

Mobile Shopping at Work

A COLLECTION OF ARTICLES ON MOBILE MARKETING
FROM SHOPPER MARKETING

crisp a Quotient Company

PAID TO PURCHASE
INSTITUTE
Shopper Marketing
ptai.org

VOLUME ONE, 2017

Mobile Shopping at Work

VOLUME ONE, 2017

3

Heineken Hosts Holiday 'Gift xChange'

5

Walmart Emphasizes Mobile

7

McCormick, Shazam Recognize 'Pure Genius'

9

Flonase CVS Beacon Program

10

Lowe's Vision: In-Store Navigation Mobile App

11

The Rise of Omnichannel Home Improvement Shoppers

14

Clorox Leverages Technology on Speedy Path to Purchase

16

Ahold Delhaize Uses Data to Appeal to Diverse Shoppers

18

Study Tracks Unrealized Potential of Mobile

Heineken Hosts Holiday 'Gift xChange'

'White Elephant' game targets Millennial men at Walmart and beyond via mobile

ED FINKEL

Heineken USA offered a digital twist to the traditional "White Elephant" gift exchange during the holiday season, inviting beer purchasers to play with three of their friends. Based on external studies showing that 90% of shoppers use their smartphones in stores to engage with deals and that 44% of Millennials are willing to promote products over social media in exchange for rewards, Heineken targeted primarily twentysomething males and Walmart shoppers.

The "Heineken Holiday Gift xChange" required one person to purchase Heineken to be able to start a game session with the receipt verification. They texted "XCHANGE" for instructions on how to play and invited three friends to log in to HeinekenGiftxChange.com using any device. The first player began play by opening a virtual gift, ranging from Heineken swag and \$5 gift cards at popular retail stores and restaurants to digital downloads. Each person in succession then either opened their own gift or "swapped" with another player, the same way "White Elephant" is played offline. One grand-prize winner received a trip for four to Amsterdam and Heineken's brewery.

The Gift xChange "was conceived by Heineken to drive product sales during the important holiday retail season," says Beth Freeman, commercial marketing manager, Heineken USA. "Digital engagement is becoming increasingly important to the path-to-purchase. ... Our opportunity is to leverage Heineken's digital expertise with our national accounts by creating an activation

BRAND: Heineken

KEY INSIGHTS: Ninety percent of shoppers use their smartphones in stores and 44% of Millennials are willing to promote products over social media in exchange for rewards.

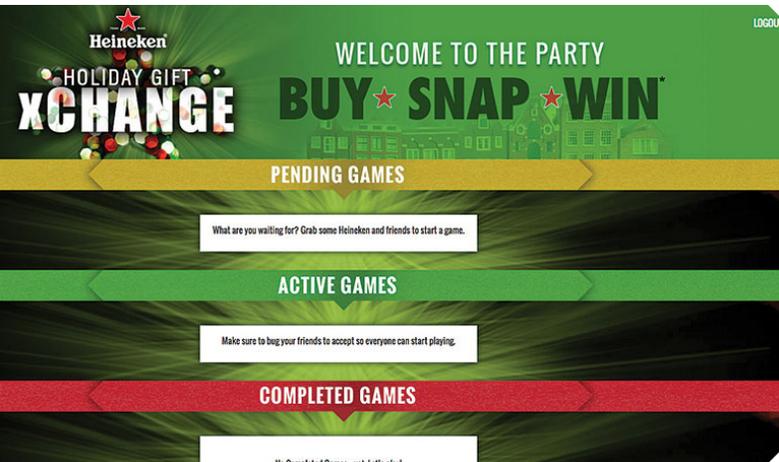
ACTIVATION: The brand launched a Gift xChange program based on the "White Elephant" holiday game where consumers could submit their receipts digitally and invite three friends to play. In-store materials included shelf signage at Walmart and grocery stores.



For Heineken's Gift xChange promotion, in-store purchases were required for shoppers to start playing the mobile game.

that engages consumers and drives traffic to stores during the key holiday selling season."

Although it did also activate the Gift xChange program in the grocery channel, Heineken concentrated on its partnership with Walmart, Freeman says. "Their shoppers are expecting more from them than ever before, and we recognized this as an opportunity for us to help them drive loyalty with their shopper," she says. "Especially during the holidays, shoppers want the confidence that the brands they purchase to serve and share reflect



A screenshot of the digital game.

the spirit of the season and shows their friends and family how much they care.”

Armed with knowledge that 90% of shoppers use their phones in stores, per research by SessionM, Heineken also knew that 58% of Millennials use their phones to check user reviews, 57% compare prices and 24% seek opinions from their social networks, according to a study by PunchTab.

“This presents a huge opportunity for brands to engage with customers who are already constantly on their phones, and brands that are able to offer exclusive mobile offers in retailers like Walmart are seeing huge success in driving sales,” says Camille Kennedy, senior director of marketing at Washington, D.C.-based Snipp Interactive, which handled the receipt scan technology and instant digital rewards for the campaign. “Millennials, especially, use their mobile devices to interact with other consumers, which shapes their brand experiences.”

“Shoppers are looking for brands that connect with them through experiences,” adds Jill McCaffrey, account supervisor at IN Marketing Services, Norwalk, Connecticut. The agency handled concept development, digital strategy and creative execution. “These experiences could be driven by a unique experience, flavor or innovation.”

A study by Aimia revealed that 44% of Millennials are willing to promote products or brands through social media in exchange for rewards, Kennedy says. “What we are seeing across the market is that consumers want value and instant rewards from promotions, especially delivered over mobile,” she says. “Programs like the Holiday Gift xChange deliver this to consumers in a fun and engaging way.”

In-store materials for the campaign included shelf danglers at Walmart and shelf banners in grocery stores; standees that highlighted the Gift xChange and examples of the prizes; tuck cards and cornerboards with similar information designed to capture shoppers’ attention within eight seconds, as well as mail-in rebates and instant redeemable coupons, Freeman says.

