

SO-LO-MO Central

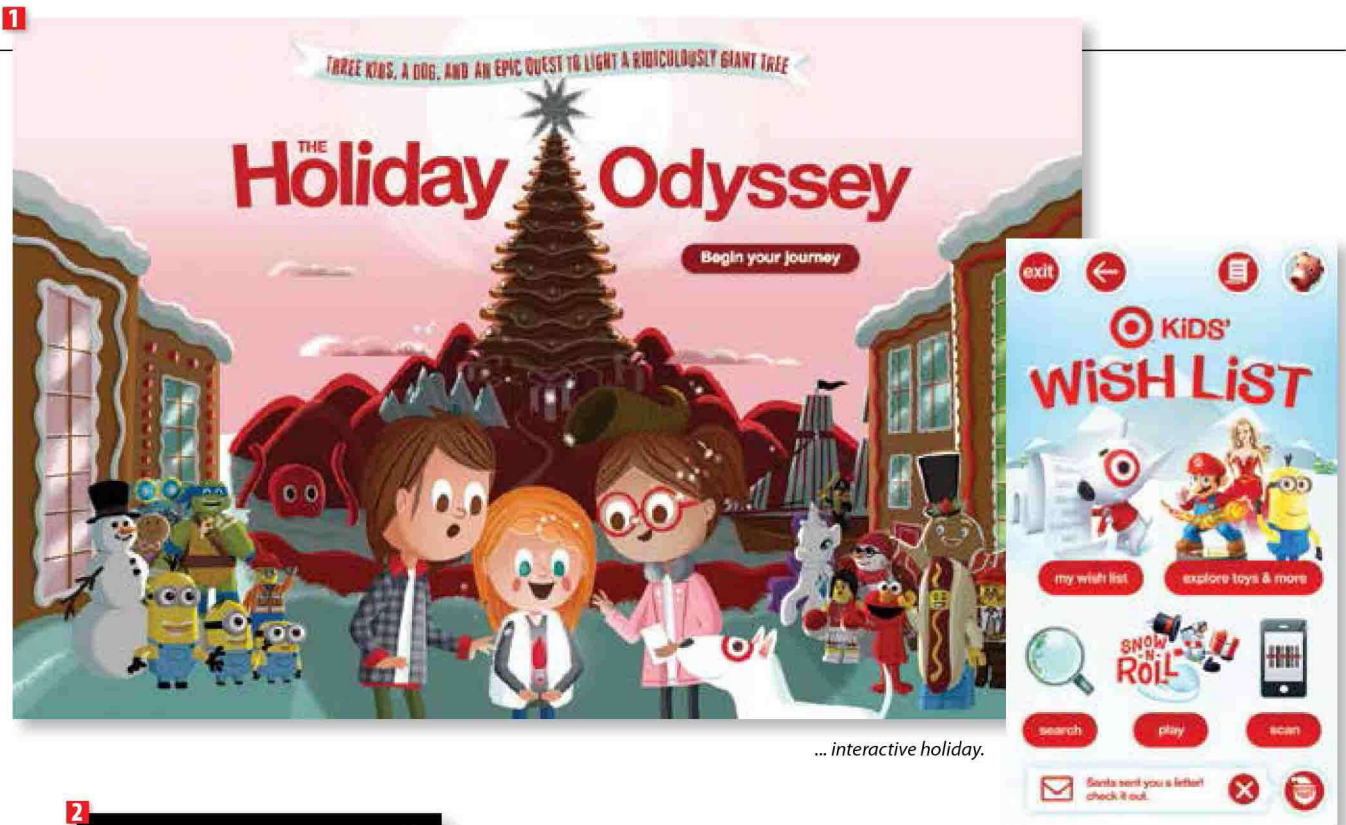
A roundup of **social**, **local** and **mobile** marketing activity at retail



