

INTEGRATED MARKETING

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MOBILE NOW
Only 33% Will
Pay For Apps
This Year



Media Notes
Vol #741

Giving Credit
Where Credit Is
Due: From
emarketer.com
mobile
commerce
roundup and
thoughts by
Lance



Consumers Don't Think About Online or Offline. They're just shopping. Facts..Figures..& More.

They have become more reliant on their mobile devices. While the vast majority of retail purchases still take place in stores, the purchase decision process increasingly flows through smartphones.

For considered purchases, people are researching online before and during their time in a store.

Mobile is the catalyst for sales captured elsewhere. eMarketer estimates that there were 145.9 million mobile shoppers in the US this year, up 23 million from 2013. Most mobile research leads to a purchase, just not on the smartphone. A March 2014 survey conducted by Nielsen for xAd & Telmetrics, between 70% and 80% of US smartphone or tablet users said they had completed or would soon

complete a purchase related to their smartphone search. The study also found that more than 40% of consumers considered a smartphone or tablet their most important media resource for a purchase decision.

Mobile phones are changing the way consumers shop. With a device always at hand, researching and price comparing is a possibility anywhere at any time.

Smartphones and tablets accounted for 43% of all site visits in Q3 2014, according to MarketLive's "Q3 2014 Performance Index.

Despite widespread adoption of the tablet—and consumers' tendency to treat it more like a desktop than like a phone—the far more versatile smartphone

continues to be the device to watch.

Apple accounted for 51.3% of device activations during the week leading up to Christmas, and recent research suggests the brand's devices weren't just popular presents—they were popular shopping tools throughout the holidays as well. According to Adobe Digital Index, iOS devices accounted for three-quarters of US mcommerce sales this past season. This was due largely to the iPad, which was the mobile device of choice for holiday shoppers, with 48% of sales.

If you are not mobile ready now, you are in serious trouble. It is the most critical aspect of your integrated marketing strategy for this year.

February 8, 2015

Bits & Pieces Week of 012615

Weekly Average Ratings

BROADCAST MORNING NEWS SHOWS
 ABC: 'GMA' 5.60 million+ 1.00
 NBC: 'Today' 5.22 million+ 0.98
 CBS: 'This Morning' 3.48 million+ 0.36

BROADCAST LATE-NIGHT SHOWS
 NBC: 'Tonight' 2.78 million + 0.83
 CBS: 'Late Show' 2.85 million + 0.18
 ABC: 'Kimball' 2.96 million - 0.01

BROADCAST EVENING NEWS +/- last
 NBC: 'Brian Williams' 9.89million + 0.23
 ABC: 'David Muir' 9.49million + 0.18
 CBS: 'Scott Pelley' 8.01 million + 0.18

BROADCAST SUNDAY AM NEWS
 CBS: 'Sunday Morning' 6.28 million
 CBS: 'Face The Nation' 3.82 million- 0.40
 NBC: 'Meet The Press' 3.33 million+0.28
 ABC: 'This Week' 3.42 million +0.56
 FOX: 'News Sunday' 1.47million +0.10
 UNI: 'Al Punto' 0.55 million- 0.12



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://overtheshouldermilb.wordpress.com/>

THE QUEST FOR MILLENNIALS.

For years, marketers looking to reach across cultural and ethnic boundaries would enlist the help of specialist that focus on a particular market ie: Hispanic or African-American, for example. Now, add a new group to that list: millennials. The much-reviled, much-misunderstood generation is getting a slew of consultants devoted to figuring out what makes them tick.

On one hand, it's clear why specialists are popping up: Millennial purchasing power is high, about \$200 billion direct (what they can buy) and \$500 billion indirect (what others — namely, parents, buy for them), and most of them haven't hit their peak buying power yet. They're confounding: The U.S. Chamber Foundation calls them the "most studied generation to date."

They're completely different. They're free to think and do as they please. They're open to a ridiculous amount of new ideas and technology. All the research is very cliched on millennials. The common assertion that millennials spend most of their time online on mobile isn't entirely true.

