



CORONA CRACKS THE CODE



This spring, Corona launched its largest retail promotion to date for its Corona Extra and Corona Light brands.

It's a treasure hunt of sorts with unique codes hidden on 11,000 bottles and 1,000 cans. P-O-P and the packaging itself alert consumers to the hunt. Once they discover a code, they can take it online to enter the "Corona Beach Getaway" sweepstakes and a chance for those of legal drinking age to win one of 100 trips to Mexico. The program is a grand take on a much more subdued, yet successful, sweepstakes that ran last year.

In downtown Chicago, a 16-foot tall beer bottle—with pretty brand reps inside—will promote the sweeps. A kick-off event in New York City's Times Square turned a section of the promenade into a sandy beach with help from promotion agency Gigunda Group. People were invited to play volleyball and beanbag toss games and then left with branded giveaways. Local retailers were provided

with promotional materials to create their own beach experiences and tie into the Time's Square event and beyond.

In bars and restaurants, a separate but related sweepstakes, "Corona Getaway Moment," is promoted by P-O-P where people can submit a photo of their favorite beach moment to win a beach vacation for two. Ten finalists will have their photo submissions posted on Corona's Facebook page, which has about 550,000 fans.

In California, where the sweepstakes are prohibited, a third rendition is underway. There, residents learn through both on- and off-premise P-O-P that they can submit an essay to apply for a three-month position as Corona's Relaxation Expert, who's duties it will be to share tips on the best ways to relax with Corona.

On Facebook, a digital version of the sweepstakes plays out with consumers registering to play and then searching to locate bottles of the premium import hidden on the pages.

Fifteen-second TV spots created by Cramer-Kasselt are running on most major networks, including CNN, ESPN, Spike TV and Comedy Central along with radio ads. Pereira Odell developed media buys. The sweepstakes just began and runs through July, with redemption of the codes open through mid-September. —PATRICIA ODELL

MARKETING AT RETAIL:

Experts Talk Challenges

CHALLENGES AT RETAIL CONTINUE TO MOUNT AS SHOPPERS GRAPPLE WITH RISING FOOD AND GAS PRICES. TODAY'S SHOPPER LOOKS VERY DIFFERENT THAN YESTERDAY'S SHOPPER. TO FIND OUT HOW MARKETERS ARE HANDLING THE CHANGES, WE CHECKED IN WITH A FEW TOP RETAIL EXPERTS.

■ TODD ENGELS, general manager, Marketing Drive

Shoppers are staying home. The combination of \$4 or more for a gallon of gas and the rise of "e-tailing" are negatively impacting store trips. So what's a retailer to do? First, they need to look at their own e-commerce platform and strategy to make sure they're effectively meeting the needs of their shoppers. Second, re-examine their in-store value proposition to make sure they're differentiating the shopping experience along key shoppability measures such as convenience, enjoyment and relevance.

Manufacturers need to have an "e-tailing" channel strategy (assortment, pricing and promotion) to address this growing trend and work with their retailer partners to develop trip driving programs such as exclusive offers, in-store sampling, loyalty rewards, etc.

■ TINA MANIKAS, global retail and promotions officer, Draftfcb

The big challenge is how best to address the changing shopping ecosystem to stay relevant and competitive. Shopping beyond the store, in the store, in the aisles is different—mobile and digital playing a big part of it. It's affecting shopper resources, destinations, trip types and behaviors; the insights we as marketers have assumed in the past; and the way we integrate communications. It is driven by the changing nature of information as it continues to become portable, personal, social, real-time and, in many cases, free.

To address this changing behavior, you must place more emphasis on the pre-store interaction, and weave a mobile digital solution into the main retail plan to help shoppers. Remember, a shopper's journey is not black and white anymore and if you wait until they get to the shelf, they will *never* get to the shelf.

■ BARB STABNO, president/owner, BARD Advertising Inc.

The biggest change/challenge is the creation of synergy between retailers and manufacturers. The goal is to capture the consumer in many walks of life—in-home and in-market as well as in-retail. Retail offers the point of purchase, but manufacturers and retailers need to come together to engage the consumer. Dollars needs to be realigned to engage and connect with the customers so when they enter the store, the consumer already has decided to buy your brand.

