

SO-LO-MO Central

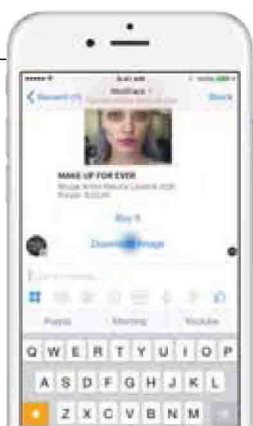
A roundup of **social**, **local** and **mobile** marketing activity at retail



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

Augmented reality company **ModiFace Inc.**, Toronto, has developed the ModiFace bot for Facebook Messenger that acts as a live beauty advisor. The chat bot, which can help consumers shop for lipstick, has knowledge of a range of shades and colors from more than 70 lipstick brands. Through the Messenger app on Facebook, users can send a message to ModiFace and ask questions about specific products or for beauty advice. Through facial tracking and simulation technology, the ModiFace bot augments colors of lipstick onto a user's photo so they can see how it looks. The bot also sends a link to buy actual products at Amazon or Sephora, for example.



... a beauty advisor.

Anheuser-Busch's Bud Light is running a summer-long sweepstakes that is themed toward bringing back happy hour. Hundreds of instant-win prizes go to consumers who fill out the mobile-optimized form, and they're also entered for a trip to New York to attend a "Bud Light Convention." The more active a person is on social media means more entries. When Twitter users post about Bud Light's "Rally for Happy Hour" using **#RallyforHappyHour** and **#Sweepstakes**, they earn a bonus entry. **HelloWorld**, Southfield, Michigan, is driving the program and sweepstakes.

BUD LIGHT ★ ★ ★ RALLY FOR ★ ★ ★
HAPPY HOUR

DO YOUR PART TO SUPPORT BRINGING HAPPY HOUR BACK TO AMERICA.

Exercise your right to step away from email and step up to the bar. Register for the Bud Light Rally for Happy Hour here for a chance to win a trip to NYC or other prizes all summer long.

Now, complete the form below for the chance to win.

Already Registered?

First Name	Last Name
Email Address	ZIP Code

☐ Yes, I have read and agree to the Official Rules.
☐ Yes, please send me a weekly email from Bud Light Rally for Happy Hour reminding me to put on my COYO.*
☐ Yes, I agree that Anheuser-Busch may email Bud Light brand marketing information to me.*

ENTER NOW

*Optional

... pro-happy hour.

Following the Cleveland Cavaliers historic NBA championship, **Coca-Cola Co.'s** Sprite leveraged its 13-year partnership with Cavaliers star LeBron James through a social promo called **#DapTheKing**. Inspired by the on-the-court wild handshakes between players, Sprite asked fans to record handshakes among themselves to post with that hashtag as well as tagging Sprite on Twitter. Sprite shared its own YouTube video to inspire fans. The promo launched in concert with a commemorative Sprite can that features James and marks the 2016 championship.



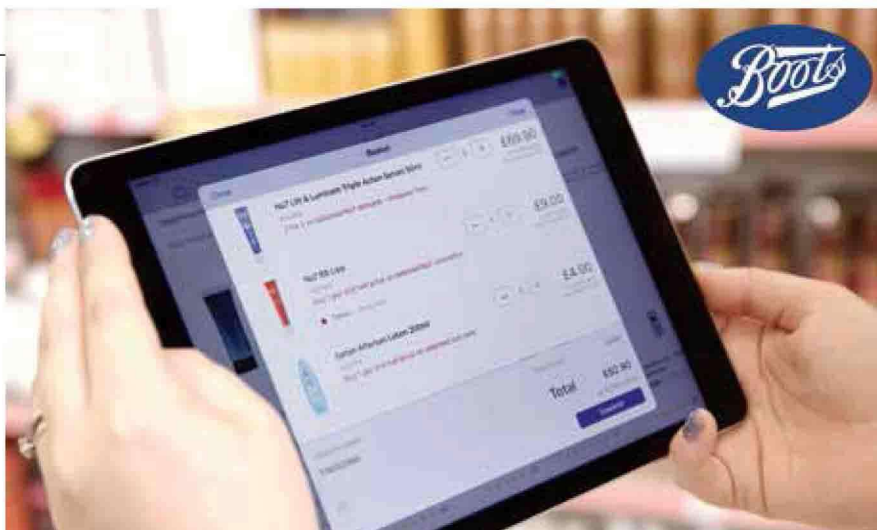
... wild handshakes.



... unlikely pairing.



