhero book. Crayola also gave out free pizza and Starbucks gift cards. A *MediaPost* article reported that Crayola had 4,000 engagements on Twitter each month during the campaign. Some of the Twitter posts were very clever, reaching out to students with colorful gifs and asking to direct message them for the prize pack to help them relieve some stress. It truly looked like a caring surprise in their feeds.

Relieving college students' stress.

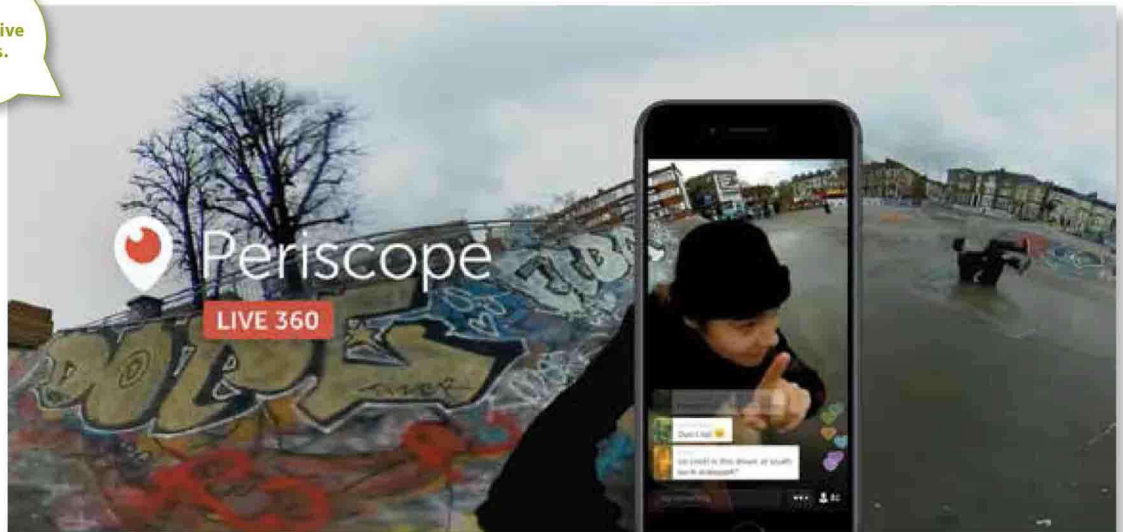


Mobile and social come first.

**PepsiCo** activated its latest "Do the Dew" campaign with a mobile-first vertical video of professional skateboarder Sean Malto in action. It launched on his Facebook page and was also shared over Twitter, Snapchat, Facebook Live, Facebook Video and Instagram Stories. The Mountain Dew brand has a long history with extreme sports, and the new campaign will continue to put out new videos with different athletes. This latest effort helps usher in a new design for Mountain Dew packaging that will coincide with retail displays and brand creative. With young consumers being its bread and butter, though, Mountain Dew reached out over mobile and social first.

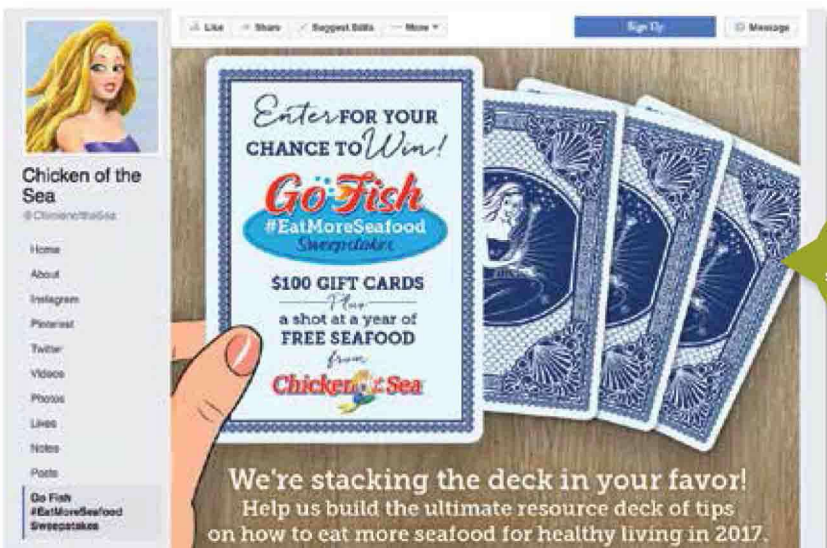
**Twitter** has rolled out more interactive, 360-degree videos, resurrecting its Periscope streaming app. The videos are marked "LIVE 360" in Twitter or Periscope user feeds, and that means the viewer can change and expand on what he sees by moving the phone around or swiping through the image. Twitter announced the feature on its blog and says anyone can watch and interact with the videos. Only a few partners can go live with the 360 videos in Periscope, making it more of a brand or blogging tool. Twitter calls its selected personalities "broadcasters" and is testing with a small group now. There is a waitlist to join on the Periscope blog, however.

