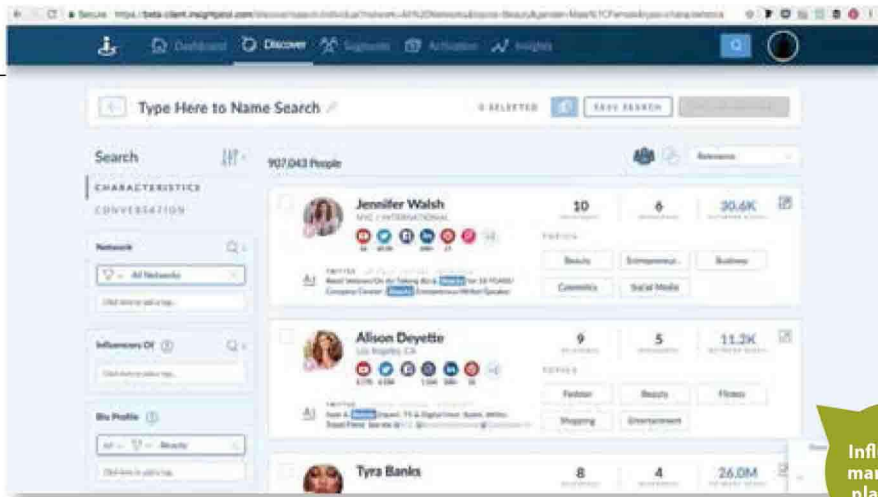


# SO-LO-MO Central

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).



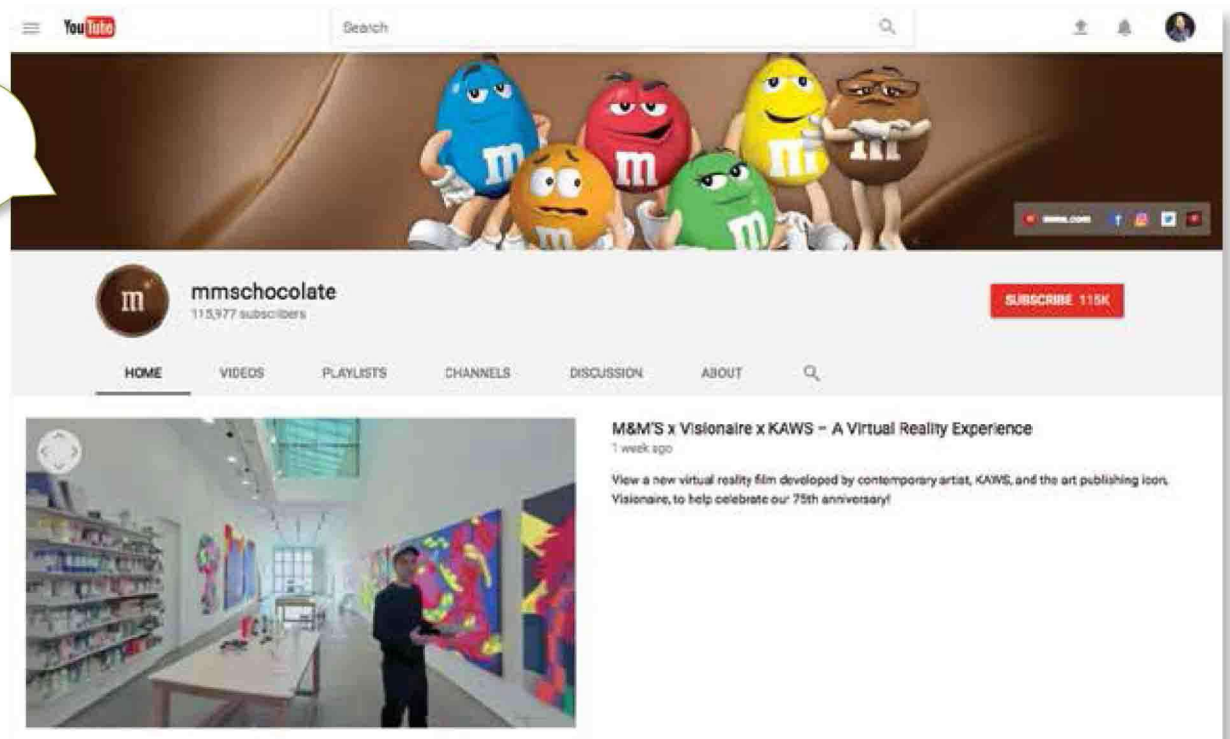
## SOCIAL

**Insightpool**, Atlanta, has rolled out a new "Influencer Marketing" platform that enables a brand to access influencers from more than 100 different social media channels by generating a database of 600 million influencers globally, according to the company. A brand buys a monthly membership and, through a web dashboard, selects categories to narrow in on potential influencers. A brand can choose by social channel such as Yelp, Facebook or Reddit, as well as narrow by topics such as things in the entertainment world (like celebrities and music) and actual brand names or brand categories. To narrow further, a brand can add a gender and location. The influencers come back ranked by reach and relevance. Insightpool is working with brands such as Coca-Cola, Craftsman, NBCUniversal and UPS.

