



FOUR WAYS TO CAPITALISE ON MOBILE RETAILING

Four ways to capitalise on mobile shopping



Create promotional opportunities



Guide shoppers



Enable mobile payments

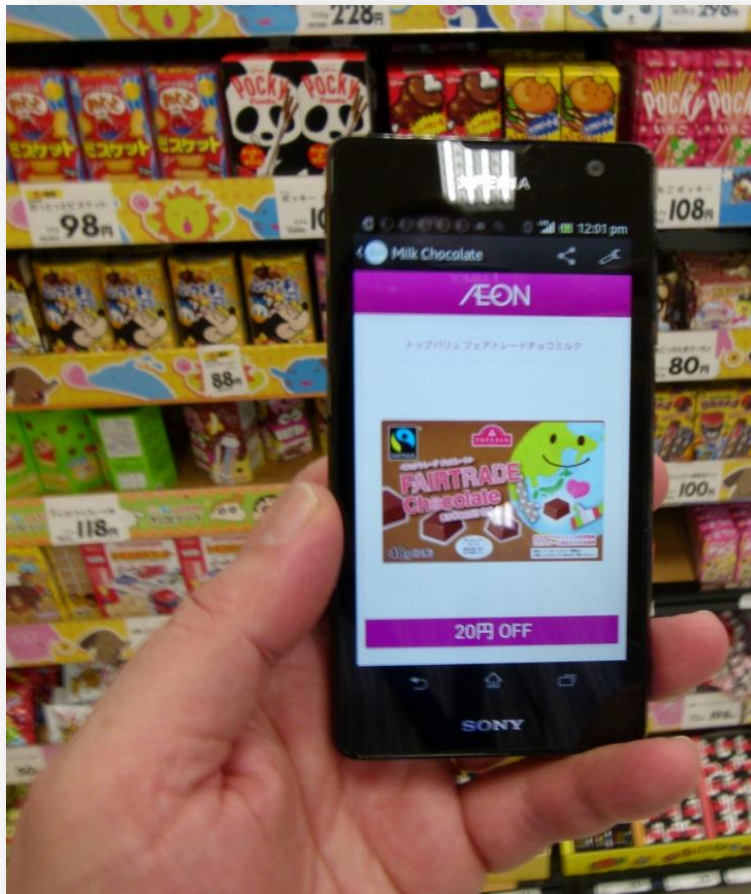


Generate excitement... anywhere

Building buzz through mobile-led promotions

Trend

Mobile phones can be used to enliven promotions. By using GPS to track location or data to enable personalisation, retailers or suppliers can use mobiles to create promotions that provide real impact.



Leading example

Through its AEON Kazasu coupon system, Japan's AEON has generated excitement and driven footfall at its stores.

How it works

Shoppers touch their phones against a poster as they enter to bring up a range of offers and promotions available in-store on that day. AEON can also 'push' offers and messages, enabling shoppers to gain prizes.

Implications & opportunities

Many mechanics can be used: recent examples include time-bound promotions based on shoppers' location, limited-time coupons or time-related discounts that can create excitement in-store. But there is scope for more innovation in future.

Navigating stores to find products and promotions

Trend

Helping shoppers find the products and promotions they want is key, whatever a store's size

Leading example

In Shanghai, Carrefour has worked with Appconomy to launch the Smart Shopper app.

How it works

The app, which mirrors developments from US-based retailers like Safeway and Walgreens, helps shoppers search for and navigate directly to any product, discover current discounts/promotions and generate a social shopping list that they could share. The app allows Carrefour to engage with customers in a personalised way.

Implications & opportunities

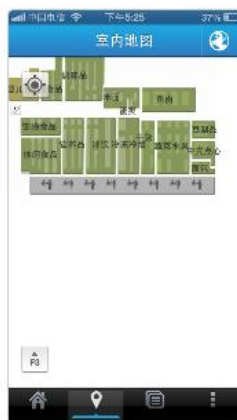
Primarily, shoppers want simple product location more than other items. Providing too much information or navigational complexity on a mobile device could detract from the in-store experience.



