This newsletter provides teaching tips and summarizes article abstracts for case discussions for the following topics:

- **These 10 Ideas in Retail Innovation Will Change the Way You Shop** (Chapter 5)
- **Beyond The Tablet** (Chapters 10, 11 and 16)
- **High-End Stores Use Facial Recognition Tools to Spot VIP’s** (Chapter 15 and 18)
- **Has Staples Launched the Omnichannel Store of the Future?** (Chapters 3 and 17)
- **Using Data to Stage-Manage Paths to the Prescription Counter** (Chapters 11, 14 and 17)
- **Foreign Companies Adapt to China’s Changing Retail Landscape** (Chapter 5)
- **The Distasteful Side of Social Media Puts Advertisers on Their Guard** (Chapter 15)
- **REI is Now Limiting Returns to One Year** (Chapters 11 and 18)
- **Do Beauty Consultants Make Sense for Target?** (Chapter 18)
- **J.C. Penney to End Johnson-Era Sales Force Hide-And-Seek** (Chapter 16)

**Retail Tidbits**

- Nordstrom Will Sell Cocktails Along With Clothes at Bellevue Store
- Is it Time for Store Employees’ Roles to Change?
- Will Vine Grow As a Retailer Marketing Tool?

If you are interested in the text book please visit [www.mhhe.com/levy8e](http://www.mhhe.com/levy8e). Simple registration is required to gain access to the newsletters and other instructor materials. If you would like to see this newsletter and the previous editions, go to: [http://warrington.ufl.edu/centers/retailcenter/research/publications.asp](http://warrington.ufl.edu/centers/retailcenter/research/publications.asp)
Teaching Tips

Additional Material for Teaching Retail Classes

A website, part of the University of Florida Miller Center for Retailing Education and Research, provides materials for retail class instructors including:

- Nine syllabi from instructors
- Classroom exercises
- Team projects
- PowerPoint slides
- Copies of this newsletter and previous issues
- List of retail links, cases and videos

The website is available at
http://warrington.ufl.edu/centers/retailcenter/teach/

Please consider sharing your materials with other instructors through this website by sending your course syllabi, classroom exercises, projects, teaching types, etc. to bart.weitz@warrington.ufl.edu or mlevy@babson.edu
These 10 Ideas in Retail Innovation Will Change the Way You Shop

Chris Kreinczes, Forbes.com, May 9, 2013

Use with Chapter 5, “Retail Market Strategy”

Springwise is an innovation firm that scans the competitive landscape for promising new business ideas. The company relies on a network of over 15,000 “spotters” to send in new and interesting business ideas for the company to review. Some of Springwise’s most surprising and unique findings come from the world of retail. Springwise’s categorization of retail includes everything from supply chain to point of sale promotions. Based on Springwise’s analysis of current spotings, the company developed a top ten list of retail innovations that it believes will change the landscape of traditional retailing.

1) A jeans store that uses QR codes to make shopping easier for men. At Hointer in Seattle, customers can scan a code on jeans and have the desired size delivered directly to the dressing room without any sales associate interaction. The process is streamlined so customers don’t have to wade through piles of clothes to find their size.

2) Facebook app lets runners pay with kilometers completed. Nike Mexico developed a Facebook auction called Subasta de Kilometros that allows runners to accrue points for every kilometer they run. These points can then be used to bid on Nike merchandise through an online auction.

3) In China, virtual reality stores turn open spaces into supermarkets. Yihaodian, a retailer in China, developed augmented reality stores that can only be accessed in certain locations. When customers point their smartphones at specific public spots like a public square, a virtual store is displayed with items on shelves and walls engaging the customers in a more interactive, online shopping experience.

4) In Denmark, supermarket crowdsources suggestions for local products. SuperBrugsen in Denmark has created a unique concept for ensuring that it stocks merchandise that appeals to its eco-minded customers. Through the SuperBrugsen website, customers can suggest particular items that it wants to store to stock. Managers then use a taste-test to approve the product’s quality.

5) Mobile app lets retail store shoppers skip the checkout line. QThru developed an app that allows shoppers to browse items, scan them, and purchase them all through their phone. Skipping lines appeals to many time-sensitive customers.

6) Brazilian fashion retailer displays Facebook ‘likes’ for items in its real-world stores. C&A, a Brazilian retailer, displays Facebook ‘likes’ on small screens displayed on item hangers. The retailers show the increasing tally of ‘likes’ that different items of clothing receive from web users.