Influencer marketing platform.

To share the joy of its 75th anniversary, **Mars Inc.'s** M&M's brand made a virtual reality movie with contemporary Brooklyn-based artist **KAWS**, who specializes in sculpting, painting and graphic design and makes designer toys and clothing. **KAWS'** pieces are exuberantly colorful and modern, and in the movie he takes you on a tour of his studio and process. Filmed in VR, viewers can move around to look at the studio as they tour the location. Then, partly through the video, the art on the walls animate to life and surround the viewer in a 3-D, 360-degree dream world. M&M's is only mentioned in the credits with a line that the video is in celebration of the anniversary, perhaps to separate art and commerce a bit. The video is on the M&M's YouTube page and was promoted over its social channels. Visionaire, New York, produced the film.

Virtual reality movie.



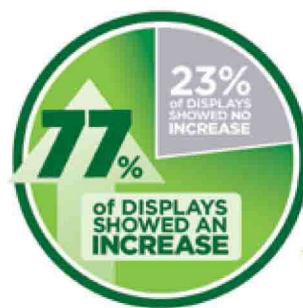
## LOCAL

**Topco Associates LLC**, Elk Grove Village, Illinois, is partnering with **Symphony EYC**, Palo Alto, California, to provide Topco's retailers with store-based insights and reports on what's happening at each location and the ability to improve location-based store sales. Using customer data from the Topco retailers and Symphony EYC's cloud-based software and services, stores will receive customer insights and data on how programs are running in stores. The insights can be used to work with CPG partners. Topco is a privately held company that works with grocers, wholesalers and food service suppliers to give them strategies, aggregation and management solutions.

Store-based insights.



## MEASURABLE SALES LIFT



Shelfbucks  
Source: Shelfbucks 2016 SmartDisplay™ Study

**Shelfbucks**, Austin, Texas, and its beacon-enabled Smart Display system generated a comprehensive set of data points on how P-O-P displays perform in stores. The company ran 27 independent campaigns for 12 CPG brands including Procter & Gamble, Unilever, Mondelez International and Duracell. The positive overarching find is that 77% of displays "drive measurable incremental sales increases at retail," according to Shelfbucks. The test employed eight different types of displays such as floorstands, endcaps, trays and power wings, all with location-based technology that help study a shopper's dwell time as well as whether a display was set up in-store weeks before a promotional period runs or if it sat in the back room longer than it should. "Both scenarios result in loss of sales," Erik McMillan, Shelfbucks CEO, said in a press release. Six display manufacturers using Smart Displays were involved in the test, including Neenah, Wisconsin-based **Menasha Corp.**

P-O-P test.

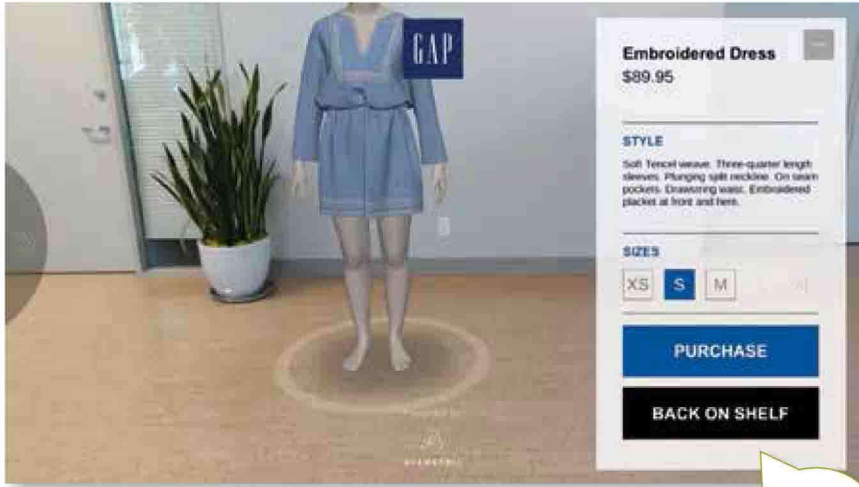
A new location-based software platform is focusing on in-store labor issues like inventory management and online orders being fulfilled in stores, and it's adding in analysis of shopper-traffic opportunities to bring about a more efficiently managed workforce in stores. **Claris Solutions Group**, New York, has launched the platform, part of its Claris OnTask suite of products. Essentially, Claris sees a problem in stores where more than half the staff is being tied up into non-selling situations like inventory management. The new platform can chart out a retail location, identifying shopper traffic patterns during high-peak sales times and quieter times.

In-store opportunity.





# MOBILE



Virtual dressing room.

Gap Inc. is using augmented reality technology in a new mobile app for Google-Tango phones called The DressingRoom by Gap. The app enables shoppers to try on virtual outfits on their personally chosen avatar. Users at home can substitute the feel of stepping into a dressing room by selecting one of five avatar body shapes and then try on available outfits in various sizes that are superimposed over that avatar shape and presented in the shopper's current environment. Shoppers can also put multiple avatars side by side to view different sizes next to one another. In a way, the shopper can try on the outfit and see what it's like wearing it in her own living room. If the shopper likes what she sees, she can purchase the outfit right there in the app. The app was announced at the Consumer Electronics Show and on Gap's blog. **Avametric**, San Francisco, developed the app with Google.

