

# INTEGRATED MARKETING

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

CNA | SOPHIS

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Media Notes  
Vol #740

Giving Credit Where Credit Is Due: From CNA|SOPHIS, Integrated Marketing and thoughts by Lance



**INCREASE BRICK & MORTAR TRAFFIC... WITHOUT**

## **INCREASING YOUR BUDGET...RetailPositive™**

There is now a way to increase your brick & mortar traffic without increasing your existing marketing budget.

For the past three years, from the development stage into the practical real world, RetailPositive™ has proven to work with existing retail brick & mortar by increasing store traffic on a day-to-day comparative from the previous year.

For years, one of the most pressing problems in retail has been the falling of store traffic. While many retailers have continued to rely on old legacy media to provide a 'push' method of sustaining sales volume along with increased pricing, traffic has lagged. According to Michael Bailenson of BailCom, 'Marketing has shifted from a one-way broadcast to a

two-way conversation.' However, few retailers understand the shift that has occurred during the past decade.

The fact of the matter is that what was a push platform used by many retailers in driving traffic prior to the Great Recession, mainly through legacy media, has become a relationship driven platform where the voice of the potential customer must be heard. The following engagement that must be developed builds the possibility of that potential customer coming into the existing brick & mortar facility.

RetailPositive™ allows for the building of traffic...new traffic that has built up a new relationship with the retailer. While this normally takes an extended period of time,

RetailPositive™ has created a strategy and platform that:

- Increases traffic, for some as few as within four weeks while others has taken a maximum of nine weeks to show positive increases in brick & mortar comparable traffic.
- Is extremely cost effective without increasing the client's existing marketing budget.
- Maximizes digital & mobile
- And, increases the ROI of the retailer.

All of this is done without increasing the work load of the retailer's staff. And, the complete platform is turned over to the retailer after six months of going 'live'.

Sound like a 'silver bullet'? It works. Contact [lance@cnasophis.com](mailto:lance@cnasophis.com) or [klaus@cnasophis.com](mailto:klaus@cnasophis.com) today.

January 16, 2015

## Bits & Pieces Week of 122914

### Weekly Average Ratings

**BROADCAST MORNING NEWS SHOWS**  
 ABC: 'GMA' 4.60 million- 0.38  
 NBC: 'Today' 4.24 million- 0.65  
 CBS: 'This Morning' 3.14 million- 0.02

**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' 10.67million - 1.34  
 ABC: 'David Muir' 9.88million + 1.25  
 CBS: 'Scott Pelley' 8.66million + 1.23

**BROADCAST SUNDAY AM NEWS**  
 CBS: 'Sunday Morning' 6.28 million  
 CBS: 'Face The Nation' 3.72 million- 0.15  
 NBC: 'Meet The Press' 3.03 million+0.15  
 ABC: 'This Week' 3.12 million - 0.02  
 FOX: 'News Sunday' 1.13million - 0.13  
 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/>

## THERE IS NOTHING WRONG WITH BRICK & MORTAR RETAIL THAT CANNOT BE SOLVED. IT TAKES....

Most of the talk in marketing circles is that retail in the form of brick & mortar is dead. That simply is not true. And, to put an exclamation on that, it can't die. It is too big. Do you realize that there is more invested in retail real estate than America spent in total on the Second World War. Retail is going to rise and prosper and with it, brick & mortar retail will be the reason.

But, retailers will have to understand that we are no longer working in the same environment that we worked within during the past. We are no longer, as Mike Bailenson states, in a 'one-way broadcast'. To clarify his point, he states, 'Marketing has shifted from a one-way broadcast to a two-way conversation.' He is so correct. Retailers simply do not understand the shift that has occurred during the past decade.

Today we have to choose that we are not longer in the past but in the present of the future. Today she is in charge. We have to first reach her. Then we have to prove that we are good enough for her to shop with us. To do this we must engage her and keep up a dialog she is interested in...not what we think she is interested in. The engagement is created on social platforms via digital and mobile...her natural platforms for information and conversation. Social media is a place for brands to be forward with their messaging and reach directly to a target audience.

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

We need to understand that today we can reach her where ever she is and at a time whenever she wants. She is in charge.

