

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

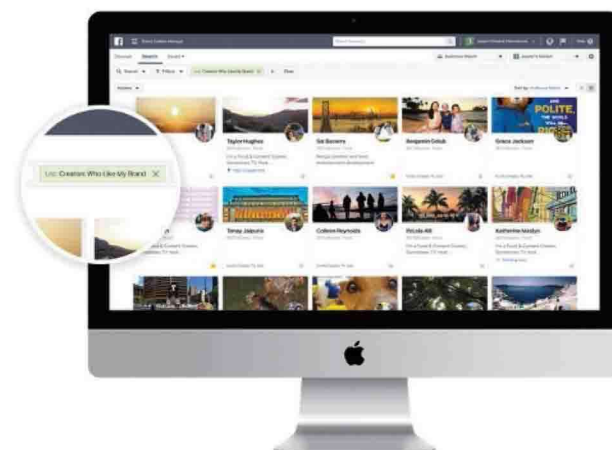
Searching for creators & influencers.

Facebook launched a new tool in late summer called Brand Collabs Manager that enables brands to run a search for content creators and influencers who could be used to promote their products. Facebook had been testing the tool with some brands but is opening it up to more brands via the Brand Collabs Manager page on Facebook. There's a way for creators to sign up and be noticed and a way for brands to sign up and use the search tool to find them. Brands can plug in information on demographics and interests to find influencers who meet their audience, and brands can view a history of the content creator's previous branded work or general posts. The influencers range in audience from 25,000 to 8 million fans.

Find Creators for Branded Content Partnerships

Brand Collabs Manager makes it easier for brands and influential content creators to find each other.

SIGN UP AS A BRAND



Reach Your Target Audience

See how closely each creator's audience matches yours based on criteria like interests, gender, age range and more.



Discover Fresh Talent

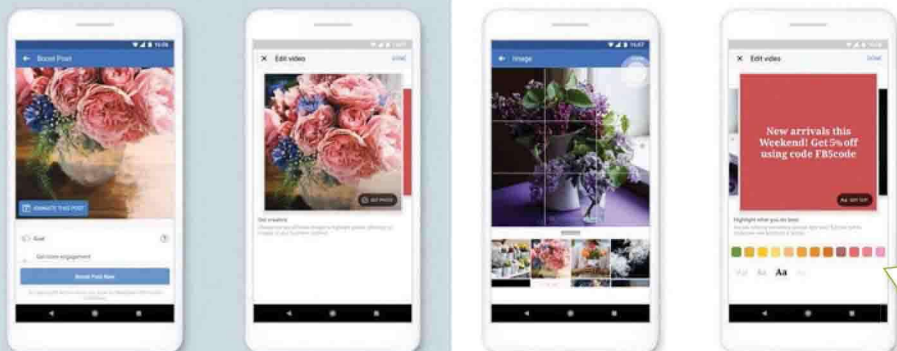
Explore up-and-coming creators with follower counts ranging from 25,000 to 8 million.



See Brands Creators Have Worked With

Browse creators' history of branded content posts on Facebook and view a list of past business partners.

Animate Edit Add images Change text and color



The Video Creation Kit.

Helping brands create more engaging mobile videos, **Facebook** launched its Video Creation Kit, a series of four templates through which brands can use existing materials for a quick and easy way to build out a brand-forward mobile video. The templates are found in the Ads Manager tool under the single video and slideshow formats, and under the Publishing Tools header on the brand's Facebook page, according to a blog post announcing the new kit. The templates are framed around how many products are being featured, how long the video will run, and if it's a product benefit video or a discovery video. Marketers can use the kit to crop videos for mobile and follow options to animate an image or change text and color.

The post says that Facebook has learned that brands that run "mobile-first creative" have a 27% likelier chance of driving brand lift and a 23% higher likelihood of driving through a message compared to ads not optimized for mobile.



Natori and influencers.

Lingerie company **Natori** tapped 14 influencers to be part of its #MyNatori social campaign, a national effort that also includes digital ads and outdoor materials at bus stops and on top of taxis in New York. The campaign celebrates diversity, not just in ethnicity but body type and age of Natori consumers. The influencers posted images in their Instagram accounts and shared posts on Twitter and other social platforms. Natori also hosted a spot on YouTube to discuss new products coming out along with the campaign.

LOCAL

Accuweather is integrating **Foursquare's** Pilgrim SDK into its app to provide Accuweather users with information about businesses and the weather around them. The Pilgrim SDK provides information on more than 105 million venues worldwide via the Foursquare Places database. With Accuweather, users who share their location will get notifications about places near them that could be impacted by weather. A notification could be a warning for a user to bring an umbrella before heading to a restaurant, or it could recommend a store nearby to buy an umbrella.

Weather notifications.