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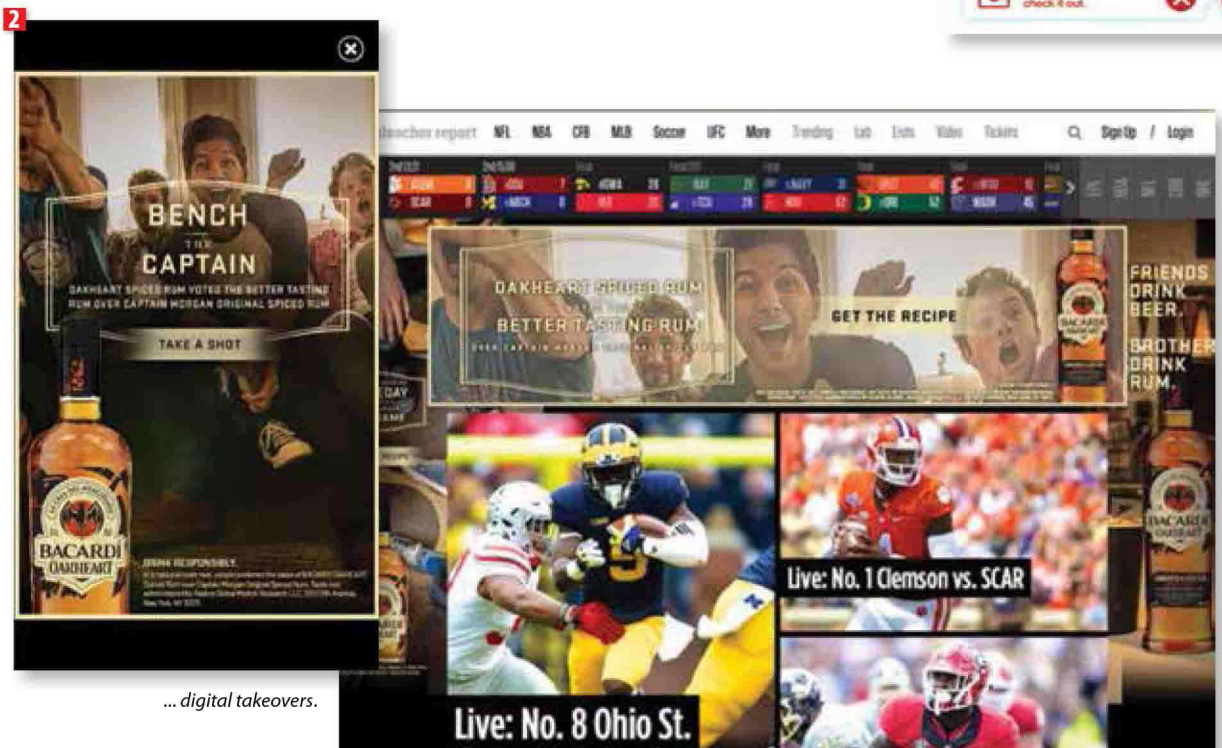
SOCIAL

1 Following a very interactive social push for Halloween, **Target** stepped up again for the holidays with a digital flipbook campaign they call "The Holiday Odyssey." The meaty and interactive children's "book" launched in early November on the Target site and is narrated by actor Neil Patrick Harris. Twelve TV spots, also narrated by Harris, support the story of three kids out to light a giant Christmas tree. The campaign is being promoted over Snapchat, Instagram and Facebook with ads and geo-filters. In addition, Target is once again leveraging its "Kids' Wish List" app on iTunes or Google Play. The app helps parents and children create a list of gifts that can be shared to family and friends. You can scan items in stores to add to the list, but you also can search through the app. After completing a list, kids can send a letter to Santa.



... interactive holiday.

2 What started out as a four-market test went nationwide over Thanksgiving. **Bacardi & Co.** continued digital, social and mobile efforts around its Oakheart spiced rum. On websites such as Bleacher Report, Yahoo and ESPN, the manufacturer is using site "takeovers" that feature Millennial-aged men watching a game together and implore consumers to "Bench the Captain" (a knock at Captain Morgan) and try Oakheart, which was voted as better tasting in a test administered by Radius Global Market Research. Around Thanksgiving, Bacardi urged consumers to post photos of their celebrations with Oakheart rum and using a #AllInAllHeart hashtag.



