

# SO-LO-MO Central

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

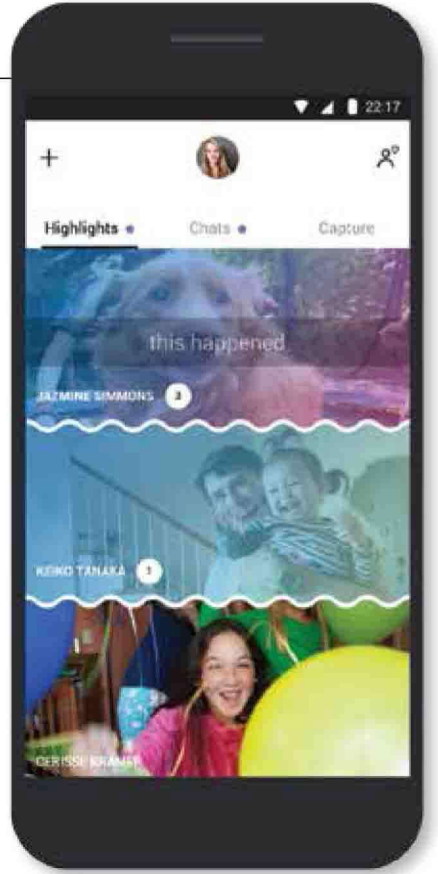
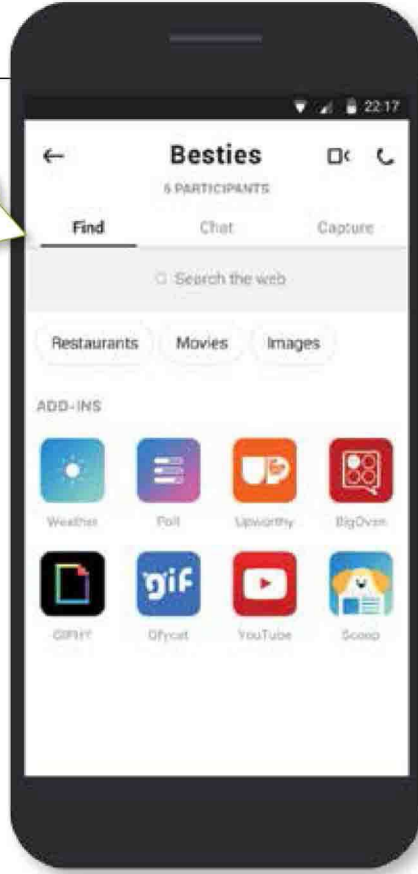


**Dan Ochwat**, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to [solomo@p2pi.org](mailto:solomo@p2pi.org).

## SOCIAL

In June, **Skype**, which is part of Microsoft, pivoted to become a more socially focused mobile platform, much different than its days as a pioneer in video calling. The Skype mobile experience includes group chats with personalized user colors, emoticons and overlays that can be used within messages, photos or video calls from the phone. A feature in the app called "Highlights" is a section for users to post pictures or videos and socially share out to contacts. A "Find" feature is the search engine that looks for restaurants, recipes or a place for users to engage with brands, such as bots to ask about products or for more information.

Becoming more social.



3-D Spaces.

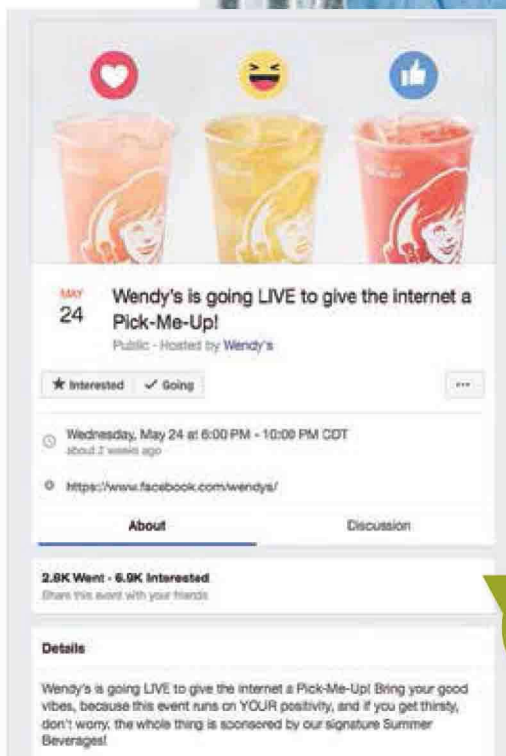
**Facebook** launched a virtual reality application in its Oculus Store called Facebook Spaces that brings the social experience into a 3-D realm. It's a virtual app in beta for the Oculus Rift. Users first build an avatar and then ask friends to join them in the virtual world to hang out, chat, draw crude animations in the virtual space and hop around to different 360-degree locations to explore together. Users can make a Facebook Messenger video call from within the VR space, too. With Facebook's AR platform and Apple's launch of its ARKit for iOS, Tim Merel, managing director of Digi-Capital, which analyzes the AR and VR space, estimates that VR will be a \$60 billion business by 2021.