Merchant Home



Product Detail



Store Floorplan



Product Locator

Using mobiles to cut checkout times

Trend

Waiting for checkouts can detract from the shopper experience: mobile enables shoppers to check out quicker, by self scanning and/or paying



Leading example

Starbucks and Square have developed a payment system in Starbucks' US coffee shops.

How it works

Remote in-store payment cuts payment and queue time in-store.

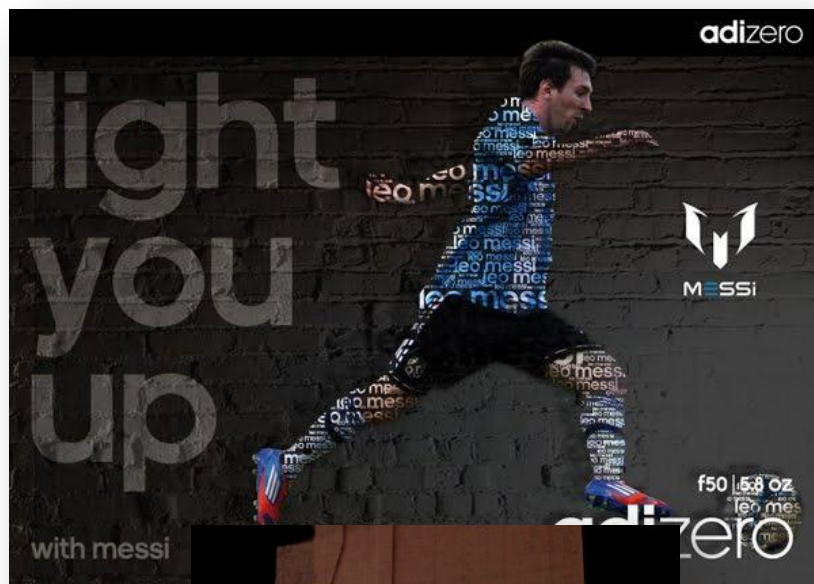
Implications & opportunities

Such solutions could be key to delivering better, faster shopping experiences, especially in smaller stores. However, the technology used here – near field communication (NFC) – is still being trialled and assessed by many retailers, not least to overcome shoppers' security concerns about smart-payments.

Attracting nearby shoppers to drive footfall

Trend

Using GPS, companies can target nearby shoppers with short term offers to generate excitement and media coverage at any time and anywhere



Leading example

In its 'Light You Up' campaign, Adidas targeted shoppers in a three-mile radius of New York's Penn Station.

How it works

The campaign aimed to attract shoppers to an event marking the launch of Adidas's new shoe. At the event, users were able to interact with the Adidas Facebook app to see their name in lights.

Implications & opportunities

Companies need to make sure that a campaign is relevant and can be communicated easily on shoppers' mobile phones. Like any campaign, it also needs to complement core brand values. Done well, it can add to retailers and suppliers' shopper insight programmes.

Future focus: A new vision for 'mobile'?

- The adoption of technologies like Google Glass and watches from Samsung – and potentially Apple – suggests **an ever bigger role for seamless solutions – such as wearable technologies – in shoppers' lives**
- As technology use grows and potentially fragments beyond what we currently see as 'mobile', **retailers and suppliers will need to trial different methods to reach out to shoppers**



Want to know more?

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A blue banner for the 'Online & Digital Summit 2014'. On the left, there's a collage of images: a smartphone, a laptop, and a person holding a shopping bag. The text 'Online & Digital Summit 2014' is prominently displayed in white. Below it, the dates '18-19 November 2014, London' are shown. The hashtag '#igdonline14' is visible in the bottom left corner. Faint background text includes 'REVIEW', 'TABLET', 'CLICKS', 'DELIVERY', and 'SOCIAL'.

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