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

The Millennial Index found, for example, that 65% of them still prefer to use their desktops. Those kinds of nuances are important if you are targeting this group.

We need to understanding and connect with the voice of this millennial generation, according to AT&T. There are agencies which operate websites which asks college kids to do surveys in return for the chance to get some money. Why? Millennials are an increasingly important target for clients, yet there hasn't been much call for specialists in the field. Often, within most agencies there are people who can attempt to handle this kind of need."

Millennials want brands that create meaning. All of a sudden, clients who never thought of this as a responsibility have to do that. All the old marketing models that worked with previous generations don't work. But digital technology and social media has changed all of that.

MNC is not printed. It is only released digitally.

Media Notes Canonical Vol #741 Giving Credit Where Credit Is Due: From an article i Digiday by Shareen Pathak 020515 and 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.

February 8, 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



Cable TV Viewership In Rapid Decline are they now just digital alternatives?

Credit Where Credit Is Due
From Media Life 020515 by Bill Cromwell and 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 #dailydiaryofscr eens

If you like Media Notes give us a LIKE on our Facebook page... at www.facebook.com/CNASophis. We would appreciate it very much.

Networks ranked by total 2+ viewership



MONDAY 01.26.14

CBS 'SuperBowl Great Spots'
10.77 million viewers 6.4/9 HH

TUESDAY 01.27.14

CBS 'NCIS' (R)
12.78 million viewers 7.8/12HH

WEDNESDAY 01.28.14

FOX 'Empire'
11.30 million viewers 7.9/12HH

THURSDAY 01.29.14

CBS 'The Big Bang Theory'
17.0 million viewers 10.5/17HH

FRIDAY 01.30.14

CBS 'Blue Bloods'
11.81 million viewers 8.0/14HH

SATURDAY 01.31.14

CBS '48 Hours'
5.61 million viewers 6.8/9 HH

SUNDAY 02.11.14

NBC 'Super Bowl'
114.4 million viewers 49.7/72HH

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.

For a very long time, it seemed cable viewership knew no limits on how high it could climb.

It grew from year to year to year, surpassing broadcast in share of eyeballs and sparking big gains in advertising.

But now those boom times appear to be over.

A new report from financial services company Nomura finds total-day live cable viewership fell 12.7 percent during January, after smaller declines over 2014.

Viewership dropped 11.5 percent in December and 10.9 percent in November, according to the report.

“It is safe to say it’s the worst monthly decline since January 2014, since that is when we launched coverage, and that is as far back as our data goes, but I suspect it could be farther,” Anthony DiClemente, a research analyst and co-author of the report, tells Media Life.

The question, of course, is why cable viewership is falling so much.

One reason could be more people are time-shifting shows. But even an increase in DVR usage would not account for all of the viewership declines.

And things may not get better as the year progresses.

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

MOBILE APP SCORE AMONG SUPER BOWL VIEWERS

About half of Super Bowl viewers were likely tapping away on apps during this past weekend's football game, based on recent research. According to polling conducted in late January by Harris Poll for SOASTA, 46% of US smartphone and tablet owners planned to use apps while watching the Super Bowl, up from 41% the year before.

Good news for advertisers that wanted to chat about Super Bowl ads in real time: Social media apps like Facebook and Twitter were the most-preferred type to use while viewing the game, cited by one-third of game-time users. Interestingly, sports apps like ESPN were 12 percentage points less popular, at one-fifth of respondents, possibly because viewers could get the same info on the TV.

Attitudes Toward Super Bowl TV Ads According to US Consumers, 2012-2015
% of respondents

	2012	2013	2014	2015
I look at them as entertainment	73.0%	76.6%	78.4%	77.1%
They make me aware of advertiser brands	16.9%	19.5%	16.9%	20.1%
Advertisers should save their money and pass the savings on to us	18.5%	19.5%	21.4%	16.6%
They influence me to buy products from the advertisers	8.4%	10.5%	8.6%	10.7%
They make the game last too long	8.9%	10.9%	9.3%	9.7%
They influence me to search online for more information	7.3%	8.7%	8.0%	9.1%
They interrupt the game	7.8%	8.6%	7.5%	6.8%
They bother me	4.4%	5.2%	4.9%	4.5%
Other	3.1%	2.8%	2.4%	2.4%

Note: ages 18+
Source: National Retail Federation (NRF), "Super Bowl Spending Survey" conducted by Prosper Insights & Analytics, Jan 22, 2015
184815 www.eMarketer.com

Apps involving other types of games, such as the addictive Candy Crush, were nearly just as popular as sports, cited by 19%. Perhaps these viewers were only in it for the ads, a more traditional form of Super Bowl entertainment—and one that isn't dying at the hands of digital.