Snap & Placed.



**Placed.**

**Snap Inc.**, the company behind Snapchat, has acquired **Placed Inc.**, Seattle, a location-based attribution company that measures mobile campaigns that lead to store visits, per a blog post on the Placed website. *Bloomberg* estimated the deal to be about \$200 million including stock payouts, but the deal clearly signals Snap's interest in measuring Snapchat's effectiveness at driving consumers to store floors. In a blog post from David Shim, Placed founder and CEO, he says the company has measured more than \$500 million in media spend to stores over thousands of campaigns.



Snapcode and a donation.

**Wendy's** rolled out a Snapchat filter in the spring that lets users scan a Snapcode on drink cups to unlock a special filter to use in a post. Every post with the filter equaled a \$5 donation from Coca-Cola and Dr Pepper to the Dave Thomas Foundation for Adoption (benefiting children in foster care). A few weeks later, Wendy's went live on Facebook on May 24 to promote its new summer drinks. Facebook users went to the Wendy's event page at 7 p.m. EDT to witness a goofy and crafty homemade machine make a drink live. Each "Like" or positive reaction powered the machine and filled the cup. The odd video can still be viewed on the Wendy's Facebook page.

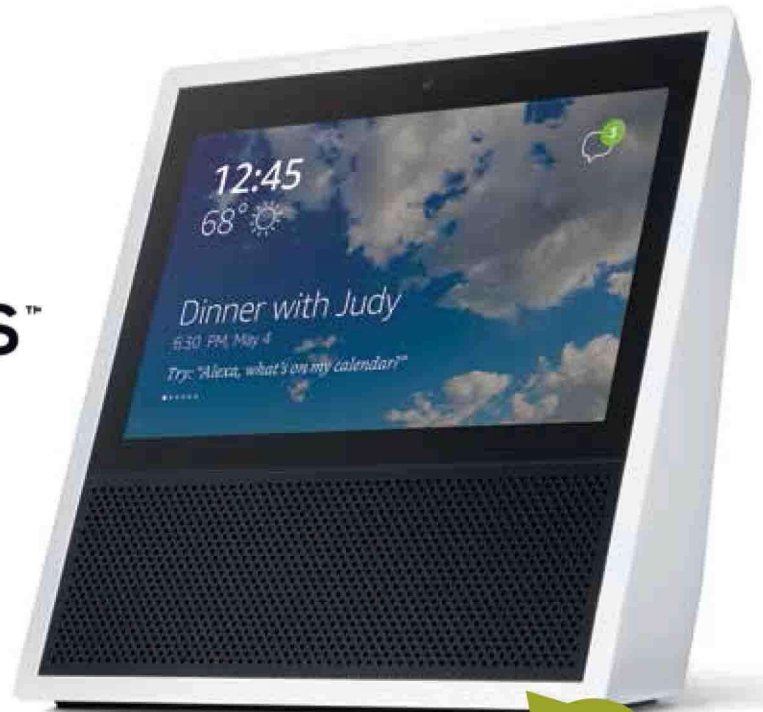
## LOCAL

**Acuity Brands**, Atlanta, has launched a new overarching brand product called Atrius. The platform encompasses its Smart LED lighting and a new software platform that delivers in-store intelligence such as indoor mapping (helping shoppers navigate a store), spatial analytics (understanding the flow of shopper traffic or how the space is being used), asset management (tagging staff, retail displays, etc.) and shopper insights (looking at dwell time, for example). The "Atrius Framework" includes the sensor-embedded lighting that collects the data, the Atrius software platform that process the data and a "solutions builder" – a drag and drop tool that gives users control to add in third-party data sources and more.

In-store intelligence.



**ATRIUS™**  
INTERNET OF US



Alexa Calling feature.



Local weather and targeting.

