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Nabisco's Ritz Crackers takes bite out of mobile via targeted couponing campaign

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Nabisco's Ritz Crackers is running a targeted mobile ad campaign that delivers coupons to a user's mobile device and lets them save and redeem the offer at the point-of-sale.

The company is running the full page and mobile banner ads within Pandora's iPhone application. Additionally, by adding an incentive – in this case a coupon for a package of Ritz Crackers – consumers are more inclined to tap on the mobile ad.

"We have come to a point, where most of us feel lost if we leave our homes without our phones," said Rick Singer, CEO of GreatApps.com.

"We take our phones everywhere – to the movies, to sporting evening, to social gatherings," he said. "It is a good move for Nabisco to have mobile coupons using a targeted ad campaign.

"The days of clipping coupons from the local paper will soon become obsolete. As consumers, we would like to be able to receive weekly discounts on the brands we are going to be purchasing regardless."

Mr. Singer is not affiliated with Nabisco. He commented based on his expertise on the subject.

Nabisco did not respond to press inquiries.

Fully snackable

The mobile banner ad reads "Try Ritz Crackerfuls Big Stuff. Click Here For Coupon."

When consumers tap on the banner ad they are redirected to a mobile landing page featuring a coupon that lets them save 50 cents when they buy any one package of Ritz Crackerfuls Big Stuff.

The image shows a mobile banner advertisement for Ritz Crackerfuls Big Stuff. At the top, a status bar displays "AT&T 3G", "11:43 AM", and "81%" battery. Below the status bar is a blue "Done" button. The main banner features a large image of a Ritz Crackerfuls Big Stuff sandwich, with a yellow diagonal banner reading "TRY NEW!". To the right of the sandwich is the Ritz Crackerfuls Big Stuff logo and the QuickChek logo. Below the sandwich, a coupon box with a dashed border contains the text: "Save 50¢ when you purchase any ONE (1) package of RITZ CRACKERFULS BIG STUFF. PLU: 61006. SHOW YOUR PHONE DURING CHECKOUT TO SAVE AT QUICKCHEK STORES." At the bottom, two packages of Ritz Crackerfuls Big Stuff are shown, labeled "COLOSSAL CHEDDAR" and "EXTREME PEANUT BUTTER". The banner concludes with the text "HIT HUNGER NOW" in large, bold, white letters on a red background.

To redeem the coupon, consumers can simply show their device during checkout at any QuikChek location.

The mobile ad also lets them find the nearest QuickChek location by using the device's GPS technology.

"Part of the reason we are going to click on an ad is if there is something in it for us," Mr. Singer said. "Besides rewarding loyal users of that particular product — or in this case, Ritz Crackers — it is a great way to introduce new consumers to that product.

"Brand loyalty in part starts as children," he said. "While growing up, if your parents or members of the household purchased brand ABC, then chances are you now use the same product.

"A mobile coupon is a great way to get people from one brand to try another, especially if the incentive is large enough."

User engagement

Running mobile ads is an effective way to drive user engagement and get new and existing customers.

Additionally, incorporating mobile coupons within a mobile ad is a smart move for the company because it gives consumers an added incentive to tap on the mobile ad.

"Mobile ads continue to dominate," Mr. Singer said. "I think many manufacturers will start to use mobile coupons more.

"Besides the obvious incentive, it is also convenient — not having to clip coupons is an incentive in itself," he said. "To have coupons available on your phone, for which you are already carrying, just makes that much easier to use.

"Many people have not used coupons because the incentive may have not been large enough or they did not want to be bothered. Having the coupons on your smartphone will open up the reach to people that chose not to use coupons before."