

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.

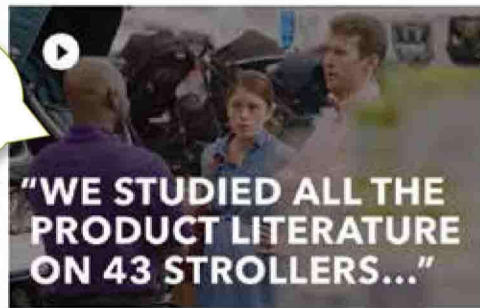
SOCIAL

Babies "R" Us has launched a campaign called "Be Prepared-ish" that embraces the faults and challenges of new parents, while aiming that cheekiness at Millennial moms. The retailer ushered in the campaign with digital ads on social channels and parenting sites, social media content with more than 20 influencers, a SnapChat filter and digital video. The retailer is also asking parents to share on their social channel of choice a parenting story or tip with the *#iwasntpreparedfor* hashtag. The posts will be added to a page dedicated to the campaign on the retailer's website. There is also a sweepstakes around the hashtag and posts. The campaign is starting in the digital space but is expected to become a full-on rebrand for Babies "R" Us. A rebrand party was held in New York for the new campaign created with its agency **BBDO**, New York.

Preparing parents.

Be Preparedish Videos

Hint, hint: Sound like someone you know?



#iWasntPreparedFor

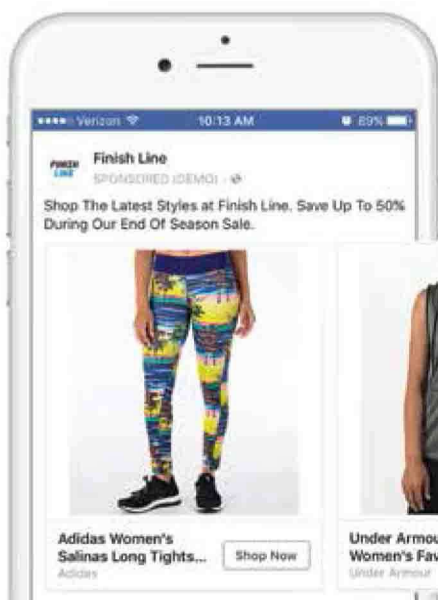
"... how many times a day I would have to change diapers! So I set up another changing station in my living room, using a playard and a basket stocked with supplies."

-Kimberly L.



What moment of parenting were you totally unprepared for? We want to know! Share your story with us using *#iWasntPreparedForContest* for a chance to win a prize that'll help you be prepared-ish! [view contest rules](#)

Leveraging Facebook.



Footwear retailer **Finish Line** executed a targeted, dynamic ad campaign on Facebook to find new buyers and saw a return on ad spend up to 10 times greater than previous digital prospecting campaigns. The campaign saw sales lift grow 49 times, too, a level that is usually met through a retargeting campaign vs. a new customer campaign, according to **StitcherAds**, Austin, Texas. StitcherAds ran the campaign by leveraging Facebook's new broad audience targeting capabilities and Facebook's data. It was able to target audiences that hadn't previously engaged with Finish Line but seemed most likely to buy. The ads were automated.

Social sharing.

WE BELIEVE YOUR LIPS CAN BE BOLD IN MORE WAYS THAN ONE

JOIN US ON
NATIONAL LIPSTICK DAY
(SATURDAY, JULY 29TH)

AND CELEBRATE THE LAUNCH OF THE NEW COLOUR RICHE MATTE LIPSTICK COLLECTION BY SHARING A PHOTO ON SOCIAL MEDIA WEARING A BOLD LIP SHADE ACCOMPANIED BY YOUR OWN BOLD WORDS

L'ORÉAL PARIS

@LOREALMAKEUP #READYMYLIPS #LOREALPARIS

July 29 was National Lipstick Day, and **L'Oréal USA's** L'Oréal Paris brand took advantage with a *#ReadMyLips* social campaign that asked fans to share photos of themselves in "bold" lipstick colors and follow that up with a "bold" message to share with friends. Posts from consumers could be seen on Twitter, Facebook, Pinterest and whatever social space they chose. L'Oréal posted ads to inspire consumer sharing and used the *#ReadMyLips*, *#LOrealMakeup* and *#LOrealParis* hashtags. The campaign promoted the L'Oréal Paris Colour Riche matte lipstick. Consumers shared images of their favorite lipsticks, and their words ranged from shouting out for a cause they support to sharing motivational words.