**AccuWeather**, State College, Pennsylvania, is integrating its real-time weather targeting with the indoor mobile location marketing platform from **Swirl Networks Inc.**, Boston. The partnership will give retail brands using Swirl's platform real-time insights based on a shopper's local weather conditions and combine that with the indoor store that shopper is visiting. Marketers can deliver ads and alerts to shoppers based on weather such as pollen or allergen counts but also directly connect to appropriate product and inventory in-aisle in that shopper's local store through the indoor mapping. Swirl users now have direct access to weather. AccuWeather has a mobile app, too, that works with Google beacons to trigger notifications on Android phones.

Adapting the old adage "show don't tell," **Amazon** introduced Echo Show, a Wi-Fi-enabled Echo device that uses Alexa to field voice requests from users at home but delivers answers to a seven-inch screen that can also be used for video calls. The new feature is called Alexa Calling. Early Echo devices focused on Alexa repeating an answer through a speaker, although users did receive visuals on the mobile phone. Echo Show has Dolby-powered speakers to play music, and the screen has a range of uses such as displaying weather forecasts, shopping lists, YouTube videos, a feed from the baby's room using a synced baby monitor as well as other smart home products.

## SO-LO-MO SPOTLIGHT

# Great Northern Instore Develops Private Auditing App

By Dan Ochwat

APPLETON, WIS. — Retail display and solutions provider **Great Northern Instore** has developed and launched its own in-store auditing mobile application for iOS and Android called Instore Vision. The app monitors a client's display executions and collects pertinent field data through surveys and store audits.

Dan Sabanosh, director of shopper marketing at Great Northern InStore, says they wanted a tool to take advantage of the smartphones that field teams already had — a tool that standardized the auditing process, could capture images and answers to questions. He says existing customers have been asking for seasonal or category updates for some time, so field teams have been taking pictures and emailing images.

One way clients use the app now is to first initiate a project; Great Northern field teams or brand marketers answer standard questions and add briefing information into Great Northern's project management software. Another use is measuring a display rollout. Direct store delivery (DSD) teams file how long it took to set up a display and where it was placed, and then backend software captures store-level data to determine a lift from that location. Another use is categorizing info from survey questions and photos that have been taken in the marketplace and streamlining it into a database that pulls together seasonal and category insights on display activity at retail.

**PepsiCo**, for example, is one client currently using the app. The beverage giant took marketplace learnings to change the design of its displays for Lifewater. Insights were showing a lot of bottle-shaped displays and rectangular displays, so they redesigned to stand out on the floor. Pepsi also used the app to monitor display executions of its #SayItWithPepsi campaign that used emojis for a touch of personalization. Pepsi's DSD teams used the apps in the field.

Sabanosh says a client doesn't have to use the app, but Great Northern welcomes the client to. For one, it adds more data to the collection, but clients also get a lot more involved in the process. "They take a bit more ownership."

The app launched internally in January 2016 and had its first customer rollout in May 2016. While the app is public to download in the Apple Store, for instance, it is private to use. Great Northern supplies the client or users with login information.

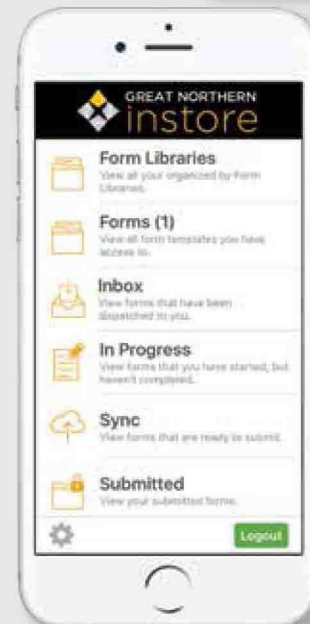
Great Northern is looking into opening the app to some crowdsourcing options to expand the app's reach mainly to assist smaller clients who may not have a big field team and want more than just what Great Northern's field team can execute.

Mobile apps like Field Agent, Mobeo and Gigwalk leverage crowdsourcing to supply brands with store audits.

"Again, it's all about meaningful data," Sabanosh says. "App survey results are accessible via a web-based platform. It seamlessly can connect to a variety of business analytic tools to provide dynamic, real-time reporting."

Three times a year the app is assessed and Great Northern looks into new capabilities. The display producer worked with a private developer to create the initial framework, but the tools are flexible to build additional capabilities in-house, Sabanosh says.

