

# SO-LO-MO Central

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

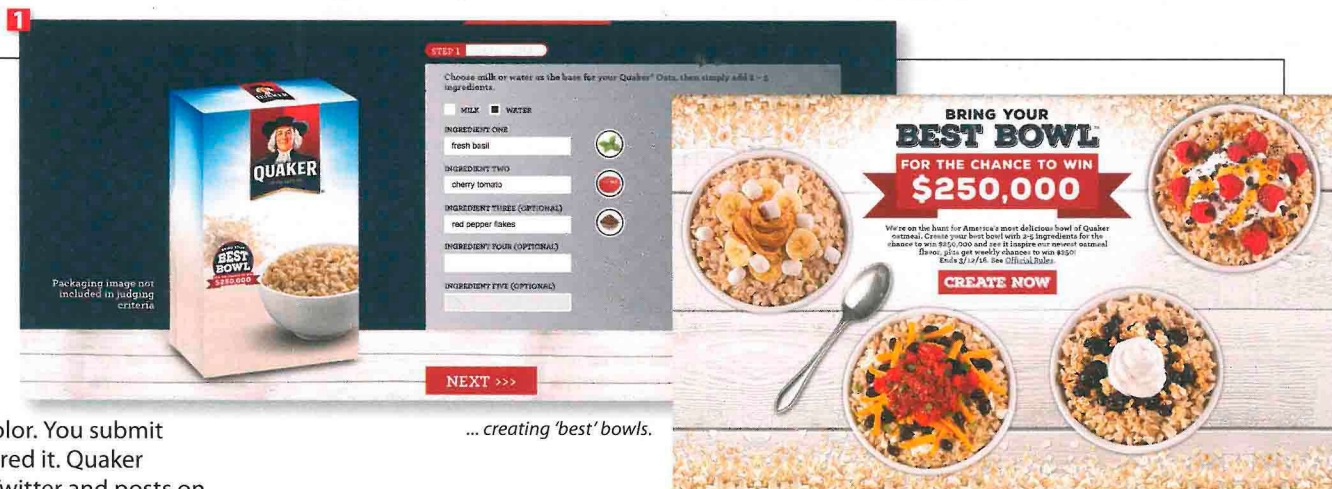


**Dan Ochwat**, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to [solomo@p2pi.org](mailto:solomo@p2pi.org).

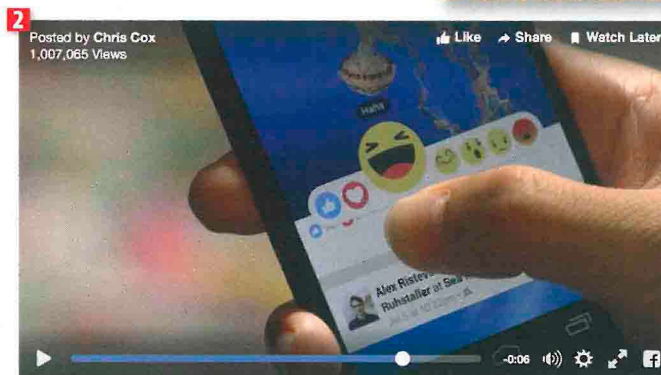
## SOCIAL

**1** Much like how sister brand Lay's asked consumers to create flavors of its chips, **PepsiCo's** Quaker called on consumers to concoct wild bowls of oatmeal. Consumers headed to BringYourBestBowl.com to submit a bowl with two to five ingredients and for a chance to win \$250,000. The contest ended last month. Similar to the potato chips contest, it's easy to type in flavors and create a mix and see it visualized on a package. Here, you're even able to tweak your packaging color. You submit the flavor with a name and write-up on what inspired it. Quaker promoted the contest with Promoted Tweets on Twitter and posts on Facebook. At BringYourBestBowl.com, there was also a page where you could see submissions made by your Facebook friends.