“It was critical that we didn’t just focus on displays since the modular/shelf is where the majority of category volume comes from,” she says. “We made sure we had a variety of POS elements to ensure success across small- and large-format stores.”



Heineken’s digital promotion of the game included a rich mobile ad with Crisp.

Heineken hoped to move 100,000 cases during the holiday period and drive sales lift for 3,000 of Walmart’s top-ranking stores, she says. The campaign lasted from Nov. 30-Dec. 31 and had a larger budget than previous holiday activations due to the greater digital engagement.

In addition to IN Marketing and Snipp Interactive, agency and vendor partners included Barrows, New York City, on in-store execution; News America Marketing, Rogers, Arkansas, in-store shelf signage and digital media; Crisp Mobile, New York City, targeted digital mobile media; and AMP, Boston, pre-shop and real-time targeted digital media.

Source: Path to Purchase Institute/Shopper Marketing

Walmart Emphasizes Mobile

Branded efforts coincide with fortified offerings from the mass merchant itself

PATRYCJA MALINOWSKA

Walmart is increasingly engaging smartphone-wielding shoppers with custom displays from national brands that gain placement by helping the mass merchant provide an omnichannel shopping experience for its increasingly mobile-savvy shoppers.

During the holiday season, SC Johnson's Glade earned secondary merchandising space in Action Alley with Shazam-enabled half-pallet displays. One merchandised limited-edition Plugins scented-oil refills and invited shoppers to "Shazam to unlock Glade holiday surprises." Another stocked candles and employed similar creative with a "Light Up Your Holidays with Scent" message. (In addition to the custom displays, in-store support for the brand included a holiday-themed Smart Network ad.)

Participants who scanned the display with the Shazam mobile application were taken to a landing page that presented the brand's scents as "little bursts of joy the whole season through." The destination offered a 15-second "Joy of Giving" video and invited visitors to listen to the "Glade Joy Jams" playlist or play the song "This Is My Wish" via Spotify.

The landing page also offered a link to \$3.55 in coupons, though the experience fell a bit short when mobile users were informed that "coupons aren't available on mobile devices." Instead, they were instructed to email the page to themselves to visit from a desktop or laptop with printing capabilities.

Sony Pictures placed a pallet in Walmart stores that asked shoppers to engage with an "Angry Birds" mobile app and to watch the movie over the phone with Vudu.



SC Johnson's Glade half pallets featured Shazam mobile engagement in-aisle.

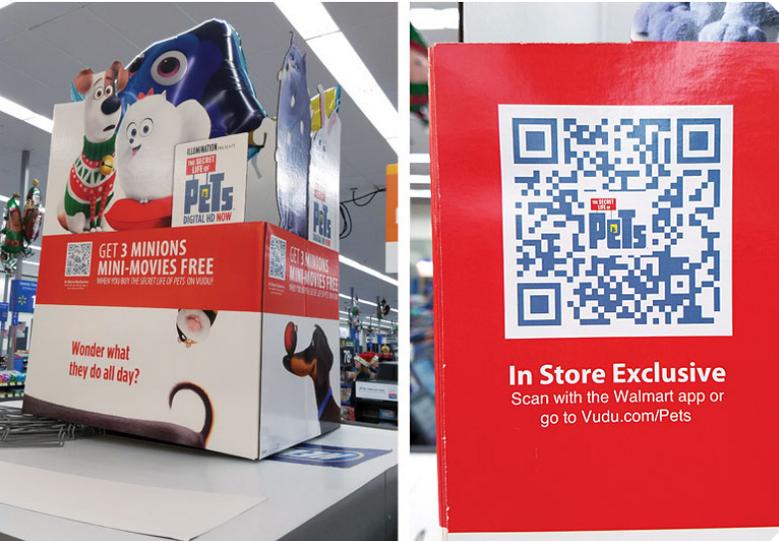
Other brands have leveraged Shazam in a more seamless way. Last summer, Walmart gave upfront positioning to custom displays from Coca-Cola Co. as an overlay to the manufacturer's national "Share a Coke and a Song" campaign. Shoppers who scanned the display with Shazam gained access to an exclusive 360-degree video of Kelsea Ballerini performing her single "Peter Pan."

Also earning upfront placement, a "Family Movie Night" half-pallet merchandising Sony Pictures' "The Angry Birds Movie" invited shoppers to download the Angry Birds Action! app and scan a depicted code to "take a selfie with the hatchlings" characters. The display exclusively stocked a Blu-ray combo pack with four "hatchling shorts" films and a red character plush.

A blurb on the pallet promoted the ability to watch the movie free through the retailer's Vudu streaming service for subscribers of the Walmart Family Mobile plan provided by T-Mobile, while a header card positioned in the electronics department depicting the red character explained that subscribers can "watch a movie on us every month."

Also leveraging Vudu, a header card recently incentivized pre-orders of Universal Pictures' "The Secret Life of Pets" on home video by dangling early access to the film via the service. Shoppers who took advantage of the offer additionally got three "Minions"





A code to scan to watch “The Secret Life of Pets” on streaming app Vudu.

mini-movies as a bonus. Shoppers scanned a QR code on the header with the Walmart app to access details about the offer.

The branded efforts coincide with Walmart’s fortification of its own mobile and digital offerings.

Last summer the retailer lured new consumers to its mobile app by dangling a \$10 e-gift card with a \$75 minimum total on their first in-app purchase from July 25-29. A July 25 email supported, linking to a “Walmart Mobile” landing page within Walmart.com that boasted all of the app’s functions, including Walmart Pay and Savings Catcher.

In the baby department, Walmart has been promoting the ability to access its baby registry via the app. Side panels tout the ability to create, manage and share registries, as well as browse, scan and add items. Some stores additionally detail car seats, cribs and other baby products available online on a large, in-line flip book that is part of the retailer’s new signage package.

Additional branded signage along the same vein has included a new addition to the Lego Group’s Lego in-line display: an aisle violator inviting shoppers to “find more Lego sets” at Walmart.com/Lego. In the personal care department, an aisle violator car-

rying the logos of brands including Philips Norelco, Braun and Remington invites shoppers to scan barcodes with the Walmart app to view product reviews.