7) Machine accepts cards for tips. More customers are using credit or debit cards for purchases now, leaving them with less cash for tips. DipJar offers customers an easy way to tip by placing a machine near cash registers where customers can just swipe their card to leave a $1.00 tip. If a customer wants to leave more, he/she just swipes their card the desired amount of times.

8) Calming UK store campaign includes quiet shopping areas and debranded products. Selfridges is a large UK department store. In order to reduce the stress and anxiety of chaotic shopping times, Selfridges is introducing the No Noise campaign. When customers enter the designated silent areas, they have to remove their shoes and turn in their cell phones.
9) In New York, bedroom furniture store lets customers nap for free. COCO-MAT, a NYC retailer, offers customers a try-before-you-buy option for bedroom furniture. Visitors to the store are allowed to nap in beds for several hours and even receive a free glass of juice. There is no obligation to buy.

10) At a Brazilian retailer, RFID tracks merchandise from manufacturer to customer. Brazilian Memove’s RFID technology involves stitching tags to clothing that monitor the clothing all the way from the manufacturer’s floor to when the consumer walks out of the store. This allows retailers to more accurately track inventory.

Discussion Questions:

What kinds of innovations are retailers using to engage customers?

According to Springwise, retailers are employing creative technologies and services to engage the customer and provide more streamlined operations. These innovations include everything from QR code usage in the dressing room to allowing customers to take naps on mattresses to test out their compatibility.

Do any of these innovations sound interesting to you? Can you see other retailers offering similar innovations?

Ask students if they think these innovations are sustainable or just a fad. Ask students which ones sound more interesting to them. Would students be more likely to shop at a retailer that offered some of these services? Do students think that other retailers could benefit from similar innovations? Discuss Beyond the Tablet.
Technology is infiltrating almost every component of consumers’ daily lives. Almost one in three Americans owns a tablet and most consumers use their cell phones for searching, shopping, and comparing prices. Quick service restaurants (QSR) have been at the forefront for integrating technology into the service exchange with digital menu boards, kiosks, iPads at tables, and other innovative technologies to engage the customer. Many brands are expanding technology usage even further to employ technologies to use in the kitchen and at the counter to create more efficient operations, increase profits, and further improve the customer experience.

One example of incorporating technology in the restaurant kitchen involves Taco Bueno. Taco Bueno added tablets to its kitchens to include checklists to prepare for rushes and to also push recipes to its line cooks. This keeps chefs from having to memorize recipes and food preparation policies. In addition, the applications on the tablets include videos to be used by kitchen staff to ensure that all food is prepared in a consistent manner across restaurants.

Another QSR chain, Fresh to Order, uses tablets for kitchen display systems as well. Fresh to Order hosts a private intranet on its tablets with recipes, manuals, and specifications for every kitchen, providing instant access for staff. Fresh to Order also uses online ordering at its POS systems to enable guests to order and pay online, offering a seamless to-go order process.

McAlister’s Deli recently experimented with a table-tracking system that allows food runners to know where every guest is seated. This system is meant to replace the antiquated table tent system. The system now uses an RFID system. Every table has a reader under the table. Customers are given a coaster when they are seated. When the customer’s food is ready, the food runner can see exactly where he or she is sitting. This system also helps managers at McAlister’s measure the time it takes for the customer to place the order and receive his/her food.

Integrating more technology, especially tablet based technologies, helps QSR chains increase the flexibility of the ordering process and ensures that customer orders are more accurate and delivered in a more timely fashion.

Discussion Questions:

How are QSR restaurants using technology, specifically tablets, to improve operations?

QSR restaurants are advanced at integrating technology into the service experience with the customer. Many QSR chains are now including tablet technology in the kitchens to streamline operations, provide up-to-date information for the kitchen staff, and maintain quality standards across multiple restaurants. QSR chains are also using better technology to deliver food to customers’ tables faster.
VIP-identification technology was developed by a U.K. based company. This firm has previously developed technology that helps security services identify terrorists and criminals. When customers walk through the door of a retailer, the ID technology analyzes footage of their faces and creates a “face template” by converting measurements into a numerical code that is checked against a database. The database is comprised of celebrities and valuable customers. If the customer is a match to a face in the database, the technology sends a message to the staff via iPad or smartphone alerting the salesperson of the customer’s importance. The message also includes information on the customer’s dress or suit size, favorite purchases, and shopping history.