While we understand she is in charge, too few understand 'whenever she wants'. This isn't a push and she will come. It is built within a conversation which includes what she is interested in, at a time she feels she is ready to make the next step. We can get her into the store but it has to be on her terms, not necessarily ours.

How can this be done? First, understanding that each store we have is a unique destination of local importance is critical. If we think one size fits all in today's retail world would be escaping into the past. Thus, if we understand localization in retail we quickly understand that each store must stand on its own and own the locale. That means that each store has its own Facebook page...its own Twitter account...its own Google+ account to enable it to perform to its maximum when it comes to local search. And that is when mobile comes into play. In order to maximize mobile you have to understand local. The ability of your brand to reach your prospective customer demands this.

All of this takes patience....investment and time. How much investment? Nothing more than you are investing right now. How much time? Six months.

MNC is not printed. It is only released digitally.

Media Notes Canonical Vol #740

Giving Credit Where Credit Is Due: From the Retail Positive™ real world retail 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 16, 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



## THE 10+ MILLION VIEWERS PROGRAMS LAST WEEK GIVE PICTURE OF VIEWER PREFERENCE

Networks ranked by total 2+ viewership	MONDAY 01.05.14	TUESDAY 01.06.14	WEDNESDAY 01.07.14	THURSDAY 01.08.14	FRIDAY 01.09.14	SATURDAY 01.10.14	SUNDAY 01.11.14
	CBS 'Scorpion' 12.32 million viewers 7.7/12HH	CBS 'NCIS' 19.49 million viewers 15.1/19HH	ABC 'American Idol' 11.20 million viewers 6.5/10HH	CBS 'The Big Bang Theory' 18.10 million viewers 11.1/17HH	CBS 'Blue Bloods' 12.63 million viewers 8.0/14HH	FOX 'Seahawks vs Panthers' 25.60 million viewers 18.8/29HH	FOX 'Cowboys vs Packers' 44.4 million viewers 26.2/18HH

*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.*

**A** quick look at last week's TV ratings, show us those programs that topped 10 million viewers in their original telecast date.  
**Monday** Two programs 'Scorpion' with 12.32 million; 'NCIS: LA' with 11.90 viewers.  
**Tuesday** had 'NCIS' with 19.49 million; 'NCIS-New Orleans' with 17.355 million viewers.  
**Wednesday** 'American Idol' drew 11.2 million.  
**Thursday** finished with 'The Big Bang Theory' drew 17.76 million viewers; 'Mom' drew 12.29 million viewers; 'American Idol' drew 11.02 million viewers; 'Two and a Half Men' drew 10.03 million viewers;

**Friday** had the two big CBS shows, first 'Hawaii Five-0' with 11.29 million viewers and then the cornerstone of Friday evenings, 'Blue Bloods' with 12.63 million viewers.  
**Saturday** had two exceptional live events, first the New England Patriots victory over Baltimore Ravens which drew 17.37 million viewers and then the Seattle victory over Carolina with 26.5 million viewers.  
**Sunday** went into high gear. Packers victory over Dallas drew 44.4 million viewers; Colts over Broncos drew 36.57 million viewers.

**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 #dailydiaryofscreen

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 16, 2015

# SOCIAL NOW

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



IT'S 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."