Interactive videos.



**Thai Union Group's** Chicken of the Sea launched a sweepstakes and public awareness campaign to suggest that eating more seafood is a healthier option. The campaign leveraged a "Dietary Guidelines" report from the Office of Disease Prevention and Health Promotion that recommends replacing at least two proteins during the week with seafood. Chicken of the Sea spawned a 10-week challenge in January to eat more seafood and have consumers post their results and participation on social channels – and also to sign up for a sweepstakes on Facebook where consumers posted seafood recipes or healthy ways to eat more seafood. One random winner was awarded a \$100 gift card weekly, and three monthly winners won free seafood for a year from the brand. Chicken of the Sea used its Facebook, Instagram, Pinterest and Twitter accounts to drive consumers to the sweepstakes but also to post some of their stories. Some of the submissions – recipes, serving suggestions, nutritional nuggets or inspirational stories – will be included in a final "52-message deck" of cards that consumers can download at the brand's microsite.

Seafood and a sweepstakes.



## LOCAL

**Zebra Technologies Corp.**, Lincolnshire, Illinois, has launched a new real-time reporting tool called "Zebra SmartSense for Retail" that uses RFID technology and micro-location technology embedded in a store's ceiling to track the location of merchandise or even employees or shoppers connected to the store's loyalty app or the Zebra network. Zebra actually got their start working with the National Football League to put RFID chips into players' shoulder pads to capture data on player movement and velocity. Zebra SmartSense can report up-to-the-minute data on where merchandise is inside a store, or can help associates locate product. The service can be used for quicker customer requests for in-store pickup orders, too. Knowing where store associates are helps match the right associate with the right shopper.



Real-time technology.

Venice, California-based **inMarket** is bringing a large deployment of beacon technology to more than 23,000 entertainment venues such as bars, restaurants and nightclubs across the U.S. The company calls the platform "inBar" and says it's one of



the largest Google Eddystone deployments to reach all Android devices. Bar patrons can use one of inMarket's participating apps or the establishment's app to communicate inside a beacon-equipped bar to receive information like safe ride reminders if you've been at a bar for more than three hours, connecting to a smart jukebox in a bar, and getting deals and drink specials.

Beacons in bars.

The data and insights platform by Boston-based **Mobee** uses crowdsourcing for data collection. The company announced a new version of its platform to give clients more control over it. For the first time, clients can first choose who collects the information (either its own field staff or the Mobee Bees), then control what class of information is to be collected (task-based, observation or survey, for example), and also determine where the insights are captured – either in-store, home or on the go. "Private Swarms" is another new feature that enables a client to make a data mission private to a group of Bees, enacting more of an audience-targeting mission based on demographics or behavior.

**Dynamic Swarm**

Activity Qualifiers	Swarm Eligibility Criteria
Activity	<input checked="" type="checkbox"/> Gender: Female
Demographic Qualifiers	<input checked="" type="checkbox"/> Age: 25 - 30 years old
Gender	<input checked="" type="checkbox"/> Ethnicity: Asian American
Marital Status	<input checked="" type="checkbox"/> Behavioral #1: Always in store on days 10/15/20
Household Income	<input checked="" type="checkbox"/> Behavioral #2: Shopped for products 10/15/20
Children	
Behavioral Qualifiers	
Question Label	
Distance	
Followers	
	<b>1,346 Total Bees</b>

CANCEL BACK SAVE

Controlling the data collection.

## SO-LO-MO SPOTLIGHT

# Augmented Reality Turns Shoppers into Snowmen

By Dan Ochwat

Being a snowman might be as much fun as building one, considering the long dwell times measured from an augmented reality display inside **See's Candies** at San Francisco International Airport during the holiday season.

