

In Focus: Business Insights

MARKETING

Macy's, Old Navy Garner Top Scores in ABX Ad Ranking for May

- J.C. Penney, Macy's and Old Navy took the top spots in ad effectiveness for May.

BY TRACEY GREENSTEIN

Macy's, Old Navy and J.C. Penney dominated the "most-effective" advertising measures for May, according to the ABX Advertising Benchmark Index. The fashion retail group tracked by ABX ran 92 ads last month and included retailers Neiman Marcus, Lord & Taylor, Kohl's, Sears, Old Navy and The Gap. In April, the retailers ran 125 ads.

The ABX Index measures overall ad effectiveness and creativity across television, radio, digital, print and free-standing inserts. Each ad is rated by a consumer panel based on 15 variables – or very focused key performance indicators – with a score of 100 equaling "average effectiveness." Awareness – or brand linkage – and "message" scores reflect the advertisement's impact on audiences via its "reputation" and "call to action" scores.

Click here for a copy of the May 2018 Retailer Advertising Effectiveness Report for Retailers.

The best "Overall" ad was Kohl's' "Tonight's a one-pan meal kind of night" and "Give mom a perfect gift" split 30-second spot, which combined two TV ads. The ad begins with a mother quickly taking dinner out of the oven when her family arrives home, and segues to a Mother's



Day sale. Its Gender scores for females and girls scored 114 and 108, respectively, which influenced its high scores for Reputation at 174 and Action at 142. Its Call-to-Action score for "Intent to Contact" was 255; "Look for" at 194, and "Purchase" at 170.

Macy's "You'll be alright; you know Mommy can't go anywhere without her purse..." ad scored the highest in the ABX Gender Equality Index, with female and girl scores at 119 and 116, respectively. In pursuit of a Mother's Day theme, the online video ad shows a little girl frightened on her first day of school, and she doesn't want her mother to leave. To console her daughter, the mother gives the girl her purse to ensure she will be back. The scene then flashes forward to the grown-up girl leaving for college, who presents her mother with a purse before she leaves. The mother and daughter scored very high as Role Models, at 133 and 127, which impacted its Reputation score at 190 and Likeability at 162. ABX enjoyed the story and gender presentation,

but said the retailer "lost some opportunity for Brand Awareness by waiting to show its logo until the end."

Old Navy's "Jump Into Summer" was the top ad for Relevance and See Again, an energetic and playful 15-second TV spot that features characters jumping rope wearing the retailer's latest summertime clothing. Its ABX Gender Index scores are high for male, female, boy and girl characters, contributing to a high Reputation score 170, as well as the strongest Call to Action scores for "Look For" and "Go to the Web."

The top ad in the Recommend category is J.C. Penney's "Here comes Shaq, making big and tall even bigger ad," which features Shaquille O'Neal promoting the retailer's "Big & Tall" selection in a 30-second TV spot. The ad resonated well with audiences, scoring a 123 in Message and 109 in Gender. O'Neil's personality and the message itself influenced Reputation at 158 and two Call to Action scores: Recommend at 208 and "Contact J.C. Penney" at 229.

And the number-one ad for Clear Message is Macy's "It's Macy's Memorial Day Sale," scoring a strong Message score at 135 with its 15-second TV spot that features a voice-over and upbeat music. A model with excellent body language complemented by flashes of Macy's red star logo effectively communicates the retailer's Star Money Days concept, resulting in a high Reputation score at 169; 164 in Recommend, and 179 in Go to the Web.

TECHNOLOGY

Emmy, Grammy Award Red Carpets to Become Shoppable

- Partnering with Mavatar, FX Group will aim to monetize content from its award show portfolio.

BY ELIZABETH DOUPNIK

Buy it off their backs. FX Group, the marketing partner and advisory firm that manages award shows like the Emmys, Billboard Music Awards, Grammy Awards, Miss America and American Music Awards, has partnered with Mavatar to make its red carpets shoppable. Viewers will have the opportunity to purchase items via Mavatar's mCart technology, a decentralized marketplace.