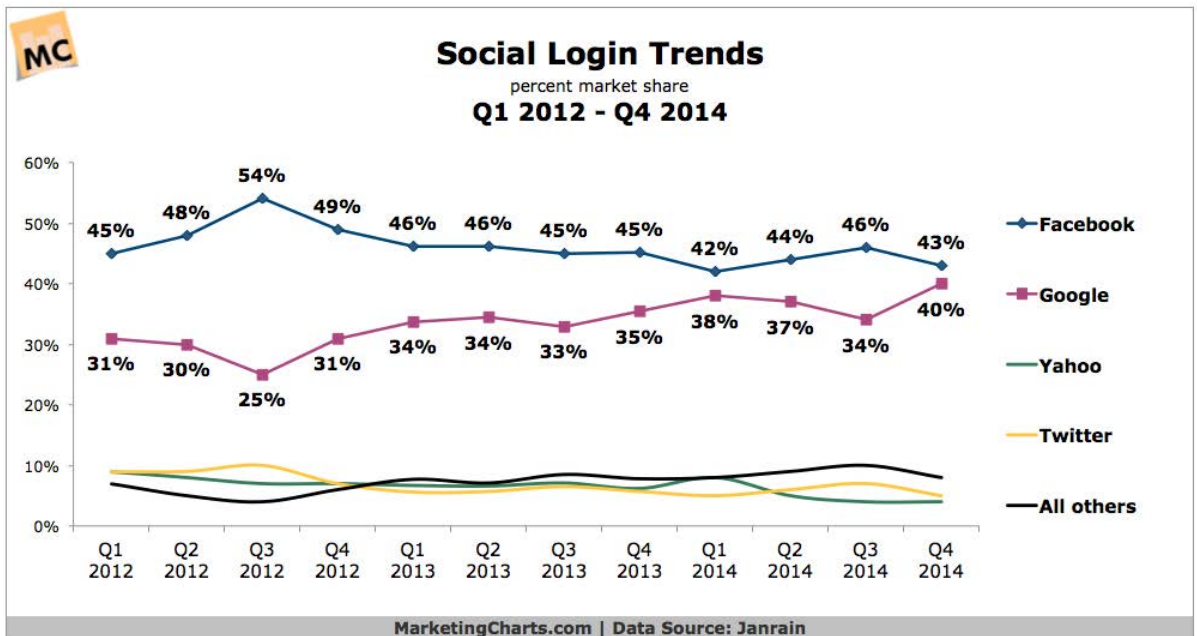
Mark Zuckerberg  
Co-founder  
Facebook

## GOOGLE GAINS ON FACEBOOK. LinkedIn #1 IN B2B.

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

Media Notes  
Canonical  
Vol #740  
Giving Credit Where Credit Is Due:  
Based on an article in Marketing Charts 011514 and thoughts by Lance

photo credit: SocialTwist & adotas



Google's market share of overall social logins increased by 6% points quarter-over-quarter to reach 40% in Q4, per Janrain's latest report. That leaves it just

3 points behind Facebook the narrowest gap since the beginning of 2011, when it first surrendered its lead to Facebook. Of note, Q4 has been kind to Google in market share

the prior two years, also. Meanwhile, LinkedIn took the lead in the competitive B2B space, with its 6-point increase giving it the clear lead at the end of 2014.

# DIGITAL NOW



## HOTTEST GIZMOS AT CES

The Consumer Electronics Show which was held last week in Las Vegas to clear the rooms in time for the Las Vegas Furniture Market beginning this weekend, showcased the very latest advances in technology. Some of them are as follows:

### A Floating Bluetooth Speaker

“The Air<sup>2</sup> (Air Squared) bluetooth device can hover above its base, which looks very cool. However, the company behind the gadget, Axxess CE, has not said why exactly this is an advantage.

### A Super-Skinny TV

Like an undernourished supermodel, TVs just

keep getting thinner. Sharp has a set called the Super Slim that measures a mere half-inch thick.

By comparison, most LED or plasma TVs are at least an inch thick and often two or more inches thick.

### Voice-Command Cooking Range

Ever thought it was too much work to lean over and turn a knob on your stove? You're in luck. Dacor has a new range that can be controlled by voice command.

So, for example, if you are in another room while cooking dinner, you can ask the range to turn off a burner without having to reenter the kitchen.

### Cars That Interface With Their Destinations

General Motors' OnStar program will introduce AtYourService, providing a link between drivers and the places they are traveling to. For instance, if you are going to a convenience store, OnStar might find mobile coupons for your destination. Or OnStar can make hotel reservations for you while you're en route to vacation.

Now to see if the furniture market can produce the eye-popping casegood, accessories, and/or upholstery that can get the same amount of consumer interest.

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

Francis Bacon  
British Writer  
& Statesman

Media Notes  
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Giving Credit  
Where Credit  
Is Due:  
From a report  
from MediaLife  
010615 by Bill  
Cromwell and  
thoughts by  
Lance

# CINEMA NOW THE 1ST



## PAST WEEK

'Taken 3' was #1 domestic film last weekend with \$41.1 million. 'Night At The Museum: Secret of the Tomb' was #1 Internationally with \$46.2 million.