During the holiday season, Walmart took extra steps to provide its most connected shopping experience ever. The mass merchant made some of its Black Friday deals available exclusively through its mobile app, tripled online inventory compared to the previous holiday season, and made more items available for store pickup, allocating dedicated employees to man the service.

Source: Path to Purchase Institute/Shopper Marketing



Aisle violators asked shoppers to scan and engage for more information at Walmart.

McCormick, Shazam Recognize 'Pure Genius'

Scanning logos on packets, POS and TV spots provides recipe hacks with content, coupons

DAN OCHWAT

While music-discovery mobile application Shazam has branched out to work with several brands in innovative ways the last few years – including having users scan the logo on signage, TV commercials and even bus kiosks – spice maker McCormick & Co. is one of the first CPG companies to leverage Shazam's new visual recognition technology at grocery.

The Shazam app and desktop tool from Shazam Entertainment, headquartered in London and Redwood City, California, first launched as a way to uncover music heard nearby. A user hears a song on the radio or in an elevator, for example, holds out their smartphone and the app attempts to detect the song. Since then, Shazam has become a bona fide music and TV platform with more than 100 million users a month, according to the company.

For McCormick, the idea to connect with Shazam came from its "Pure Flavor, Pure Genius" recipe-focused campaign, which ran from September through October. Donna Bressler, shopper marketing senior manager at the brand, says in-home research revealed that consumers found different uses for McCormick seasoning mix packets, such as a chili packet for a meat rub. Other packets were used as ingredients in chicken wings, dips, tacos, chili and more.

BRAND: McCormick

KEY INSIGHTS: Consumers use seasoning mix packets for a variety of things, including as a meat rub and other recipes. "Recipe hacking" is an increasingly popular behavior. Millennials favor DIY and sharing.

ACTIVATION: Shazam mobile app users could retrieve content by scanning the logo on McCormick's packets and POS. Users also can scan a logo featured in a national TV spot and versions of that spot on in-store TV networks and online. Support included digital banner ads, social posts, digital coupons, non-scannable displays like a power wing, in-store radio and a cross-promotion with pork and chicken products.



McCormick Jewel 'Pure Flavor, Pure Genius' Shelf Talker.

"We coupled that with the increasingly popular behavior to 'recipe hack' and the Millennials' approach to DIY and sharing," she says, making Shazam "a perfect fit" for a test and learn.

Bressler says "Pure Flavor, Pure Genius" – developed with its agency, Blue Chip Marketing Worldwide, Northbrook, Illinois – is the first program McCormick dedicated to alternative usage of McCormick seasoning mix products. Shazam mobile app users can retrieve content by scanning the Shazam logo on McCormick's packets and POS, including shelf clings, aisle violators



McCormick 'Pure Flavor, Pure Genius' Smart Network Ad.

and stickers on pork and chicken breast packages. Users also can scan a logo featured in a national TV spot for taco seasonings; versions of that spot can be seen on in-store TV networks and online. When scanning, users are sent to a "Pure Genius" micro-site within McCormick.com for quick and easy recipes, videos and coupons.

"We show how McCormick seasoning mixes can transform any meal or snack into a delicious and creative dish they'll feel good about serving to friends and family," Bressler says. The Shazam element of the "Pure Flavor, Pure Genius" campaign worked alongside digital banner ads, social posts, digital coupons, non-scannable displays like a power wing, in-store radio and the cross-promotion with pork and chicken products.

"We are providing simple meal inspiration, real solutions and incentives along the entire path to purchase in order to drive incremental category purchase," Bressler says, adding that McCormick has a history of working with "cutting edge digital technology."

Source: Path to Purchase Institute/Shopper Marketing

Flonase CVS Beacon Program

Part of its multi-award winning program in the Design of the Times competition, here is a contest declaration form from GlaxoSmithKline and Epsilon highlighting how a beacon program using the Shopkick app drove mobile engagement inside CVS stores.



Front of Store



At Shelf

- Client:** GlaxoSmithKline, Parsippany, NJ
- Product(s) Promoted:** Flonase Allergy Relief
- Distribution:** CVS Stores Nationally
- Number of Stores:** 7,500 total CVS stores; 1,000 with beacon installation
- Production Run Quantity:** 1,000
- Introduction:** 2/4/15
- Intended Duration:** 4 Months
- Budget Category (U.S.):** \$26 - \$50 (display only)
- Entrant:** Epsilon Ryan, Chicago, IL

What was the objective of the in-store activation?

Full prescription-strength Flonase Allergy Relief nasal spray was finally made available as an over-the-counter medicine. Therefore, the primary objectives of this program were to drive awareness of the over-the-counter launch and to showcase the unique benefits of Flonase in order to incent purchase. The design was specifically crafted to disrupt shoppers who are accustomed to browsing the allergy aisle on autopilot, by leveraging beacon technology through a partnership with Shopkick.

What insights were used to develop the program?

Out of the over 100 million allergy sufferers in the U.S., only 51% of them are satisfied with their current allergy treatment, often

due to the fact that they're likely not treating all causes of their allergies. Flonase works differently than the allergy pill competition, and the in-store tactics were designed to alert shoppers to this fact and introduce them to a new opportunity for more satisfying allergy relief.

How did this entry "command attention"?

The beacon program got the attention of CVS shoppers who have the Shopkick app by interrupting them on their way into the store with a push notification. This alerted them to the OTC launch and invited them to scan Flonase for points, with the benefit of directing them to the allergy aisle, even if they had not planned on considering allergy relief purchases during their trip. Various push notifications triggered by the beacons throughout the duration of the program continually reminded CVS shoppers to seek out Flonase, creating top-of-mind awareness of Flonase throughout the allergy season.

How did this entry "connect with the shopper"?

This execution marked the first foray into use of beacon technology with CVS. Through this partnered launch effort, Flonase installed beacons in 1,000 display units for use across the U.S., introducing a new level of shopper interaction within the CVS experience. The push notification was updated from month to month over the course of four months to keep the brand message fresh and engaging.

