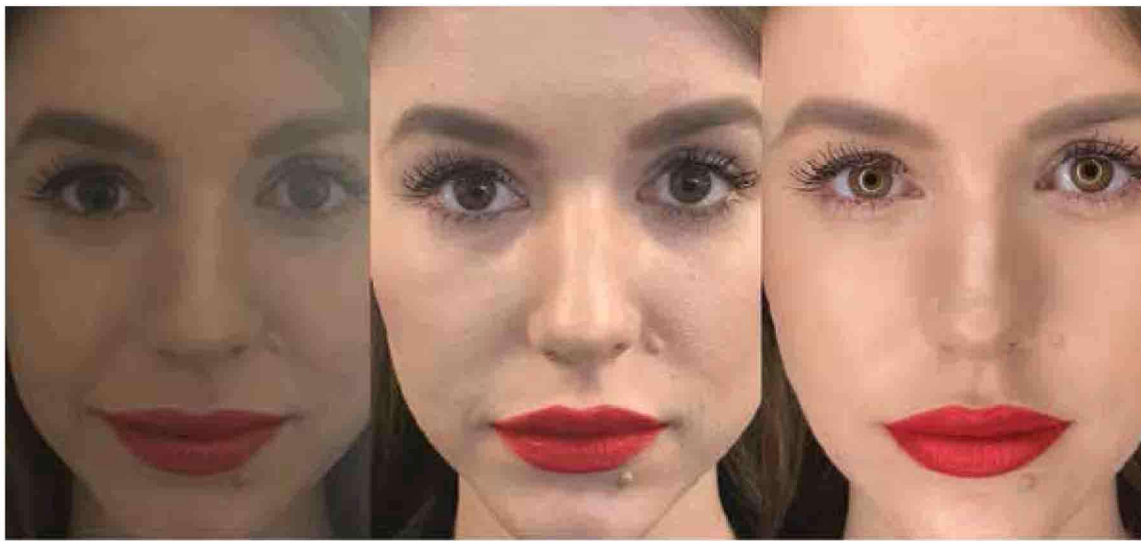# SO-LO-MO Central

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.

MODIFACE LFR

Matching any lighting.

MOBILE

Augmented reality company **ModiFace Inc.**, Toronto, has introduced an enhanced technology that enables the augmented, overlayed images to be realistic in different types of lighting environments. It is called "Light Field Rendering," and as the consumer sees herself wearing a new color of lipstick, for example, and the light changes in the environment, the color adjusts to stay rich looking and match the lighting. ModiFace is a leader in bringing AR to the cosmetics space, powering mobile apps and bringing its AR to e-commerce platforms. CoverGirl used ModiFace for virtual in-store makeup mirrors a few years ago, and recently ModiFace launched a Facebook Messenger bot that enabled users to try on shades of lipstick using AR.

Mondelez International will sponsor and roll out a free SmartLabel app, giving in-aisle shoppers an opportunity to scan a bar code on a package that is labeled with a SmartLabel logo to gain access to product information like ingredients and allergens as well as nutritional information, including percentages of sugar and sodium and how that stacks up to the preferred daily value. Consumers can also search participating products at SmartLabel.org. **Scanbuy Inc.**, New York, developed the app. It also made one for Unilever last year.


Scanning smart labels.

Albertsons buyers use RangeMe to discover new and innovative products

Seeking new products.

Albertsons has signed on to use an online platform and mobile app called RangeMe, San Francisco. **RangeMe** brings brands and retailers together and streamlines the process of sourcing new products and category buying for store shelves. Albertsons will use the platform to let buying teams seek new products in their categories, particularly general merchandise and health and beauty. Brand suppliers who participate upload product details that are searchable on the platform and they exhibit more control over how they can present their new products.

Austin, Texas-based **Shopgate Inc.**, a developer of mobile commerce apps for online and brick-and-mortar retailers, announced a partnership with **Salesforce Commerce Cloud**, San Francisco. Shopgate becomes a vehicle for Salesforce clients who use the platform to manage personalized, digital experiences for shoppers all along the path to purchase. By teaming with Salesforce Commerce Cloud, Shopgate can eliminate the need to operate a separate e-commerce site for a retailer, as the cloud will integrate the mobile commerce and e-commerce piece into a single system to manage. The partnership also offers retailers that use Shopgate advanced push notification capabilities (leaning on user segmentation to engage them on the move) and quicker maintenance to apps.

Digital integration.

