

# INTEGRATED MARKETING

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Media Notes Vol #743

Based on an article in eMarketer 030215 and thoughts by Lance



## WHY PURCHASERS STILL PREFER Brick-and-Mortar. IN-STORE STILL FAVORED FOR BUYING.

“Customer satisfaction may be down in the US for brick-and-mortar retailers, but globally, the physical store is still the most popular purchase location. In a September 2014 study by PricewaterhouseCoopers (PwC), seven in 10 internet users worldwide said they bought products in-store at least monthly, and more than half of that group did so weekly or daily.

One online channel gave brick-and-mortar shops a run for their money. Digital buying via PC ranked second, with the majority of respondents purchasing there at least monthly. However, all other digital channels were used far less frequently for purchasing. For example, fewer than one-quarter purchased products via mobile phone or smartphone at least monthly—providing more evidence that mobile is still mostly for upper-funnel

shopping activities—and despite the fact that tablet users often show similar behavior to PC shoppers, buying frequency was almost the same as that on phones. Consumers don’t intend to change this behavior in 2015, either. Among US internet users polled by mobile app Shopular in December 2014, 63.6% said they planned to do the bulk of their retail purchasing in-store this year, vs. 36.4% who said they’d do most online.

PwC found that seeing and trying on merchandise pre-purchase and the immediacy of in-store buys were top reasons for brick-and-mortar purchasing. Around one-quarter felt more comfortable purchasing perishable products in-store—though this was less of an issue that it had been the prior year—and one-fifth cited quicker delivery options as a reason they purchased in

brick-and-mortar locations. Of course, online shopping does offer perks that in-store purchasing doesn’t.

Respondents were most likely to purchase products online instead of in person due to lower prices and better deals found digitally, cited by 56%, and 46% liked the fact that they could shop online 24/7. Better product comparison options and a wider variety of merchandise were also popular reasons for going digital. Most brick-and-mortar shops don’t have the luxury of staying open all day and night. However, providing better access to inventory—for example, equipping sales associates with mobile devices to look up availability of out-of-stock items in another store—and competitive pricing when possible could help physical store retailers further strengthen their lead over the desktop as the most-preferred purchasing channel.

March 11, 2015

## Bits & Pieces Week of 022315

### Weekly Average Ratings

**BROADCAST MORNING NEWS SHOWS**  
 ABC: 'GMA' 6.07 million+ 0.45  
 NBC: 'Today' 5.22 million + 0.30  
 CBS: 'This Morning' 3.64 million+ 0.05

**BROADCAST LATE-NIGHT SHOWS**  
 NBC: 'Tonight' 3.84 million + 0.96  
 CBS: 'Late Show' 2.85 million + 0.00  
 ABC: 'Kimball' 2.76 million - 0.20

Week of 030215  
**BROADCAST EVENING NEWS +/- last**  
 NBC: 'Lester Holt' 9.74million + 0.07  
 ABC: 'David Muir' 9.42million - 0.22  
 CBS: 'Scott Pelley' 7.65million - 0.38

Sunday 030115  
**BROADCAST SUNDAY AM NEWS**  
 CBS: 'Sunday Morning' 6.28 million  
 CBS: 'Face The Nation' 3.71 million+0.21  
 ABC: 'This Week' 3.30 million - 0.12  
 NBC: 'Meet The Press' 3.41 million+0.41  
 FOX: 'News Sunday' 1.31million - 0.31  
 UNI: 'Al Punto' 0.90million+ 0.35



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/>

## D & B SEES MARKETING TECHNOLOGY AS INTEGRAL PART OF GO-TO MARKET EXECUTION

"The way modern companies are going to evolve with respect to marketing technology is by not overthinking big technology investments." That per Rishi Dave, CMO, Dun & Bradstreet. 'Our Strategy consists of three main pillars: understanding and driving our brand, taking that brand and coming up with a go-to-market strategy that's specific to our company, and executing that across channels to the right customers with the right data.'

The marketing technology stack plays a fundamental role in how D&B delivers their go-to-market strategy across channels.

One component is the data and how they manage it that underlies everything they do. They are using alot of their own technology to manage the data, and they also look at how they can take that information and make decisions. They do a lot of things with marketing automation, CRM and web analytics.

They have to constantly keep up with the rapid evolution of the marketing technology landscape.