How did this entry “convey information”?

In addition to the availability and location notices, the Flonase Shopkick program included a “lookbook.” This consisted of an in-app awareness and educational vehicle, filled with multiple pages of mobile content about Flonase, including a brand video, key brand benefits, and drivers to an online quiz.

How did this entry “close the sale”?

The shopper was led to make a purchase by simply getting the product in their hands via the photo scanning experience. The allergy quiz within the “lookbook” drove shoppers to the Flonase brand shop on CVS.com, initiating further digital interaction

and brand education. Sales at CVS have been very strong, with the beacon and Shopkick program contributing to overall success at this key retailer. Results included: 2,800,000+ lookbook swipes; 2,518 average daily scans; Beacon push notification tap rate average 57%; 12% purchase intent among shoppers who scanned Flonase.

What was the ROI? How was it measured?

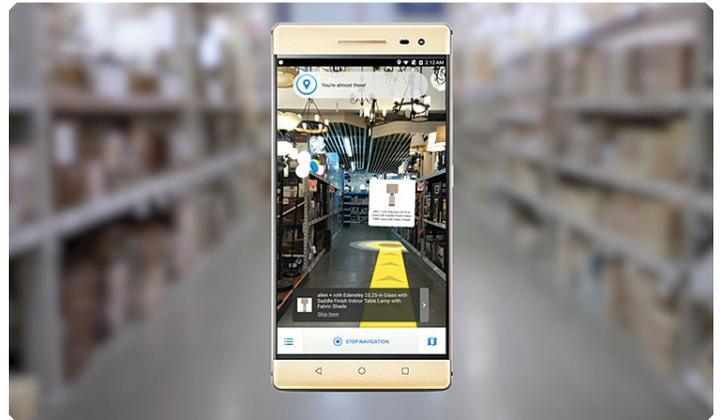
Since the product launched in February 2015, the total adult allergy category has grown by 17%. The Flonase team is hopeful that this will convert into strong ROI when data for the full analysis is available.

Source: Design of the Times 2015 Contest Declaration

Lowe’s Vision: In-Store Navigation Mobile App

Lowe’s is testing augmented reality as an in-store navigation assistant on Tango-enabled phones. The “Lowe’s Vision: In-Store Navigation” mobile app is piloting in two stores beginning in April – in Sunnyvale, California, and Lynwood, Washington. The indoor mapping app overlays turn-by-turn directions (similar to a GPS) for a Lowe’s shopper, directing them right to the product on-shelf. The app also overlays images of products on shelves with detailed product info. The tech coming out of Lowe’s Innovation Labs joins the Holoroom in-store concept, which uses augmented reality and virtual reality to enable shoppers to visualize appliances and home improvement projects in their actual homes.

Path to Purchase Institute/Shopper Marketing



The Rise of Omnichannel Home Improvement Shoppers

Relatively little hardware app use among homeowners but more so among professionals, says Field Agent report

ED FINKEL

Do shoppers of “smart home” electronics still go to brick-and-mortar stores, or do they take the omnichannel path to get the gadgets they want?

In a study titled “Home Improvement Retail in the Digital Age: Issues in Selling to Today’s Home Improvement Shoppers,” Field Agent surveyed more than 1,000 homeowners and found that relatively few end their path to purchase before entering the store. But the study showed that a significantly larger share of an (unscientific) sample of 42 home improvement professionals availed themselves of e-commerce options.

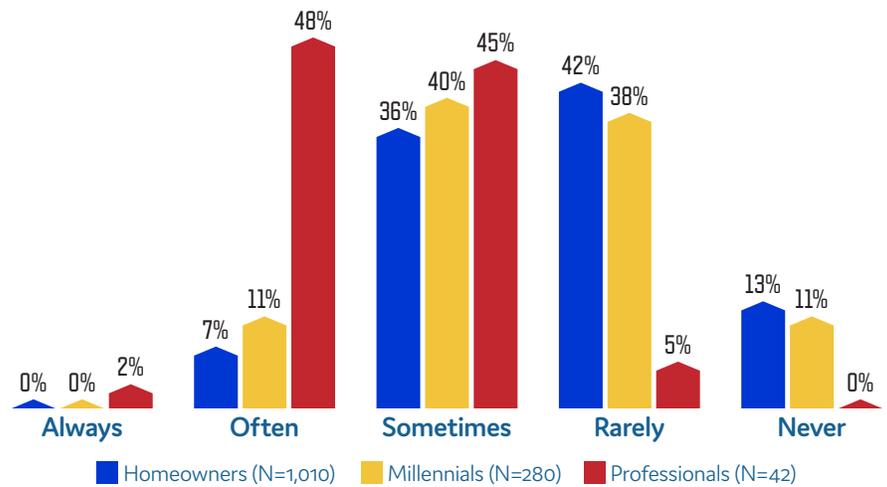
In the last of a multi-part series, Pathfinders spoke with Chris Medenwald, marketing manager for Field Agent, about the online and mobile application-based purchases of smart-home electronics, who expressed optimism about the growth of these channels for home improvement.

“I’m pretty impressed by the numbers shopping online and using smartphone apps,” he says. “The shoppers really have to think through these kinds of purchases. You would think more shoppers would want to be in-store making these kinds of purchases. Yet digital is certainly making inroads.”

