

# SO-LO-MO Central

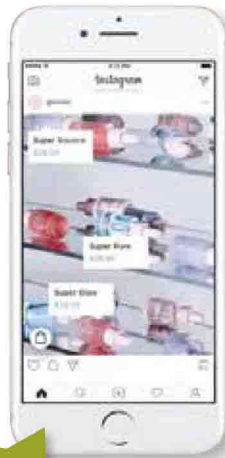
A roundup of *social*, *local* and *mobile* marketing activity at retail



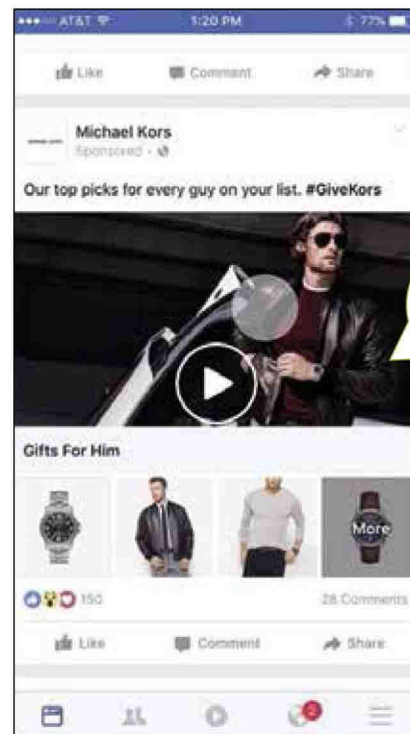
**Dan Ochwat**, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to [solomo@p2pi.org](mailto:solomo@p2pi.org).

## SOCIAL

According to **Instagram**, approximately 80% of its users follow a business account on the network. Armed with that knowledge, Instagram in March rolled out an expanded shopping experience, focusing mostly on apparel, jewelry and beauty products. Instagram is opening up its shopping tools to more retailers following a November test with 20 retailers (again, more in the apparel area: J. Crew, Kate Spade and Warby Parker) that employed “price tags” on images that could be clicked for more information and an option to go buy the item at the store’s website. Tagging of items will be offered to retailers on Instagram, along with a new ability to tag an item that a retailer posts from their iOS smartphone. The enhanced shopping will also lead to more insights, such as clicks on the “shop now” button that sends shoppers to the retailer’s online store.



Improved shopping experience.



A collection of images.

**Facebook** enhanced its shopping features by launching a new ad format called “collection” that is optimized for the mobile phone. Brands can create a more immersive ad using video and a collection of photos (up to 50) to tell a fuller brand story or even pair items around a season or shopper solution. When an image is clicked, users are sent to the brand’s online store. Brands reportedly testing the new format include Adidas, Michael Kors and Tommy Hilfiger.

**Tom’s of Maine**, a subsidiary of Colgate-Palmolive, has launched a social campaign for recycling broken or unused toys. The brand partnered with **TerraCycle** for the **#LessWasteChallenge**. On the Tom’s of Maine website, consumers download a free shipping label to be printed at home and used to mail in the toys for recycling. The site also shared videos with tips on how to reduce waste at home, and the company promoted them via social sites including Facebook. Tom’s of Maine also wants the recycled toys to help spur a larger goal of families reducing their household waste by 1 pound a week. Meanwhile, Tom’s of Maine has set a goal to reach “zero waste landfills by 2020” at its Maine facility.

**Protect THEIR TOMORROWS START Today**

REDUCE WASTE | RECYCLE TOYS | TELL FRIENDS | WATCH DIY TIPS

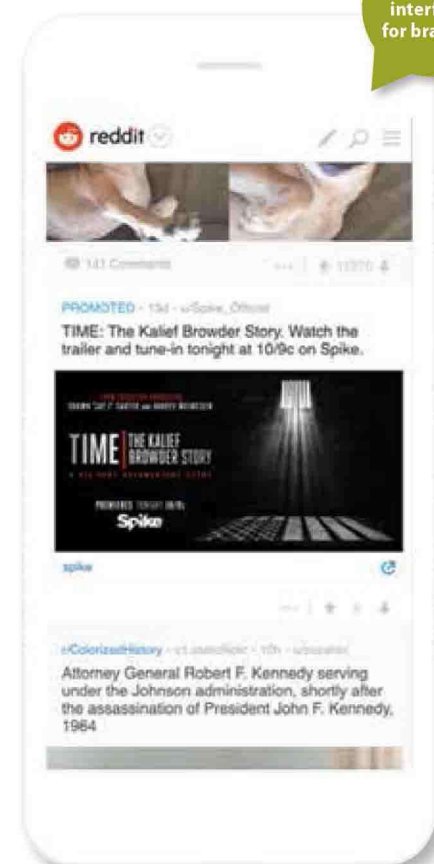
Pledge to reduce one pound of waste every week for one year, and we'll make the world a better place, together.

**TAKE THE #LESSWASTECHALLENGE**

**239,304**

[Pledge Now](#)

Recycling for less waste.