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

According to Dave, 'You have to change the culture of marketing to do that. We have become good at managing a port-folio of vendors, as well as becoming more experimental. As these technologies sit in the cloud, we are able to bring them in, pay a subscription fee and try them out. If they don't work, we switch them out.'

If a better technology comes along, we switch it out. If it works, great. We keep and scale it. The way modern companies are going to evolve with respect to marketing technology is by not overthinking big technology investments.'

He continued, 'There is no single marketing service or technology provider who provides the complete marketing stack. There is so much innovation happening at different levels of the stack.'

'Every provider is saying that they are an integrated marketing cloud or they are moving towards an integrated marketing cloud. That's a challenge. Every provider is strong at whatever place they started whether that's CRM, content or analytics. However, as they move into other areas, they are not as strong.'

MNC is not printed. It is only released digitally.

Media Notes Canonical Vol #743 Giving Credit Where Credit Is Due: From an article in Advertising Marketing, 030615 by Rishi Dave 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.

March 11, 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



## As TV Viewers Time-Shift, What Is The Implication?

study says only 46% of all tv shows are watched live

	MONDAY	03.03.15
<b>Networks ranked by total 2+ viewership</b>	NBC 'The Voice'	14.28 million viewers 9.5/15HH
	<b>TUESDAY</b>	<b>03.04.15</b>
	NBC 'The Voice'	15.34 million viewers 9.8/15HH
	<b>WEDNESDAY</b>	<b>03.04.15</b>
	FOX 'Empire'	14.91 million viewers 9.6/15HH
	<b>THURSDAY</b>	<b>03.05.15</b>
	CBS 'The Big Bang Theory'	17.88 million viewers 10.7/17HH
	<b>FRIDAY</b>	<b>03.06.15</b>
	CBS 'Blue Bloods'	11.18 million viewers 8.0/14HH
	<b>SATURDAY</b>	<b>03.07.15</b>
	CBS '48 Hours'	4.56 million viewers 5.1/7 HH
	<b>SUNDAY</b>	<b>03.08.15</b>
	CBS 'Madam Secretary'	10.81 million viewers 8.0/12HH

*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.



TV viewers claim to spend a slight majority (53%) of their viewing time with time-shifted rather than live (47%) content, according to a [recent report](#) from Hub Entertainment Research. While that runs counter to Nielsen figures, which find live TV to be the predominant form of consumption, there's no doubt that [time-shifted viewing is on the rise](#), an unsurprising trend given that 3 in 4 TV households now have [access to at least one on-demand service](#). So what does this mean for ad avoidance?

convenience of watching on their own time. By comparison, the benefit of skipping ads was cited by significantly fewer (37%) although that was on par with the ability to see missed episodes.

Interestingly, among Millennials, who estimate spending even more of their TV viewing time with time-shifted content, ad avoidance was less commonly cited as a benefit. Only 29% cited the ability to skip ads as a top reason for watching shows later. Instead, Millennials were more likely to point to their unavailability during live airing. While those results suggest that time-shifting will not have a huge impact on ad attention, other results from the survey are more worrisome for advertisers. For example, among the 55% of respondents who are able to fast-forward through commercials (on some or all networks), 81% reported fast-forwarding through every commercial

The survey, which was conducted among 1,210 TV viewers aged 16-74 who watch at least 5 hours of TV/ week & who have broadband access at home, finds that ad avoidance is a factor in time-shifting, but not the main one. When asked the biggest benefits of watching episodes of a current show at a later time, a leading 60% of respondents cited the

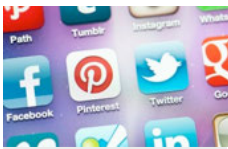
**Credit Where Credit Is Due**  
From the experience, thoughts and information by Lance  
For daily updates on media in the US, the UK & Australia, go to <http://www.overtheshouldermedia.wordpress.com>  
Thank you for having reached 10,000 views. It is the #dailydiaryofscreeens

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.

March 11, 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

## Nearly Half of Digital Shoppers At The Top 10 Retailers Are Mobile-Only

Because mobile often is the only way a consumer can shop a retailer due to location or circumstance, retailers better be awfully sure their sites and apps are optimized to convert, a mobile expert warns.

In the new mobile economy, many U.S. consumers' home desktop PCs are fossils gathering dust as these consumers rely almost entirely on smartphones and tablets to access the Internet. In fact, 10% of U.S. Internet users only access the Internet on mobile devices, according to new 2015 data from comScore Inc.