... digital takeovers.

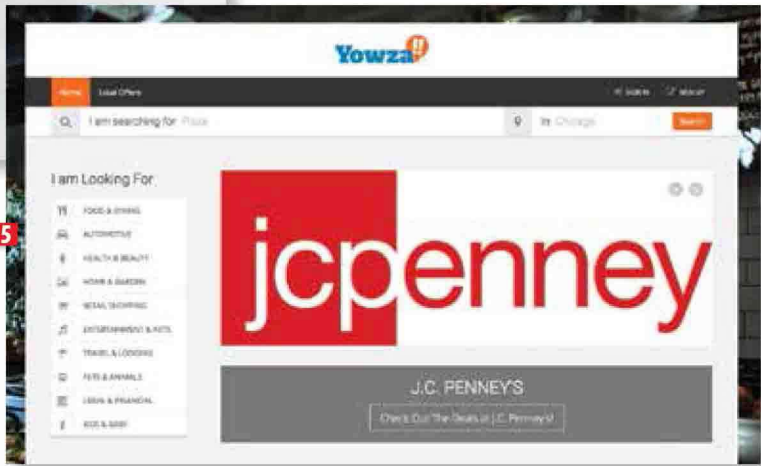
3 **Verizon** played a clever game to boost its sponsorship of the iHeartRadio "Jingle Ball" concert that took place in major cities across the country. Verizon hit Twitter with an emoji quiz, essentially pairing a few emojis that spelled out a popular song of an artist playing the annual concert of "Top 40" artists. Fans could guess answers on Twitter and try to win free tickets to a Jingle Ball show. It was a fun way to naturally engage with consumers. Verizon rolled the game into its already running #WhyNotWednesday effort, which is a weekly posting of fun games or innovative promotions. Verizon hosts a Tumblr page for #WhyNotWednesday that can be visited every week.



... emoji quiz.



... easy ordering.



... and now e-commerce.

LOCAL

4 From the company that allows you to order pizza via Twitter emoji comes the **Domino's Pizza** "Easy Order" button. It's Amazon Dash for pizza: A physical button in an adorable mini pizza box that consumers can tap to automatically order a pizza through the mobile app. Bluetooth pairs the button to the phone. Swedish company **Flic** makes the button, although consumers will also be able to order a pizza through one click of an "Easy Order" button within the Domino's app too. The innovative button currently is only available in the UK. Domino's reportedly receives more than half of its orders over the mobile phone, so the company is ripe to test an idea like this.

5 Yowza!! a mobile app with geo-located offers that enables consumers to redeem codes in-store to save money, launched an e-commerce component called Yowza!! Online at YowzaOffers.com. **Spindle Inc.**, Scottsdale, Arizona, developed the geo-location app and online site. The company claims shoppers can explore more than 10,000 businesses delivering promotions at 160,000 locations through the app or online component. The company recently focused on Black Friday deals. The site shows deals searchable at retailers such as Target, JCPenney, Big 5 and Macy's.

MOBILE

6 **Kmart** peppered its mobile app with new features just in time for holiday shopping. The retailer, owned by Sears Holdings, added its trademark Blue-light Specials to the app with real-time notifications to its Kmart Shop Your Way members, who can buy the item immediately from the app. Another feature called "Free Friday Fix" delivers an exclusive coupon redeemable in-store on Fridays. The app also facilitates free store pickup and an ability to reserve an item online through the app and pay in-store. A layaway service was added to the app, where users can scan an item and arrange a layaway payment contract with putting as little as 1 cent down. Finally, a "Coupon Center" houses a load of deals.



... app update.