The software is so advanced it is able to identify customers even if they are wearing sunglasses, hats or scarves. Recent beta tests have shown the technology continues to work if people change their facial hair, hair color, or have a significant change in weight. Currently, the technology is being tested in a dozen stores and hotels in the U.S., the U.K. and the Far East.

This new facial identification technology does raise some serious privacy concerns. Similar technologies, like the facial recognition from Google Glass, have come under severe scrutiny for crossing dangerous privacy boundaries. Similarly, Nordstrom encountered backlash when it disclosed that customers were tracked through the store using their Wi-Fi signals. However, some celebrities say they are fine with the privacy invasion if it means a more efficient, personalized experience.

Some retail consultants argue that the facial recognition technology is too gimmicky and not cost-effective. One consultant suggests that stores can get more information about a customer by just using mobile phone applications; while this technology is less convenient for the sales associate, it does reduce the privacy concerns of the customer. Stores from Family Dollar to Warby Parker are already using data gathered from customers’ smartphones to analyze store layouts and offer customized coupons.

Discussion Questions:

What is facial recognition technology?

Facial recognition technology scans customers’ faces when they enter a store. It uses measurements from the scan to convert information on the customer to a numerical code that is checked against a database. If the customer is a celebrity, or a VIP, the system sends an alert to the sales associate.

Do you think this violates customers’ privacy?

Ask students if they think this will enhance the customer experience? What are the potential problems of this technology? Will customers be ignored if they are not a celebrity or VIP? Is this a violation of privacy?
Has Staples Launched the Omnichannel Store of the Future?

Tom Ryan, Retail Wire, June 24, 2013


In early June, Staples launched the first of two omnichannel stores. This unique concept has a smaller footprint than its other stores. Traditional Staples stores are usually around 18,000 to 24,000 square feet; the new format will be around 12,000 square feet. The new concept stores will only feature 6,000 to 8,000 of Staples’ most popular SKUs. However, they will feature multiple kiosks that allow customers to search through almost 100,000 SKUs. The two stores are located in Massachusetts and Delaware.

Customers can use the kiosks to search for additional merchandise that will be available with free, next business day delivery. Known as The Business Lounge, stores will also feature meeting spaces with conference tables, charging stations, copy and fax machines, printers, computers, and Starbucks coffee. The concept shop will also provide consultation services for small businesses as well as copy and print services.

Within the next year, over 45 of Staples’ 1,500 stores will be converted to the smaller format. This will capitalize on Staples’ operational efficiencies of next day delivery and reduce the rent expenses. While Staples claims to be the world’s second largest internet retailer, the smaller footprint allows Staples to continue its brick and mortar presence. Staples believes this new format will capitalize on the “interplay of the retail network and online.”

Discussion Questions:

What is Staples’ new store concept?

Staples’ new store concept is an omnichannel store that optimizes Staples’ brick and mortar strengths as well as its online presences. The new stores will be smaller with fewer SKUs. However, customers will be able to browse additional SKUs via in-store kiosks. Merchandise ordered from these kiosks will be delivered free the next day to customers.

Do you believe these stores can achieve the same amount of sales as their regular stores?

Ask students if they think this format will be as successful as the current retail format. Is this the trend for future category specialists? What other types of retailers would benefit from a similar format?

Does this Staples format appeal to you?

Many Millenials prefer smaller format stores. Ask students if this format appeals to them or if they still use brick and mortar because of the instant gratification. Will the delay in delivery deter some customers?
Most retailers, in order to stay competitive, are mining data to understand what customers want and how to get them to buy more. Walmart, for example, analyzes social media to identify new products. Autozone uses software to change its inventory assortment in a particular store based on the types of cars people in the surrounding area drive.

CVS uses internal data and industry insights to develop new strategies for stocking merchandise and to decide which promotional offers specific customers should receive. For CVS, the first goal of using big data was to identify the best customers. Over the course of data analysis, CVS realized that its best customers were people who frequently visited the pharmacy due to chronic conditions.