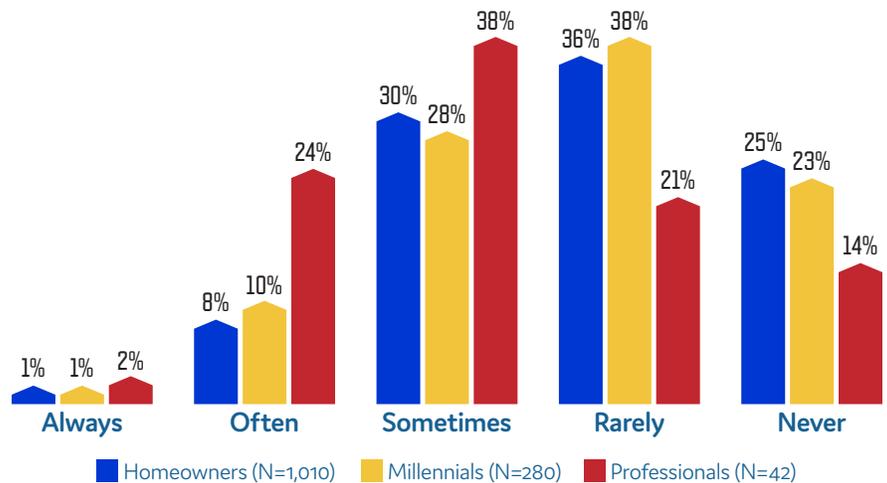
Online Home Improvement Shopping

Slightly more than half of the total sample of 1,010 homeowners said they “rarely” (42%) or “never” (11%) bought home improvement supplies online, while 36% did so “sometimes.” The numbers were similar for the subset of 280 Millennial homeowners, of whom slightly less than half chose either “rarely” (38%) or “never” (11%) and 28% said “sometimes.” But among professionals, nearly half (48%) said they often shop online and most of the rest (45%) said “sometimes.”

How often do you purchase home improvement supplies ONLINE?



How often do you purchase home improvement supplies ONLINE and then PICK UP THE ORDER IN STORES?



The results were mostly similar when shoppers were asked how often they purchase home improvement supplies online and then pick them up in the store. As you can see from the results, home improvement shopping is still an in-store affair for homeowners, Medenwald says. “Although the sample is very small—it’s a rough indication and invitation for further research—but it’s noteworthy that so many professionals are shopping online. Considering the tactile nature of these demands, and the greater demands [professionals face], I’m pretty impressed by the numbers I’m seeing here.”

Smartphones for Smart Homes

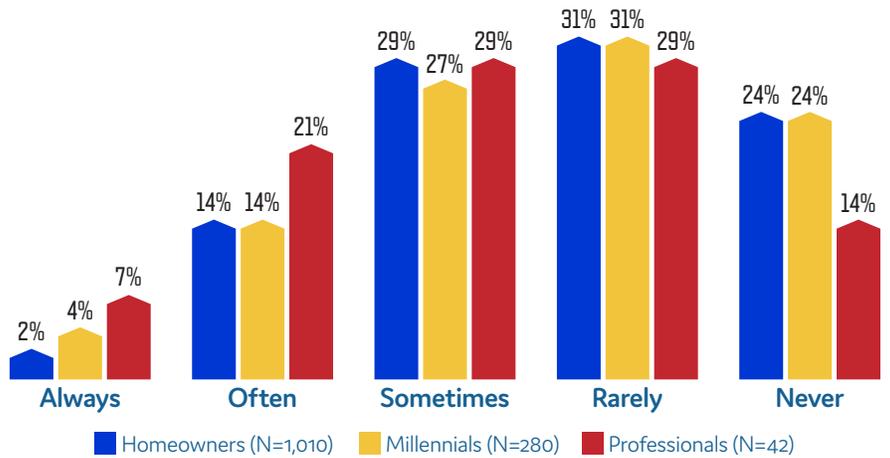
More than two-thirds of homeowners and all professionals who responded have at least one store-branded smartphone app for home improvement purchases. The results for homeowners overall and Millennials were virtually identical, at 14% “often,” 31% “rarely,” 24% “never,” and slightly divergent figures for sometimes (29% and 27%). Professionals were more likely to use apps, with 7% answering “always,” 21% “often,” 29% “sometimes,” 29% “rarely” and 14% said “never.”

Broken down by store, Walmart’s app does well across the board, reaching nearly half of each category (44% of total homeowners, 43% of Millennials, 43% of professionals). Target is stronger with homeowners (33% overall, 31% of Millennials) than professionals (only 10%).

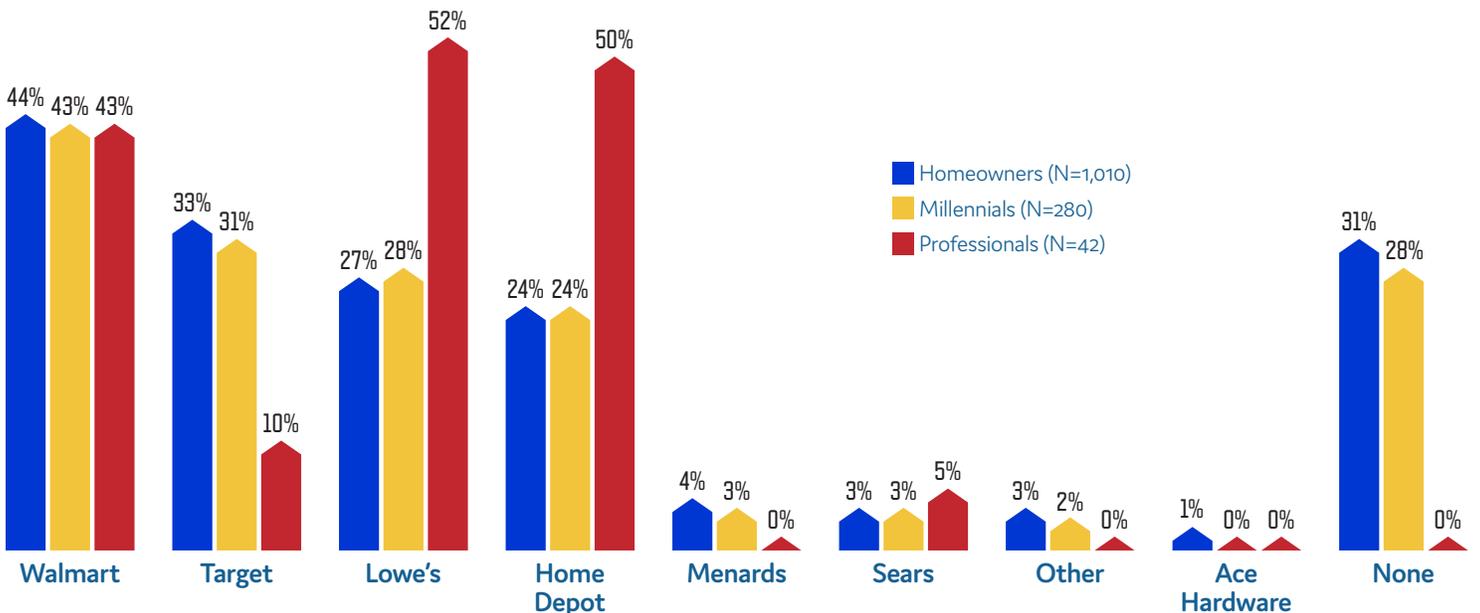
the opposite for the home center chains, with Lowe’s and The Home Depot garnering at least half of professionals (52% and 50%, respectively) but only about one-quarter of total homeowners (27% and 24%) and Millennials (28% and 24%).