Intimate contest.

Ansell Ltd.'s Skyn condom brand has a social, digital and out-of-home effort titled "Places of Intimacy" running in the United States and globally in Brazil, France, Poland, Italy and Australia. The effort is headlined by a contest that sends two winning couples from each country on a romantic getaway for 11 nights to various destinations that they will review for Skyn.com – in effect becoming travel writers and content providers for the brand. Couples enter the promotion at Skyn.com, where they fill out an online intimacy assessment of their relationship, and if they score above a 60% compatibility rate, they will be considered a finalist. A total of 15 finalists will enter an interview portion of the contest before being selected. A sultry spot on YouTube supports the campaign.

LOCAL

The Wall Street Journal reported that **Walmart** in 2012 filed for a patent to use facial recognition technology in stores and checkout lines that reads a shopper's expression to gauge whether she's happy or not. If she appears unhappy, a store employee is alerted in real time to come to the register to help. For example, if someone in line looks unhappy by waiting too long or stressing over a self-checkout machine, the facial recognition tool can send for help right away to nip that unhappy shopper in the bud. The report says the tool could help Walmart run a more efficient store, alerting staff and essentially eliminating any excess staff.

Facial recognition.



acxiom.

4INFO

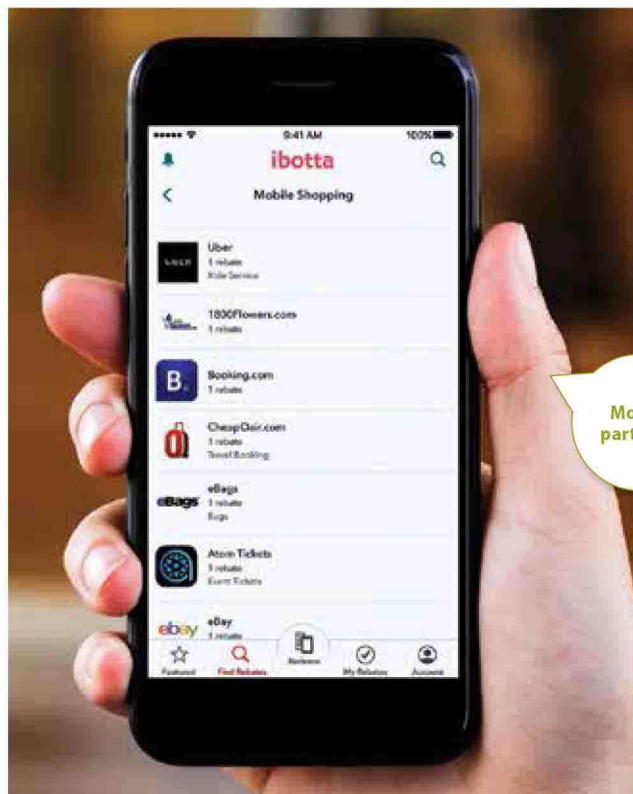
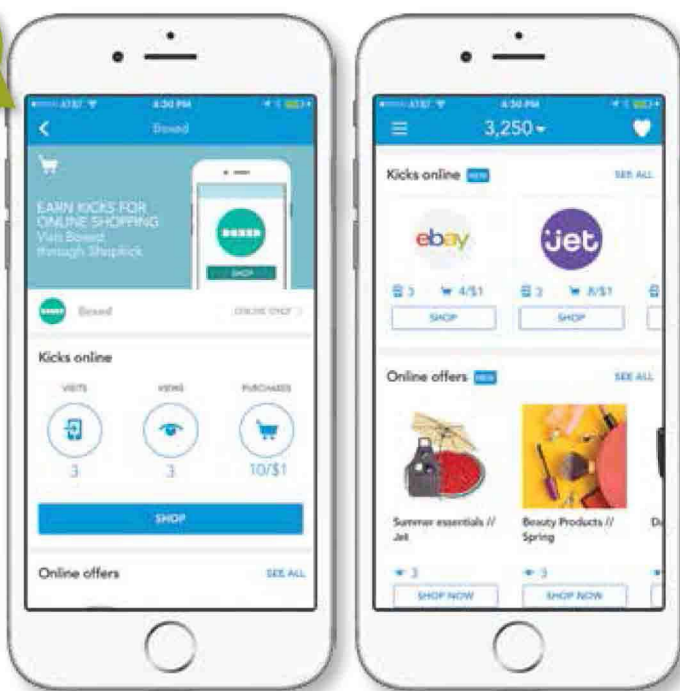
Marketers using **Acxiom's** InfoBase consumer database and its Abilitec identity resolution products in the United States can now use the tools to target and engage 78 million unique individuals in Mexico, according to the Conway, Arkansas-based company. InfoBase for Mexico culls local market data sources to develop third-party data sets that include demographic information and geo-statistical data such as a consumer's age, affluence, education and behavioral information. The program also expands Acxiom's partnership with **4INFO**, San Mateo, California, which manages a mobile-first, cross-screen platform to target consumers with mobile ads and content. The two companies are expected to expand further throughout Latin America.