CVS also named its hypothetical best customer, Beth. Beth is a 50-year-old woman who takes care of prescriptions for her children, husband, and parents. Once CVS had named its best customer audience, it decided to analyze what else shoppers like Beth purchased. CVS found that in urban stores, customers like Beth, treated CVS like a general store, buying grocery items, snack foods, household items and baby products. In suburban stores, customers were buying more health and beauty products with their prescriptions. Based on these data, CVS developed a new “On the Go” featuring food items and precut fruit, to its urban stores. In its suburban stores, CVS is redesigning store formats to more prominently display health and beauty products.

CVS is also using data to help solve other problems. For example, CVS could never decide if toothpaste and floss should be merchandised next to grooming, first aid, or cosmetics. Purchase data indicated that customers most often bought oral care products along with beauty products; thus, CVS reshuffled its stores to put dental products near beauty aisles. CVS also found that one-third of its customers stopped taking prescribed medications after a month and half stopped after a year, even though the medicine was meant to be taken for longer. CVS implemented an automated program of texts, e-mails, and phone calls to remind customers to refill prescriptions.

Last year, CVS, through its ExtraCare program, sent 117 million personalized offers to customers primarily via receipt printouts. Through the increased use of big data, CVS now offers coupons to change a customer’s buying habits. For example, if CVS notices a customer typically spends $15.00 per visit, CVS will offer a coupon to drive the sale up to $20.00. In addition, CVS also found that brand-specific offers were redeemed less often. Now, CVS offers category discounts rather than brand specific discounts.

Discussion Question:
How does CVS use big data to make purchasing and merchandising decisions?

CVS uses big data for many decisions. First, CVS uses big data to identify its best customer segment. Second, CVS uses big data to evaluate how this segment was shopping and found that customers in suburban stores shopped differently from customers in urban stores. Based on these data, CVS is redesigning its format in many of its stores to accommodate different consumers’ needs. Finally, CVS is also using big data to assist with merchandising decisions. For example, CVS never knew where to stock oral care products. Based on big data, it found that it should stock them next to health and beauty.
Foreign Companies Adapt to China’s Changing Retail Landscape

Li Jiabo and Li Woke,

Use with Chapter 5, “Retail Market Strategy”

Foreign retailers in China are altering their retailing strategies in response to fierce competition, changes in consumer demands, and rising costs. China’s retail market continues to expand. However, some foreign retailers have faced closures and mergers recently. Last year, the world’s largest convenience store, 7-Eleven, experienced significant closures. Walmart had to close two of its stores in Quxi and Shenzhen in April of this year. Home Depot closed the last seven of its remaining China stores last year after significant losses. Best Buy also closed its nine stores in 2011 after discovering that its Western business model did not work in China.

In addition to closures, other foreign retailers have slowed their expansion efforts in China. Walmart had once estimated that it would open around 50 stores a year in China. That estimation has now decreased to about 33 stores per year due to changes in store location options, corporate strategy, and business performance. Overall, foreign direct investment in China declined 3.7% in 2012.

However, some foreign retailers have increased their expansion efforts in China. Carrefour has said that it will retain an annual growth rate of 20 to 25 new stores in China annually and announced the opening of its first hypermarket in the Inner Mongolia region. Germany’s Metro Group opened 12 stores in mostly second- and third-tier cities in China.

In previous decades, expansion to China was attractive for foreign retailers because they had a competitive advantage over domestic Chinese retailers due to advanced management and technology systems. In addition, foreign retailers were given preferential treatment in land use and tax benefits. However, growth in e-commerce and rising costs in first- and second-tier cities are putting tremendous pressure on foreign retailers.

Discussion Questions:

Describe the state of foreign retail investment in China?

Some retailers, like Home Depot, Best Buy, and 7-Eleven, are closing some or all of their stores in China. Other retailers like Walmart are slowing their expansion in China and pursuing less aggressive growth strategies. Growth in e-commerce, rising costs, and increased competition has made direct investment in China less attractive to some retailers.
The Distateful Side of Social Media Puts Advertisers on Their Guard


Use with Chapter 15, “Retail Communications Mix”

In late May of this year, Facebook found itself at a crossroads with advertisers and its users. Feminist groups lobbied against Facebook for allowing pages that glorified violence against women. These groups also targeted the advertisers whose ads were featured near the pages. Nissan and several other companies temporarily removed their ads from Facebook until the problem was resolved. Facebook has since acknowledged that its systems to remove such content need improvement.

