

# SO-LO-MO Central

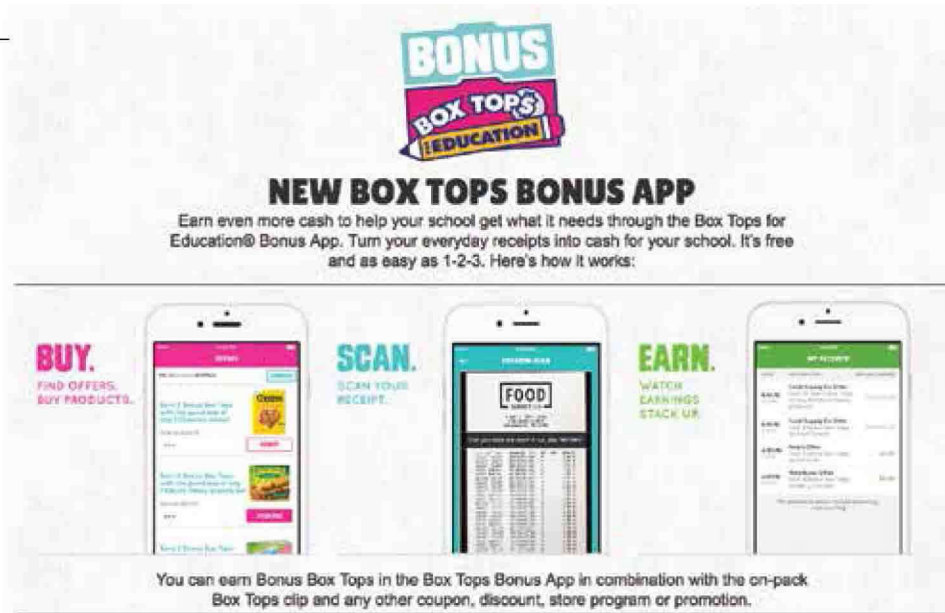
A roundup of **social**, **local** and **mobile** marketing activity at retail



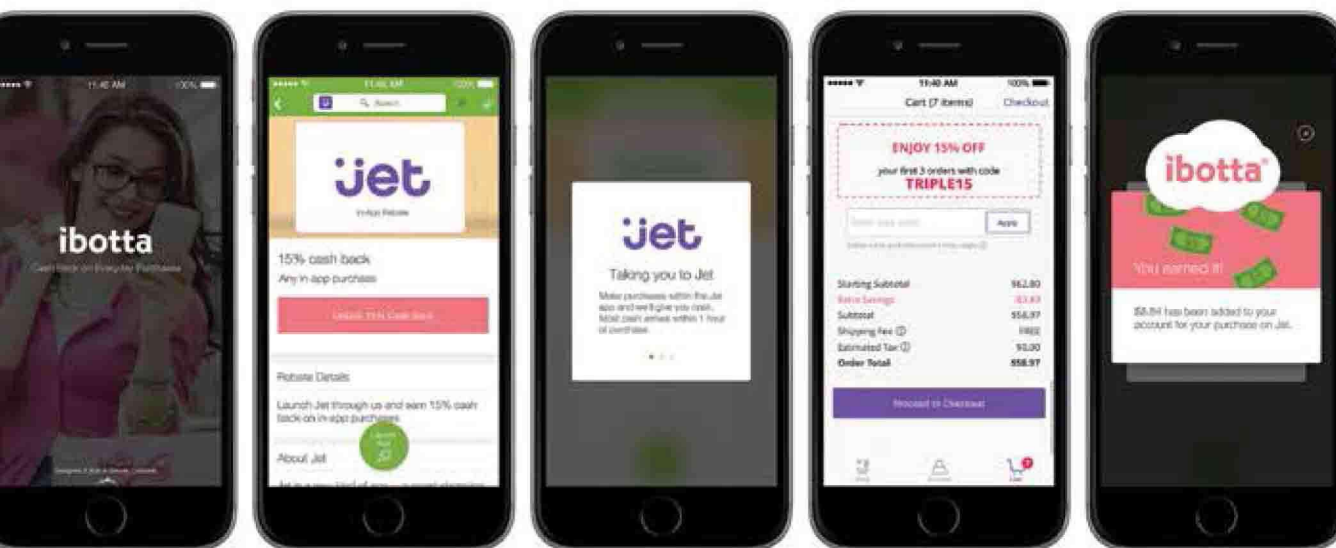
**Dan Ochwat**, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to [solomo@p2pi.org](mailto:solomo@p2pi.org).

## MOBILE

**General Mills** has executed its “Box Tops for Education” program for 20 years, having generated nearly \$800 million in school funding, but the cutting and collecting of box tops from packages can be an arduous task in today’s digital world. Welcome the Box Tops Bonus App, which gives smartphone users the ability to scan box tops into the app for easier collection. To encourage trial, General Mills doubled its 10-cent donation to 20 cents when users used the new app during September and October. With the app, users can also buy products and scan a receipt to earn money for school. In other activity, BoxTops4Education.com now offers a crowd-funding “Clip Board” tool that lets schools list specific needs – in effect starting a collection drive.