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



## NEW STUDY: 53% ARE NOT GOING TO MOVIES BECAUSE THE PRICES ARE TOO HIGH

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

Albert Einstein  
German-American theoretical physicist

Media Notes  
Canonical  
Vol #740  
Giving Credit  
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Is Due:  
From an  
article in The  
Hollywood  
Reporter by  
Paul Bond  
011415 and  
with thoughts  
by Lance

A new PricewaterhouseCoopers survey reveals that about 25 percent of American consumers say they saw fewer movies in a theater in 2014 than they did in 2013, primarily due to rising costs. (In third-quarter 2014, the average ticket price was \$8.08, up from \$7.84 a year earlier, and theater chain AMC Entertainment reported concession revenue rose 10 percent to a record \$4.29 a patron).

"Despite advanced technology, better seating, improved concessions and the return of 3D movies, the negative of higher ticket prices is difficult to counteract," conclude the authors of the PWC study. Respondents to the survey were supplied with 18 potential reasons for

avoiding films in theaters and asked to choose their most relevant three.

The results are the top 10 reasons consumers give for not heading to the movie theater more often.

**No. 1 | 53%**  
Ticket prices are too high

**No. 2 | 41%**  
Movies are not as interesting as they once were

**No. 3 | 30%**  
Prefer movies "on my own schedule"

**No. 4 | 29%**  
Prefer to spend money on other activities

**No. 5 | 24%**  
Can see movies at home shortly after theatrical release

**No. 6 | 19%**  
Prefer going out to dinner

**No. 7 | 18%**  
Don't have as much disposable income as a year ago

**No. 8 | 16%**  
Decline in overall theater experience

**No. 9 | 13%**  
Online content is equally entertaining

**No. 10 | 10%**  
Too many people using phones and tablets in theaters.

Hollywood needs to address two things: First they need to reduce the price of tickets. Second they need to add more to draw in-theater excitement in viewers.

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!



# 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 #740 Giving Credit Where Credit Is Due: Based on an article in Mobile Commerce Daily 011515 by Jen Kine and thoughts by Lance Photo Credit: [agencypost.com](http://agencypost.com)

## THE TRUTH ABOUT MOBILE

### it is the cornerstone of integrated marketing strategy

We all have to remember that it is our job to reach her in order to be able to engage with her. Today that is done via mobile.

Nearly every customer today is never further than 5' away from her mobile unit. This can be your connection into her interest zone.

As consumer mindset has shifted more and more toward mobile, brands have been slow to fully meet consumer expectations. Consumers hope for engaging experiences on mobile, but instead, brands tend to focus on channels rather than the immediate context consumers are increasingly coming to expect.

With that in mind, marketers have to remember that "if you build [an app], they will come" is not always effective and that today's

mobile consumer is not going to just show up, let alone continue to do so.

Forrester's research shows that 40% of consumers are tired of constantly checking their mobile devices for app notifications and to complete tasks. Essentially, apps are becoming too complex for on-the-go mobile users and simplistic tactics will help marketers engage with consumers in a context, in their "mobile moment" of need.

Simple approaches to many means a standard SMS text message, but Ms. Ask urges marketers to think more creatively such as audio and haptic notifications. These notifications achieve the marketer's goal while engaging the consumer during a mobile moment by giving just enough information for piece of mind, mitigate anxiety while still

creating a branded interaction.

The "Forrester Research: The Mobile Mind Shift: Closing the Capability Gap" stated, the most daunting challenge is that many marketers have approached mobile in the same fashion as they would a PC, by shrinking Web experiences onto a smaller screen. Mobile strategies need to be retooled because there is a fundamental difference between the way consumers interact with smartphones and tablets compared to their PCs.

"Mobile is not a PC. They're not a PC. With that said, 62% of companies still treat mobile as a slimmed down version of what they design for a PC," said Julie Ask, vice president and principal analyst at Forrester Research.

Get it right.

"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)



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.