This episode showcases a unique challenge for social media sites that want to protect freedom of speech but also do not want to alienate advertisers. Nissan has promised to work with Facebook on a resolution. Dove, another ad targeted by protest groups, is working with Facebook to have pages promoting violence to women removed. Dove is also working on refining its targeting terms for future pages it creates.

However, it is still unclear how advertisers will be able to prevent their brands from appearing on Facebook pages with offensive content. Traditional media offers advertisers more predictable ad positions, whereas digital ads are usually placed using advanced algorithms set with certain parameters.

Revenue from social media advertising is expected to reach $6.43 billion in 2014, with over half of that coming from Facebook advertising alone.

Social media sites are finding that they have to develop unique ways to satisfy advertisers’ needs. For example, Twitter offers advertisers negative matching services, which means companies can choose to adjust their campaigns to avoid specific phrases or hash tag trends. LinkedIn clarified its terms to explicitly ban the selling of escort services.

Discussion Questions:

What problems can arise when advertising appears on social media sites?

Advertisements on social media sites are determined by complicated algorithms that match ads to certain parameters. So, for example, Dove might say it wants to appear on sites that are geared toward women or include female content. The problem is that this might mean that a Dove ad appears next to a Facebook page that promotes violence towards women.

What are the major social media sites doing to help advertisers with this problem? Is it enough?

Facebook is working with its advertisers to set more specific parameters in its algorithms. It is also committed to creating safeguards to reduce content that is harmful to a population of people. Twitter allows advertisers to use negative matching; negative matching allows advertisers to choose not to place their ads with certain content or hash tag trends.
REI is Now Limiting Returns to One Year

Amy Martinez, Seattle Times, June 3, 2013

Use with Chapter 11, “Customer Relationship Management,” and Chapter 18, “Customer Service”

REI’s generous return policy has earned it the nickname “Rental Equipment, Inc.” For years customers have taken advantage of the return policy by returning a stroller just because a child outgrew it or returning a bike rack that didn’t match the paint of a new car. The National Retail Federation estimates that return fraud accounts for $9 billion in losses for retailers annually. In 2012, REI’s sales rose less than expected with only a 7% increase. Starting this summer, REI will only take back merchandise within one year of purchase and 30 days for outlet items purchased on REI.com. This change came as a result of a large uptick in returned merchandise that was over a year old. The company was beginning to realize that this generous policy was not going to be sustainable in the long-term because of the increasing number of customers returning dated merchandise.

To reduce suspicious returns, REI is more insistent on proof of purchase. REI believes, however, that most of its customers will be accepting of the new return policy as it is still more generous than most retailers.

Discussion Questions:

What was REI’s return policy, and what is it now?

REI’s return policy was to take back anything that the customer returned. Now, customers can only return merchandise purchased within the last year or 30 days if it was outlet merchandise purchased through REI.com.

Why did they change it?

REI changed it because it found that some customers were taking advantage of the generous policy. REI had been given the nickname of “Rental Equipment Inc” because of its generous return policy.

Do you believe the change was warranted?

Ask students if they think REI should have changed its policy. Very few retailers have a no questions asked return policy any more.

How do you think the change will affect their business?

REI believes that most of its customers will be accepting of the change. Ask students if they think this change will affect their business. Do some customers only shop at REI because of the return policy? If so, aren’t those the customers that REI doesn’t want anyway?
Target is expecting to roll out its Beauty Concierge program to over 200 stores this summer. It was recently introduced in Chicago and Los Angeles and will be launched soon in the Twin Cities, Baltimore, Washington D.C. and northern Virginia. Each of the participating stores will have a Target Beauty Concierge. This person will be a highly-trained, beauty enthusiast. Customers can ask the Beauty Concierge questions about cosmetics, hair care, and skin care. The Concierges will be equipped with iPads to look up product merchandise. The Beauty Concierges will be trained to provide Target guests with “personalized, detailed, and unbiased” information about beauty and personal care products. The concierges will not be working on commission.

Target believes that some customers feel overwhelmed and daunted when entering the health and beauty care section. The Beauty Concierge program will help alleviate customer anxiety and provide friendly, knowledgeable, and personalized information for customers.

Some customers don’t think that a beauty consultant is necessary for Target’s price range and are wondering why Target is investing so heavily in this program.

**Discussion Questions:**

What type of services would you expect from a beauty consultant at Target?

Ask students what type of services they would expect at Target. Would they expect a full makeover or just advice on a particular product or brand? Would they even use this service?