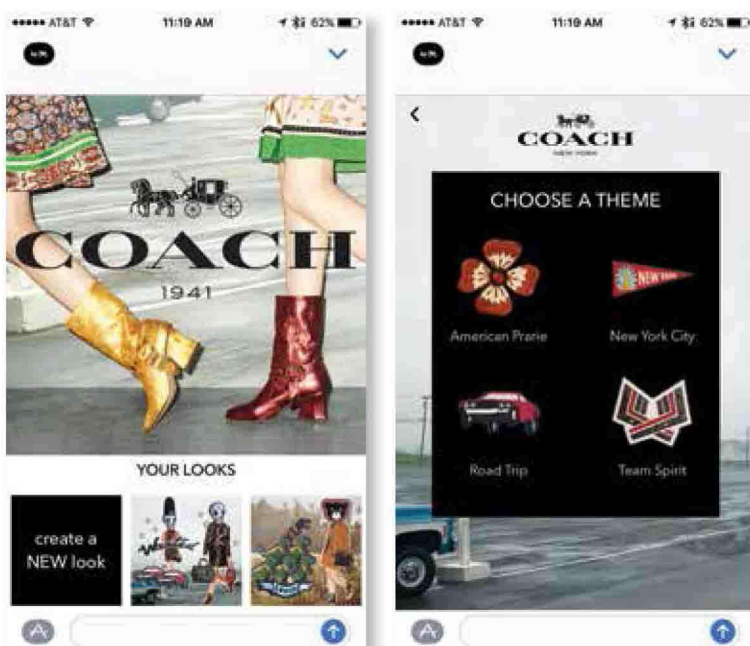


... program evolves.



Mobile-shopping app **Ibotta** now rewards users for buying goods on partnering mobile apps. The app now brings in some major mobile shopping players, including Boxed, Delivery.com, DoorDash, Drizly, Groupon, Hotels.com, Jet, and Spring. Ibotta users first search for offers and rewards at partnering mobile apps within the Ibotta app, are then taken to the partnering app for an in-app purchase, and then collect their cash back or reward in Ibotta on the back end.

... partnering apps.

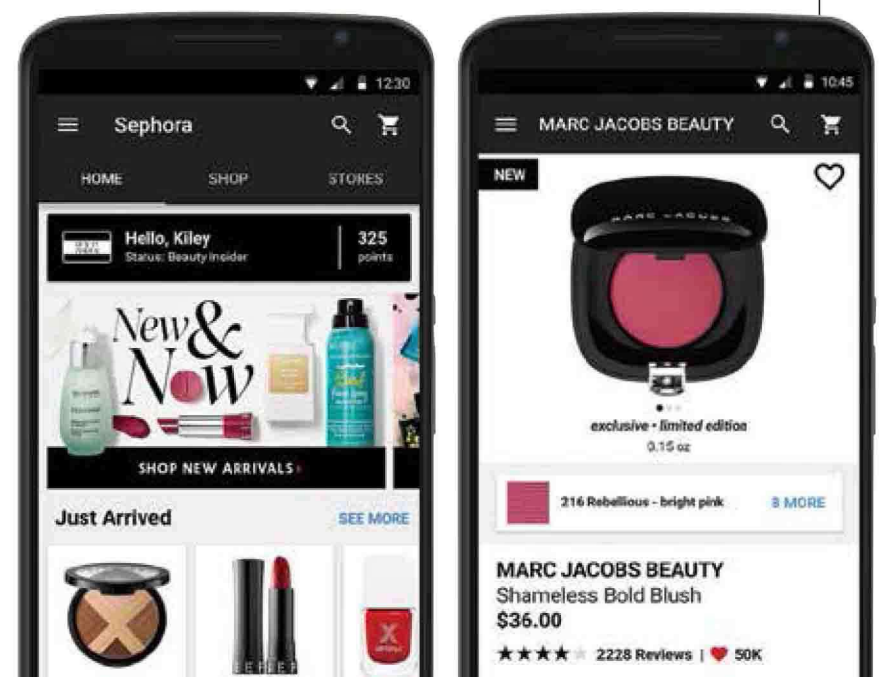


... now, iMessages.

**Snaps**, New York, a mobile messaging platform that has built emoji keyboards and employed chatbots for brands and other properties, has added a new branded iMessage application to coincide with the launch of Apple’s iOS 10. Burger King, Dove, Dunkin’ Donuts, L’Oreal and Toyota are just some brands set to use the Snaps platform. With the iMessage feature, brands can have control to personalize iMessages. For example, Coach and its Coachmoji app lets users curate their own looks with dresses, purses and accessories, and those looks can be sent via iMessage without the receiver having the Coachmoji app. The platform also tracks real-time usage of the messages and can provide analytics on consumers who interact with the messaging.