WestRock — CONNECTED PACKAGING SOLUTIONS — Powered by DIGIMARC | EVRYTHNG
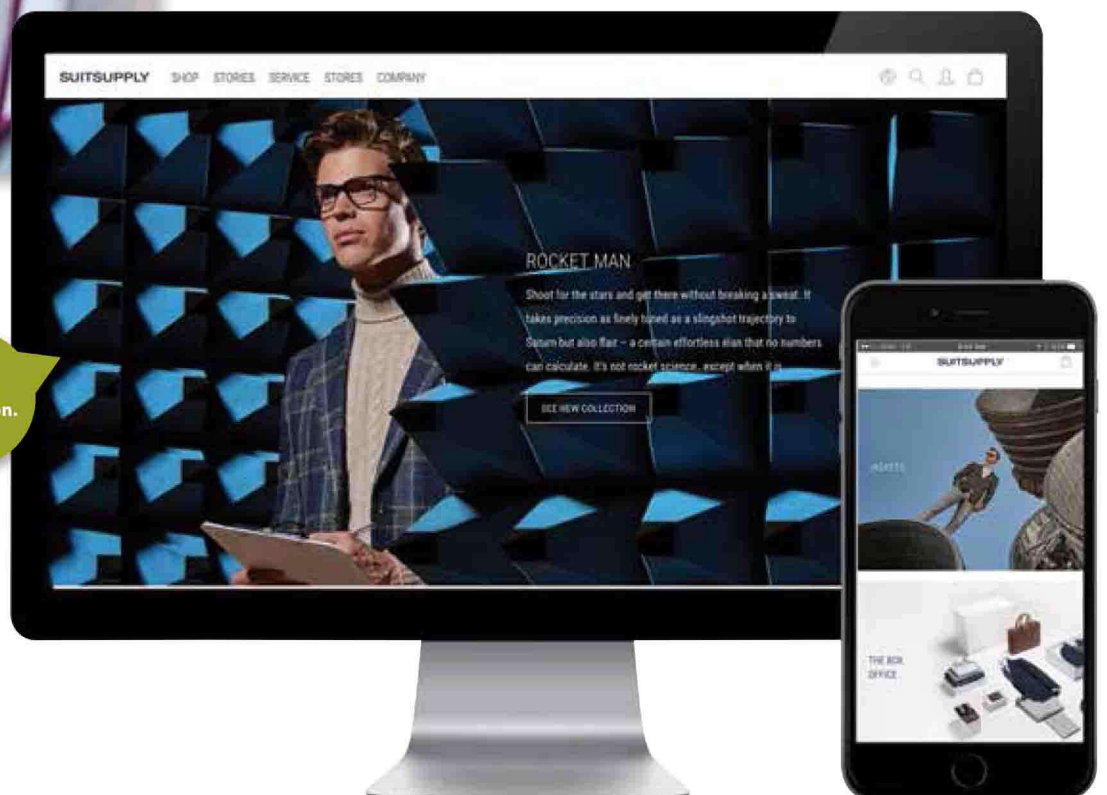
LOCAL

Packaging and display company **WestRock**, Norcross, Georgia, has joined forces with technology solutions company **Digimarc**, Beaverton, Oregon, and **Evrythng**, an Internet of Things platform, out of New York. Combined, the companies will make packaging and displays smarter. WestRock calls the technology its "Connected Packaging Solution." WestRock places Digimarc bar codes onto packaging that can be scanned by smartphones and trigger content from Evrythng's cloud-based platform, which assigns each physical package a custom Active Digital Identity (ADI) and data profile. The combination renders an intelligent package (or display) to track its location, follow its path to checkout, reduce counterfeiting and more.

A connected solution.

Foursquare has launched its Pilgrim SDK (Software Development Kit) for purchase to brands, retailers, marketers and app developers to use in their own apps, if they wish. The location-based intelligence tool previously was exclusive to Foursquare and Swarm. A retailer can, for example, rely on Pilgrim to deliver notifications to its app users when near a store or send a personalized engagement. Digital jukebox platform TouchTunes uses Pilgrim to notify its users in bars.

Location-based intelligence.

Pilgrim SDK

Increase engagement & improve retention by delivering real-time, context-aware content while customers are at home, work or just about anywhere. Understand your customers' tastes and preferences based on their visit history, and deliver a more personalized user experience.

LEARN MORE

SOCIAL

Little beats.

The iconic M&M's candy from **Mars Inc**. put forth a social effort called "Bite-Size Beats" that gave consumers a chance to record a song using a host of pre-recorded beats, effects like whistles, melodies and voices at BiteSizeBeats.com. The top-rated songs posted on the site would be considered for M&M's TV spots or as part of social content on the brand's Facebook and Twitter pages. It was incredibly addictive and quite fun creating the beats using the toolbox. M&M's promoted the campaign on its Facebook pages and asked consumers to share their inspirations on YouTube and their social channels using the *#bitesizebeat* hashtag.

Hoops not hunger.

With live events and a heavy social presence, **Kellogg Co.** helped raise awareness for childhood hunger with its "Buckets for Breakfast" program this spring. The fun of the campaign was consumers sharing their attempted basketball trick shots on social channels with the *#bucketsforbreakfast* hashtag. Kellogg supported the No Kid Hungry organization and also teamed up with the Chicago Bulls' Jimmy Butler and Olympic gymnast Simone Biles to participate in events with school children in their local areas. The athletes shared on their social channels, as did Kellogg, which is donating 1% of sales for specially marked boxes of Kellogg's cereal sold during the year. The campaign launched during "National School Breakfast Week" (March 6-10) and on National Cereal Day (March 7).

Restaurant chain **Denny's** scored a viral hit recently with one tweet – a reminder of the power of good digital content to pull in some brand love. Several media outlets publicized the Twitter post after it registered such positive reaction. The tweet played with a recent trend of the "zoom in meme." Denny's posted a photo of delicious pancakes and asked users to click to zoom in on the image. The user's eye naturally read very small words found in the photo. It started with inside the syrup, which directed you to look in the left corner, which directed you to look in the right corner, which directed you to look in the upper left corner, which directed you to look in the butter, and lastly be greeted with this hidden text: "has this distracted you from overwhelming existential dread lol." At the time of this writing, the joke had been retweeted 118,536 times and liked by more than 165,000 people. It was Denny's most popular tweet ever.

Showing brand love.