In fact, according to a study by Prosper Insights & Analytics for the National Retail Federation (NRF), also

conducted in late January, Super Bowl TV ads were still considered a huge form of entertainment. Over 77% of US consumers said they looked at Super Bowl TV commercials as entertaining—the top response by a long shot.

While impressive, this was down slightly from 2014's 78.4%, meaning advertisers may need to catch viewers' eyes elsewhere as well. The key then is for advertisers to find the right blend of digital and traditional media for game-day. Consumers are no longer glued to one screen, and instead look for info and entertainment across channels.

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

Media Notes
Canonical
Vol #741

Giving Credit Where Credit Is Due:
Based on an article in emarketer.com 020415 and thoughts by Lance

photo credit: SocialTwist & adotas

DIGITAL NOW



Mobile/Digital Give Powerful Option

We've seen an evolution in the type of ads featured in the Super Bowl, and a corresponding change in the marketing technologies that shape and deliver them. Those technological changes are providing more advertising opportunities, at more affordable prices than ever before, making Super Bowl XLIX the year that you see the most result from your Super Bowl advertising, even if you never buy a Super Bowl spot.

When linear TV was the only game in town, and programming control was squarely in the hands of broad-casters, Super Bowl commercials were hotly anticipated, and even widely-rumored events.

Brands aimed for the big reveal ad, such as Apple's 1984 Macintosh spot, generally recognized as one of the most memorable, and successful, TV ads in history.

A few years ago, as digital and social media gave consumers more control over what they watched and when, and digital video

became more prevalent, marketers seized the opportunity to develop new advertising approaches.

Brands such as VW seeded video before the game even aired. It was no longer about the reveal, but about creating buzz leading up to the big game, by teasing elements of the ad or in some instances airing the entire commercial.

As more screens are put into the hands of the consumer, and media is no longer consumed on just one platform, cross-screen advertisement targeting and measurement tools have matured.

We're seeing another kind of evolution, based on the availability of big data and technologies that can match TV viewers to online video watchers, and find audiences outside of specific programming like the Super Bowl. Brands can now "find" Super Bowl viewers outside the airing of the actual game, including before and after it and on separate screens. These options have opened a range of new marketing possibilities not only for those

who advertise in the game, but also for brands that could never afford to do so.

Thanks to technology, brands can now plan their ads based on a specific audience demographic, instead of just assumptions or historical evidence around different TV programs. Brands are now buying an audience matrix with granularity such as age, gender, income, coffee preferences, and, of course, whether or not they watch the Super Bowl.

The distinction here is that they are not just targeting a single demographic, but a dynamic mix of dozens of variables that brands define as their target audience, Super Bowl watching being one of them. undeniably strong and is underscored by the fact that it serves as a showcase for changes in marketing methods. Thanks to big data and technology advances, though, brands can now find their own showcase through highly-targeted audiences and get Super Bowl-like exposure without Super Bowl-sized budgets.

"People have discovered that they can fool the devil; but they can't fool the neighbors."

Francis Bacon
British Writer
& Statesman

Media Notes
Canonical
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Giving Credit
Where Credit
Is Due:
From a report
from

and thoughts
by Lance

CINEMA NOW THE 1ST



PAST WEEK

'SpongeBob' was #1 domestic film last weekend with \$56.0 million. ' ' was #1 Internationally with \$00.0 million.



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



BAFTA Awards Rundown From Last Night. 'Boyhood' Takes Top Prize

'The important thing is not to stop questioning.'

