

# WEARABLES DRIVING CHANGE IN RETAIL



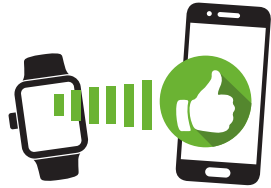
Could fitness trackers be the answer for retailers seeking to deliver personalized solutions to consumers? Daymon explores the possibilities.

## How It Works

### APPLE WATCH + RALLY

Tracker & App

- Watch must be paired with iPhone
- Once paired, begins tracking steps, standing activity, calories and heart rate
- To use other tracking apps, download separately to iPhone, then enable on watch



### WALGREENS STRIIV

Tracker

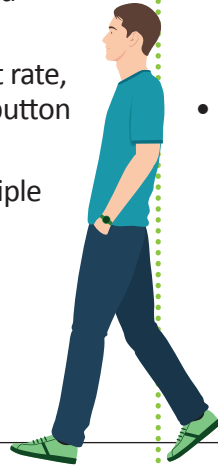
- Easy setup—charge and go
- Begins tracking steps and calories burned immediately
- To check heart rate, must press a button and sit still
- Requires multiple apps to link to Walgreens account



### HIGI

App

- App automatically collects activity data from smartphone
- Can be linked with many trackers and 3rd-party apps
- Has in-store kiosks for blood pressure, weight, etc. at a retailers nationwide



## Motivation/ Rewards

- Must choose from preset goals on Rally app to begin earning rewards
- Earn 10 points for reaching daily goal; 20 points for weekly goals
- Points can buy entries into giveaways (e.g. 60 points to enter \$25 gift card sweepstakes)



- Set custom daily step goal when linking to Walgreens Balance Rewards account
- Earn 20 points per mile walked
- 1,000 points (50 miles) = \$1 in Balance Rewards



- Choose from preset “challenges”—e.g. to walk set # of steps and/or visit Higi in-store kiosks
- Meeting challenge gains entry into a prize drawing (e.g. gift card; smartwatch)



## Retail Engagement

- Currently no direct tie-in
- Could be used by retailers and/or insurance providers to promote employee health



- Drives users into Walgreens to redeem dollars off
- Reinforces retailer’s commitment to shopper wellness



- In-store kiosk visits earn extra points
- Challenges that require visits drive consumers into participating retailers’ stores



## Cost

Models from \$269

\$\$\$

\$99

\$\$

App and in-store kiosk use are free; can be paired with many smartphones and trackers

FREE

