

# INTEGRATED MARKETING

the advancement of new media continues read MNC Briefs blog @ <http://sophis1234.tumblr.com/>

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by Lance



## BIGGEST WINNERS IN 2015 WILL BE THOSE WHO INVEST IN MOBILE.

Mobile's rapid integration within the overall retail shopping experience is resulting in both incremental and additional sales for smart retailers and financial services firms. Without a doubt, mobile is enabling on-device and in-store retail sales to propel, making it the fastest-growing offering in the retail landscape.

Home furnishings retailers should focus on providing extensive omni-channel support and leveraging location-based push notifications to further enhance customer experiences and drive in-store traffic.

Home goods retailers such as Asda have begun rolling out proximity-based targeting to entice mobile device users to visit nearby locations, while mobile applications similar to Amazon's Flow allow consumers to snap photos of furniture and browse similar pieces. Mobile provides a host of valuable opportunities for

home furnishings marketers, and creating an omnichannel experience across all communication channels is key in 2015.

"Large furnishers have begun a tremendous shift to develop compelling digital experiences, from creating elegant mcommerce sites to new native mobile apps that help distributors close more deals with their customers," said Himanshu Sareen, CEO of Icreon Tech. "The home furnishings market represents almost 8% of the U.S.' half-trillion dollar ecommerce industry," he said. With a strong real-estate market and booming ecommerce growth, it is predicted that the biggest winners in the home furnishings market will be the ones who invest in relationships at the mobile level.

The best way to offer relevant deals to customers is to use analytics that enable the brand to suggest personalized picks. Ecommerce site

eBay has introduced a new iPad app that categorizes its homepage based on users' previous searches and saved favorites. Brands seeking to leverage competition must display all possible choices to the consumer through a preferred method of communication, which is often mobile.

"By harnessing predictive analytics, home-furnishing brands can aid in the discovery and motivate purchases like never before," Mr. Mehta said.

"Finally, as more resources are shuffled to mobile advertising, marketers must think beyond the click. Too often today, mobile ads click to confusing, non-mobile-optimized, irrelevant landing pages. Make sure mobile advertising dollars are not wasted by ensuring mobile ad landing pages are optimized to drive conversion."

That is why we say, **MOBILENow.**

January 2, 2015

## Bits & Pieces Week of 122214

### Weekly Average Ratings

**BROADCAST MORNING NEWS SHOWS**  
 ABC: 'GMA' 4.98 million- 0.53  
 NBC: 'Today' 5.89 million- 0.23  
 CBS: 'This Morning' 3.16 million- 0.08

**BROADCAST LATE-NIGHT SHOWS**  
 NBC: 'Tonight' 3.61 million - 0.26  
 CBS: 'Late Show' 2.67 million- 0.07  
 ABC: 'Kimball' 2.97 million+ 0.08

**BROADCAST EVENING NEWS +/- last**  
 NBC: 'Brian Williams' 9.43million + 0.06  
 ABC: 'David Muir' 8.38million - 0.31  
 CBS: 'Scott Pelley' 7.30million - 0.05

**BROADCAST SUNDAY AM NEWS**  
 CBS: 'Sunday Morning' 5.79 million  
 CBS: 'Face The Nation' 3.87 million+0.50  
 NBC: 'Meet The Press' 2.88 million+0.07  
 ABC: 'This Week' 3.22 million+ 0.16  
 FOX: 'News Sunday' 1.26million - 0.22  
 UNI: 'Al Punto' 0.73 million- 0.26



The more you know,  
the better you will be.



"Why would you wait for anything to come to you." Herman Globbops famed master of thought and wisdom

"Right or wrong the customer is always right." Marshall Field

On your smartphone, scan with any QR reader.



"When in doubt remember: It's all about baseball." For your baseball fix, go to: <http://overtheshouldermlb.wordpress.com/>

## MOBILE VIDEO BECOMES THE AD FORMAT OF CHOICE. BRANDS MUST ADAPT NOW.

Mobile marketing finally began to step up to its potential this year. From messaging and video to ultra-targeted ads and simplified shopping, smartphones and tablets became a major focus for most digital brands players in 2014.