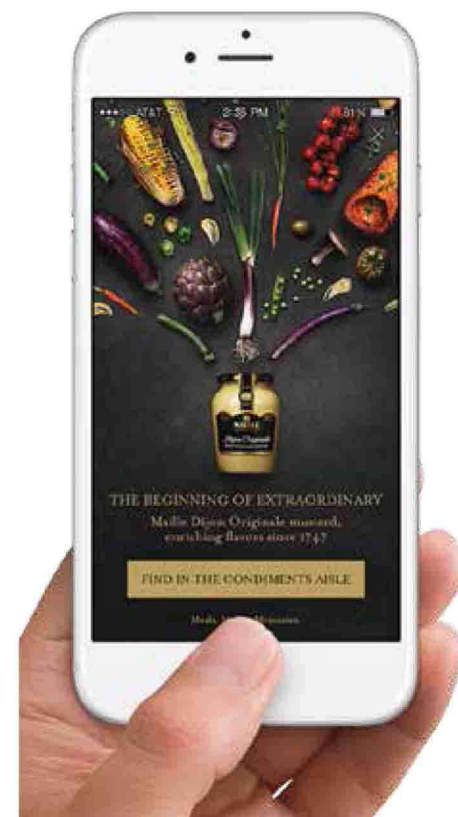
The **California Milk Processor Board** (CMPB) rolled out an experimental campaign that it called "Fresh Sensations." The effort measured a participating shopper's reaction to milk as it was paired with an unexpected food like spicy avocado tacos. The campaign was more like an event at 110 grocery stores throughout California including Northgate Markets, Arteagas Food Center, Vons and Food 4 Less. Shoppers were handed samples of milk with the spicy tacos while being hooked up to brain-wave technology that studied their five senses in relation to the pairing. The program was used to show that milk isn't just for sweets like chocolate cake. Participants were given a recipe card for the tacos as well as an animated, kaleidoscope-like video that showed off their reaction to the experiment that they could share on any social channels. **Grupo Gallegos**, Huntington Beach, California, developed the program, which generated more than 4,000 shares.



... assisting shoppers.

LOCAL

Boots, part of Walgreens Boots Alliance and the largest pharmacy and health and beauty retailer in the UK, announced that it will be arming store staff with **IBM's** Sales Assist app, which works exclusively with the iPhone and iPad. Boots worked with **Apple** and IBM to develop the app for the 3,700 iPads the retailer uses in stores. The app accesses the Boots.com product database and analytics to help staff give personal recommendations on products and to check inventory or if it's in stock in other stores. The app also helps staff demonstrate product information, as well as ratings and reviews. The app leverages Bluemix, IBM's cloud platform, that links Sales Assist to Boots' data and delivers customer recommendations and inventory info in real time.

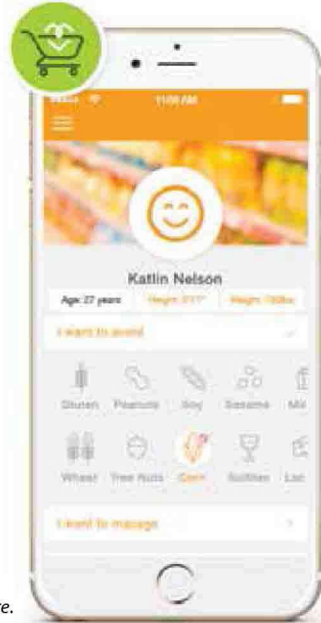


... personalized notifications.

Unilever's Maille mustard brand teamed with **inMarket**, Venice, California, for a two-month program with grocers in Los Angeles and Chicago that leveraged inMarket's beacon platform. Shoppers using any of the participating food-focused mobile apps that work with the inMarket platform – such as inMarket's List Ease and Checkpoints, as well as others like Epicurious – received personalized notifications in stores and a full-screen ad to buy Maille in the condiments aisle. The targeted consumers were foodies.

MOBILE

Mobile shopping app **Fetch Rewards**, Madison, Wisconsin, announced it is working with **ShopWell Labs Inc.**, Redwood City, California, to supply Fetch users with health and nutritional information on products while they're shopping. Within the Fetch app, shoppers enter personalized information including height, weight, dietary restrictions and allergies, and when an item gets scanned through Fetch, appropriate dietary info is presented. ShopWell runs its own free app for shoppers to use, but this is a partnership that brings ShopWell into the Fetch Rewards app.



... rewards and more.

... virtual reality.



CryWorks, San Francisco, is a new virtual reality entertainment company formed behind veteran visual effects and computer-generated imagery innovators at companies such as Lucasfilm, Disney, Pixar and Electronic Arts. CryWorks has received funding from Michael Bay's 451 Media Group among others and aims to bring new forms of entertainment and media to the virtual reality field, launching new franchises, content and brands, the company says. CryWorks in effect is a VR studio.

Anheuser-Busch's Stella Artois brand has launched a mobile effort that includes "touchable video." **Cinematique**, New York, runs a digital platform that enables viewers of a video to touch items within the video, such as a Stella Artois glass, and be sent online to buy a Stella Artois or a video on how to properly pour a Stella. The brand hosted three videos at StellaArtois.com beginning Aug. 1 for users to interact with. The theme of the videos are three variations of hosting a party, in concert with the campaign itself, which is titled, "A Host to Remember." In addition, as part of the same campaign, consumers who book a table at a participating restaurant through the **Open Table** mobile app or online will receive a gift when they arrive at the restaurant and order a Stella. Gifts range from the signature chalice to a free dessert. Those who share their participation socially with [#stellaartois hostingmoment](#) are eligible to win a \$100 gift card for Open Table.



... touchable video.