



Mobile Club Launched at Shop 'n Save

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PITTSBURGH — Shop 'n Save's Perks loyalty program got a boost Thursday with the official launch of its new mobile club. The program is powered by ShopText and YOU Technology.

Initial offers will be limited to the Supervalu banner's private labels — such as 75 cents off Shop 'n Save cereal — but eventually include national brands. Consumer-specific deals that take into account whether a shopper buys pet products or baby food are also on the horizon, Bill Lipsky, area sales director of the eastern region/Pittsburgh for Supervalu, told *SN*.

“That’s something we think will add to the value of the current program,” he said.

Shoppers can enroll by texting SNS to 467467 or by entering their cell phone number at www.shopnsavefood.com. Lipsky could not comment about whether other Supervalu banners will introduce similar programs.

To receive offers, members reply to a welcome text message with their Perks card number. Shoppers who don't have one can enroll online or in-store. To redeem an offer, a member must opt in via reply message to have the deal loaded to their Perks card. They will receive a text message offer at least once a week.

A soft launch promoted on Shop 'n Save's Facebook page has already drawn hundreds of members, Lipsky said. He's hopeful that many more will enroll.

“The majority of people have cell phones now and a lot of people are texting so we feel this is another way to reach the consumer,” he said.



YOU Technology Brand Services
1701 Gateway Blvd., Suite 101 ♦ South SF, CA 94080
Phone: 650.624.3800 ♦ Fax: 650.624.3899
Email: brandinfo@you.net ♦ www.you.net

YOU Technology Retail Services
1625 South Congress Avenue ♦ Delray Beach, FL 33445
Phone: 561.454.7600 ♦ Fax: 561.265.2493
Email: retailinfo@you.net ♦ www.you.net