Numbers from researchers back up this year's advancements. EMarketer forecasts that mobile brought in \$32.71 billion globally this year, outpacing the combined newspaper, magazine and radio spend in the U.S. Meanwhile, Forrester Research expects mobile to grab 40 percent of online display ad budgets by 2019.

Here is the biggest move that made waves in mobile this year:

### Mobile Video Becomes an Ad Format of Choice.

After much speculation, Instagram unveiled sponsored videos this year, with Disney, Lancome and Banana Republic as the first names to test the ads. Similar to its approach with picture promos, Instagram vets each video ad to make sure that it's a fit for the platform. Facebook-owned Instagram also hit 300 million users this year, cementing its appeal for social-savvy brands. According to data from Simply Measured, 86% of Interbrand top 100 brands had an account by the third quarter of this year. Meanwhile, Twitter and Tumblr built new video tools geared at mobile users. And in July, Yahoo acquired mobile firm Flurry to beef up its video offerings.

"To be persuasive we must be believable; to be believable we must be credible; to be credible we must be truthful." Edward R. Murrow

Why is video important? It is the medium people prefer. They like to see moving pictures. Thus the love for television. Thus the love of movies. Unless you are buried in the era of radio, video should be your weapon of choice. But there are other reasons why it is important for you to use now.

Facebook's new Atlas ad server gives advertisers access to data about its 1.3 billion users.

Mobile advertising has long been held back by its lack of cookies, used to target ads on desktops. With the launch of Facebook Atlas, the social site hopes to push past that challenge by running digital ads outside of Facebook that tap into data about its users.

So...what are you going to do? Are you going to join the mobile revolution or continue to pour your budget into dwindling legacy media formats? While your traffic continues to go down isn't it time to face up to the fact that you are just old fashioned and try something new?

The choice is yours. Make the wrong choice and stay consistent with your ways and your business will die.

MNC is not printed. It is only released digitally.

Media Notes Canonical Vol #739 Giving Credit Where Credit Is Due: From an article in AdWeek 123014 and the experience along with thoughts & observations of Lance.

“This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it’s nothing but wires and lights in a box.” Edward R. Murrow October 15, 1958.

January 2, 2015

# ADVANCED TELEVISION

**Giving Credit Where Credit Is Due:**  
Television ratings from The Nielsen Co.  
Image credit: fast company

**85% of tablet and smartphone owners**  
use their devices while watching TV



Advertising rates on network television and for TV show viewing online will soon be the same, “so we won’t care where you watch”  
Les Moonves  
CEO, CBS



## TELEVISION REVIEW OF FIRST HALF OF SEASON

all networks have something going for it.

**Networks ranked by total 2+ viewership**



TELEMUNDO



**MONDAY 11.03.14**

CBS 'The Big Bang Theory'  
15.54 million viewers 10.3/16HH

**TUESDAY 11.04.14**

CBS 'NCIS'  
17.08 million viewers 11.1/18HH

**WEDNESDAY 11.05.14**

CBS 'Criminal Minds'  
10.49 million viewers 6.7/11HH

**THURSDAY 11.06.14**

CBS 'Colts vs Texans'  
11.91 million viewers 8.5/14HH

**FRIDAY 11.07.14**

CBS 'Blue Bloods'  
10.83 million viewers 8.0/9 HH

**SATURDAY 11.08.14**

ABC 'NASCAR'  
4.87 million viewers 4.9/7HH

**SUNDAY 11.09.14**

NBC 'Bengals vs Patriots'  
16.57 million viewers 11.3/18HH

*NOTE: Season average ratings are "Most Current" measurements which are Live+7 day DVR viewing when available (2+ weeks after airdate), combined with Live, Same Day DVR viewing for the most recent 2 weeks.*  
Source: The Nielsen Company.

**ABC** With fall's biggest new drama and comedy hits in 'How to Get Away with Murder' along with 'Forever' and 'Black-ish', ABC has a lot to build on. 'Castle' big force on Monday @ 10P.

CBS has the power and with new programs such as 'Madam Secretary' and 'NCIS: New Orleans', plus 'NCIS: Los Angeles' in on the Monday @ 10P battle, it is the network to beat.

NBC has nothing new that has inspired non-Olympic year results. It is a mess in developing new program hits. 'The Blacklist' to Thursday just loses Monday and maybe brings up Thursday.

