

# 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 #742

Giving Credit  
Where Credit Is  
Due: From The  
Drum 022015  
by Seb Joseph  
and thoughts  
by Lance



## HOW YOUR AUDIENCE CHOOSES TO ENGAGE WITH YOU DETERMINES WHAT YOU HAVE TO DO.

Mobile is no longer just a phone. As a matter of fact, it hasn't been for a number of years. And Ben Phillips, head of mobile for Mediacom stated that 'brands should take into consideration all that is not tethered to a desk'. Advertisers enjoying the most success are the ones that have designed their creative mobile first and 'appreciate how their audience chooses to engage with them and provides the correct response.'

Point is instead of pushing ads to shoppers as they pass by a location or an aisle, it might be best to not to connect the experience with CRM but personalize the ads with even more context. Phillips pointed out 'Creativity will lead the way in automated

mobile marketing as many brands start to build **MOBILE FIRST** content that is relevant to the consumer regardless of point of engagement. 'Automated mobile marketing will enable deeper CRM learnings and processes that lead brands to a more personal one-to-one dialogue with their consumers.'

This personalized dialogue with customers cannot happen without audience data.

Brands at this point are not doing enough to understand the breadth of the mobile spectrum and they need to work harder at paving the way. It is all about taking the creative to the local level quickly and efficiently.

Advertisers that will enjoy the most success in the shifting mobile space

will be those that remember the consumer defines the mobile strategy...not the advertiser.

This is no longer a television led environment. It is no longer mass communications. If you haven't been reading what is going on in the world of television's dropping audiences as a first run medium (see the daily [www.overtheshouldermedia.wordpress.com](http://www.overtheshouldermedia.wordpress.com)) and the ever increasing reach of digital/mobile. Today, mobile is the leading key to driving traffic into brick & mortar retail throughout the world. The target is now dictating how we can reach them and that is through mobile. Retail Positive™ is one way to assure your increase in traffic into your store now. For more information, go to: [www.cnasophis.com](http://www.cnasophis.com).

February 22, 2015

## Bits & Pieces Week of 020915

### Weekly Average Ratings

<b>BROADCAST MORNING NEWS SHOWS</b>		
ABC: 'GMA'	5.62 million+	0.03
NBC: 'Today'	4.92 million -	0.30
CBS: 'This Morning'	3.59 million+	0.11
<b>BROADCAST LATE-NIGHT SHOWS</b>		
NBC: 'Tonight'	2.78 million +	0.83
CBS: 'Late Show'	2.85 million +	0.18
ABC: 'Kimball'	2.96 million -	0.01

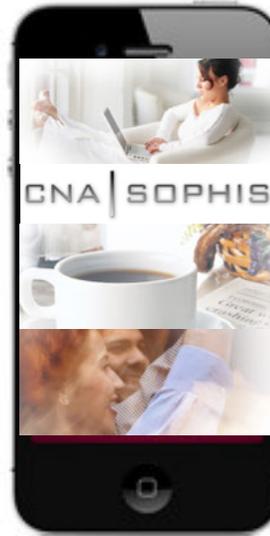
<small>Week of 012615</small>		
<b>BROADCAST EVENING NEWS +/- last</b>		
NBC: 'Brian Williams'	9.89million +	0.23
ABC: 'David Muir'	9.49 million +	0.18
CBS: 'Scott Pelley'	8.01 million +	0.18

<small>Sunday 02011515</small>		
<b>BROADCAST SUNDAY AM NEWS</b>		
CBS: 'Sunday Morning'	6.28 million	
CBS: 'Face The Nation'	3.50 million-	0.32
ABC: 'This Week'	3.30 million -	0.12
NBC: 'Meet The Press'	3.00 million-	0.22
FOX: 'News Sunday'	1.61million +	0.14
UNI: 'Al Punto'	0.55million-	0.12

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



The more you know, the better you will be.



"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/>

## REAL-TIME RETAIL WILL REVOLUTIONIZE SHOPPING AS WE KNOW IT.

Retailers are increasingly partnering with bloggers to promote new initiatives and publicize their stores. Bloggers often have a large degree of influence and many followers, making them the ideal spokespeople for high profile marketing campaigns and events.

Retailers such as Bergdorf Goodman, Harrods and Bloomingdale's have recently partnered with a variety of bloggers to promote their products.

