

SO-LO-MO Central

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

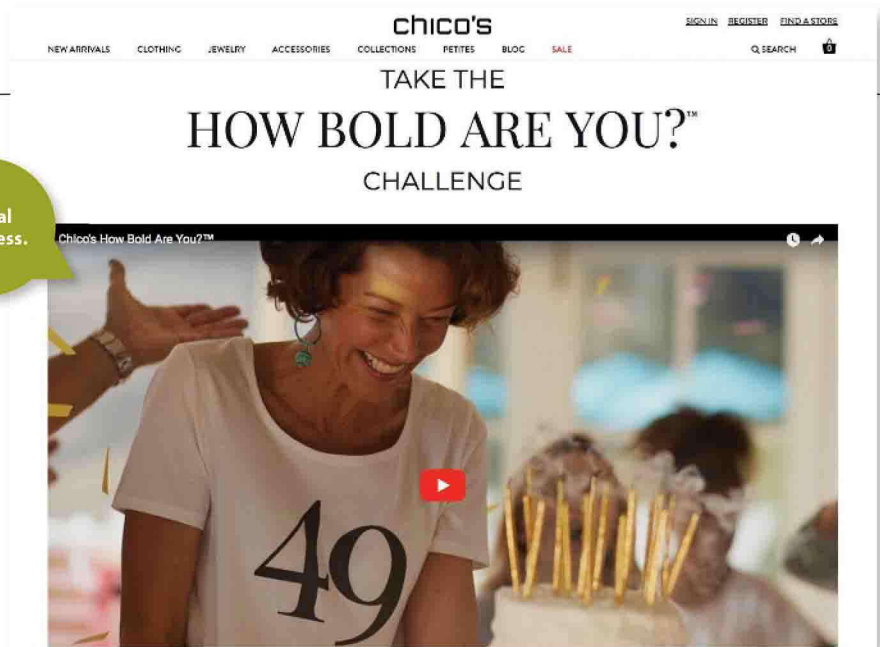


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SOCIAL

Chico's, a brand of **Chico's FAS**, is celebrating women who are getting "bolder," not just "older," as it has launched a #HowBoldAreYou social campaign to bring some positivity to the idea of aging. The campaign ties into a new season of products for the boutique chain that promises to feature bolder colors and designs that fit a wide range of body shapes, according to a release. Part of the campaign and new line are T-shirts that proudly proclaim the woman's age, and Chico's is asking women to post photos of themselves on their social channels in the shirts to inspire others to be bold and positive about their age. Those who post could win a \$1,000 gift card to the retailer. The Chico's brand aims for this to be its new attitude, and more programs will be made around this inspiration. A YouTube ad is being shared on the Chico's site and social channels that feature the new looks.

Social boldness.



Click → Cart



Click2Collect tool.

SmartCommerce, Atlanta, is trumpeting its Click2Collect tool that aims to eliminate the sometimes multiple steps required when buying online. The company is working with product manufacturers such as Mondelez International, Procter & Gamble, Unilever, Wrigley, Nestle and Danone. Over a year old, the tool makes ads featured in a social feed or as a display ad shoppable with one click. When users view an ad for Wrigley Extra gum, for example, and click the ad, they're automatically taken to a page that puts the product into the partnering retailer's online cart. The next step on that e-tailer page is confirming that you wanted to add the products into a cart (in case of accidental clicks, I presume) and then purchasing or shopping for more products to fill out your basket.

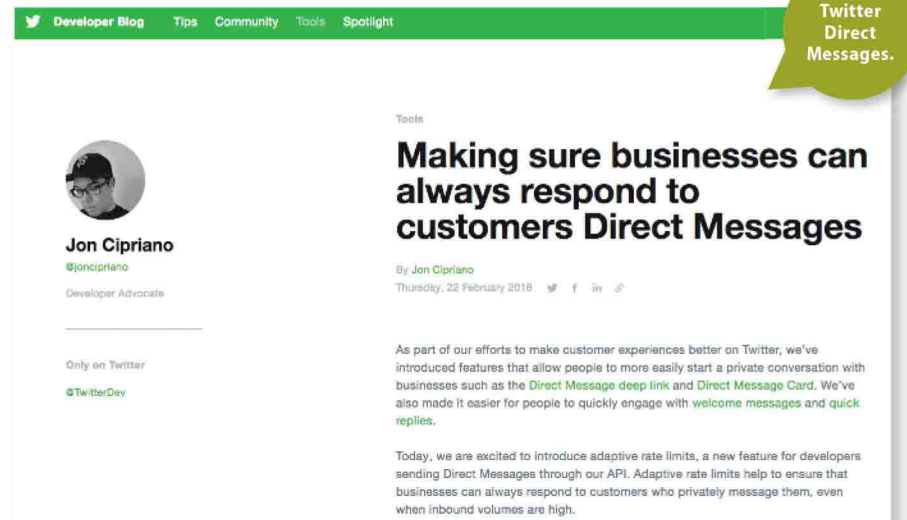
During the NBA's All-Star Weekend in February, **Nike** threw an exclusive party at a location in Los Angeles. Attendees were given a Snapcode to scan from within the **Snapchat** mobile app that allowed purchase of a limited, early release of its Jordan III Tinker shoe. The product was said to be the first-ever product sold through Snapchat. Canadian platform Shopify powered the order with shoe-size selection, etc., and **Darkstore**, San Francisco, handled same-day delivery. Darkstore matches the nearest business to a user's delivery location that is carrying the product for a quicker and cheaper delivery. Snapchat launched a custom lens for people attending the all-star festivities at the Staples Center in L.A., too. Snapchat users could access the geo-fenced lens or AR overlay of Michael Jordan.