FOX has 'Gotham' and with it one of the big hits of the new year. It also has the stable influence of 'Bones' which even in reruns helps stabilize the schedule. 'American Idol' will not be the hit it once was but it will make for a stronger FOX.

The CW has 'The Flash' and it really is a big hit. It also has 'Jane the Virgin' and it is a big critical hit.

Telemundo has become more competitive over the past two years, partly due to 'Cielos'. But the addition of World Cup soccer will help it become powerful.

Univision lost the World Cup. That's bad.

**Credit Where Credit Is Due** From the experience, thoughts and information by Lance

For daily updates on media in the US, the UK & Australia, go to <http://www.overtheshouldermedia.wordpress.com> Thank you for having reached 10,000 views. It is the #dailydiaryofscreeens

If you like Media Notes give us a LIKE on our Facebook page... at [www.facebook.com/CNASophis](http://www.facebook.com/CNASophis). We would appreciate it very much. Thank you.



January 2, 2015

# SOCIAL NOW

For daily media updates, go to: <http://www.overtheshouldermedia.wordpress.com>



ITS A WHOLE NEW WORLD You have to make sure that your message is in the media form THEY USE, not the ones you think are important.



"Mobile creates a more dynamic ecosystem."

Mark Zuckerberg  
Co-founder  
Facebook

## CONSUMER PASSION STRENGTHENED BY BRAND-BASED SOCIAL ENGAGEMENT

According to a new report by NetBase, identifying and understanding consumer preferences in relation to luxury brands is one part art and one part science.

Through the rise of social media, luxury brands have been able to engage consumers on a deeper level and gauge sentiment based on these interactions. With millions of comments, retweets and likes occurring daily, brands have unprecedented insight into how consumers think and feel about particular products, campaigns and happenings. "NetBase Brand Passion Report: Luxury Brands is an in-depth study of social media perceptions and rankings of the world's most recognized luxury brands, from Chanel to Rolex to Mercedes-Benz, with Louis Vuitton holding steady in the top spot, and Prada and Rolex showing the biggest

drops in the Top 10," said Pernille Bruun-Jensen, chief marketing officer of Net Base.

"Not all of these brands participate in social media but for those that do and can take actionable insights, to drive business objectives, to fulfill a need, to stir emotions and to get a desired response, will win in the long-run," she said. NetBase's Brand Passion Report: Luxury Brands ranks the top 45 luxury brands in the United States, the United Kingdom and globally.

Also, the report offers an in-depth analysis of consumer sentiment. The study analyzed more than 95 million social data points to identify changes in consumer preferences over a two-year period determining what brand's are "hot," who is not and who is considered a luxury brand, according to purchasers.

Based on mentions in

social media between Sept 2013-Aug 2014, NetBase determined the top 45 luxury brands in the world. At the global level, Louis Vuitton is ranked as first, with Apple and Chanel following. Interestingly for Apple, who is ranked 2nd, its range of iPhone mobile devices also landed in the top 15 at number 7. "What is surprising and perhaps most noteworthy is that Apple, both the company and its iPhone product brands, is the only U.S. brand in the global top 10," said Ms. Bruun-Jensen. "The report also shows Apple, a consumer electronics manufacturer, moving rapidly into the number two position worldwide, with an astounding 194% increase in social media mentions and consumers declaring it a luxury brand," she said. Understanding consumer sentiment on a branded level is important.

Social media is no longer about likes and followers because it is all about engagement!

Media Notes  
Canonical  
Vol #739

Giving Credit Where Credit Is Due:  
Based on an article in Luxury Daily 010515 by Jen King and thoughts by Lance

photo credit:  
SocialTwist & adotas

# DIGITAL NOW



## MAJORITY OF MARKETERS SEE BIGGER BUDGETS

“2015 Marketing Trends Survey,” revealing that 54% of marketers are increasing budgets in 2015; 46% are expecting to see their budgets increase by up to 10%.