Expanding to Mexico.

MOBILE

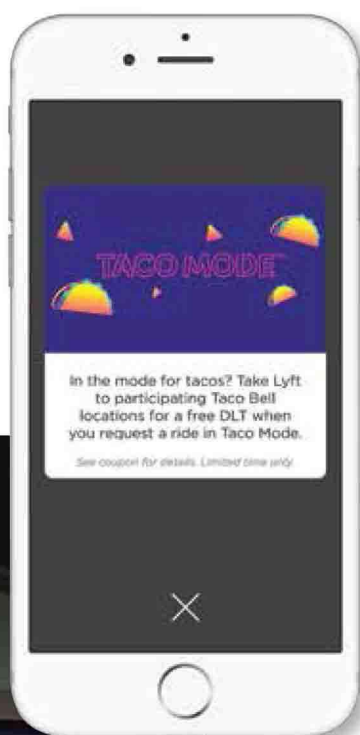
Shopkick, Redwood City, California, is now rewarding users for shopping online with its mobile app, which doles out “kicks” to be used for gift cards. In addition to earning kicks just for walking into a physical store or interacting at the shelf, Shopkick introduced three ways to interact with online sites through the app to earn kicks. First, a user can simply visit an online store or app via Shopkick; second, a user can earn kicks by viewing an offer online; and third, a user earns kicks by buying a product through the online partner. So far, e-commerce partners include Boxed, Groupon and eBay. Shopkick says in a press release that a beta test of the mobile shopping features triggered nearly 80% of users visiting mobile retailers to get kicks, and 78% intended to use the app more during downtime to search online partners.

Online shopping kicks.



Mobile partners.

Ibotta, Denver, boosted its list of mobile partners within its mobile marketplace to more than 20. The marketplace launched last year when Ibotta teamed with **Button**, New York, a mobile shopping platform, to give users within the Ibotta app a chance to buy and earn rewards by visiting a variety of mobile commerce companies. New additions include Booking.com, 1-800-Flowers.com and eBags.com – joining partners such as Boxed, Drizly, eBay, Groupon, Hotels.com, Minibar and Jet.



A Lyft to Taco Bell.

Taco Bell has partnered with **Lyft** to unveil and test “Taco Mode,” a Lyft in-app feature that brings riders to a Taco Bell for their late-night cravings. The riders get picked up in a car decorated with Taco Bell imagery, receive a free Doritos Locos taco and get their hands on free swag. The QSR tested this innovative idea in late July and early August between 9 p.m. and 2 a.m. in Orange County, California. A larger rollout is expected in 2018. A national consumer study by LRW and Lyft in June 2017 showed Millennials lead the way in rides with the ridesharing app, and one in four use it multiple times a month.