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All Press Releases for September 9, 2009 

1020 Placecast Announces a Six-Part Study Entitled, 'The Alert Shopper,' Where Real People Talk Role of the Mobile Device in Commerce, Marketing and Coupons

Video interviews at major retail locations and exclusive third-party research combine to bring the American consumer into focus.

San Francisco, CA ([PRWEB](#)) September 9, 2009 -- Today 1020 Placecast announced the beginning of a six-part series exposing the realities of America's consumer and what they really want to use their mobile device for when it comes to shopping, mobile advertising, mobile marketing, coupons and location-based services.

“ It's our hope that The Alert Shopper will pioneer research in retail as it relates to understanding the role of the mobile device ”

The Alert Shopper is an online series that is located at <http://blog.placecast.net/>, featuring both first-person and third-party research in conjunction with Harris Interactive on consumer shopping habits and interest around the use of mobile devices and alerts when shopping.

With all of the hype surrounding emerging mobile content and mobile advertising, Placecast sought out to talk to America's consumer, face-to-face and captured quite a bit of insightful feedback on what people don't want.

Over the next few months, the Alert Shopper blog will feature unique insights into the mobile usage patterns of today's American quantitative survey research from Harris Interactive as well as a broad range of retail shopping trends.

You'll meet Joni, a 46-year-old mother who talks to us about her dependence on her cell phone and her tactics of savvy shopping loyalty.

Then you'll meet Joseph, a 31-year-old early adopter, who discusses exactly how he looks for sales and what retailers like Levi's improve his experience.

These real consumer profiles are supplemented with quantitative survey research from Harris Interactive, focused on gauging interest in different types of mobile marketing, as well as a broad range of retail categories.

The Alert Shopper will cover trends as they relate to multi-location retail outlets like Target, Walmart, Kroger, Safeway, Best Buy, Home Depot, Walgreens, Lowes, CVS, Sears, SuperValu, Rite Aid, Macy's, Publix, JC Penney, GAP, Meijer, Staples, Toys 'R Us, Nordstrom, Whole Foods, Menards, Dillard's, Giant Eagle, Auto Zone, PetSmart, Neiman Marcus, The Shack, Sheetz, and Dick's -- to restaurants like Sonic, Applebee's, Chili's Olive Garden, Red Lobster, Friday's, Burger King, McDonald's, Jack-in-the-Bonnet, KFC, Taco Bell, Pizza Hut, Subway, Wendy's, Outback, Arby's, Chick-Fil-A, Quiznos and The Cheesecake Factory .

Also the series will take a look at specialty stores such as REI, American Eagle, Pottery Barn, Williams Sonoma, Crate & Barrel, Home Depot, Brooks Brothers, Coach and Chanel.

"It's our hope that The Alert Shopper will pioneer research in retail as it relates to understanding the role of the mobile device," Placecast CEO Alistair Goodman

The first installment of the Alert Shopper can be found here: <http://blog.placecast.net/> and new installments will appear monthly on the site. To sign up for alerts on new installments, follow [@placecast](#) on Twitter.

About 1020 Placecast, Inc.

1020, Inc. is the developer and owner of Placecast Media, the first location-based platform specifically designed to use digital marketing, branding, advertising, and PR industries. Current partners include NAVTEQ and Alcatel-Lucent, and current ad partners include Microsoft Windows Mobile, FedExOffice, Avis and Budget Rental Cars and Hyatt Hotels. 1020 is funded by Voyager Capital.

1020's groundbreaking Placecast service recently earned the company the OnMedia Top 100 Award, given to game-changing companies in the marketing, branding, advertising, and PR industries. Current partners include NAVTEQ and Alcatel-Lucent, and current ad partners include Microsoft Windows Mobile, FedExOffice, Avis and Budget Rental Cars and Hyatt Hotels. 1020 is funded by Voyager Capital.

Onset Ventures.
For more information about Placecast, visit www.placecast.net.

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Placecast is a sponsor of Metaplaces09 going on next week (9/22 & 9/23) in San Jose. Check out speakers Anne Bezancon and Blair Swedeen [6 days ago](#)

RT @gsterling: Location based offers top mobile ads interest in Compete's smartphone user survey data:

The Alert Shopper

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