“It’s noteworthy to point out that Walmart and Target are the top home improvement apps on shoppers’ smartphones,” Medenwald says. “Lowe’s and Home Depot, with the exception of professionals, came in third and fourth. Lowe’s and Home Depot

How often do you use a retailer-specific SMARTPHONE APP when PLANNING AND/OR SHOPPING for IN-STORE home improvement purchases?



Which of the following retailer-specific APPS do you CURRENTLY have on your smartphone that you at least occasionally use for home improvement shopping?



should take note of this—at this point they’re not even the top home improvement apps.”

“App-titude Testing”

Field Agent took the app inquiry a step further with a survey titled “App-titude Testing,” asking 115 Lowe’s and 104 Home Depot app users what they like about each, how often they use the app, when and how, and which other apps they use. “Many smartphones carry more than one of these four apps,” Medenwald says, referencing Walmart and Target in addition to the home center chains. “They probably co-exist on many smartphones in many cases.”

Half of Lowe’s app users said they use the app “always” or “often,” and the Lowe’s app received an average 4.2 out of 5 rating overall, while slightly less than half of Home Depot users (44%) use the app “always” or “often,” and they gave it a 4.4 overall rating. Slightly more than half of each app’s users said they most often used the in-store product locator (53 percent for Home Depot

and 56 percent for Lowe’s).

“Respondents appear to access the apps for similar reasons: in-stock verification, browsing for products, weekly in-store ads, and then the product locator is a popular feature,” Medenwald says. “Shoppers have often struggled to find what they need in these gargantuan home improvement centers. ... These apps offer a convenient solution.”

Among those with more than one app on their phone, Home Depot and Lowe’s app users named the same top three other apps: Amazon (73% and 81%, respectively), Walmart (71% and 77%), and Target (67% and 60%).

“Amazon, Walmart and Target often co-exist,” Medenwald says. “And almost four in 10 have the competitor app between Home Depot vs. Lowe’s. I can picture these two apps side-by-side on many shoppers’ smartphones. That’s a real incentive to improve on your app.”

Source: Path to Purchase Institute/Shopper Marketing

Clorox Leverages Technology on Speedy Path to Purchase

A recap of a session on mobile commerce at the Path to Purchase Expo

SAMANTHA NELSON

Digital and mobile commerce allows consumers to go from planning mode to purchasing in a matter of seconds, while auto-replenishment keeps them locked into buyer mode and can shut competing brands out.

CPGs must adapt to the way technology is affecting the retail landscape if they want to stay relevant, said Tiffany Tan Kohler, associate director, marketing communications, Clorox Co., in September during a session at the Path to Purchase Expo. “Having really compelling shopper marketing is absolutely critical.”

Technology is advancing rapidly and consumers are quick to embrace new innovations. E-commerce spending has surpassed 10% of total retail sales in the U.S. and has been driving most retail growth since the turn of the century, Kohler said. And by 2020, it’s expected that e-commerce will account for \$530.6 billion worth of purchases, about half of which will be made using a mobile device. Kohler reported that according to a recent study by Deloitte, mobile already impacts 56% percent of in-store retail purchases, and that number is expected to rise to 75% by 2020.

TPN conducted research this summer to gain a better understanding of how shoppers look at technology, which technologies are interesting to them and how new devices influence the way they shop. The multigenerational study of Millennials, Generation X and Baby Boomers shows that they were fairly aware of almost everything they were asked about, including virtual reality, smart watches and self-service kiosks.

“When they own these technologies, more often than not, with the notable exception of gaming, they’re using them to shop,” said co-presenter Joe Scartz, managing director, digital commerce & integration, TPN. “Everybody believed that shopping has been made easier by technology in the last five years.”

These insights have allowed Clorox to tailor recent programs to take advantage of the technologies consumers are using to plan



TPN’s Joe Scartz presents alongside Clorox’s Tiffany Tan Kohler, center, and Sarah Ortman.

purchases and shop. Clorox bleach is the largest business in the portfolio, but the manufacturer wanted to build awareness of other products within the brand. “We saw a huge opportunity to drive shoppers who were really loyal to Clorox wipes or bleach to start buying across our portfolio,” Kohler said.

To deepen loyalty, Clorox partnered with receipt validation mobile application Checkout 51 for a “Clean Home Challenge” that rewarded shoppers who bought four of the brand’s products in four weeks. The app also delivered offers for related products. What was more important than the purchase boost was the data the program provided, showing Clorox what products a shopper was mostly likely to buy if they were already picking up wipes or bleach.

Kohler reported that according to a recent study by Deloitte, mobile already impacts 56% percent of in-store retail purchases, and that number is expected to rise to 75% by 2020.

Hidden Valley also has been trying to get shoppers to buy more products in their portfolio. The brand worked with inMarket Media during the 2015 back-to-school season for a program that used beacons to suggest that shoppers or consumers near a participating store “make dinner easy tonight” with the brand’s dry mix packets. Messages were sent to consumers who had agreed to accept notifications through other apps inMarket owns and those who opted in proved to be very engaged, scanning products in store aisles to get recipes. The manufacturer plans to repeat some elements of the campaign during a promotion for Soy Vay sauces.

