

Digital Campaigns to Drive In-Store Traffic: A Guide for Shopper Marketers

wyng



Where It All Began

In 1996, General Mills launched a simple campaign in California. After customers bought select products, like Cheerios, Total, or Lucky Charms, they could cut off a tiny square of the packaging, mail it into GM headquarters, and earn money for their school. By 2010, shoppers from over 82,000 schools were raising money from products as diverse as Hane's crew socks, Green Giant canned corn, and Hefty trash bags. To give the program even more punch, GM also paired with [ShopRite](#) for a shopper marketing campaign that shows how far these partnerships have come.



ShopRite For My School Stores Support Education

Log In | Register

HOME | ABOUT | TOOLS TO HELP YOU EARN | CONTACT US

FEBRUARY OFFER
Registered Users:
**BUY 6*,
GET 25 BOXTOPS™**
on participating Box Tops for Education Products
(\$2.50 value to Box Tops for Education eligible school)
Offer Valid: 1/29/17 - 2/29/17
*Participating Product List

**PLUS BE AUTOMATICALLY ENTERED FOR A CHANCE TO
WIN 25,000 BOXTOPS™**

RULES & REG »
(\$2,000 value to Box Tops for Education eligible school
45 winners will be drawn at random.)

This school year, ShopRite stores are proud to support local schools by giving away up to **\$1 million** through the **ShopRite For My School** program.
Powered by 

YOU CAN EARN MONEY FOR YOUR CHILD'S SCHOOL EVERY DAY!
JUST REGISTER, SHOP & EARN!
ShopRite For My School makes it easy to give back to your favorite school!
ShopRite stores will give away up to \$1,000,000 via valuable BoxTops offers throughout the year (7/31/16 - 7/30/17).
Be sure to **register** your Price Plus® club card today so you can start

WELCOME TO OUR NEW BRAND PARTNERS!
 


  **Imagine The Possibilities** 

A Shared Space

It used to be that brands and retailers were distinct entities: A brand could link to a retailer's website, and a retailer could reciprocate by promoting a brand's product, but the two actions were unconnected. Today, brands and retailers can share a digital space. For example, Chobani created a website that not only promoted its retailer (and delicious recipes) but was also hyper-localized. After customers inputted their names and emails, they were directed to a page that promoted the closest university's football team, demonstrating how agile and specific these landing pages have become.

TAKEAWAY

A branded URL benefits both the retailer and brand.

Naturally Powering All Ducks

CHOBANI

Only Natural Non-GMO Ingredients. Picked from Nature. Deliciously crafted for you. Less sugar. More protein.*

*40% less sugar and two times more protein than regular yogurt. Chobani® Greek Yogurt, 12g (24% DV) protein and 15g sugar per 5.3oz (150g) serving; regular (nonfat or low fat) fruit yogurt, 7g (14% DV) protein and 29g sugar per 5.3oz (150g) serving based on recently reported USDA category data.

NEXT PURCHASE OF CHOBANI® GREEK YOGURT

NAME

CLICK FOR COUPON

RECEIVE EMAIL UPDATES FROM CHOBANI

POWERED-UP RECIPES

MEAL

HUMMUS

SMOOTHIE

ENERGY BARS

VIEW RECIPE

VIEW RECIPE

VIEW RECIPE

VIEW RECIPE

Coupons 2.0

Such sites can also employ an established shopper marketing strategy: coupon distribution. Panasonic and Listerine [teamed up](#) to host a fully interactive site that features influencer-created content. “A product is definitely worth keeping when it works well and fits easily into my daily routine,” says Rachel Talbott, a beauty blogger with 845,000 subscribers. In her video, she recommends the Philips Sonicare Series 2, a \$20 coupon of which is downloadable from the site and can also be shared via Facebook, Twitter, and email.

TAKEAWAY

Offer coupons alongside other promotional media.

Beauty Blogger Rachel Talbott using Philips Sonicare Series 2



A screenshot of a promotional website for Listerine and Philips Sonicare. The top section features a large teal banner with the word "SWISH" in large white letters, and "with LISTERINE" below it. Below the banner, the text "SAVE & SMILE" is prominently displayed in blue, followed by "Download our coupon to experience a clean you can really feel". The bottom section is divided into two columns. The left column is titled "Save up to \$20" and shows various Philips Sonicare toothbrushes and packaging. The right column is titled "Save \$0.75" and shows several bottles of Listerine mouthwash. Below these columns, there is a line of text that reads "Mouthwash and Philips Sonicare together for a best-in-class combination will help you shine through any situation." and a partially visible "THE SAVING" at the bottom.