Albert Einstein
German-American
theoretical physicist

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Giving Credit
Where Credit
Is Due:

From various
news sources
including
Variety and
with thoughts
by Lance

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!

The 'Logo Movie' took top spot for Animated Feature in Sunday's BAFTA Awards in London. Among the other awards were J.K. Simmons for best supporting Actor for 'Backlash'.

Outstanding British film was 'The Theory of Everything'.

Best Original Music title went to 'The Grand Budapest Hotel', music by Alexandre Desplat.

Best Documentary went to 'Citizenfour'.

For Best Make Up & Hair, 'The Grand Budapest Hotel', by Frances Hannon.

Best Production Design, 'The Grand Budapest Hotel', Stockhausen & Pinnock winners.

Best British Short Animation went to 'The Bigger Picture'.

For Editing, Tom

Cross for 'Whiplash'.

For Best Sound, 'Whiplash', Thomas Curley, Ben Wilkins & Craig Mann winners.

Best Film was 'Boyhood'.

Outstanding Debut by a British Writer, Director or Producer was Stephen Beresford and David Livingston for 'Pride'.

Best Film Not in the English Language was 'Ida'.

Best Director Award went to Richard Linklater, 'Boyhood'.

Best Original Screenplay was awarded to Wes Anderson for his 'The Grand Budapest Hotel'.

Best Adapted Screenplay went to 'The Theory of Everything' by Anthony McCarten.

Leading Actor was

awarded to Eddie Redmayne for his performance in 'The Theory of Everything'.

Leading Actress was awarded to Julianne Moore for her role in 'Still Alice'.

Best Supporting Actress was awarded to Patricia Arquette for her performance in 'Boyhood'.

Cinematography was awarded to Emmanuel Lubeski for his work in 'Birdman'.

Best Costume Design was won by Milena Canonero for 'The Grand Budapest Hotel'.

Special Visual Effects went to 'Interstellar'.

Best British Short film was awarded to 'Boogaloo And Graham'.

The EE Rising Star Award (voted by the public) went to Jack O'Connell.

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 #741 Giving Credit Where Credit Is Due: Based on an article in eMarketer 020515 and thoughts by Lance Photo Credit: agencypost.com

ONLY 33% OF U.S. MOBILE USERS WILL PAY FOR APPS THIS YEAR.

Put a dollar sign in front of an app, and the number of people who are willing to download and install it drops dramatically. According to a new forecast from eMarketer, 80.1 million US consumers will pay for mobile apps at least once this year, representing only 33.3% of all mobile users.

The total figure is inclusive of feature phones, which depresses the overall penetration rate. However, a minority of consumers among both the smartphone and tablet user groups will pay for and install apps on their devices this year. Only 35.8% of all US smartphone users will purchase apps in 2015, totaling 65.2 million people. Tablet users are much more likely than smartphone users to buy apps for their devices, and eMarketer estimates that 44.0% of all US tablet users, or 60.9 million

people, will purchase apps for download and installation on those devices this year.

"The preference for free, ad-supported apps is rising among mobile users, and the share of smartphone and tablet users who pay for apps will tick downward over the next 4 years, despite the continued growth in the number of smartphone and tablet users and the number of app users overall," said Cathy Boyle, of eMarketer.

It's not only waning demand that's depressing the market for mobile app purchases; supply is also in decline. Since apps are perceived as a cost center by some smartphone users, developers cognizant of consumers' preference for free apps have been steadily moving away from the pay-to-download model in order to attract a larger base of users.

Paid apps can and do attract a sizeable and loyal audience—some in the productivity, business and navigation categories, for example—but that is a declining percentage of the marketplace.

Many developers have tested the paid download model against the various iterations of the free model—namely in-app purchases, subscriptions and in-app advertising—and on the whole, they've found the latter approach to be more lucrative.

The fact that a majority of mobile users don't want to pay for apps doesn't mean they're not installing them. eMarketer estimates that nearly 93% of US smartphone users will download and install at least one app this year, and more than 90% of tablet users will do so.

"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



For more information regarding cnasophis

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.