Clorox also recently worked with Quotient Technology’s Shopmium mobile app to try to encourage Millennials to think of Kingsford charcoal beyond summer holidays.

“We took a look at the audience and mined some research on Millennials,” said co-presenter Sarah Ortman, associate director, national shopper marketing, Clorox. “We know they don’t like to drive, they want everything on demand and they’re impatient. We asked them what their favorite holiday is and they said, ‘My birthday.’”

Those insights led Kingsford to deliver Facebook ads to Millennials ahead of their birthday encouraging them to celebrate by gathering around the grill with family and friends. Clicking on the ads directed them to Shopmium, where they could upload a

receipt from buying Kingsford to get money back. They also received an extra \$2 off if they shared a selfie showing them grilling with Kingsford.

Clorox’s Fresh Step modernized its long-running Paw Points loyalty program this year by launching an app that lets people scan their receipt to earn discounts, sweepstakes entries and other rewards. Shoppers can also donate their points to animal shelters.

“These are our best shoppers, our most loyal users that we want to keep engaged with the franchise,” Ortman said. “We wanted to deliver a fully seamless experience for the consumer where they didn’t have to cut out the code from a cardboard box, mail in a receipt or upload the codes.”

The manufacturer has also been experimenting more with e-commerce. Clorox’s Brita is a longtime sponsor of the Sundance Film Festival, offering hydration stations where attendees can refill water bottles. “We were really building a lot of good will,” Kohler said. “We asked ourselves how we can harness all this goodness and convert it into a sale.”

Brita is also tapping into the fast growth of the Internet of Things with the release of the Brita Infinity pitcher, which connects with an Amazon Dash Button to order new filters whenever the appliance has been used to clean 40 gallons of water.

Source: Path to Purchase Institute/Shopper Marketing

Ahold Delhaize Uses Data to Appeal to Diverse Shoppers

A recap of a presentation by Amy Hahn, SVP, Ahold USA at the Shopper Marketing Summit in March on the retailer's need to embrace technology and mobile and personalize messaging to shoppers

SAMANTHA NELSON

As the U.S. retail market continues to rapidly change, successful retailers must be able to understand and appeal to shoppers on an individual level, according to Amy Hahn, Ahold USA senior vice president. "Those customers that we want to delight are changing and our world is changing," Hahn said in March during a Shopper Marketing Summit general session. "Our business is being disrupted."

According to the last census, 38% of Americans are part of a minority group, there are now more Millennials than Baby Boomers, and Millennials are the most educated generation to date – particularly when it comes to women. Meanwhile, the middle class continues to shrink, with segments of Ahold Delhaize's customer base moving to both higher and lower income brackets, forcing the retailer to meet the needs of both.

"We're seeing big shifts in ethnic, generational and income makeup in our customers in the U.S.," Hahn said. "We're becoming more and more diverse."

Shoppers also have much more power, provided to them by Google, Facebook and smartphones. They are able to buy directly from brands, which are now growing much faster than they could have before the internet. Shoppers also can easily exchange ideas, information and opinions with friends and likeminded buyers. The old ways of marketing to shoppers no longer work.

"We've seen the world move from the Boomers, who were in that age of mass communication, to the Millennials and Gen Z's looking for one-to-one communication," Hahn said.

Since Royal Ahold and Delhaize Group merged in July 2016, the new Ahold Delhaize has been working on using the strengths of its various banners and brands to best appeal to the 100 million U.S. shoppers it serves. "Everybody has a patchwork of capabilities," Hahn said. "It's a really exciting time and a great opportunity for the company to bring all these brands together to get those capabilities embedded in all the brands we've got."

One of the capabilities the retailer has been focusing on is e-commerce, which is now growing faster than brick-and-mortar across the industry. Hahn said retailers must be where the con-



Amy Hahn, SVP, Ahold USA

sumer is when she wants to buy, so Ahold Delhaize is working to expand its Peapod grocery delivery service to new markets, since it currently only covers 40% of their territory. The retailer has found that shoppers who use Peapod and shop at an Ahold store spend twice as much.

"We've got the omnichannel capability and we're trying to figure out how to make all the channels work together under a single customer hierarchy," Hahn said.

Ahold Delhaize has examined many of the new technologies coming to retail – including near-field communication payments, augmented reality and digital assistants – but decided that its greatest opportunity lies in mastering personalization. "There's a lot of things that have to come together, but by leveraging technology and providing great and increasingly customizable content, it's possible," Hahn said. "We have to create approaches that really keep the customer in the driver's seat. We have to market responsibly."

Ahold Delhaize is using loyalty data from its 15 million active cardholders to get to know each shopper and give her the most relevant information and offers. The retailer also plans to launch a loyalty card at its Hannaford banner to add to its data, which it uses to send regular emails that deliver relevant digital coupons, which in turn encourage shoppers to download the chain's mobile application. The emails also highlight items in the weekly circular based on shopping history.

"It's a huge, huge opportunity for us," Hahn said. "Every day we're marrying marketing and technology."

The personalization isn't just digital. The retailer launched a "Your Best Loved Brands" campaign that used direct mailers, Catalina coupons, standees, pallet displays, cooler clings and shelf talkers to promote the national and private-label brands most often purchased at an individual store. Hahn said that the effort significantly raised sales and the retailer plans to run it several more times this year.

Hahn said the goal is to make a retailer with millions of customers as personal as a corner grocery store, where the owner lived in the community and had one-to-one interactions with

shoppers. Technology can provide the same sort of information that grocer might have gotten by socializing with shoppers, including their economic circumstances, family members, purchase history and favorite recipes. That allows the retailer to recommend higher price items to those that can afford them and deliver special deals to shoppers who can't.