"FX Group and its ecosystem are the natural fit for adopting the first mCart marketplace," said Susan Akbarpour, cofounder and chief executive officer of Mavatar. "The FX Group's customers are the true examples of macro-influencers or mainstream media including TV, movies, magazines and red carpet shows, whose power of storytelling sets the trends and influences millions of consumers every second. Their content resonates with the consumer, creates emotional connection between consumers and products and prompts them to buy. Outdated technologies and attribution models cannot take a lead in this crucial time."

The marketplace will optimize content, blockchain and artificial intelligence to inform affiliate sales and cost per transaction distribution models. "The mCart marketplaces are designed to address the different needs of shoppers, influencers and bricks-and-mortar retailers," a Mavatar spokesman said. Consumers will have the opportunity to socialize their shopping journeys to further influence their followers' spending.

Participating brands and retailers will also have access to data to bolster marketing strategies – and furnish enhanced consumer experiences, the spokesman said. This is partially supported by the use of blockchain, which provides transparency between brands, influencers, and shoppers. "mCart data enables brands and influencers to see what product is selling, where and how much – all in real-time," the spokesman said. The marketplace is also GDPR compliant.

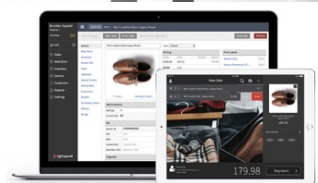
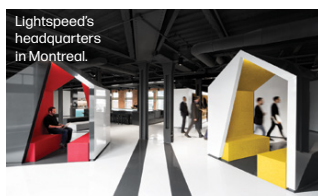
This technology – and the heightened focus on red carpet dressing – will also likely heat up competition between designer, retailer and celebrity ambassadors to score high marks on the red carpet. With the new technology, a misstep will arguably have even larger ramifications than appearing on a "worst dressed" list.

TECHNOLOGY

Lightspeed Creates Integrated Solution for Retailers, Restaurants

- The company launched an integrated iOS solution for retailers and restaurants with Intuit QuickBooks Online and Planday.

BY TRACEY GREENSTEIN



investment of \$136 million and included participation from Investissement Québec, iNovia Capital and a credit line from Silicon Valley Bank, the company reported. The total amount invested in the firm reached \$292 million.

Its partnership with Intuit QuickBooks Online and Planday enabled the development of an integrated service offering that streamlines macro services such as business management and financial planning in tandem with more niche offerings, namely employee scheduling and simplifying merchant-to-customer transactions, the company said.

The new solution marries the expertise of each firm: Managing and reporting on all inventory from a single, centralized location is powered by Lightspeed, while the swift and automatic flow of

Lightspeed's sales information into "proper general ledger accounts" is managed by Intuit. More nuanced capabilities such as the scheduling of all employee shifts (based on expected revenues), individual or group communications, and data regarding sales and employees' time and attendance originates from Planday, which all rolls into Lightspeed and Intuit QuickBooks Online to run payroll, according to Lightspeed. And, the solution holistically consolidates reports.

As its solution is designed with retailers and restaurateurs in mind, its full suite of services can help trim costs, reduce time spent on administrative tasks and improve employee engagement, according to Lightspeed. For customers using iPhones and iPads, Lightspeed's solution will enable access to its integrated solutions that provide transparency, creating the opportunity to improve customer experience; onboarding for the solution through a cross-company team of customer service representatives, and mobile POS connected to inventory, e-commerce and back-of-house, all according to the firm.

Julian Teixeira, vice president of sales at Lightspeed, said, "This relationship ushers in a new era of ease and innovation for our customers. With this integration, we are delivering one experience to retail and restaurant customers to help them save time, make more money, and improve data accuracy through automatic syncing of all systems. The way retailers and restaurants do business has changed, and a modern-day POS system should support a business owner so they can spend more time focused on their customers."