The increase in spending will likely be spread across several different marketing tactics. The data shows that about 60% of respondents said they are going to increase spending on email marketing, 49% on social media and 40% on mobile marketing. To compile its research, StrongView looked at survey responses from 377 business leaders between Nov. 21 and Dec. 5. “Accessing and leveraging customer data continues to be the top challenge facing email marketers in 2015 due to issues related to data cleanliness, budget

and resources,” wrote the authors of the study. “The data also shows that triggered and lifecycle programs will be the top targets of increased spend, as email marketers embrace email automation to enable more one-to-one messaging.”

### Tactics Used in the B2B Sector

Earlier this year, the 2014 B2B Demand Generation Benchmark report released by Software Advice took a look at how B2B marketers were spending and using resources available to them. Researchers found that 97% of respondents were utilizing email marketing, while 79 % were using a minimum of 11 different software applications to assist with their efforts. “Our research shows that the overwhelm-

ing majority of B2B marketers are highly sophisticated in the range of technologies they use to execute demand generation programs, suggesting that it’s more important than ever for businesses to build rapid, agile technology evaluation and adoption into their marketing processes,” wrote the authors of the report. “This is particularly true when it comes to business intelligence and Web analytics applications, which were most commonly cited as being crucial to demand generation success.” 41% of respondents said that they could see their budgets increasing, while 43% said they would at least stay the same.

“People have discovered that they can fool the devil; but they can’t fool the neighbors.”

Francis Bacon  
British Writer  
& Statesman

Media Notes  
Canonical  
Vol #739

Giving Credit  
Where Credit  
Is Due:  
From a report  
from KO  
Marketing  
122214 by  
Krystle Vermes  
and thoughts  
by Lance

# CINEMA NOW THE 1ST



## PAST WEEK

'The Hobbit: The Battle of the Five Armies' was #1 domestic film last weekend with \$21.7 million. It was #1 Internationally with \$67 million.



For another view of the movies, go to Cinema Critique La Belle Aurore at <https://www.facebook.com/cinematicritique>



**'The important thing is not to stop questioning.'**

Albert Einstein  
German-American  
theoretical physicist

## 'The Interview' Tops \$36 Million To Become Biggest Download In Movie History

"The Interview" has made \$31 million in online and video-on-demand revenues through its first week and a half of release, Sony Entertainment reported on Tuesday.

In addition, the Seth Rogen-James Franco comedy has generated more than \$5 million in limited theatrical release. That's a combined total of \$36 million for a film that cost roughly \$75 million to produce and market.

The studio previously announced that "The Interview" made \$15 million in its first four days of release with only a fraction of the number of distributors, so the new numbers indicate that sales and [rentals](#) have slowed as the controversy surrounding the film has died down.

These latest figures are as of Jan. 4.

The film about a hapless TV host tasked with assassinating Kim Jong-un was originally intended to be released on roughly 3,000 screens on Christmas Day. It was expected to generate \$20 million during its opening.

However, the gory subject matter likely inspired a cyberattack from North Korea that brought Sony to its knees. After hackers evoked 9/11 and threatened violence, a theatrical release was briefly scuttled before Sony backtracked and lined up hundreds of arthouse and independent theaters willing to show the film. Its decision to release the film simultaneously on-demand and theatrically infuriated

major exhibitors, which refused to show the picture on their screens.

Initially, the film was available only on YouTube, Google Play and Microsoft Xbox. Apple and its iTunes platform joined the fray after the film had been in release for five days. Last week the list of providers expanded to include cable, telco and satellite companies — a contingent that includes Comcast, Time Warner Cable, DirecTV; Verizon FiOS, Cablevision and Dish.

In its second week of theatrical release, "The Interview" expanded from 331 to 558 venues.

As the credits finish rolling, we're seeing more & more moviegoer talk about their movie experience through social media. They're keeping the conversation going long after the movie is over. And that's a good thing!

[Media Notes Canonical Vol #739](#)  
[Giving Credit Where Credit Is Due:](#)  
From an article in Variety 010615 by [Dave McNary & Brent Lang](#) and with thoughts by [Lance](#)



# MOBILENOW



The more you know about mobile, the better chance you have of reaching her. "If you don't have a mobile strategy, you don't have a future strategy." Eric Schmidt, Exec Chairman Google



Check out my Media Notes Briefs blog at <http://sophis1234.tumblr.com> This week features 'Online Commerce Videos Get High Ratings From Viewers'. Scan QR



Media Notes Canonical Vol #739 Giving Credit Where Credit Is Due: Based on an article in Mobile Commerce Daily 123014 by Chantal Tode and thoughts by Lance Photo Credit: [agencypost.com](http://agencypost.com)

## WHY HERSHEY CHOSE SMS...NOT BEACONS...FOR IN-STORE ENGAGEMENT

Despite the buzz surrounding beacons, The Hershey Co. is opting to leverage SMS text messaging to activate in-store shoppers and deliver a coupon.