Nike and Snapchat.

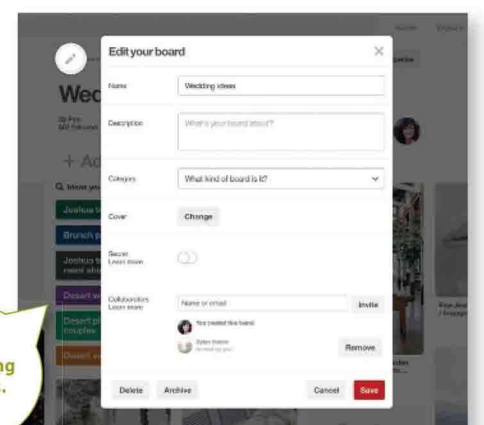
Enhancing its ability to be more of a customer service messenger tool for brands, **Twitter** has introduced adaptive rate limits for developers sending Direct Messages through Twitter's API. It in effect loosens restraints around Direct Messages, so if a user contacts a brand through Twitter, that brand can now send up to five messages within 24 hours to a user. This really helps if a brand is using a chatbot to reply to several users a day automatically. Twitter announced the change in a blog post on its site and wrote further about wanting to enhance ways for brands to be able to directly interact and talk with users over the network.

Twitter Direct Messages.



Pinterest in February rolled out new features, including a way to archive a board once a user feels it's complete. The idea is that the Pinterest user can set the board aside without deleting it altogether. When archived, it will cease to generate new recommendations and notifications. An archived board becomes less of a priority, but it's nice that in an archive state, a user can still access it and share it with someone if they want and not be bothered by new notifications. Another new feature is that Pinners can now reorder the "sections" feature on the network. Within a topic, different sections can be built, but now they can be moved around, organized and prioritized based on how a user needs those ideas. And going even further, Pinterest made it possible now to rearrange Pins on a board, making it more fluid. Recipes on a recipe board, for example, can be moved around so that certain ones that seem intriguing for the week ahead can be moved to the top. On a clothing board, shirts can be moved around with pants, styling on the fly. Lastly, Pinterest added a way to sort boards, giving options to sort by new to old or in alpha order.

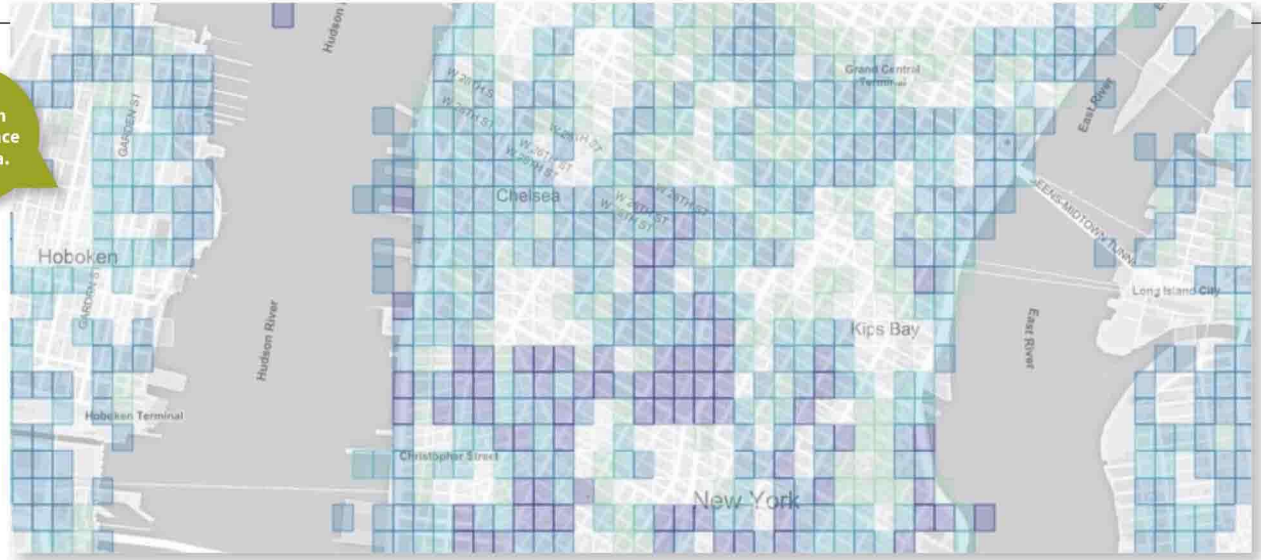
Archiving boards.