As **Sony Pictures Animation** prepares the release of "The Emoji Movie," which is completely inspired by the mobile phone, it makes sense the company would use the device to market it. The first move was a mobile-first teaser trailer that ran prior to the trailer's run in movie theaters. And there is more to come before the film opens Aug. 4, as Sony has partnered with popular mobile apps to be in the film and market the film. Candy Crush Saga, Dropbox, Instagram, Just Dance, Spotify, Twitter and YouTube make appearances in the movie and will run the mobile-optimized teaser trailer on their apps. The apps will also have games or ads tailored to the apps themselves featuring the film's emoji stars.



Emojis, apps and a movie.

**Neiman Marcus** has announced that the staff at its Neiman Marcus Last Call stores will be outfitted in a voice-controlled wearable device that enables them to communicate with each other but also works off the store's Wi-Fi and alongside a mobile app to help staff locate product in-store through in-door location. The wearable is a small device that clips to a belt or shirt collar. With the voice commands, a staffer can call out for an inventory check or the location of a store manager, as opposed to the old days of paging and calling. **Theatro**, Dallas, has developed the new store solution. The Container Store recently announced it was using the platform, too.

Voice-controlled and wearable.

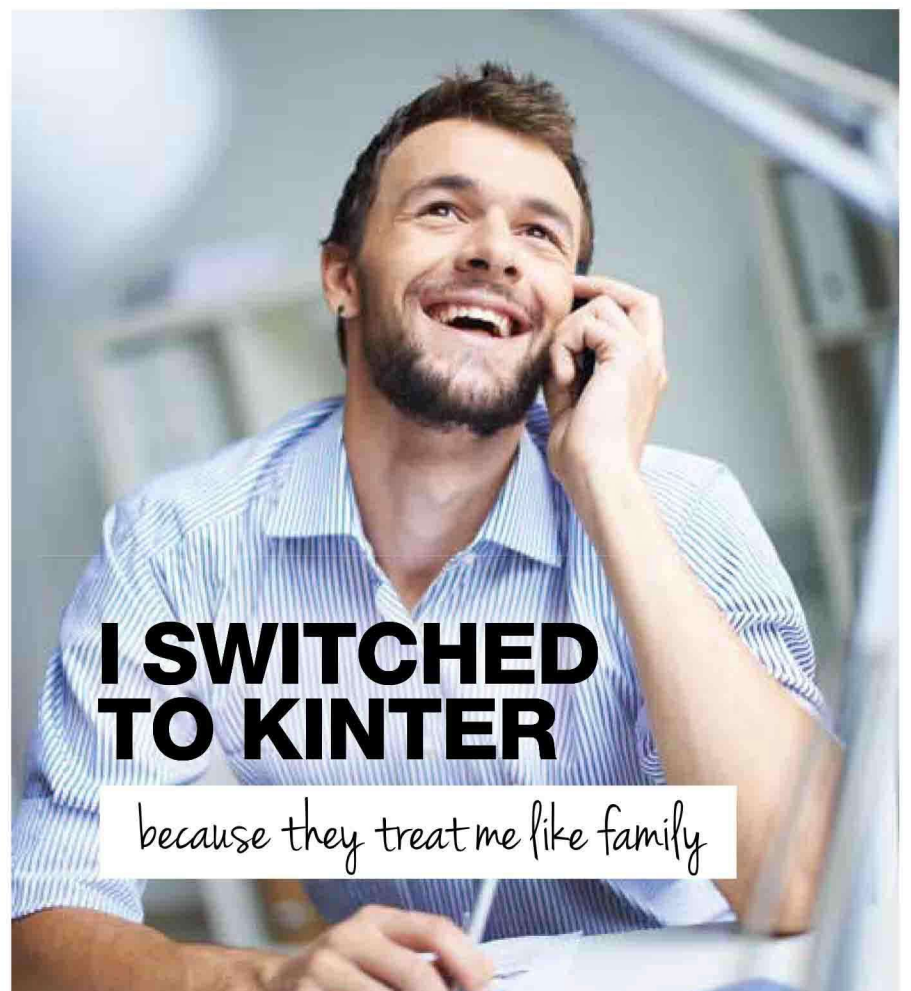


Dressing with data.

**Google** and **H&M** have put their heads together to develop the "Data Dress," a garment that will be tailored to a consumer based on her monitored lifestyle. The project is called "Coded Couture" and is coming out of a sub-department of H&M that focuses on digital called **Ivyrevel**. The project is just underway, but the idea is that Google develops an app that leverages Google's new "Awareness API," which is the capability of the apps on a user's phone to be intelligent enough to adjust based on the weather or an activity that a user is doing. In the case of the "Data Dress," the user would allow the Data Dress app to monitor her life for a week. Based on what it learns, it would design a dress or outfit to fit the user's story and lifestyle, depending on a chosen occasion such as for work or going out. There is a movie and more information about the project at [Ivyrevel.com](http://Ivyrevel.com).



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