Do you believe the beauty consultants at Target will be similar to those at department stores like Macy’s?

Stores like Macy’s have beauty consultants for multiple brands. There are dozens of people servicing the entire beauty area. This allows stores like Macy’s to dedicate more time to each customer in determining his/her beauty needs.

From a strategy perspective, do you believe beauty consultants make sense for Target?

Is this a good strategy for Target’s lower price point? Do you think offering Beauty Concierges will allow Target to bring in more premium health and beauty brands?
J.C. Penney to End Johnson-Era Sales Force Hide-And-Seek

Matt Townsend, Bloomberg, June 13, 2013

Use with Chapter 16, “Managing the Store”

When Ron Johnson left Apple to work for J.C. Penney, he tried to replicate the cool, hip feeling of Apple stores in the J.C. Penney stores. He reduced the use of central wrap stands and instead armed sales associates with mobile checkout devices. Although there were more places for customers to check out, they actually perceived that there were fewer locations. Johnson also allowed sales associates to wear whatever they wanted (provided it was purchased at J.C. Penney). He encouraged associates to wear jeans and graphic t-shirts.

What successor Mike Ullman is now learning is that these policies actually made sales associates invisible to customers. For the back-to-school shopping center, J.C. Penney associates will be outfitted with red lanyards for easy identification. The dress code might be reversed back to J.C. Penney uniforms in the near future.

Ullman also realized that customers are distrustful of mobile technology. Some customers also didn’t want to hand over their credit cards to associates that didn’t look like J.C. Penney employees. In addition, customers also wanted bags for their merchandise, and it was hard to obtain these from a mobile check out. Ullman has since outfitted J.C. Penney stores with 2,800 wheeled carts that can be moved to various locations and act as a mobile wrap station to check out customers and also store bags and print receipts.

Ullman is hoping to get everything in place for back-to-school shopping as children’s apparel accounts for 12% of J.C. Penney’s sales.

Discussion Questions:

What Johnson-era J.C. Penney Store policies are being changed and how?

One of the biggest complaints customers had about the Johnson-era J.C. Penney store is that sales associates were hard to find because they were not located at a central wrap stand (because they were using mobile technology) and they were not in J.C. Penney uniforms. To combat this, successor Mike Ullman is outfitting J.C. Penney associates with red lanyards to make them easily identifiable. J.C. Penney is also using mobile cash stands now that look like registers. This allows J.C. Penney to continue to use the mobile technology but also be more accessible and identifiable to customers.
Nordstrom Will Sell Cocktails Along with Clothes at Bellevue Store


At the end of July, Nordstrom will unveil a new concept, Habitant, within its Bellevue, WA store. Habitant is a cocktail lounge and limited eatery located right by the escalator in the middle of the highly popular women’s apparel area. Nordstrom is launching this concept in hopes that it will act as a gathering place for customers. If Habitant is well received, Nordstrom will consider building more cocktail lounges in additional stores. Nordstrom currently operates eight restaurants in its stores, but the open-concept, casual bar style of Habitant is the first in the chain.

Is it Time for Store Employees’ Roles to Change?

Nikki Baird, Retail Wire, June 17, 2013

*This discussion is from an opinion editorial piece from Retail Paradox.

Stores are no longer for products. Customers can buy products just as easily online. Stores are now about service and if they want to survive in an online world, stores have to employ better service strategies to survive. Unfortunately, $8.00/hour (the average wage for most retail employees) doesn’t always buy much service. Retailers might believe that they have optimized labor as efficiently as possible. However, stores need to invest in employees and will likely find that the return on that investment is larger than the return that retailers receive from cutting labor in the first place. No amount of technology is going to make an employee provide the kind of customer service that cultivates customer loyalty. Most retailers, in addition to low wages, offer no health insurance, no pension, and ask employees to be flexible in their hours worked.

Will Vine Grow As a Retailer Marketing Tool?

George Anderson, Retail Wire, June 19, 2013

Vine is Twitter’s 6-second video app that launched earlier this year and is proving to be a unique marketing platform for retailers. Marketers can use Vine as a means to reach customers. For example, Burberry’s Menswear fashion show that filmed in London is shown in its entirety on Vine in seconds. Regal Entertainment Group is using Vine to promote the movies World War Z and Monsters University. According to advertising specialists, Vine forces marketers to elevate their story telling efforts and hone in on the truly engaging moments.