

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.



...meaningful advice.

SOCIAL

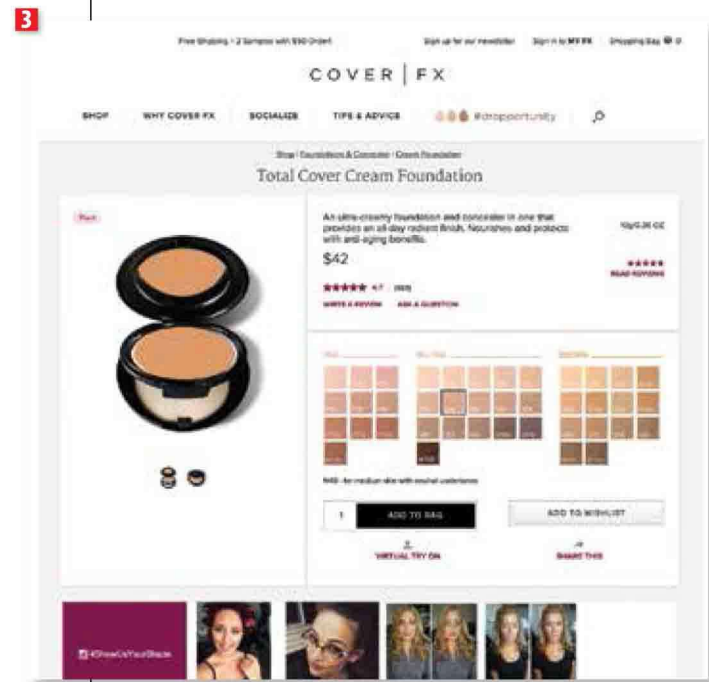
1 Unilever's Dove brand recently launched a Pinterest page to be a resource for girls in building their self-confidence. The company referenced its own research that says girls as young as 10 feel anxiety around beauty and that nine out of 10 girls want to change at least one thing about their physical appearance. The Pinterest page of the Dove Self-Esteem Project includes exercises girls can do to strengthen their self-esteem, workshops that inspire girls and other activities. The page has 11 different boards, and where it truly stands out, in my opinion, is how it provides a lot of meaningful advice for parents to communicate with their daughters. Along with the launch of the page came a film that's playing on YouTube called "Change One Thing." There were live events in New York around the movie and page, and retailers such as Ahold, BJ's, Cub, Kroger, Meijer, Target, Safeway, Wakefern and Walmart have been involved by hosting self-esteem workshops at their headquarters with members of their local Boys & Girls Clubs.

2 Facebook announced in an October blog post that it plans to bolster its e-commerce initiatives. The biggest announcement was a new shopping feed. Facebook is testing with small businesses a page where users can go to shop. This is in addition to the more retailer-controlled Shop section that can be added to a profile. Businesses can use the Shop section to simply link products to their own site or they can test to have visitors buy directly from that Shop page on their Facebook account. Facebook also plans to improve buy buttons in Facebook ads to be quicker and offer a full-screen experience on the mobile device.



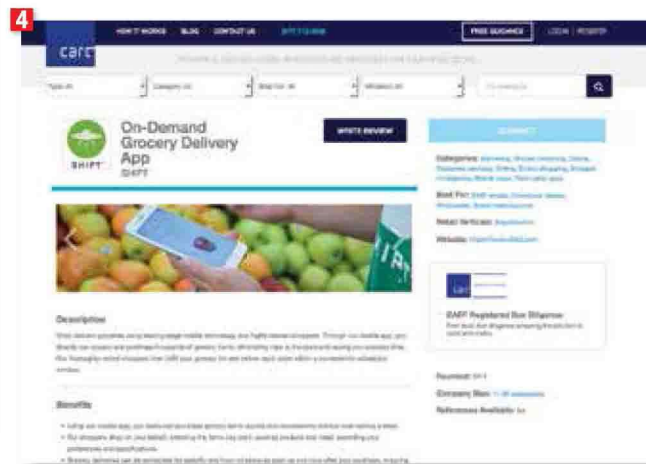
...new shopping feed.

3 Cover FX Skin Care's Cover FX brand launched a clever and helpful social component to its site that enabled shoppers to post pictures of themselves wearing the makeup being sold on the site. When shoppers are browsing a certain beauty product, they can click on a gallery to see a range of images of how consumers used the product, giving shoppers a way to see it on real people, rather than models, and almost see the posts as visual reviews. Consumers took selfies over Instagram using the makeup, detailed what products they used and tagged the photo with the *#ShowUsYourShade* hashtag. Another opportunity was called *#droppportunity*, where consumers took pictures of how they mixed and experimented with the company's Custom Cover Drops product. **Bazaarvoice**, Austin, Texas, and its "Curations" solution managed the galleries. Cover FX reached out to its customer base over email to inform them of the new tool, posted banners on the site and spread the word over social channels. On the site, shoppers could click to view pages dedicated to the selfies.



...show us your shade.