The retailer appeals to both of those shopper groups with a variety of tactics focused on value and the excitement of trying new things. The Ahold USA chains began running a weekly "Free-day!" promotion last year, offering a digital coupon for a free SKU that can only be downloaded that day. Two years ago Ahold USA launched Savory, a magazine distributed in stores and online that delivers recipes that are matched with coupons to make shopping for them affordable. The publication has also provided another opportunity for CPG involvement since brands can sponsor recipes.

"We intend to continue this journey of putting the customer at the center," Hahn said.

Source: Path to Purchase Institute/Shopper Marketing

"We've got the omnichannel capability and we're trying to figure out how to make all the channels [including Peapod] work together under a single customer hierarchy."

— Amy Hahn, SVP, Ahold USA

Study Tracks Unrealized Potential of Mobile

Shoppers want help in decision-making, but brands and retailers don't fully understand them

ED FINKEL

Mobile apps and other new technologies clearly have the potential to improve the in-store experience and better satisfy shoppers, but brands and retailers aren't taking full advantage of the ability to gather information on those shoppers and translate that to meaningful, long-lasting connections. That's a major takeaway from a study by brand experience agency Momentum Worldwide and its shopper marketing design consultancy, ChaseDesign.

Titled "We Know Modern Shoppers," the study found that 93% of shoppers believe new technologies have the potential to improve their in-store experience, and three-fourths of those surveyed said they would be more likely to shop a brand or retailer that offered them.

The study also revealed that 85% of those surveyed see cost and time savings as the most likely benefit of new shopper technologies, while 60% want to leverage mobile and other new channels to help them identify the product they want to buy, 52% believe this could help them maximize the product's usefulness to them, and 43% want intelligence on what others are buying.

"We are still hearing from shoppers that they want help in decision-making," says Laura Moser, senior vice president and shopper marketing practice lead at Momentum Worldwide. Brand and retail clients of Momentum thought they were providing that help already, she says, but apparently not. "What shoppers were telling us is that gap is reflected more in you [brands and retailers] not really understanding me than it is in telling me what my options are," Moser says.

Shoppers realize the data being collected on them is being used to market to them, but it's often done in narrow, tactical fashion, Moser says. "You are not doing a good job in understanding Laura Moser – the mid-40s, single, female dog owner who travels a lot for business – and providing solutions for me," she says. "Instead, you're serving up what I looked at for 45 minutes last week. I'm going to see that trundle bed served up in my Facebook and Amazon until I die."

Instead of trying to drive purchase based on such specific data, brands and retailers should be trying "more emotive ways that



leverage the love I have for your brand, and that's about a way I interact with your brand that's more than just spending money," she says. "When you're trying to engage me and reward me with your brand, there are ways to do that moving from the functional to the emotional."

Leveraging Mobile

Mobile technology can be key to delivering these meaningful experiences, but only if brands and retailers are properly engaging digital devices, Moser says. Ninety-three percent of shoppers have used mobile apps, 88% say it improves the shopper experience and 74% use them regularly. Apps that compare prices hold the widest appeal (81%), followed by general promotions and deals (79%), product information (63%) and self-checkout (62%).

"Physical retail is becoming an accessory to the mobile device," Moser says. "Physical retail is struggling to keep up with connectivity. Having a bunch of people walking around your store with their phone is shortchanging them of the reason they came to physical retail in the first place."

Results show that 53% of shoppers use mobile apps to research deals before entering the store but only 14% continue to use them while in-store, and they are most desirous of such technologies in grocery stores – 76% indicated that, compared to 49% for department stores and 46% for mass merchandisers.

To gain greater relevance, brands and retailers must get beyond simply thinking of mobile as a “cool technology” to thinking about how the phone could work as an “assistant to the sales associates,” Moser says. “Shoppers are clear that they’re in retail because they want elevated experiences with retailers. They also want to have autonomy.”

Given that mindset, brands and retailers need to consider how mobile devices could be used as a primer before shoppers engage with an associate, or for follow-up information afterward – or when shoppers choose not to engage at all. “Shoppers aren’t necessarily saying, ‘I don’t want you to be all over me,’” she says. Instead they’re saying, “I want the option to navigate on my own, or that there is a sales associate who can pull up my [shopper] profile” and lend assistance.

The study also tracked next-generation technologies, which more than half of shoppers said they would be generally interested in using; 70% were specifically drawn toward active displays, 54% in-store beacons and 53% active mirrors.

International Comparisons

Momentum and ChaseDesign’s study tracked differences among how shoppers in the U.S. and a few other countries wanted to experience the retail store and the connections possible through mobile technology, which is used by more than 70% of respondents worldwide. The main takeaway: “The desire for modern shopper technologies seems to be better articulated in less devel-

oped markets than in more developed markets,” Moser says.

Japan, for example, experienced rapid penetration of technologies like mobile, Wi-Fi and broadband, which set expectations and tamped down the hunger for better solutions, she says. “We were very quick to cut and paste what we did into tools and replicate it and replicate it. Japan has been conditioned that way.”

In Brazil, by contrast, mobile technology has been a more recent phenomenon and plays a more important connective role, which has translated into shoppers – as well as retailers and brands – seeing wider, more forward-thinking possibilities for it, Moser says. The U.S., as well as Spain and the United Kingdom, sit somewhere in between those two poles.

The study showed 92% of Brazilians use technology to improve the quality of their shopping experience, compared with only 42% of Japanese. Three-fourths of both Spanish and U.S. shoppers said they would be more likely to shop a brand or retailer that made active use of such shopping technology, while 71% of UK shoppers said the same.

“We expected it to be Japan that would be a market where they would be saying, ‘Faster, more, smarter,’” but that hypothesis did not hold in the research, Moser says. “If I were a global retailer, I would be looking to put my test-and-learn in markets like Brazil because my expectation is that the adoption rate would have much more incrementality in Japan.”

Momentum and ChaseDesign surveyed 3,074 active shoppers in the UK, Spain, Japan, Brazil and the U.S. All were 18 or older and self-identified as smartphone owners who engage in digital shopping and have used devices to interact with product or retail brands.

Source: Path to Purchase Institute/Shopper Marketing