LOCAL

Boston-based software company **CraveLabs** is partnering its location intelligence and data platform with **LiveRamp's** IdentityLink solution, a platform that brands use to identify consumers to target with campaigns. CraveLabs' DropIn Vantage platform will integrate into IdentityLink so that marketers can view first- or third-party data segments by geography, such as the density of what is identified as the "Frequent Movie Goer" in a designated area, for example, or brands can visualize a forecast of identified mobile devices within a geofenced area. LiveRamp is an Acxiom company and based in San Francisco.

Location intelligence and data.



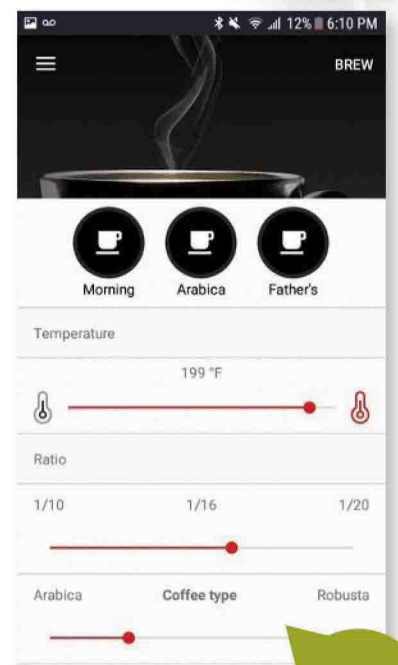
Along the supply chain.

As technology continues to have an impact on the supply chain, **FoodLogiQ LLC**, Durham, North Carolina, has teamed up with measuring company **Testo Inc.**, Sparta, New Jersey, on an IoT capability that aims to give the food industry an ability to trace the quality of its food along the supply chain. The FoodLogiQ platform plans to send electronic notifications to foodservice companies about their food product when it is in a location that is out of the proper temperature range for food, for example. Testo would use its temperature probes to measure temperature while the FoodLogiQ platform will automatically send incident notifications from those probes if a product falls outside of a set parameter. The platform would also trace products where and when along the supply chain a product might have fallen out of temperature range for companies to further examine. FoodLogiQ works with foodservice companies such as Buffalo Wild Wings, Five Guys Burgers and Subway.

MOBILE

Viber, San Francisco, owned by Rakuten, is a mobile messenger app like Whatsapp that has just teamed up with social platform **Sprinklr**, New York. The partnership enables brands to have personalized conversations with Viber's users in Sprinklr. Viber has 900 million registered global users. Macy's uses Viber for an in-app shopping feature that connects customers with representatives of the retailer. With Sprinklr, the integration enables businesses to send Viber messages alongside other communication made within Sprinklr. If a brand receives a message from a customer in Viber, Sprinklr also assigns the message to an agent to communicate through Sprinklr. Lastly, brands can post public texts, images, stickers, videos and links in a public chat on Viber without leaving Sprinklr.

Personalized conversation.

IoT and a coffee maker.

Designer appliance company **Gourmia** has launched IoT, automatic pour-over coffee makers that work with Amazon Alexa, Google Assistant and the Windows 10 Cortana system. The Gourmia mobile app manages the coffee maker and even uses AI to learn more about how a user uses the coffee maker, registering preferences in how that user likes her coffee. For example, a consumer may like a coffee to be stronger at 6 a.m. than at 3 p.m., so the coffee maker automatically adjusts water and coffee ratios to meet what that specific consumer likes. The app gives consumers options to schedule when coffee is made even weekly, along with how much to make.