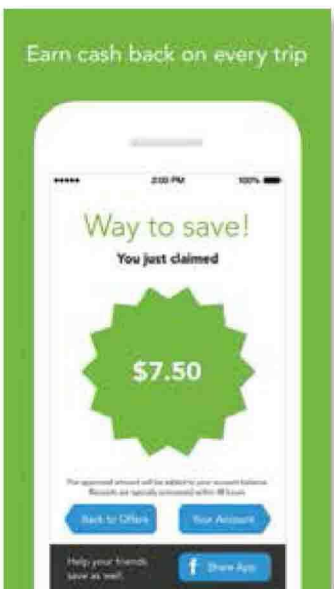


... new partnership.

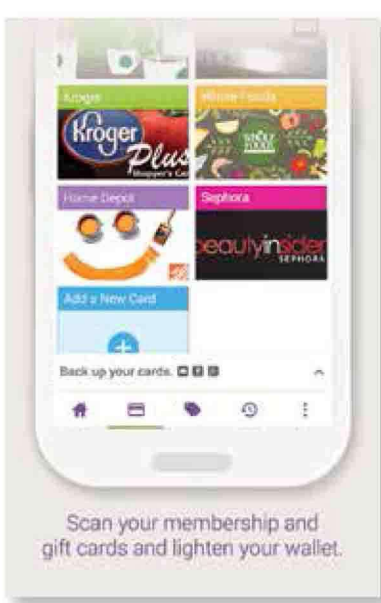
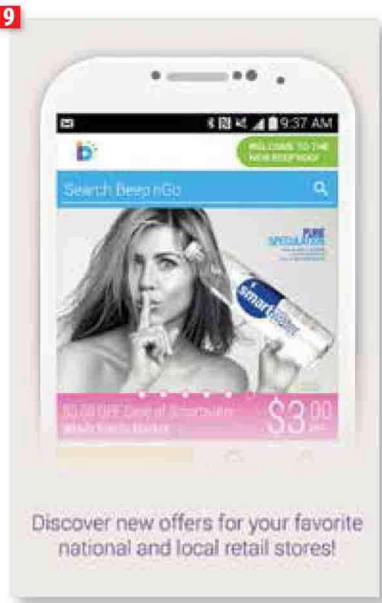
7 Mobile attribution company **4Info**, San Mateo, California, announced a partnership with **Kantar Shopcom**, Norwalk, Connecticut, that provides a mobile platform to help Kantar Shopcom run SKU-level targeting for its retailers spanning more than 15 categories. With the platform, CPGs and other companies can measure targeted, mobile ad campaign effectiveness based on actual in-store sales. The platform also helps to target more precise mobile ads. The partnership creates 4Info's Kantar Shopcom Retail Product Segments solution that accesses retailer data from more than 175 million unique consumers from more than 32,000 retailers across the U.S. It's a marriage of 4Info's mobile platform and Kantar's retail data.

8 **News America Marketing**, New York, has purchased the online and mobile coupon company **Checkout 51**, Toronto, Canada, and ushered it into its SmartSource network of digital platforms. Checkout 51 will remain the same, offering coupons throughout the U.S. and Canada that shoppers can browse before buying in-store and snapping a photo of their receipt for cash back. According to Checkout 51, the partnership is about expanding its current slate of offers. Checkout 51 has been around since 2012 and has established itself in the digital coupon game with more than 3 million registered users.

9 **Mobeam**, Palo Alto, California, announced in November it has surpassed 10 million installations of its Beep'nGo app for Android phones, processing more than 7 million unique retail loyalty cards from more than 400 retailers. Mobeam is a bar-code beaming tech company that works with the Samsung Galaxy devices. The app enables shoppers to show and scan a bar code on the device at the register to redeem offers through stored loyalty cards in the app. The app works with the cards for retailers such as CVS/pharmacy, Walgreens, Kroger, Rite Aid, Toys "R" Us, Best Buy, Staples, PetSmart and Safeway.



...expanding.



... 10 million and counting.