■ MATT EGAN, executive director, branding & design, G2 USA

There's no question that the most exciting shift in retail marketing is the integration of mobile, social and place-based media into the traditional brick and mortar experience. At a base level, this challenges all brand owners to deliver real-time, shopper-relevant messaging to mobile handsets. At a more sophisticated level, it presents a whole host of opportunities. —PO



DESIGN 101: P-O-P CREATIVE THAT POPS

DESIGN TO INTERRUPT:

As human beings we are wired to notice things that are different. It's the fight or flight caveman-response mechanism. So adding things like LED lights, motion technology, sound clips and scents helps separate you from other activities happening in your space. Unless, of course, you're advertising in Times Square. Then all bets are off.

MIX IT UP WITH A VARIETY OF TEXTURES AND COLORS:

Once you've got a prospect's attention, keep it by giving her something interesting to look at and respond to. Use of colors and materials provides deeper connec-



tions to the brand and can help differentiate you from competitors. Use a cool metallic look for a contemporary product or a soft fuzzy texture for a softer homier feel.

DIMENSIONALIZE:

Use layers to establish message priority. For instance, if you think prizes have the stopping power needed to get you noticed, pop them out of their own layer.

"The true magic happens when you as the designer or client can use the above tactics in a way that connects to your brand and helps communicate your message," says Scott Neumann, executive creative director, senior vice president, Wunderman Chicago. —PO

TIPS: Creating Environmentally Friendly P-O-P

Here are five basic elements to think about when designing environmentally friendly point of purchase items:

- ✓ **1. SIMPLIFICATION:** You want to design for fewer components, which means less manufacturing and materials. This controls waste and is beneficial for storage and freight.
- ✓ **2. FLEXIBILITY:** Create a POS system or element that can be easily updated or refreshed without having to dispose of the entire structure.
- ✓ **3. WEIGHT:** Lower weight translates to fewer materials, less energy consumed in manufacturing and lower costs for freight and fuel.
- ✓ **4. STREAMLINE:** Make the manufacturing stage less costly and decrease labor and material costs by limiting the number of elements and materials in the design phase.
- ✓ **5. RECYCLING:** Be selective in specifying materials and substrates, as well as green materials. Think about the production processes for your design as well as the materials that go into it to assure materials can be easily recycled.

—JIM POLOWY, vice president environmental design director, TPN

IDEAS:

Shop & Scan

RECENTLY, HOME DEPOT PARTNERED WITH SCANBUY INC. FOR A PROMOTION USING BAR CODES TO GIVE CUSTOMERS IMMEDIATE ACCESS

to a variety of content to guide their in-store experience, including product ratings, reviews, how-to-guides and videos on specific products. The system allows Home Depot to edit the barcodes in real time as new content is created. It also receives a host of data such as to which products customers are most interested in, the location of those interactions and representative demographics.

The codes were introduced through a print ad featuring Martha Stewart Living kitchens and placed in tens of millions of direct mail pieces. The advanced code brings up five options: a video of Martha Stewart introducing her products; examples of the products in use in homes; links to color options; frequently asked questions and requests for more information.

"Home Depot can change what each of those menu items are whenever they want," Mike Wehrs, CEO of Scanbuy, said. "That's a powerful thing, to be able to change what code means even after its deployed."

But while QR codes can give retailers a powerful tool to get information to shoppers in-store, marketers must be careful, especially if they can't edit in real time.

For example, a major auto manufacturer bought an ad for the back cover of a magazine with tens of millions of subscribers that incorporated a QR code. The problem? There was a typo in the code (the second slash was missing from the link, http://) and linked to a 404 error message with no way to fix it. In another example, a major retailer used a vendor to create end-caps with codes to unlock content for a makeup brand. The code looked like it had been dusted with pink talcum powder. The problem? It looked nice, but only two scanners could pick up the code.

"The retailer had to put stickers on the end-caps at a cost of \$60,000," Wehrs said. —PO