Lights, Camera, Action

Other campaigns ask for more investment from participants in exchange for greater incentives. For their #SamsClubBaby campaign, Huggies, Pull-Ups, and GoodNites installed endcap displays in participating Sam's Clubs. They created a baby fashion shoot, complete with a set that encouraged consumers to "snap a selfie with baby" and share it online through Facebook, Instagram or Twitter using #SamsClubBaby. The pattern matched any outfit, and the whiteboard allowed consumers to personalize their message (for example, "Go Bears!"). Silly props such as a crown and glasses with an attached mustache further encouraged consumers, and even a few Sam's Club employees couldn't resist snapping some pics. The possible reward for submitting content? A \$500 gift card.

Not only did the campaign highlight great #SamsClubBaby photos, but it also gave consumers the ability to click through those images to purchase products, driving ecommerce sales.

TAKEAWAY

Connect the concrete and the digital with interactive in-store displays.



Win \$500
to spend at Sam's Club® Photo

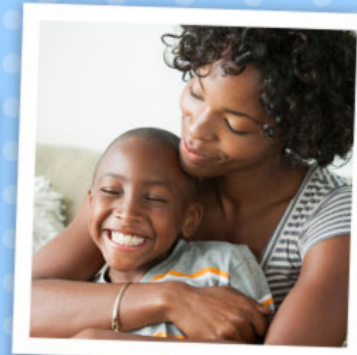
#SamsClubBaby

Family
ent

2 Upload it

3 Tag it with
#SamsClubBaby

4 Share
f t



Shop Now!



HUGGIES®
LITTLE
MOVERS®
Diapers

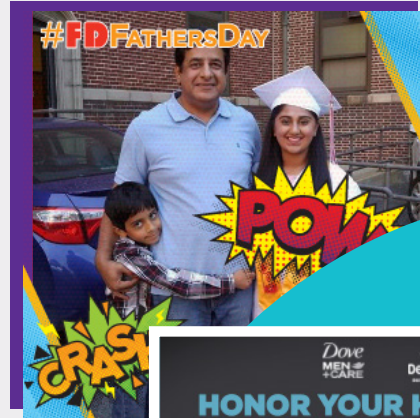


Mark Your Calendar

With their #FDFathersDay campaign, Unilever and Family Dollar raised the bar even higher for fan participation. Consumers were asked to upload a picture of a dad and then personalize it with super hero stickers using the Wyng [Photo Lab](#) template. Besides celebrating their Super Man fathers, these fans instantly enjoyed coupons on select Dove products and could opt in to receive emails about future promotions, demonstrating how advanced the coupon campaign has become.

TAKEAWAY

Consumers are more likely to participate when their content is tied to an important event.




STOCK UP ON ALL YOUR FAVORITE DOVE PRODUCTS THIS FATHER'S DAY AT FAMILY DOLLAR
SAVE \$2 INSTANTLY
 WHEN YOU BUY ANY 2 DOVE PRODUCTS



(EXCLUDES TRIAL AND TRAVEL SIZES). OFFER VALID IN-STORE 4/28/16 - 6/30/16



Box Tops Revisited

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That said, not every campaign has to be on the level of super heroes. The Box Top for Education program, which started as a small piece of cardboard, has raised more than \$320 million since its inception, partly thanks to General Mills' continuous innovations. Participants can now track their points online, and there's even a free app that offers coupons, scans a customer's receipt, and automatically credits the money to her designated school. These campaigns demonstrate that digital shopper marketing campaigns ultimately can, and do, drive in-store traffic.

[Contact us](#) for more information on how you can incorporate digital campaigns into your shopper marketing strategy.

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Wyng is a marketing platform for brands and agencies to build and run campaigns that drive participation and elevate consumer influence. We powered the first Super Bowl hashtag commercial in 2011. Since then, we've continued to evolve our platform to align with shifts in consumer behavior through a robust library of campaign templates. We help brands create communities, what we call tribes, bound by affinity and connection. Wyng is headquartered in New York City.

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