

## **Shopkick Launches Image Recognition Capabilities in New Campaign with Suave**

*New technology helps raise awareness and drive sales of Suave products to support military, veterans and their families this Veterans Day*

**REDWOOD CITY, Calif. – November 1, 2018** -- [Shopkick](#), the leading shopping rewards app, announces its new 2D Image Recognition technology helping consumer packaged goods (CPG) companies stand out on the shelf and drive conversion. Suave will utilize Shopkick's 2D Image Recognition to raise awareness of its 2018 Veterans Day program.

In partnership with [Fisher House Foundation](#), Suave will donate \$1 for every limited-edition Suave packs purchased nationwide between October 14, 2018 and November 18, 2018. Suave's goal is to raise \$1 million for Fisher House Foundation.

With Shopkick's 2D Image Recognition, shoppers at Walmart stores can identify the unique Fisher House "Helping Military Families" logo on Suave's limited edition product packaging to be rewarded with "kicks" (Shopkick's rewards currency) for interacting with the products while helping increase visibility and drive purchase for Suave's giving program.

Shopkick will also donate 10 percent of the overall campaign budget to Fisher House Foundation, who provide access to a home away from home where military and veterans' families can stay together, at no cost, while a loved one is in a hospital nearby.

"2D Image Recognition has benefits for both brands and consumers. Shoppers learn about product and company benefits and brands bring attention to cool campaigns, new product or packaging, and what makes them unique," said Adam Sand, Shopkick CEO. "I can't think of a better cause to utilize Image Recognition with than supporting Fisher House Foundation and its important work for military families."

Shopkick's 2D Image Recognition recognizes unique product or packaging elements to support different campaign objectives such as highlighting product launches, competitive differentiation, and packaging redesigns. A wide variety of CPG companies can benefit from the company's latest technological advances.

### **About Shopkick, Inc.**

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product engagement, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, eBay, General Mills, Groupon, GSK, Hotels.com, Hulu, Marshalls, Nestle Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the App Store and for Android from Google Play.

### **About Unilever United States, Inc.**

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Unilever employs approximately 8,000 people in the United States – generating more than \$9 billion in sales in 2016.

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- Helping more than a billion people take action to improve their health and well-being by 2020.
- Halving the environmental impact of our products by 2030.
- Enhancing the livelihoods of millions of people by 2020.

Unilever ranked number one in its sector on the 2016 and 2017 Dow Jones Sustainability Index.

For more information on Unilever U.S. and its brands visit: [www.unileverusa.com](http://www.unileverusa.com)

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**Press Contact:**

Katherine Madariaga for Shopkick

[kat@thekeypr.com](mailto:kat@thekeypr.com)

(415) 602-4395