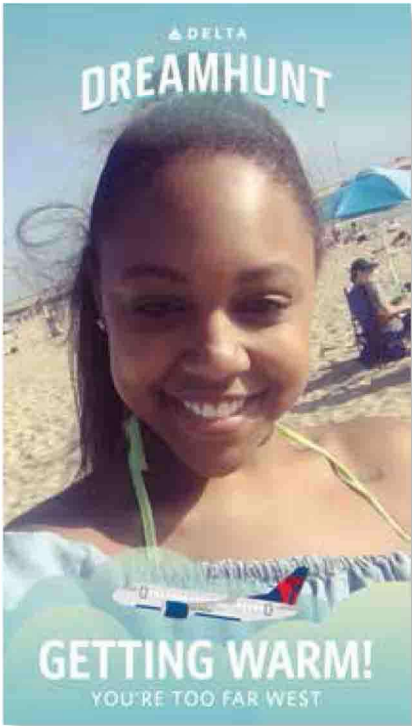
Beauty retailer **Sephora** has added some new features to its revamped mobile app, which is in its first iteration for Android. The “Pocket Hair Stylist” is a tool that helps users create trendy hair styles. There are video tutorials and instructions to perfect the look. The app has upped purchasing capabilities, too, enabling shoppers to scan items in-store to get product information and reviews and to add products to a rolling shopping list. There are also places to check for mobile-only offers and how to get samples, as well as a way to book beauty classes at Sephora locations through the app.

... new features.



SOCIAL

Just as Pokemon Go demonstrated success with a social scavenger hunt idea, **Delta Airlines** is engaging consumers with a hunt of its own on **Snapchat**. Delta is sending people in Los Angeles on a chase in neighborhoods around town for specific Snapchat geo-filters that unlock prizes such as tickets to entertainment events, Delta miles or travel tickets, and interactions with Los Angeles celebrities including singing duo/YouTube stars Karmin and local chef Ray Garcia. Each week, Delta Snapchat followers receive hints and clues leading to a different theme, location and ultimately new Snapchat filter to uncover. The “Delta Dreamhunt” contest and social game integrated with a larger, new “Dream Up, LA” marketing campaign.



... chase around L.A.



Live-streaming content is now available on **Twitter**. The social network updated its mobile app to stream select NFL, NBA, MLB and college games, as well as content from Silver Chalice’s Campus Insiders, Bloomberg News and Vimeo’s Cheddar. Twitter posted instructional GIFs in the news feed that explained how users could launch the live-streaming content during the tool’s official launch on Sept. 15, offering users a chance to stream the NFL’s “Thursday Night Football” game. Social networks streaming content could become a new vehicle and platform on which brands could advertise, including video ads that run with the content.

...live-streaming content.



LOCAL

It was only a test, but **Flirtey**, Reno, Nevada, and **Domino's Pizza** successfully delivered a pizza by drone in Auckland, New Zealand. It's the first stage of a partnership that hopes to gain approval for more home deliveries throughout the country and eventually others. Flirtey is a drone-delivery startup that also recently signed a deal with 7-Eleven to deliver OTC medicine in the U.S. Domino's has been a willing experimental partner, having tested drone delivery in the United Kingdom three years ago and recently worked with a Swedish company to test an "Easy Order" button that pairs to a cell phone to automatically order pizza.



... drone delivery.

... resort beacons.



**Hilton Hotels & Resorts** is now leveraging beacon technology. Hilton HHonors mobile app users can access a new feature called "Fun Finder" that uses Wi-Fi, GPS and beacon technology to receive notifications on happenings at a resort as well as special offers. The app can also act as a navigational map to get around the resort. Users may receive a welcome message, a schedule of the day's activities ahead, offers for a happy hour special or coupon on a massage. There's also an option to real-time message with resort staff to receive more supplies in a room or help with a question. The Fun Finder feature is exclusive to Hilton HHonors members through that loyalty app.

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Peter Hoyt



... touchscreen robot.

Adding more assistance in its aisles, **Lowe's** has introduced the LoweBot, a rolling white, touchscreen robot that shoppers can talk to and voice-activate for assistance. A shopper can ask the LoweBot for directions to a particular aisle or use the touchscreen, and the robot will roll that shopper to the right place. It also has a 3-D scanner to recognize faces. Lowe's says the robot can help with any hesitation shoppers have in wanting to use a mobile phone for location-based info, navigation or assistance. They simply ask the robot for the information they're looking for. The NAVii robot was designed with **Fellow Robots**, Mountain View, California, out of its Lowe's Innovation Lab. Lowe's tested the robot in 11 stores in the San Francisco area and expanded to San Jose, California, in September.