

SO-LO-MO Central

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



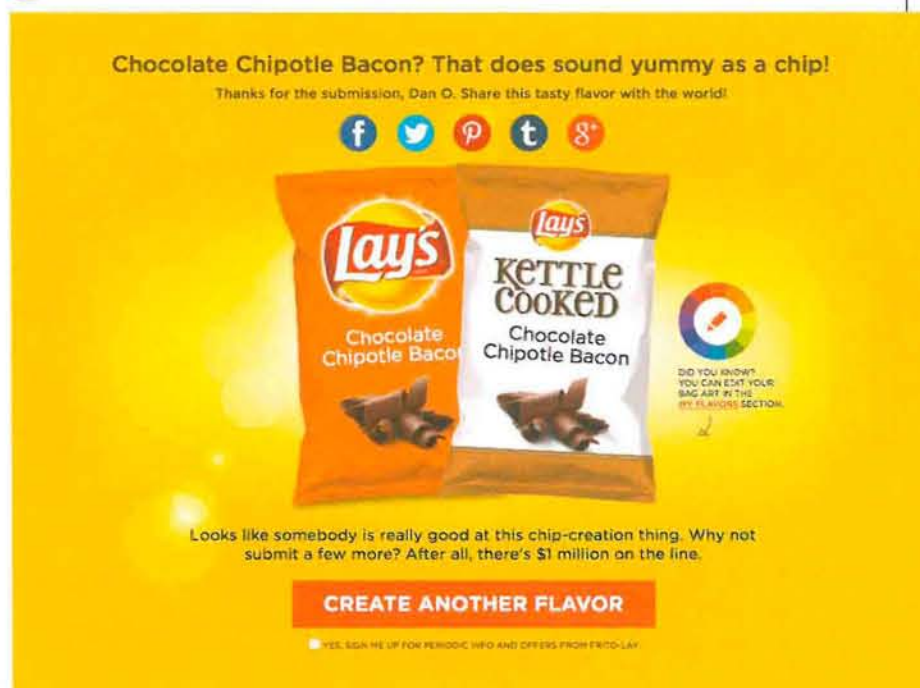
Dan Ochwat served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to solomo@p2pi.org.

SOCIAL

1 PepsiCo/Frito-Lay's hugely successful Lay's "Do Us a Flavor" campaign is back. You may remember that it produced finalist flavors Chicken and Waffles, Sriracha and Cheesy Garlic Bread last year – all of which flew off shelves, per one Target employee I ran into last year. A Frito-Lay marketer told me she considered it the most successful app on Facebook. This year, the program has expanded. You can submit your crazy flavor idea via Facebook and also at DoUsAFlavor.com, and you can share your flavor over various social channels, including Twitter, Instagram, Tumblr, Pinterest and Google+. A Jan. 14 Twitter event kicked off the promotion, with comic Wayne Brady performing live sketches via video based on a person's name and flavor. The grand prize winner with the best new flavor can choose between \$1 million or 1% of the flavor's net sales for the year.

2 Merging an extensive mall and supermarket reach, **PlaceWise Media**, Denver, and **Grocery Shopping Network**, Minneapolis, have merged to build one overall digital shopper network that they say will reach 7 million monthly shoppers. The new company will retain the name PlaceWise Media and the name of the network, Shoptopia, although malls and grocers can brand to the store's preference. PlaceWise's current Shoptopia Network aggregates digital tools for 400 malls that encompass more than 1 million stores and 20 million SKUs. The merger will add 1,820 GSN digital storefronts for member grocers. Tools offered on the platform consist of location-based and customized content to visitors, deals, coupons, lifestyle editorial and product inventory. The network does work with mobile.

1



...funny flavors.



...network news.