"Bloggers offer brands a new channel through which they can connect with their consumers, and they do that in a very authentic way," said Yuli Ziv, founder/CEO of Style Coalition, New York. "Essentially bloggers tell brand stories in their own voice and it resonates with the way consumers like to interact with brands today.

"Bloggers have the advantage of having some of the celebrity qualities, such as strong personal brand and loyal following, but they also have the distribution channels brands are looking for today. The entry point is much lower compared to celebrities and the results are often easier to quantify."

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

Using a wide-ranging selection of bloggers allows the store to connect with many different consumers. Each blogger has a different set of fans and a unique following, and by soliciting posts from various sources retailers will be able to have access to all of them.

Using bloggers to promote new initiatives instead of celebrities allows brands to connect with consumers on a more intimate level. Followers often feel closer to bloggers because they perceive them as real people that they can relate to.

At the same time, the incredible number of followers that these bloggers have ensure that the brands do not miss out on any publicity.

There are many advantages to working with bloggers, and retailers have begun to catch on to this. For brands navigating the digital landscape, partnering with bloggers and influencers can help reach intended audiences. When collaborations are rooted in social elements such as a blogger's site, a brand is able to tell its narrative from a different angle while tapping into the influencer's established audience.

MNC is not printed. It is only released digitally.

Media Notes Canonical Vol #742

Giving Credit Where Credit Is Due: From an article in Luxury Daily 022315 by Kay Sorin 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 22, 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 Today Is Not What It Used To Be

you can't follow your dad's way of reaching the target

	MONDAY	02.16.15
<b>Networks ranked by total 2+ viewership</b>	CBS 'Mike & Molly'	9.17 million viewers 6.0/9 HH
	<b>TUESDAY</b>	<b>02.17.15</b>
	CBS 'NCIS'	17.71 million viewers 11.0/17HH
	<b>WEDNESDAY</b>	<b>02.18.15</b>
	FOX 'Empire'	12.94 million viewers 8.8/13HH
	<b>THURSDAY</b>	<b>02.19.15</b>
	CBS 'The Big Bang Theory'	17.49 million viewers 10.7/17HH
	<b>FRIDAY</b>	<b>02.20.15</b>
	CBS 'Blue Bloods'	11.62 million viewers 8.0/14HH
	<b>SATURDAY</b>	<b>02.21.15</b>
	NBC 'Dateline'	5.71 million viewers 6.8/9 HH
	<b>SUNDAY</b>	<b>02.22.15</b>
	ABC '87th Academy Awards'	34.63 million viewers 24.6/39HH

*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.



We've become a participation culture. People don't want to just sit back and consume media or experiences. They want to participate."-- Karen North, University of Southern California, as quoted by the [Los Angeles Times](#). Thus the state of marketing today.

Too often, we have relied on the ways of the past...your father's past, rather than on what is happening today. There are no schools that teach engagement today. There are no schools that teach workable content today. Today, we are learning as we are going. And that is not a bad thing. It is the only way to learn what to do to get the people coming in.

Television today has the power to bring big audiences together and it has the responsibility of

feeding the content libraries where ON DEMAND becomes more important to all of us. Sure there are still high power regularly scheduled programs that deliver 10+ million viewers. Last week, 'The Big Bang Theory' did. 'Hawaii Five-0' and 'Blue Bloods' did. '60 Minutes' did. 'Empire' did. 'American Idol', 'NCIS' and 'NCIS: New Orleans' did. That was it!

So many of us are watching television today and also multi-tasking on our laptop, iPad or smart-phone that the ON DEMAND becomes a huge factor. And when that happens, up pops that ad or on the side, our former site visits pop up beside us. The art of engaging with these viewers will determine our effectiveness.

**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.

# 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

## LinkedIn ADS NOW FOLLOW YOU AROUND THE WEB

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

Media Notes  
Canonical  
Vol #742

Giving Credit Where Credit Is Due:  
Based on an article in re/code 021915 by Kurt Wagner and thoughts by Lance

photo credit:  
SocialTwist & adotas

LinkedIn is taking a page from Facebook. The professional network announced new ad products Thursday, including a new way for advertisers to reach LinkedIn users on websites other than LinkedIn.

That new product, called LinkedIn Network Display, lets advertisers buy ad space from LinkedIn on other sites around the Web.

Marketers can target specific groups of people, for example, media sales executives from the Bay Area, show them ads on LinkedIn and then use Internet cookies to continue advertising to them online even after they've left LinkedIn.

