



# SWEET SPLASH

**In January, Cinnabon Bakeries offered a splash of Cinnabon-flavored coffee creamer** from International Delight when customers purchased a cup of coffee. The creamer is located either on the condiment bar or offered by a server. Some bakeries sell the creamer on site, but all customers depart with a 55-cents off coupon for the creamer.

International Delight debuted the Cinnabon Creamer early last year, and promoted it with FSIs in late spring, but most of the recognition has come from shoppers seeing the creamer on shelf in stores. In October of last year, a flight of TV spots filmed in Cinnabon bakeries aired. The efforts have pushed sales to about \$1 million, says Cara Becker, vice president of consumer product licensing at Focus Brands, which owns Cinnabon.

"This time of year is probably when folks are using more coffee creamers and that will lead to increased

sales," she said.

Focus Brands has 18 consumer packaged goods licensees, including Pillsbury, Kellogg, Cream of Wheat (B&G Foods), Lenders Bagel, and Sunmaid.

The International Delight Cinnabon Creamer sampling program is a first for any Focus Brand licensee due to training and distribution issues. The program is now running in 280 bakeries.

"Now that we figured out how to do it we'll be doing more of it," Becker said. "Part of the equation is because our bakeries are franchisees we have to figure out what a competitive offer is for their bakeries."

Most recently, in-store tests began in some bakeries for the Cream of Wheat Cinnabon flavors. Three packs of the cereals are displayed for sale by the cash registers. Cream of Wheat launched a major comeback in 2009.

On another front, Cinnabon is making a run at Starbucks, Dunkin' Donuts and McDonald's McCafé by elevating its coffee offerings. A few bakeries are testing the "Cinnabon Café."

"Coffee is becoming more and more important," Becker said. "Overall consumers are more tuned into coffee and what good coffee is and are looking for great coffee when they are out, so anyone in the restaurant business should be responding to that." —PATRICIA ODELL



## REACHING HISPANIC SHOPPERS

The growth rate for Hispanics outpaces any other group in the U.S. In 2010, 25% of all children born in America were born to Latina mothers. The Latina shopper is a smart, knowledgeable shopper—and it has become even more critical to understand her specific need-states as her shopping behavior is markedly different than the general market shopper.

■ **WHEREAS ONE-STOP SHOPPING FOR CONVENIENCE AND TIME SAVINGS IS COMMON AMONG THE NON-HISPANIC SHOPPER**, the Latina shopper prefers to shop a minimum of five channels regardless of size of household or household income. There is no compromise when it comes to what is best for her family within the family budget. She seeks specific retail destinations for certain categories because of value, variety, selection, mix and a retail environment where she is comfortable shopping.

■ **THE LATINA SHOPPER PREFERS** to shop within a five-mile radius of home, with store routes on the way to other retail destinations. She may be willing to drive beyond the five-mile radius for the monthly stock-up shopping trip, but the weekly fill-in shopping excursions follow predictable, convenient travel routes on the way to or from the furthest destination. This is neighborhood shopping and neighborhood marketing influenced by peers, family and friends. —Terry Mangano, executive vice president, Catapult Marketing.

## LISTEN TO SHOPPER RHYTHMS

What are the tools you need to get started? A way to track shopper purchase and behavior is key to tapping into rhythms—start with registers, what is going out at what time, on what days?

The thing of the moment in retail is digital technology. Digital signage allows us to customize messages throughout the day, i.e., "day parting". Long a staple in the restaurant industry, day parting messages has now become a normal part of the retailer's repertoire. Imagine the potential of creating a more emotional opportunity in the mid-morning and an immediate driver during rush hours.