3

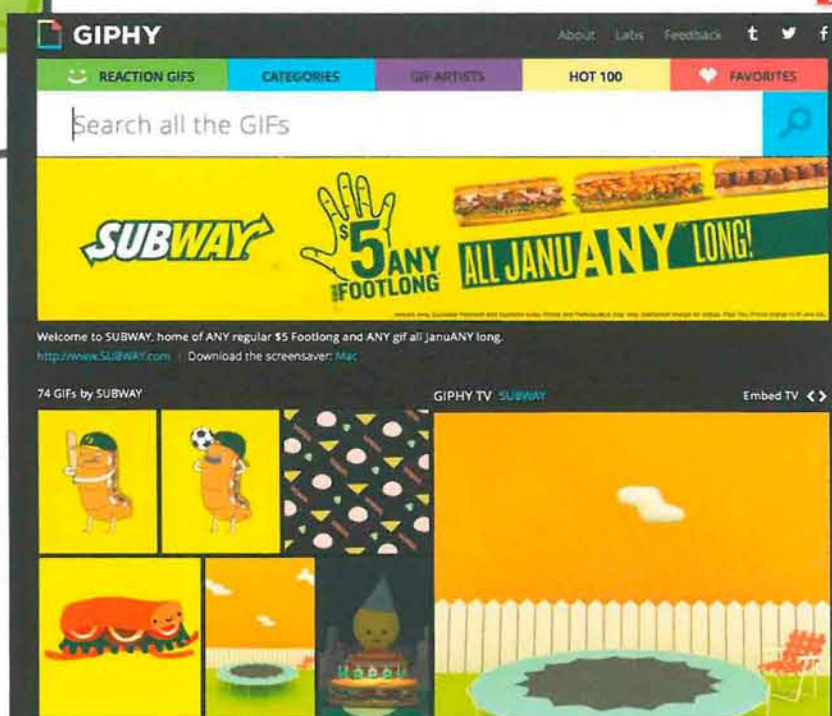


...in-store perks.

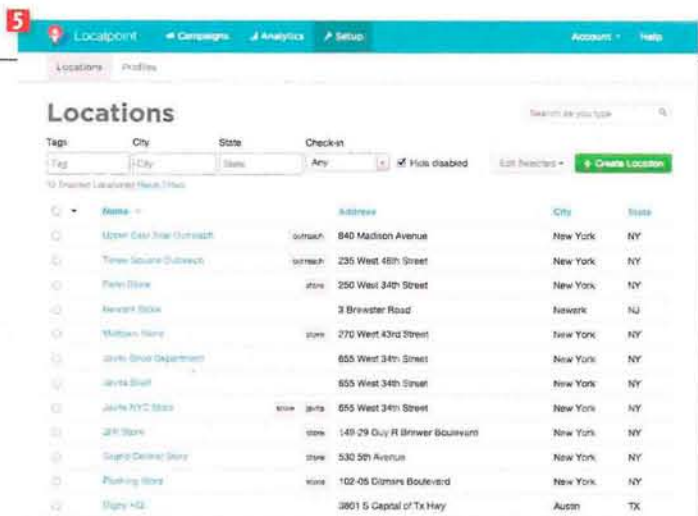
3 There's a new online and social prize-promotion platform in beta from **Perq**, Indianapolis, that connects online to in-store and aims to give retailers better tracking of consumer engagement. Electronics retailer **HH Gregg** is testing. The platform is called Fatwin and includes in-store kiosks that can run specific games around a promotion and tie into a microsite that's white-labeled around the promotion. Store staff can log in at the kiosk or online to access a real-time dashboard that shows how the contest is performing and looks at online traffic and what's driving shoppers to the store, according to the company.

4 I may have mentioned that I'm a sucker for GIFs, and **Subway** went nuts with them, reportedly creating more than 70 to share with Twitter followers for its #JanuANY promotion. The chain has housed all of the cartoonish, cheeky sandwich GIFs at the GIF search engine Giphy.com.

4



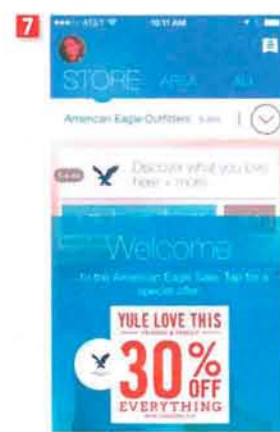
...gettin' giphy.



...punching in.



...real-time redemption.

