

SO-LO-MO Central

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

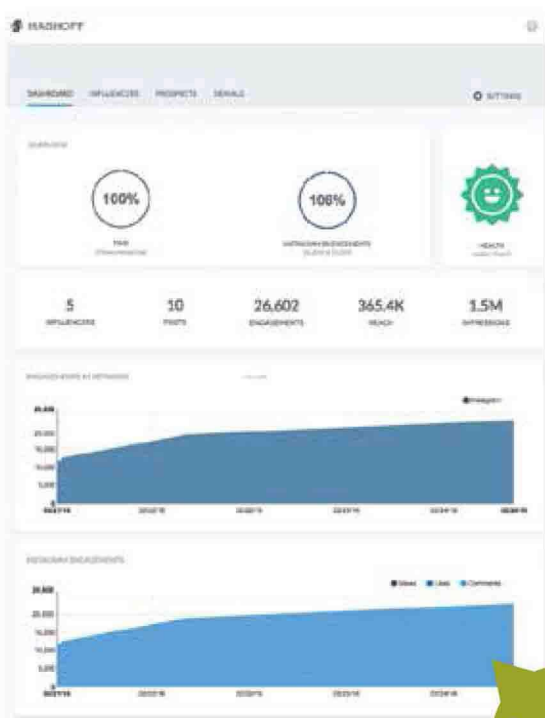
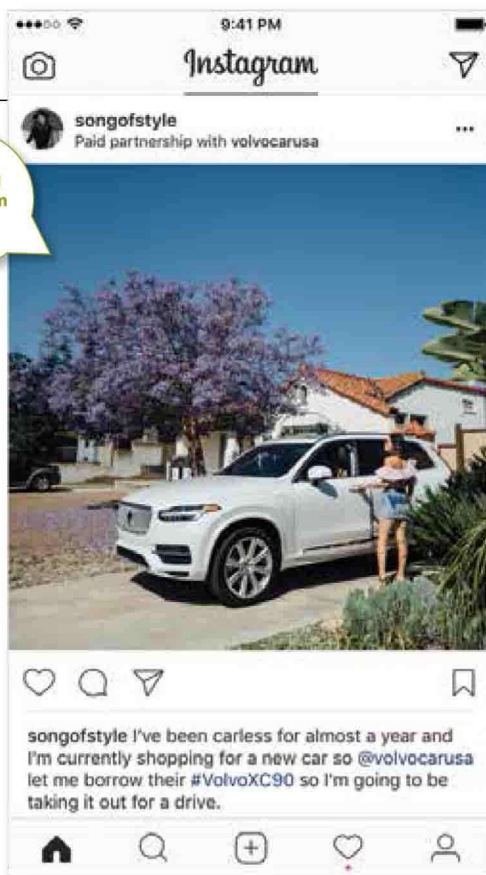


Dan Ochwat, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to solomo@p2pi.org.

SOCIAL

Facebook's Instagram has instituted a way to label posts that are paid product endorsements by influencers, who will have the ability to include a subheader beneath the user's account name that says "Paid partnership with" and then the company. The label is a clear way for viewers to recognize an influencer's post as opposed to seeking out in the comments whether a post is, in fact, an ad. Instagram announced the new transparency in a media release and said that the posts will also tag the associated business.

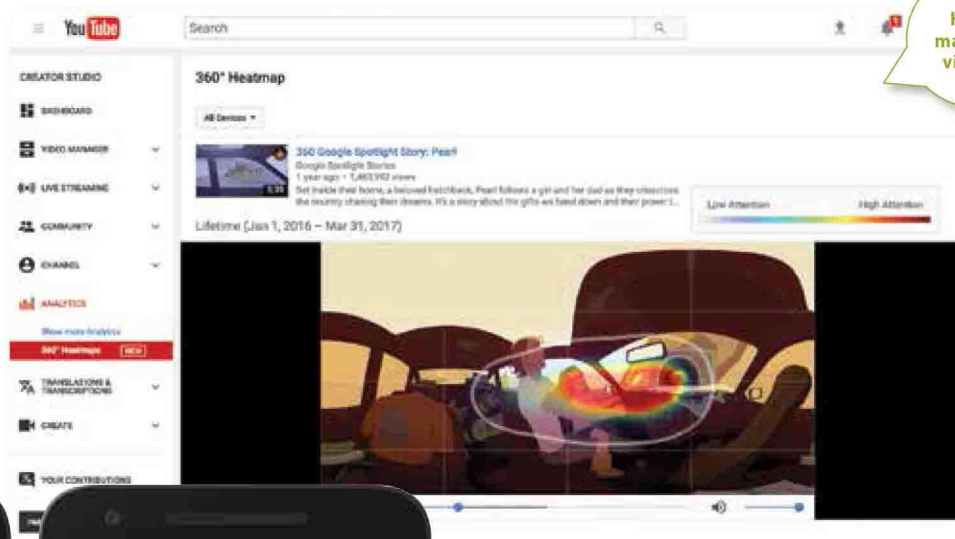
Labeling Instagram posts.