So, the company is selling ad space on other websites — does this mean LinkedIn now operates an ad network?

Russ Glass, head of LinkedIn's marketing solutions

products, says he doesn't view it that way. Instead, Glass thinks of the service as an "audience network," where advertisers are targeting specific groups of people to advertise to, not specific websites to advertise with.

If this sounds familiar, you're onto something. Facebook offers advertisers what it calls Audience Network, which does something similar using the company's vast array of user data. Instead of using personal data, LinkedIn is simply targeting people based on professional data, Glass explained.

The new product stems from LinkedIn's acquisition last summer of Bizo, which offered a similar technology. (Glass was CEO of Bizo at the time of the acquisition.) Some of the partner sites where LinkedIn will now be selling ad

space include CNN and Weather.com, Glass says.

LinkedIn also introduced another tool on Thursday called Lead Accelerator. The product is an algorithm that's intended to determine where a particular LinkedIn user is in the buying process; it will then automatically surface the appropriate ad to that user in hopes of pushing them further along that timeline.

In other words, it's a technology for LinkedIn advertisers to know when to serve which ads to which users.

Sponsored Content, which falls under LinkedIn's Marketing Solutions ad offering, is already the company's fastest growing business; the new tools from Thursday could help boost that growth even more.

# DIGITAL NOW



## No M-Commerce Site? Your Google Search Rank Could Be In Jeopardy.

Been putting a mobile commerce off? Getting to it later this year? Be careful, because there is more at stake than just your mobile conversion rate.

Google's bots are constantly crawling the Web and reporting their findings back to the Google mother ship. Specifically, these days, they are checking to see if your site is mobile optimized. Mobile usability, or the lack thereof, is now a key determinant of the quality rating that Google is assigning to your site.

Google has been issuing warnings and cautionary hints about this for years, but it seems to finally be following-through on threats to penalize sites algorithmically that are not mobile-optimized by ranking them below sites that are in mobile search results. Google's rank is important for any Web site, but for online retailers and especially mid-market online pure-plays, this ranking can be the difference between success and failure. Most retailers know this and work hard to hold their spot once achieved.

Google explains how search rankings can be maintained by saying, "webmasters

can improve the rank of their sites by creating high-quality sites that users will want to use and share." Delivering a non-optimized site to someone on their mobile is the antithesis of something "users will want to use and share."

Google is sending personalized "To: Webmaster" emails to this effect, and the message could not be clearer. Get mobile optimized or Google will demote you in their search rank.

Why does Google care so much? Its mission is to deliver stellar mobile search results, so it can deliver the right ads to people conducting these mobile searches. If they steer users who "Google" something on their cell to a poor mobile experience, it suffers, too.

In 2014, eMarketer reported that that desktop search ad spending dropped \$1.4 billion in 2014, a decrease of 9.4% from 2013, while mobile search increased 82.3% year over year.

As Google's revenue shifts toward mobile advertising, it must keep the quality of the mobile search experiences it serves up to snuff and retailers without mobile sites are a fly in that ointment.

In 2013 Marketing

Land reported the first cases of demotion based on this. GM was disassociated with mobile searches for the car models it makes for throwing a 404 error at mobile users and Disney was dinged for having a mobile site with Flash. Now, the net being cast is far wider. In 2014, Google launched a free tool that tests for mobile optimization. It also introduced "Mobile Friendly" tags in its search results. These tags tell mobile users that the site they are about to visit is prepared to receive them.

In the blog post that announced the tool and the tags, Google said, "We see these labels as a first step in helping mobile users to have a better mobile Web experience. We are also experimenting with using the mobile-friendly criteria as a ranking signal." The experiments are over and Google has altered the algorithms. The result could push online retailers right off the search results page displayed to consumers looking for the products they sell. If you are a retailer without a mobile commerce site, watch your inbox and expect your position in Google search results to mirror the poor experience you are providing to your mobile customers.

"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 Mobile  
Commerce  
Daily 022315  
by Wilson Kerr  
and thoughts  
by Lance

# CINEMA NOW THE 1ST



## PAST WEEK

'50 Shades of Grey' was #1 domestic film last weekend with \$23.2 million. It was #1 Internationally with \$68.1 million.