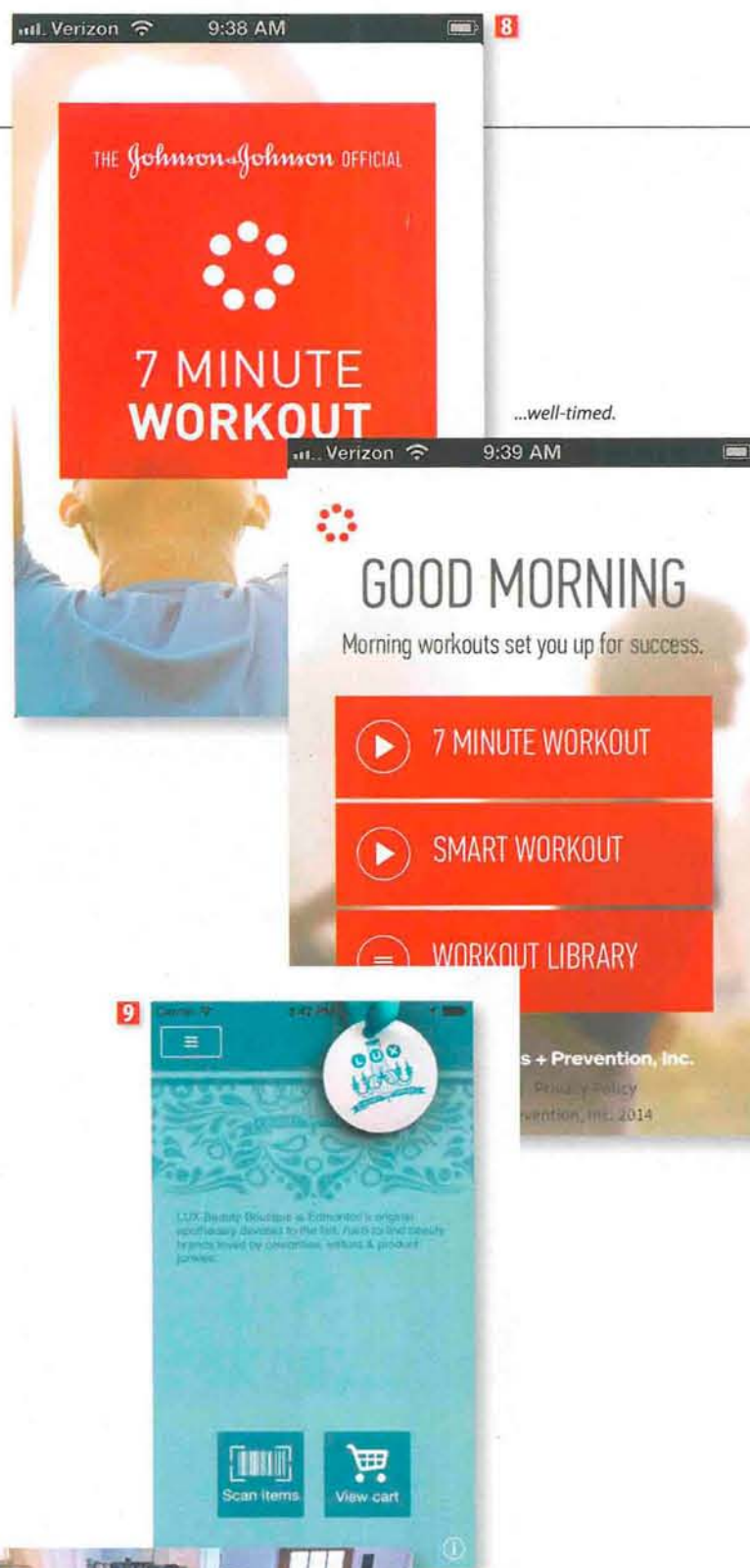


...sold on beacons.

MOBILE

8 Johnson & Johnson rolled out a workout app in the new year, promptly for resolution season, called the "Johnson & Johnson Official 7 Minute Workout App." **Wellness & Prevention Inc.**, Ann Arbor, Mich., produced the app, which features a popular aerobic and resistance-training workout called the "7 minute workout," designed by a fitness guru at the company. There are 12 other workouts to try, modify, merge and/or customize. The app tracks your workout and plays music from your phone.

9 Digital Retail Apps, Toronto, rolled out a mobile app that facilitates in-store payment and performs product research. Called SelfPay, the app is testing with LUX Beauty Boutique in Canada. The app enables the shopper to control the in-store checkout process from anywhere within the store. Digital Retail Apps worked with **Vend**, San Francisco, to integrate and maintain product information for the store, and they worked with **Beanstream**, Wichita, Kan., and Victoria, British Columbia, to manage the wireless payment process.



...well-timed.

...checkout control.

LOCAL

5 Mobile shopping app Punchcard from **Gigway Inc.**, Pasadena, Calif., announced it is working with **Digby**, Austin, Texas, and the company's Localpoint platform to power the app's location-based features. The Punchcard app brings loyalty-based, paper punchcards to the mobile, virtual world and can now interact with users when they're near a participating store, such as sending notifications for additional deals and incentives. Punchcard works with major retailers like Target, Best Buy, CVS/pharmacy, Walmart, Safeway and many others. The Localpoint software gives brands and retailers using Punchcard key analytics from product awareness to purchase data, based on tracking shopper visits and other behaviors in-store.

6 **Groupon**, Chicago, announced it has integrated technology from **Sparkfly**, Atlanta, into its mobile app to assist with real-time redemption of Groupon deals in-store. As of the fall, the companies were testing the platform in a broad range of national chains, according to Sparkfly. The platform tracks an offer from the app or online to the store level, where it integrates with the retailer's POS system. Groupon and its merchants gather redemption data instantly and can use it to create more effective and targeted offers for its users.

7 Per last month's column entry announcing Macy's placement of **Shopkick's** "shopBeacon" device, which works with Apple's new iBeacon software, the Palo Alto, Calif.-based company announced that retailer **American Eagle** would place the shopBeacon in 100 of its top-performing stores. The battery-powered transmitter plugs in anywhere in the store and triggers location-specific deals, alerts and wayfinding info for Shopkick users.