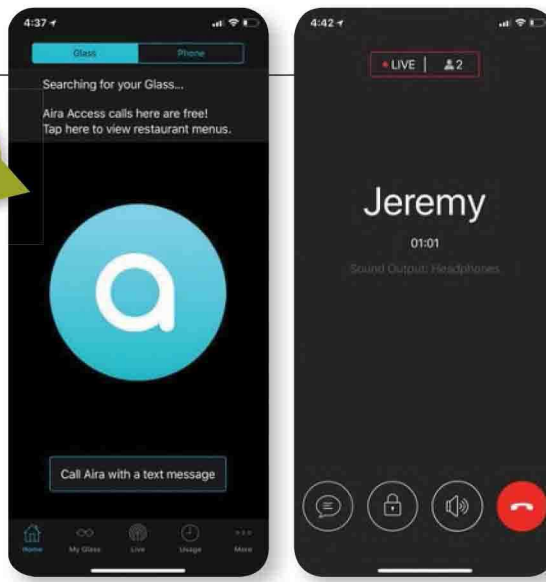
FOURSQUARE

AccuWeather

MOBILE

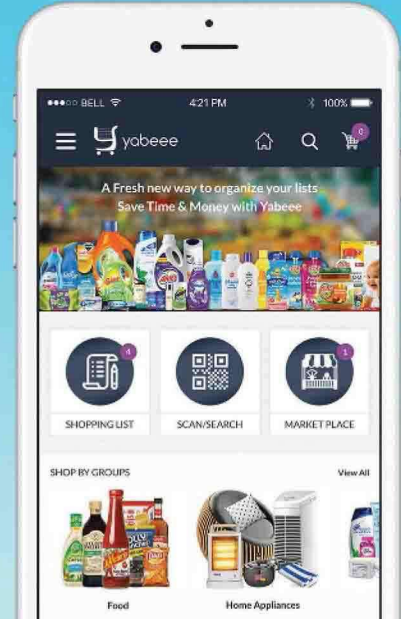
Wegmans Food Markets is the first retailer to join the Aira Supermarket Network, a platform from **Aira**, San Diego. The latter is a startup that has developed the Aira iOS mobile app to assist blind or visually impaired shoppers to walk and shop inside a retail store. Shoppers with the Aira app can now enter a Wegmans store and through the app be connected to a live, remote, trained professional who helps that shopper navigate the store to find items on her shopping list and answer any questions. The Aira "Explorer," as they're called, leverages tools like GPS, a map of the store, product and store information that's automatically sourced from Wegmans' website or online, and a live camera stream. Aira also has built smart glasses that can pair to a phone to assist shoppers.

Aiding the visually impaired.



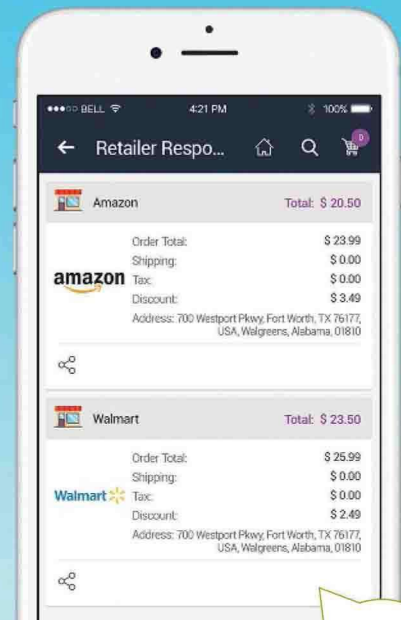
Shop For Your Daily Needs

More than 3.5 million products to save on



Bid My Basket

Submit to marketplace and have retailers bid



Finding the best price.

A new mobile app called Yabeee (note that it's similar to eBay in reverse) from New York-based **Yabeee** has entered the market to aid shoppers with building out shopping lists and keeping track of inventory at home. It offers a way to find the best price available for products online. A consumer can snap a photo of a UPC and the product will be added to a shopping list. The Yabeee app will automatically seek and compare the price of that product from national and local retailers online (including the preferred retailers that a user selects in advance). App users can also snap photos of their pantries at home to keep a digital record of what's in the cabinets.

Shopper Marketing



ShopperMarketingMag.com

The new and improved ShopperMarketingMag.com provides a deep dive into the world of shopper marketing with new page layout, navigational design and search functionality that is straightforward and intuitive.

THE SITE PROVIDES EASY ACCESS TO:

- Industry and Path to Purchase Institute news.
- Special reports, including trends surveys and expert roundtables.
- People profiles, including various Who's Who reports.
- Commentary from P2PI's editors.
- So-Lo-Mo Central: social, local and mobile marketing activity at retail.
- Case studies focused on brand and retailer programs.
- Topical white papers and supplier guides.





Augmented reality company **8th Wall**, Palo Alto, California, launched 8th Wall Web, a new solution that brings the AR experience to a mobile-optimized web browser and removes the need for consumers to download a specified app to get content or to scan a physical image marker like a QR code on a package to access content. The new platform can take AR content previously only viewable by mobile app and make that experience immediately accessible via the camera and web browser on a smartphone. 8th Wall says in a release that the new tool was built with standards-compliant JavaScript and WebGL to implement the company's Simultaneous Localization and Mapping (SLAM) engine, which offers a real-time AR experience inside a mobile browser.



Using San Francisco-based **DoorDash** for delivery service, **Chipotle** announced in-app delivery of its food from 1,800 of its restaurants where DoorDash serves. The ability to order food for delivery within the mobile app joins a recent test in 350 stores of ordering food within the mobile app and having it wait on a designated shelf at a selected restaurant. Consumers using the app can select what ingredients and toppings to put in a burrito, for example, inside the app, and then cooks at the restaurant follow an infographic delivered to them. The food is bagged and waiting on a shelf or handed off to a DoorDash deliverer. To announce the delivery feature, Chipotle offered free delivery on food orders between Aug. 27 and Sept. 12.



Dunkin' Donuts has integrated into Amazon's Alexa the feature within its mobile app that enables consumers to order coffee, sandwiches and food over the phone to have it ready for pickup at a nearby location. The On-the-Go Mobile Ordering feature is for DD Perks Rewards members in the app and now also Alexa. When using Alexa, the rewards members sync up their rewards account with their Amazon account. The users simply call on Alexa to order and report where the order will be picked up and what time to have the order ready. The order is automatically processed through the mobile app that's synced to Alexa. This is the second time Dunkin' has tapped Amazon's Alexa; last year it launched a daily quiz skill.

'Alexa, open Dunkin!'.