The power of digital signage is to carry essentially unlimited amounts of communication, not restricted by mechanical limitations of surface area or rotation. Of course, this unlimited messaging is also one of its greatest weaknesses, as it requires a more disciplined approach to communication. Current applications include video menu boards, digital P-O-P, and even fully developed in-store networks. Digital signage also requires a fair degree of infrastructure investment—software, displays, and a way to update information. —Kevin Gilbert, chief planning officer, TRIS3CT



## SEEING RED

### MACY'S EXPANDS AMERICAN HEART ASSOCIATION PROMOTIONS

**For the ninth consecutive year, Macy's is staging "Go Red" events and promotions** in February in support of the American Heart Association's "Go Red For Women" campaign to raise funds and bring awareness to the problem of heart disease in women.

The campaign turns on in-store events, themed merchandise and experiences that no customer entering its stores could miss. Social media will also play a large role in virally spreading the message while at the same time triggering donations to the cause.

Macy's is a founding national sponsor of the movement and, since 2004, has raised more than \$28 million for "Go Red."

"Our efforts with philanthropy are part of the DNA of this brand," says Holly Thomas, vice president of cause marketing-national, for Macy's. "We've been around for a long time and giving back to causes that matter to our customers are integral to how we connect with our audience. The value for us is certainly continuing that relationship."

Macy's has evolved the program and added new elements this year. Here's a look at how the program will roll out.

#### THE LAUNCH EVENT

The month of events and promotions will kick off Feb. 3 at Macy's Herald Square with "Go Red For Women" celebrity spokespersons Elizabeth

Banks, Star Jones and Nick Verreos.

#### THE WEAR RED SALE

Beginning Feb. 1 through Feb. 5, any customer wearing anything red—from an entire ensemble to lipstick—will receive a 10% or 20% discount on a wide assortment of merchandise. Customers not wearing red can also receive discounts by purchasing the official "Go Red For Women" red dress lapel pin for \$2.

Three of Macy's merchants—I.N.C., Alfani and Charter Club—have designed red dresses that are available in stores or at [Macys.com](http://Macys.com). The dresses will retail from \$69.50 to \$89, with 10% of the purchase price of each dress sold between Jan. 29 and Feb. 25 donated to the American Heart Association.

"This is the first year we've had three dresses, it's typically been a single red dress from I.N.C. but this year we wanted to do a collection in different shades of red to offer more variety for the customer," Thomas said. "The dresses get merchandised within the store within a vignette that calls out our relationship with Go Red."

#### RED DRESS DASH

In this event, women dressed in red will run relay races in some stores across the country as a way to encourage heart-healthy lifestyles. Last year, Macy's raised about \$1 million from this event alone.

"We've largely held casting call events so this year we worked with Go Red to add a new layer to those events, the Red Dress Dash," she said. "They'll happen in a limited number of stores where we invite women to show their fashion and show their red color and do a quick relay race. That will happen in

preliminary mode this year and roll out in the coming years."

#### GO RED CONNECT

These events, to be held in stores in many cities the weekend of Feb. 3 through Feb. 5, allow women share their stories for the chance to become a spokesperson for the cause—representing Go Red For Women in marketing materials at events and on [GoRedForWomen.org](http://GoRedForWomen.org).

"One of the most prevailing things we learned is how prevalent heart disease is in women and how little they know that to be the case," Thomas said. "There is a huge education component to help our customers understand this disease."

#### THE SOCIAL CONNECTION

Valentine's Day plays a big role here. On Macy's Facebook page, fans can self select a Valentine's Day conversation heart or write on of their own to sent to their friends. For each virtual heart shared from through Feb. 14, Macy's will donate \$2 to "Go Red." Macy's Twitter followers can also participate by tweeting [#heart@Macys](https://twitter.com/heart@Macys) from Feb. 1 through Feb. 14, and Macy's will donate \$2 for each tweet, up to a maximum donation of \$250,000 for both Facebook and Twitter participation.

"We're doing something slightly different this year with the conversation hearts and connecting to Valentine's Day," she said. "Obviously, there's a natural connection to hearts and Valentine's Day."

The month-long program is heavily supported through TV spots, local radio, Facebook posts, local outreach, in-store marketing and print ads.

"Every vehicle that we usually use to touch our customer we use to support this program," Thomas said.—PATRICIA ODELL