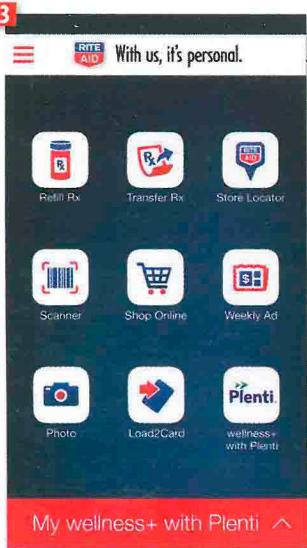
**2** Expanding from simply offering a "Like" button to respond to a post, **Facebook** launched five emojis called Facebook Reactions. The emojis can be used to react to any post from a friend, advertiser, publisher or business. The emojis include a heart to "Love" something, a laughing face called "Haha," an open-mouthed "Wow" face, a tearing "Sad" face, and a heated red "Angry" face. Facebook says it sees the emojis as a way to help businesses get better feedback from their audiences. First tested in Spain and Ireland, the emojis are a response to Facebook toying with the idea of a "Dislike" button. A sixth emoji, a smiling "Yay" face, disappeared over the course of testing.



... creating 'best' bowls.



... beyond 'Likes.'



...package delivery.

...welcoming beacons.

## LOCAL

**3 Rite Aid** is rolling out beacon technology to more than 4,500 stores in the U.S. The pharmacy chain will be using beacons and a platform from **inMarket**, Venice, California, that will enable users of the Rite Aid app or third-party apps within the inMarket platform to receive personalized information and offers, as well as seamlessly tie in loyalty points. According to inMarket, this is the largest proximity beacon deployment to date.

**4 UberRush**, the new package delivery service from **Uber**, announced it would deliver from various retailers including Nordstrom, T-Mobile and 1-800-Flowers. For a Nordstrom shopper, for example, UberRush becomes an option when checking out online for same-day delivery, if a driver is in the area. UberRush leans on Uber drivers already on the roads to make the delivery and is testing in New York, San Francisco and Chicago. Uber has already been working with Curbside, a service that enables customers to pick up items at a designated "curb" outside the store. Reportedly, UberRush is also partnering with Google, which has its own Google Express delivery service but would lean on the Uber drivers to deliver purchases from its Google Shopping service.

**5 Gimbal**, San Diego, a leader in the beacon space, announced a partnership with **Couchbase**, Mountain View, California. Through the Couchbase Mobile technology, national retailers using Gimbal Bluetooth beacons can build mobile applications that deliver personalized offers and content. Essentially, retailers will collect data from the Gimbal beacons in stores and deliver context-aware offers and alerts to the smartphone through Couchbase Mobile. What Couchbase Mobile does differently is store data locally on the mobile device, helping to run a consistent experience without needing a consistent network connection. Also, by having the data stored, Gimbal can serve up real-time customized content. The gist is a better way for mobile developers to deliver real-time, location-based content regardless of Internet service or a network that might be bottled up. The companies wouldn't disclose any retailers testing.

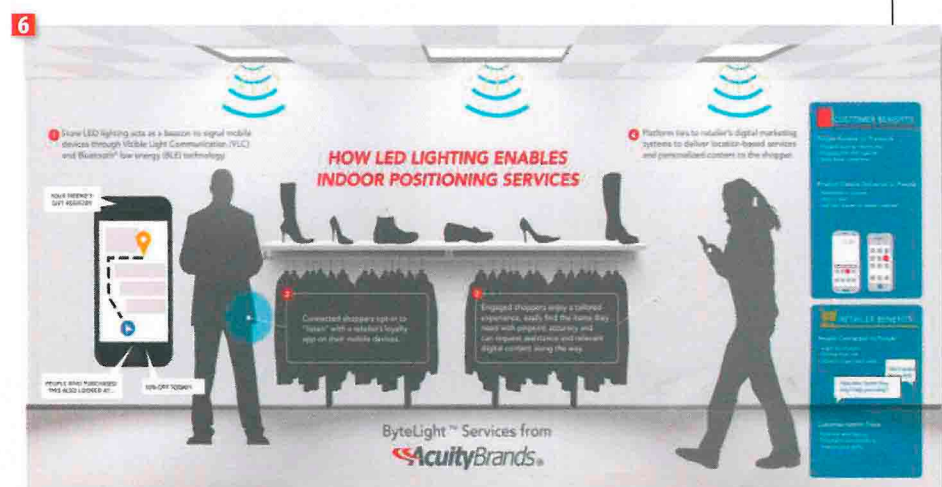
**6 Acuity Brands**, Atlanta, relaunched an "LED lighting-based indoor positioning technology" called ByteLight at the NRF Big Show. The overhead lights act as a beacon to communicate with smartphones to deliver coupons and offers from participating apps or the retailer's app. The new system uses the Microsoft Azure integrated cloud services platform for computing and data analytics. In 2014, Philips launched a lighting system, as did General Electric with a company called ByteLight, Boston. Acuity acquired ByteLight in April of last year. The company does not name its retail customers.