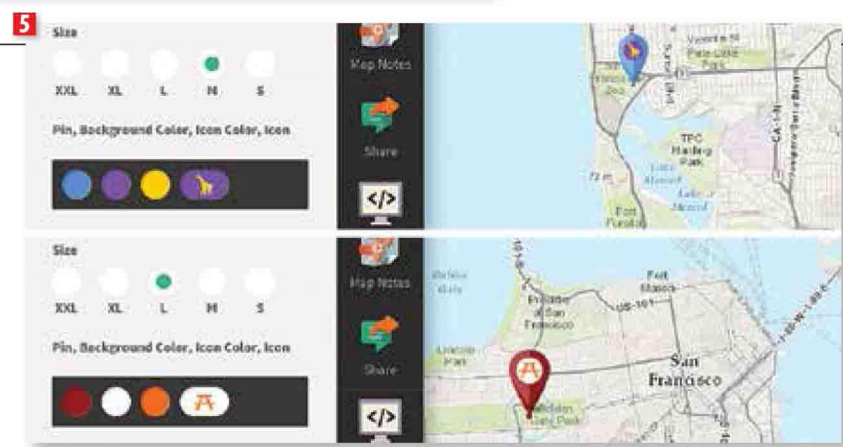
4 A new solutions provider resource has launched from the **Center for Advancing Retail and Technology (CART)**, and it's online at AdvancingRetail.org. There is no mobile app, but the site is mobile optimized. Brands and retailers looking to connect with a company to help with traditional issues such as security, loyalty or merchandising or newer technologies around shopping apps, digital signage and many other categories can run searches by category or keyword. When finding a company of interest, a user simply clicks a "Connect" button and they receive contact information in an email. There's no need to fill out a contact form. Some companies such as the shopping apps Shipt and GoGrab are including CART along with their list of social media icons.



...advancing retail.

LOCAL

5 MapJam, San Francisco, has launched a service to help retailers avoid relying on Google or Bing maps when directing shoppers to a location through a location-based app or tool. MapJam claims that when a retailer uses these maps they're actually opening up users to see nearby competitor locations, too. MapJam provides users with customizable maps that can reinforce the brand, add to maps with tips on how to enter the parking lot or where there are nearby train or bus stops, and allow users to upload photos or testimonials for additional social interaction. By controlling the map, a retailer, for example, who might receive poor reviews on Google+ that appears with a Google map, can eliminate that and also provide a more experience-enriched map to add to its overall appeal and draw.



...control the map.

MOBILE

• **Nielsen** has launched the Nielsen Product Diary App to provide brands and retailers with more insight around how products are being consumed. Boston-based **Mobee** is powering the app; the company currently runs a crowdsourcing app that rewards users in more of a fun, gaming way, as opposed to a hired-labor way, according to Anand Raman, vice president, business development. Nielsen sought the company to use its platform in gathering insights on how consumers use products, post-purchase. Nielsen

will reward consumers like they do for its other panel services, and the rewards are different from those offered by the Mobee app. Brands and retailers access the insights just as they do when logging in to access all of their Nielsen data. But as brands strive to be more one-to-one and personal, an app like this gives them access to more data about usage and behavior than before. Scott Brazina, senior vice president, sales and marketing, says for those using Nielsen and data firms to learn about revenue and what's being bought, Mobee and the diary provide insight into why. For example, Heinz can track how a consumer uses ketchup for meals - maybe she uses it to make pot roast, maybe she uses it with her eggs at breakfast - but the app also helps a brand learn what products are adjacent to the ketchup. It's an understanding of the full plate. Currently, the diary app only works in the categories of food and beverage, but it will be expanding in the future to include alcoholic beverages, and health and beauty.

Q I recently learned about a mobile shopping app centered on promoting organic, gluten-free and non-GMO foods. It launched a little over a year ago. The concept is to reward users for eating healthy. Called BerryCart, from Irvine, California-based **Berry Cart Inc.**, the app first enables users to search for coupons or deals on natural foods that qualify. Another aspect is to click on quizzes and fun facts to learn more about generally smaller, nature-based companies. Lastly, the app provides cash back through PayPal or in the form of gift cards when a participating product is purchased and the user snaps a photo of the receipt.

Q **Moovweb**, Philadelphia, a mobile experiences and conversion company, has launched an insights tool that helps brands and retailers see what's happening when shoppers attempt to check out over the phone. The tool provides field-level analytics to marketers so they can see exactly where consumers drop off from a checkout, which fields are problematic or what's causing delays in finishing a checkout, according to the company. Moovweb says four out of five people leave a mobile purchase, and the biggest cause is usually the checkout process. The new tool is called Moovcheckout, and one part of the tool is providing analytics of the checkout process. Another part of the tool is leveraging all of the mobile shoppers on its network and e-commerce research to optimize mobile checkout flow.

• **Digital Retail Apps**, San Francisco, maker of the mobile payment tool SelfPay, tested its solution with **Visa** and the Visa Everywhere Shop mobile app. The app is embedded with SelfPay and is built for the Samsung Galaxy S6 device. The one-day test at the Visa Innovation Center in San Francisco showcased how the app will enable users to scan bar codes from packages or signage, as well as digital bar codes on an interactive digital wall, to instantly verify and trigger an in-app purchase through the Visa app and SelfPay technology. Users store a Visa card into the app. The test was to show the power of the technology, but it is not available yet.

What is your Occasion?

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Describe your meal.

Y# Brunch

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On a scale from 1 to 10, how would you rate this Occasion?

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Ithy Deals

...healthy rewards.

MOOVWSB

37.8% \$207K 1.85K



...mobile checkout tool.

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...one-day test.