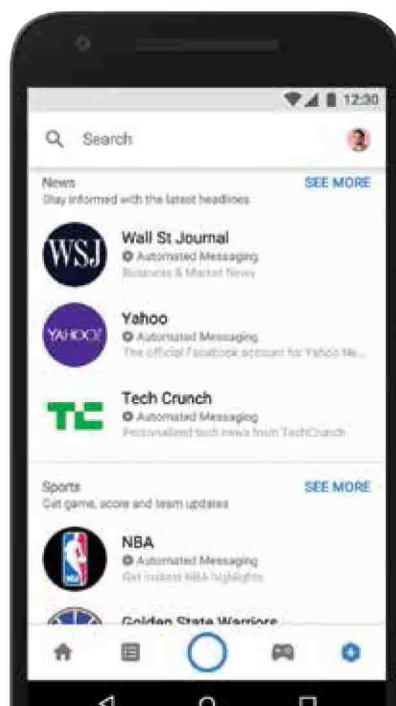
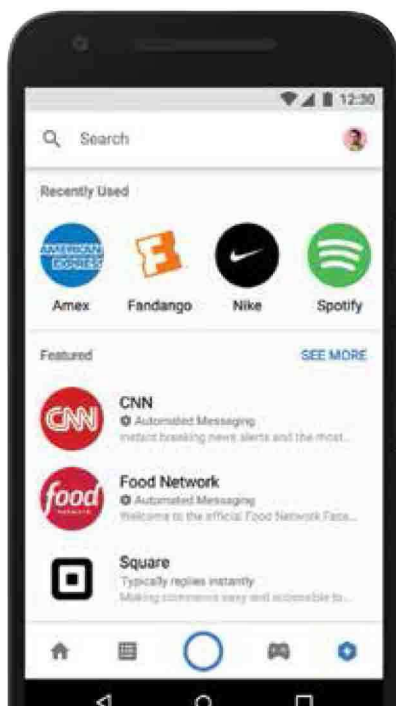
Aggregating influencers.

Denver-based #Hashoff has launched an influencer marketing SaaS platform that enables brands to simplify and whitelist the process between the brand and its network of influencers. The platform runs on a centralized dashboard, and brands can demonstrate transparent pricing, streamline the contract and negotiation process, use the platform to chat in real-time with influencers, search and filter among influencers to find the right one for the right campaign, and create private networks of influencers. The idea is to aggregate all of a brand's influencers into one place, reaching across multiple social networks and multiple influencers. The #Hashoff company says it has about 150,000 influencers in its network.

YouTube announced on its "YouTube Creator Blog" that it is introducing the ability to heat-map 360-degree and virtual reality videos that have received a minimum of 1,000 views. The insight will give brands and uploaders what users are engaging with most inside the immersive videos and see if a campaign message that is embedded in a video is being noticed, for example. As part of the post, YouTube shared a few insights from previously studied videos – such as that viewers spend three-fourths of their time staring at what's directly in front of them despite the ability to look all around. One tip was to use markers and animations inside a video to draw a viewer's attention to different parts.



Heat-mapping videos.

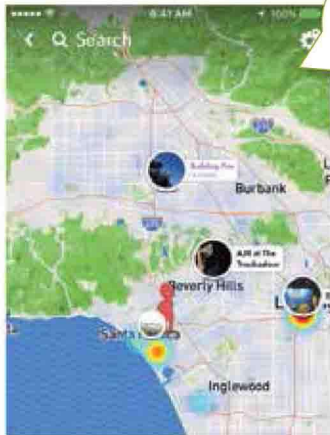


Facebook Messenger evolves.

Facebook has launched a searchable tab inside Facebook Messenger to assist users looking to engage with businesses and bots, not just friends. The "Discover" tab, as detailed on the Facebook for Developers site, gives users the chance to explore by category, recent activity or featured experiences inside the tab. There will be ads as well. Facebook says more than 1 billion people use Messenger each month, but the Discover tab aims to bring more awareness to chat bots and brand engagement over Messenger.

LOCAL

Snapchat users with iPhones can now leverage location capabilities. The tool – Snap Map – is found through the phone's camera screen. Users pinch their fingers to zoom in on a map and will be able to see icons representing events happening near them, as well as any breaking news across the world. Users can also locate their friends, and if they're in a store or restaurant, that exact location will be listed. If the user has a Bitmoji avatar, that Bitmoji image of the person will show up where they're located. Users are in control if they want to share location or not.



Snapchat's Snap Map.



Location services in Dubai Mall.