# GIMBAL™



## Couchbase

...partners for personalization.



...indoor positioning technology.



## MOBILE

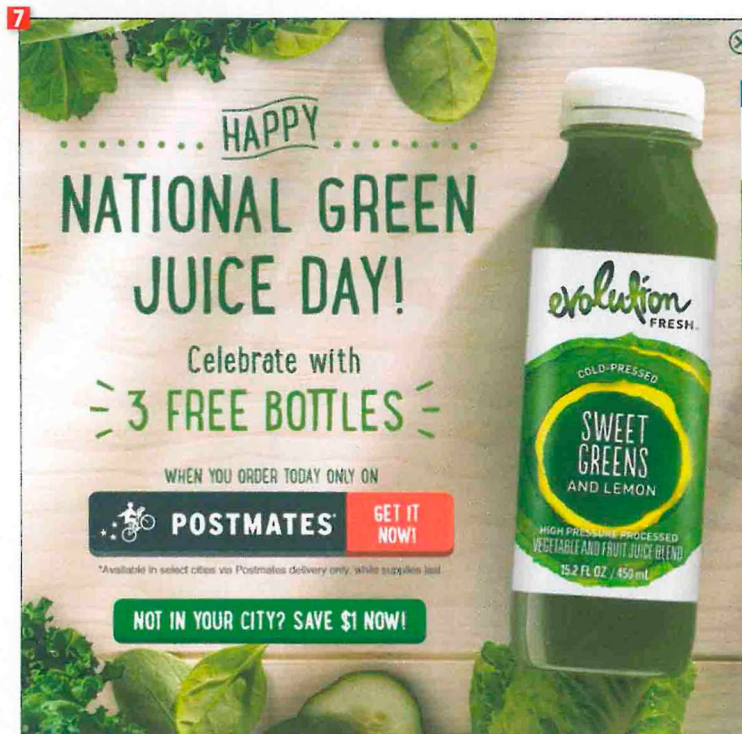
**7** There's a day for everything it seems, and **Evolution Fresh** declared Jan. 26 to be "National Green Juice Day." The organic juicer sweetened the idea by giving away free juice through the **Postmates** app. Consumers didn't have to buy anything extra through Postmates, just order the free juice. Postmates drivers delivered a three-pack of 15.2-ounce bottles of Evolution Fresh "Sweet Greens and Lemon" juice, and it came in a nicely branded cooler bag. They delivered in 15 cities. The campaign aimed to grab people in New Year's resolution mode, promoting the special on the Evolution Fresh Facebook, Instagram and Twitter accounts. Postmates promoted the effort via its blog, website and social channels while also sending out emails. A banner ad appeared in the Postmates app, too. Online ads offered a \$1 coupon to consumers who signed up for a #TurnItAround contest that awarded one year of free juice.

**8** **FutureProof Retail**, New York, launched a new self-checkout app called the Mobile Checkout. It's a white-labeled app that store owners can incorporate and give customers as a tool for buying in stores with a mobile phone. The app enables shoppers to walk a store, pick up items and scan them with the app. At the end of the shopping trip, they click a "checkout" button to pay via a credit card linked to the smartphone. The app collects a shopper's personal data when she signs up, tracks purchase history and also delivers product suggestions based on other products scanned.

