

Shopper. Marketing.

Time and again, MARS has proven that collaboration is the root of innovation in shopper marketing. As the shopper evolves to play a more vibrant role in the brand marketing plan, leading manufacturers look to MARS to architect winning shopper solutions that deliver business-driving results. The intensity of this commitment to our clients and the shopper fuels our pride in the growth of this critical discipline.

Shopper. Marketing. We are intensely committed to both.



Ken Barnett, CEO 248. 936. 2267 | Rob Rivenburgh, COO 248. 936. 2231

Atlanta | Bentonville | Chicago | Cincinnati | Detroit | London | Minneapolis | New York | Oakland | Scottsdale | Toronto

www.marsusa.com

66° Warm

A couple of weeks ago, I took a great leap of faith and ordered a sweater online. It was this really nice sweater, from 66° North, with fancy diamond stitching around the neck. To be clear, the sweater wasn't for me; it was a birthday present for my wife.

When it arrived, the first surprise was that it was sent all the way from Iceland. The second surprise was that it didn't have the fancy diamond stitching around the neck. It did have some stitching on the shoulder, but it just wasn't what was pictured on the website.

Retail love, from Iceland.

The third surprise was that when I called customer service, a woman answered the phone in Icelandic. This was a refreshing switch from Bangalore, but not at all what I expected. She converted to English in a heartbeat, fortunately.

I'm thinking, man, this isn't going to be good. But the nice lady on the phone slowly unraveled the mystery: They had sent the men's version of the sweater by mistake. It had been shipped from Iceland because it was out of stock in America.

She then suggested they ship a size medium instead of a small, because Americans are so fat. No, actually what she said was, they run small. Anyway, she had the old sweater picked up so I wouldn't have to make a trip to UPS (as much as I like going there). When the new sweater arrived, it was perfect.

To be honest, 66° North isn't the most organized organization in the world. But the bumbling had its charm, its warmth. It's a reminder that the human touch, with all its flaws, is a powerful thing indeed. That's just as true at retail as it is in real life.



Tim Manners
tim@hubmagazine.com

24

COVER STORY

Jiminy Disney!

Disney Stores president **Jim Fielding** casts magic on retail as media. An exclusive Q&A interview by **Tim Manners**.

8

ROUNDTABLE

Checkout Checkup

Insights, integration and collaboration bring retail success. A discussion featuring **Tia Newcomer** of **Hewlett-Packard**, **Jay Contessa** of **Sun Products**, **Mary Goggans** of **Kimberly-Clark**, and **Al Wittemen** of **TracyLocke**.

14

SURVEY ANALYSIS

Return on Twitter

The ROI on social media is at retail.
By **Catherine Boera**.