Swedish indoor positioning company **Senion** has installed its location services inside **Emaar Malls' The Dubai Mall**. Senion's StepInside IPS platform integrates into the mall's mobile app to provide shoppers directions to the 1,200 stores as well as its range of entertainment properties like a theme park, aquarium, ice rink and movie theater. The app also delivers offers from stores when shoppers are nearby, as well as news and information about mall events. The Dubai Mall gets the highest traffic of any mall in the world.

SO-LO-MO SPOTLIGHT

Cuisinart Uses Mobile to Increase Product Registrations

By Dan Ochwat

STAMFORD, CONN. — At Cuisinart, a **Conair Corp.** company, gone are the days of paper registration cards that consumers send back in the mail – and to another extent, so are the days of online registration.

A little over a year ago, Cuisinart began the process of implementing a mobile platform called Photoregister, a product of **Registria**, Mountain View, California, where shoppers take a picture of a code with their phone to be automatically registered. Using the mobile registration, Cuisinart saw a nearly 70% increase in product registrations compared to strictly online registration the year before. The company now gets up to 6,000 registrations a day through Photoregister.

Cuisinart places a “slip sheet” inside the product's instruction booklet that carries a registration icon for consumers to snap a picture of with their mobile phone. They then send that picture via text to a phone number Cuisinart supplies or through a social app like Facebook Messenger, and the product automatically gets registered. Cuisinart customers can further participate in surveys, polls or answer questions, if they wish, to provide more robust data to Cuisinart such as lifestyle and demographics information, and where the product was purchased.

“It really streamlines the process for the consumer, and enabled us to get them registered and collect marketing data for use in consumer insights, product development and aftermarket,” says Mary Rogers, director of marketing communications at Cuisinart.

She says Cuisinart consumers tend to be “very active in mobile” and are a little more affluent, more educated and tech savvy, so early on the company saw a shift in them going from desktop to mobile. Rogers says aftermarket is a big point of emphasis with the data that gets pulled from the registrations.

For example, if a consumer buys a griddler (an indoor countertop electric grill), a popular aftermarket accessory is waffle plates. That's a big ask of consumers, she says, and the messaging can be personalized to that consumer. Also, if a consumer buys an auto-drip coffeemaker that doesn't have an integrated grinder, a coffee grinder can

be suggested.

And it's all done quickly.

During the day of paper cards, which Cuisinart discontinued about a decade ago, the marketing team dealt with a lag in data. They may have approached a consumer three to six months after the consumer purchased the product.

Now, data is instant. “We're getting to a point now with Registria where we hope in the future we actually download that data into another tool that we use so we can analyze it easily and incorporate it into other work we're doing.”

A spokesperson at Registria says brands can generate an additional \$15 to \$50 in revenue per product registration. The ease of Photoregister is that consumers aren't required to download any additional apps or tools; they use the phone's camera and text messaging. Once registered, consumers have access to an online portal to learn about products and find recipes, cooking tips, special offers and brand events.

“My goal is to eliminate pain points for my consumers, my retailers and of course myself in some ways,” Rogers says. “When you integrate these technologies into activities related to the brand and consumers shopping the brand, you're making it more enjoyable for them, less cumbersome, less painful. And then it enables us to completely get them to our retail partners quickly and efficiently and close the loop on selling products.”



MOBILE

Retale, a mobile app that enables users to locate deals at stores (including Walmart, Target, Meijer, Menards, Macy's and Rite Aid) and clip coupons to their phones, has launched a voice-activated assistant tool called Retale Go that works with Google Home or Amazon's Alexa. Through Amazon, users download the Retale Go skill from the Skills Store. Google Home users simply voice-activate the tool (calling out "OK Google ..."). Retale is a Bonial.com company based in Chicago. The mobile shopping tool works with 1.4 million stores and has 26 million active users, according to the company.



Voice-activated assistant.

Tobii Pro of Sweden, a research firm specializing in eye tracking, has integrated virtual reality into its research capabilities and software kit. The "Tobii Pro VR Integration" uses the HTC Vive headset business edition – a self-contained virtual reality headset and system that Tobii retrofitted and inputted its eye tracking technology. This is different from other virtual reality headsets that run with a mobile phone inserted. A research subject puts on the set and steps inside any virtual store setting that a brand or retailer wants to design, and then Tobii's eye tracking will study hot spots and what elements the subject's eye is drawn to. The benefit of a virtual reality test is it saves a retailer more time and money vs. a live store test. Tobii Pro's eye tracking will test shopper behavior around products before they're produced and look at how effective a campaign message could be.



VR and eye tracking.



Augmented reality in mobile app.

False eyelash maker **Battington** launched a mobile app that uses augmented reality to give users a chance to try on its silk, 3-D lashes. Users browse the lashes in the app and tap a "Try-On" button to see a virtual representation of the lashes on their face through the phone's camera. They can buy the lashes directly with the phone and share the looks inside their social media accounts. The app also includes tutorial videos and a gallery of models wearing the lashes. **FaceCake Marketing Technologies**, Calabasas, California, developed the AR tech for the Battington app.