Heading into 2015, a big focus for retailers and brands is how best to engage in-store shoppers via the smartphones in their hands with the goal of driving sales. While beacons are often pointed to as a way to accomplish this goal, they do have a few shortcomings, including limited reach, which is why marketers such as The Hershey Co. are taking another look at SMS, which can reach a broad audience on mobile. "The SMS campaign provides us with a unique opportunity to engage with the consumer beyond just an initial interaction with the point of sale," said Anna Lingeris,

senior manager of public relations and consumer engagement at Hershey.

"The SMS call-to-action provides us with the ability to reward our consumer for the extra interaction," she said. "In a world of increased digital technology and capabilities, the digital coupon that's given to the user via SMS campaign provides them with an increased and convenient user experience."

Customers receive a message informing them that their coupon will be in their email inbox soon. The coupon is sent from [coupons.com](http://coupons.com). The campaign is an example of how marketers who are looking to reach the widest possible audience on mobile are taking a wait-and-see approach to beacons and betting on tried-and-true tactics such as SMS.

With consumers leveraging mobile during all the phases of the shopping journey, there are numerous opportunities for in-store engagements, some of which may be better suited for SMS. For example, to engage a consumer in-store via beacons, the consumer would have to have an app or a wallet pass/object installed on their device.

"SMS is the easiest way to begin a conversation with a consumer," she said. "Everyone knows how to text and every phone can text. "Reese's can use SMS messages to send links driving consumers to other mobile experiences (sites/apps) they are looking to promote. SMS works as a fantastic jump-off point to other mobile experiences.

"I am always doing that which I cannot do, in order that I may learn how to do it." Pablo Picasso



“Your premium brand had better be delivering something special, or it’s not going to get the business.” Warren Buffett

## A Time To Think About Building Traffic

The first time you meet Warren Buffet you are amazed that he really is like the guy next door who you speak with from time to time and in some cases, become friends. Of course this guy has a few more bucks than you and I might have. But the point is that he is very easy to talk with. He is eager to listen and he is interested in new ways to improve business.

Retail throughout the world has suffered decreases in traffic for many years. Brick & Mortar is threatened. But that does not mean there isn’t hope. The problem with retail in brick & mortar today is not retail. It is the people who run retail in brick & mortar. Too often they do not listen to what new media can do for them. Warning: it can build traffic. Too often they continue to run their businesses in the same manner as they did for years and years while the consumer marketplace had changed.

We have invested much of the past two decades listening, working on, experimenting with and discovering what makes digital and mobile work. We understand that mobile is the dominating platform today and into the foreseeable future. We have been involved with mobile for over a decade. We also understand that mobile strategy is the center of marketing strategy. Mobile is a sustainable solution. And we have perfected RetailPositive®, a retail innovative marketing innovations solution for brick & mortar everywhere. It works. It builds traffic.

Everything has to be integrated. And that is where CNA | SOPHIS is of value. Our expertise in mobile, digital and creative marketing innovations are of value to you. If you need to examine what you can do for a better 2015, we encourage you to contact us.

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Have a great day and a better weekend

[www.cnasophis.com](http://www.cnasophis.com)



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simply scan this QR code on your mobile device.



“Start each day with a task completed.

Find someone to help you through life.

Respect everyone.

Know that life is not fair and that you will fail often, but if take you take some risks, step up when the times are toughest, face down the bullies, lift up the downtrodden and never, ever give up—if you do these things, then next generation and the generations that follow will live in a world far better than the one we have today and—what started here will indeed have changed the world—for the better.”

Admiral William H. McRaven  
USN

Commander of the U.S. Special  
Operations Command  
2014 Commencement Speech  
University of Texas, Austin

Powerful visions lead to the possibility of possibilities.