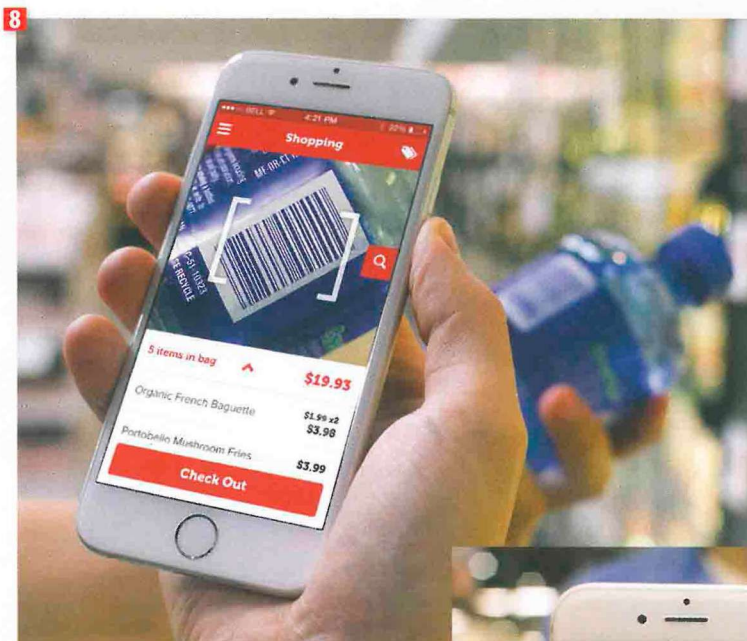
**9** **Amazon.com** announced that 11 new brands are making equipment that features its Dash Replenishment Service (a total of 15 now). It's the same service that works with the Dash Button but is embedded into the technology. One new brand is **General Electric** with a high-efficiency washer that has Wi-Fi capability to communicate with the Amazon app. The washers already have a "SmartDispense" technology that stores detergent and dispenses the right amount for each load automatically. It will now communicate with Amazon Dash to automatically reorder detergent when it's low. Whirlpool already had a smart washer working with Amazon. Other products include:

- Laser printers from Samsung that monitor toner usage and auto-order toner cartridges. Brother previously had printers working in sync with Dash Replenishment.
- Products from PetNet and Obe that manage food supplies for pets.
- The August Smart Lock that replenishes batteries automatically when the home alarm system runs low.
- A Gmate Smart Blood Glucose Meter that automatically reorders supplies needed for people who use the product to test blood sugar.

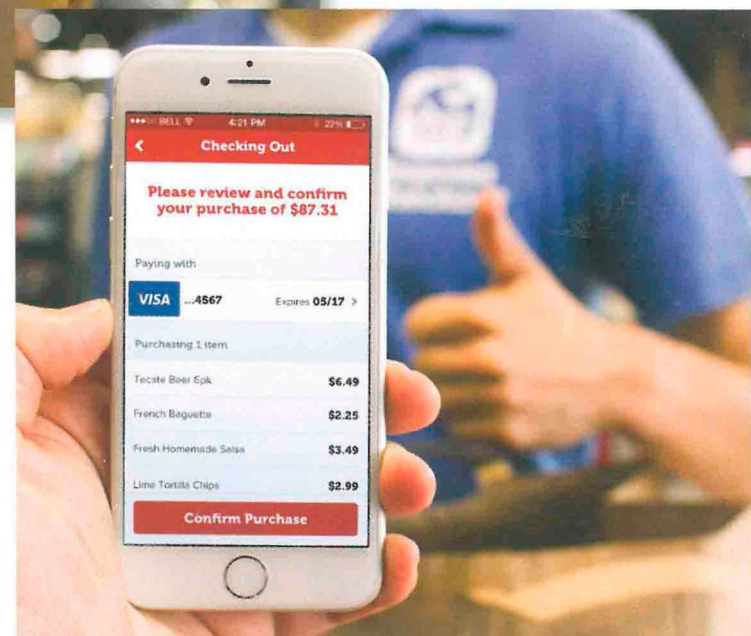
A full list of companies can be found at [Amazon.com/dashreplenishmentservice](http://Amazon.com/dashreplenishmentservice).



... delivering free juice.




... mobile checkout.



... embedded technology.

## amazon

HOW IT WORKS DEVICE MAKERS FAQ GETTING STARTED



### AMAZON DASH REPLENISHMENT

Amazon Dash Replenishment Service (DRS) enables connected devices to order physical goods from Amazon when supplies are running low—like a Brita Water Pitcher that orders more filters. By using Amazon Dash Replenishment, device makers are able to leverage Amazon's authentication and payment systems, customer service, and fulfillment network—giving their customers access to Amazon's low prices, great selection, and reliable delivery.

Interested in working with Amazon Dash Replenishment?

[Download documentation](#)
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