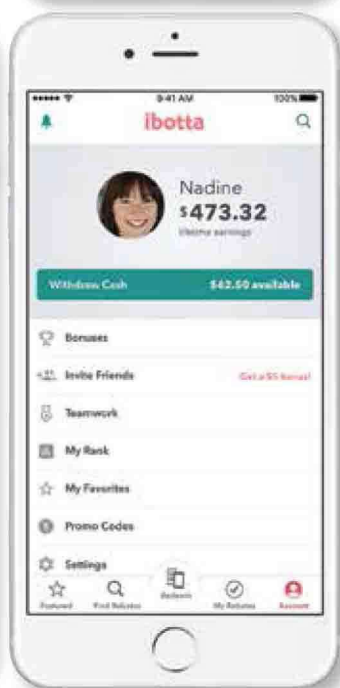
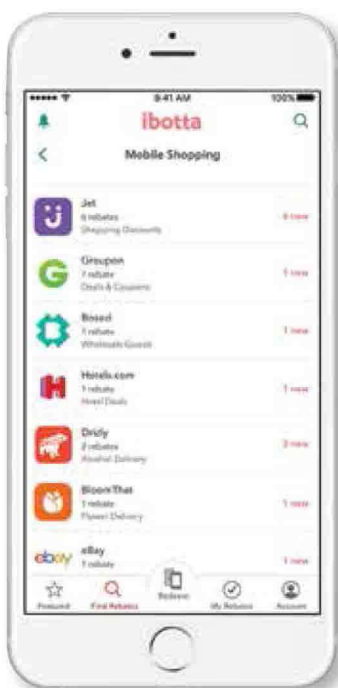
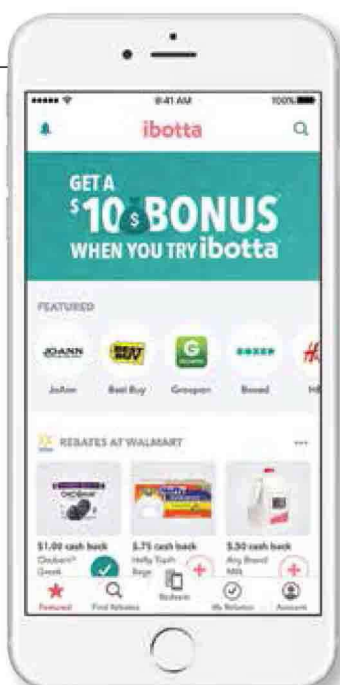
"We feel this helps us provide better solutions for our customers," Sabanosh says. "It shows we are forward-thinking, but it is not just the technology, it is the actionable information and insights it provides to help develop engaging solutions."



## MOBILE

Denver-based **ibotta** has revamped its app to be more personalized. Beyond a new design and color scheme, the app features enhanced search and receipt-capture capabilities that will work toward delivering users more relevant products and searches based on their shopping habits and shopping history. **ibotta** says in a news release that it ran more than 1,700 usability tests on the back end to perfect the platform's relaunch. On the front end, the design is aimed at being more user-friendly, changing to a vertical scroll vs. its previous horizontal scroll.

Enhanced application.



## ESTÉE LAUDER

SKINCARE MAKEUP FRAGRANCE BE-NUTRIV AERIN ESTÉE EDIT BEST SELLERS GIFTS ESTÉE STORIES



### NEW! Pure Color Love Lipstick

★★★★ (34) READ REVIEWS

**BENEFITS**  
ULTRA MATTE, SHIMMER PEARLS, COOL CHROMES, EDGY CREAMS.

**PRODUCT DETAILS**



\$22.00

BURNING LOVE - ULTRA MATTE

Augmented reality.

**Estee Lauder** announced it would be leveraging the augmented reality technology from **ModiFace Inc.**, Toronto, on its product pages at **EsteeLauder.com**. Consumers shopping for lipstick and eyeshadow can have their face captured through the video webcam and try on different shades on the product pages at **EsteeLauder.com**. **ModiFace's** "Face AI" technology overlays shades, but it does so through facial-tracking technology that gives the image texture and accurately maps the image to the contours of the user's eyes and lips. The tracking measures skin features like spots and wrinkles, and it recognizes how a head is posed. **ModiFace** also recently announced its new Light Field Rendering tool that adjusts the image for lighting conditions in the room. For now, **Estee Lauder** will leverage this technology for its AR experience for lipstick and eyeshadows. It will add more products later.