**Pacific Gateway Concessions**, South San Francisco, California, an airport concessions company that retailers partner with to operate the brand store, teamed with interactive technology firm **Float Hybrid**, San Francisco, to place the AR interactive inside See's that turned shoppers into snowmen. Kenneth Howe, vice president of brands and strategic ventures at Pacific Gateway, says consumers who immersed themselves into the winter experience stayed in stores 20 times longer than those shoppers who didn't. Following placement, the display helped ring up a 34% boost in sales year over year, he adds.



When shoppers first passed the interactive screen, they could see themselves in the reflection with virtual snow swirling around them. However, as they neared the screen, the shoppers morphed into an AR overlay of snowmen that the users fully controlled. A shopper could wave her hands, dance and move around – and so did the snowman. The screen used Microsoft Kinect technology to perform the AR, and skeletal recognition of each user adapted the virtual snowman to the height of that person. Howe says it's a "magical moment" to see multiple shoppers and snowmen interact at once.

"The main shopper insight that inspired this campaign is the relationship between dwell time and sales," he says. "Studies have shown that if you can extend the customer's visit by 1%, you will see a 1.3% increase in sales."

The display launched after Thanksgiving and remained up through the holiday season. "We will look to change the theme of the experience based on time of year and brand relevance," Howe says. "Given the success of the program, we will certainly have some form of the experience running long term."

Pacific Gateway chose the See's location to activate the AR display because the location sees significant traffic, the candies are a popular holiday gift, and the store's layout had sufficient space for it. Howe says there was a grand-opening promotion being held at the store to boost traffic, too.

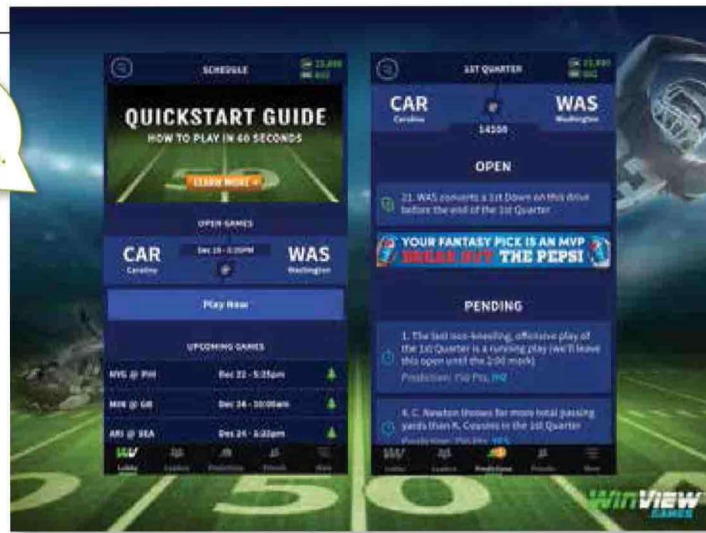
After a few seconds of interacting with the display, the interactive screen offered to take a picture of the visitor so they could share it over social networks. Shoppers could also buy a photo with a holiday border or take their own photos to share and spread word about the display.

"We know that nobody comes to the airport with the expressed goal of shopping, they are all here to get on a flight, but we believe that great engagement, exceptional service and strong product offerings are the three pillars that drive sales and customer satisfaction," Howe says.

## MOBILE

**PepsiCo** is posting in-app ads on a “live TV sports prediction app” called WinView from **WinView Games**, San Francisco. As part of its “category-exclusive partnership,” they award cash prizes to users playing the app. The Pepsi ads appeared during live NFL games, and users made predictions on plays as they were happening throughout the game. For example, will the Chicago Bears fumble on the next play? The player clicked “Yes” or “No.” The app is free to download and play. Correct predictions can lead to cash prizes.

Category-exclusive partnership.



End-to-end mobile shopping.



Focusing on small or mid-sized companies, **Zuzapp**, Toronto, Ontario, has rolled out an end-to-end mobile shopping solution called “Mobile Tap’n Try.” The goal is to get consumers to try and buy more products directly through the phone. The try feature of the solution comprises a user uploading a photo and then, when browsing the retailer’s mobile store, trying on items that overlay over the photo. Retailers Heel and Lipstick Couture and Massif Athletics have used the solution, which can be added to a retailer’s existing app. Additionally, a retailer could use the Zuzapp platform to create its own app and add in the Tap’n Try feature.