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



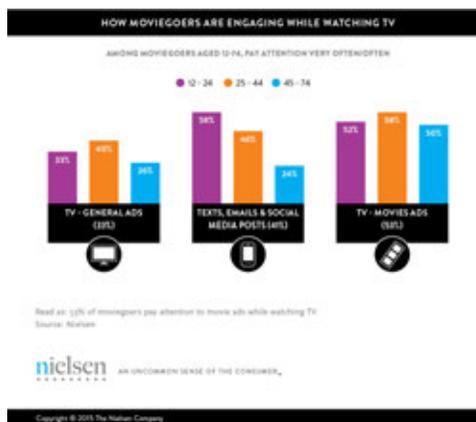
## BIG SCREEN DOLLARS, LITTLE SCREEN

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

Albert Einstein  
German-American  
theoretical physicist

When it comes to generating buzz for new movies, trailers and TV commercials remain king. According to Nielsen's 2014 Moviegoing Report, movie previews and TV spots are the top two ways Americans get their movie info, regardless of age or the ever-expanding list of devices and platforms competing for people's attention.

Although the number of moviegoers who said they heard or learned about upcoming movies via TV programming—including commercials, talk shows and review shows—has gradually declined over the past few years (67% of moviegoers in 2014 compared with 81% in 2008), TV's viability as a key advertising medium remains solidly intact. Consider this: In third-quarter 2014, Americans spent more than 141 hours per month, on average, watching traditional TV, significantly more time than



they spent watching video online or on mobile devices. Furthermore, 33% of moviegoers report paying attention to ads in general while watching TV, and 53% said they pay attention to movie ads during commercial breaks.

But advertisers shouldn't dismiss the influence of digital or mobile devices.

Although ads via social media or mobile apps aren't yet as strong a source as TV or trailers for movie awareness, digital is still a

vital component of the movie marketing mix. For instance, moviegoers said that if they notice an online ad for a movie they're interested in, 75% would click on the ad, and 81% would search for more information about the movie.

Similarly, ads on social networks, when noticed, also sway moviegoers to take action. Moviegoers said they searched for more info about a movie (37%), clicked on the ad (25%), liked or followed the official movie account (22%), and reposted/reTweeted/shared the ad (10%).

Advertisers looking to maximize their dollars should note that some moviegoers wait until they're at the theater to decide what movie to see. In fact, 45% of spontaneous moviegoers use their mobile phone to watch trailers at the theater and 60% said they're influenced by in-theater advertising.

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 #742  
Giving Credit  
Where Credit  
Is Due:  
From Nielsen  
Newswire  
02.20.15 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 #742 Giving Credit Where Credit Is Due: Based on an article in VB by Debra Sharp 02222015 and thoughts by Lance Photo Credit: [agencypost.com](http://agencypost.com)

## SOCIAL TIPPING POINT IN M-COMMERCE REVOLUTION

Jesse Pujji's may be right. 2015 will be the year of global mobile ecommerce. Social companies like Facebook & Twitter may increasingly lead the way, he says. Pujji is CEO of Ampush, an ad tech company notes that of all time spent in mobile devices, 64% is dominated by time spent on mobile social platforms like Facebook and Twitter. Intercepting consumers where they spend most time makes sense.

Engaging people on mobile there is important, because mobile ecommerce is roaring. In the Q4 of 2014, mobile devices accounted for 1/3rd of all ecommerce transactions worldwide (and 27% in the U.S.), according to a recent State of Mobile Commerce Report published by ad network Criteo.

Mobile commerce will eclipse desktop by 2016, according to a joint study between Paypal and Ipsos: Between 2013 and 2016, the compound annual growth rate for m-commerce is projected to be 42%, versus only 13% for e-commerce.

Since more than 60% of time spent online is via mobile, it stands to reason that a lot of stakeholders are trying to get this right and speed up consumers' ability to shop with the devices in their hands rather than with those on their desks, particularly since the average dollar value of a mobile order is approaching that on desktop.

But social platforms aren't just about reach, they are also about marketing efficacy and efficiency. They increase personalization and accurate targeting because

of the amount of data known about users in these platforms, as well as the ability for marketers to merge their own data with them. "The world is moving away from cookies," says Jesse Pujji. "Cookies work on the desktop, but even then, they are just proxies for identification."

Cookies can say where you have been and what you've looked at online, but any kind of personal information that a website may have collected on a user is encrypted. With platforms like Facebook and Twitter, marketers can identify social users from email addresses within their own CRM data, and target these consumers with far more precision using custom audiences to advertise to them within the social ecosystem.



“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.