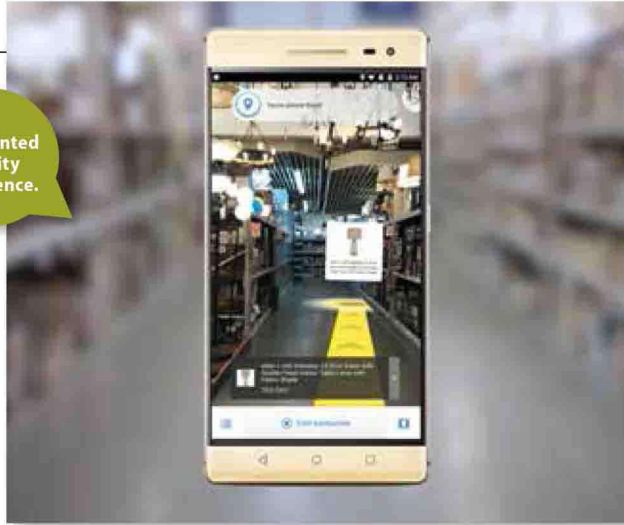
Easier interface for brands.

Brands like Duracell, Coca-Cola and Toyota have advertised on the **Reddit** social network with banner ads as well as native and promoted content. In an effort to get more advertising, Reddit updated its self-serve platform, which now offers brands an easier interface. It also eliminated a pre-pay requirement; advertisers will be billed for ads after they’re placed, and the revamped platform will afford them features they’re used to like dayparting and campaign scheduling. Another new feature is an ability to run one campaign but use more than one creative element within it.

## LOCAL

**Lowe's** is testing augmented reality as an in-store navigation assistant on Tango-enabled phones. The "Lowe's Vision: In-Store Navigation" mobile app is piloting in two stores beginning in April – in Sunnyvale, California, and Lynwood, Washington. The indoor mapping app overlays turn-by-turn directions (similar to a GPS) for a Lowe's shopper, directing them right to the product on-shelf. The app also overlays images of products on shelves with detailed product info. The tech coming out of Lowe's Innovation Labs joins the Holoroom in-store concept, which uses augmented reality and virtual reality to enable shoppers to visualize appliances and home improvement projects in their actual homes.

Augmented reality experience.



Described as Google with real-time, location-based answers, **Field Agent** and its crowdsourcing business is powering a new search engine called Jicco (gojicco.com). Jicco enables brands and retailers to type in store-level questions like "What's the price of store-brand toothpaste at Kroger?" or "What signage stands out most in the baby products aisle in Target?" to field helpful answers, photos, feedback and information culled from Field Agent crowdsourcing data. The site works as a membership subscription model for brands and retailers looking to get fast answers and an instant snapshot on questions around promotions, pricing, on-shelf availability, activity by its competitors and shopper feedback. The site has been seven years in the making.

Store-level knowledge.



## Lapsed Shopper Reactivation Process



Re-engage lapsed shoppers.

What happens when a shopper stops visiting? Mobile company **inMarket**, Venice, California, launched a "Lapsed Shopper Program" that is aimed at using mobile and desktop display messaging to get customers back to the store. Messaging is aimed at reigniting interest for that shopper. The program identifies shoppers who have not visited one of their partnering retailers in a worrying amount of time, depending on the category, also determining if the shopper has been going to another retailer or not shopping the category like before. The Lapsed Shopper Program accesses the real-time, first-party location data that inMarket has in its network of beacons, GPS and Wi-Fi set up in its locations. The company claims to reach more than 50 million shoppers a month via its network of mobile/lifestyle apps and location-based network.

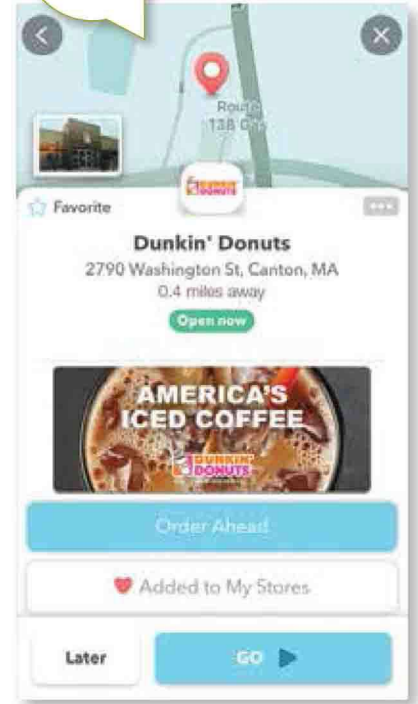
# MOBILE

**Anheuser-Busch** and its Michelob Ultra brand of beer – which has low calories and is marketed to consumers who live an active and healthy lifestyle – launched a new “skill” for Amazon Alexa called “ULTRA 95” that provides consumers at home with a dozen customized fitness workouts to stay in shape. The workouts are organized in three groups: strength (body and core workouts), conditioning (weight loss and cardio) and flexibility (yoga and stretching). Users of the skill must be 21 or older and activate the voice-activated Alexa skill. The audio workouts in the categories are intended to be quick workouts without the need of additional equipment. A-B worked with Rodale Inc. to access fitness experts and design the workouts.



Alexa, open Ultra95.

Ordering ahead.



**Dunkin' Donuts** has partnered with the **Waze** navigation mobile app to use its “Order Ahead” feature. Shoppers who are enrolled in the DD Perks rewards program can order their meal through Waze before even leaving the house and have it ready when they arrive at their chosen location. Waze offers mobile payment. Users go to the Waze app and type in “Dunkin’ Donuts” in the search bar, and the app locates the nearest locations, giving the user a choice of a few nearby spots. After simply clicking the “Order Ahead” button, the user is taken through steps to customize their order from the Dunkin’ Donuts menu, earn rewards points and send the order to the chosen location for pickup.