And there are more mobile-only shoppers than mobile-only Internet users: 13% of Internet users accessing retail destinations (sites and apps) only use mobile devices to do so, comScore finds.

What is even more intriguing is the percent of

mobile-only shoppers at the top 10 retailers. Following are the retailers (from 1 to 10), total digital unique monthly visitors (in millions) in January 2015, and the percentage of total visitors that only shop the retailers on smartphones and/or tablets, according to comScore:

- Amazon.com Inc., 180, 38%
- eBay Inc., 122, 44%
- Wal-Mart Stores Inc., 83, 51%
- Apple Inc., 79, 59%
- Netflix Inc., 68, 29%
- Target Corp., 50, 53%
- Best Buy Co. Inc., 36, 46%
- Ticketmaster, 33, 59%
- QVC Group, 28, 53%
- Kohl's Corp., 28, 48%

Apple skews high because of the enormous number of Apple customers who make purchases in the App Store, iTunes and other digital properties on their iPhones and iPads. QVC skews high because it and most TV retailers have been

pioneers in mobile commerce primarily because many of their customers are sitting in front of TVs with their mobile devices in hand. Ticketmaster skews high because tickets offer a business model especially suitable for mobile commerce—a straightforward product and checkout, with a product that increasingly winds up stored on a smartphone (a mobile ticket).

Wal-Mart, Target, Best Buy and Kohl's all are giant chain retailers where consumers increasingly are using smartphones as personal shopping assistants in stores. And that leaves three web-only merchants: Amazon and eBay, which were very early innovators in m-commerce that today offer popular, rich and easy-to-use apps, and Netflix, which is by far the merchant among the top 10 with the lowest percentage of mobile-only shoppers (29%).

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

Media Notes  
Canonical  
Vol #743

Giving Credit Where Credit Is Due:  
Based on an article in internet Retailer by Bill Siwicki 030915 and thoughts by Lance

photo credit: SocialTwist & adotas

# DIGITAL NOW



## HOW TO KEEP MILLENNIALS INTEREST IN CONTENT

While the debate rages about what exactly drives Millennials' infamous "me, me, me!" reputation, it's still necessary for brands to acknowledge this attribute. Regardless of the *why*, we know that Millennials as a whole are more acutely aware of (and vocal about) their inherent value as consumers than previous generations.

Not coincidentally, research shows that brands that invite their audience to take part in their story receive an overwhelming 78% approval rating, as compared to those that continue to rely on more passive tactics. But achieving this can be tricky.

Thanks to a constantly evolving slate of technologies and content platforms, and unfettered access to customer data, advertisers are left with a seemingly infinite number of ways to customize ad experiences. The goal is to use these strategies to your advantage, by offering consumers experiences they can control and outcomes based on their individual behaviors.

Here are three basic rules for creating video strategies with a "me"-centric audience in mind:

1. Don't lead them on a wild goose chase. Because people are hopping from device to

device doesn't mean they want advertising to mimic their frenetic behavior. Sure, you need to optimize your video content for multiple channels, but also assume that the place where you get someone's attention is where they're going to want to stay. They are not interested in being swooped away to a microsite or other such place.

Advanced (or interactive) video is quickly emerging as a go-to platform for "me"-centric efforts simply because it allows brands to create an experience within an experience. You can extend the experience within the video itself using interactive elements. It not only increases chances that viewers will continue on beyond your initial spot and engage with a longer story, it also gives you the potential to offer them a seamless, engaging experience.

2. Give them a reason to stay, not an excuse to leave. Let's assume that your video is engaging and has caught consumers' attention, but they're still not completing the entire experience you're created for them. Perhaps they're seeking more information on another channel. But more likely, they may just be ditching your brand for one that provides a more interactive experience. So, why not just give them

what they need so they don't have to go anywhere else?

One way brands are using advanced video is to integrate the most-commonly sought content directly within the ad: things like social media feeds, store locators, additional video content, product try-ons, etc. This keeps viewers increasingly engaged right then and there. Bringing the experience to consumers, and not the reverse, puts them firmly in the driver's seat.

3. Use their data to benefit them. It's no secret that companies are collecting audience data and that Millennials (more than most!) are totally OK with this -- as long as they reap the rewards. Non-interactive video is capable of putting data to use by serving audiences content based on their unique attributes but there's not much left for users to do once they've been found by the brand. Interactive video helps brands achieve the best of both worlds: targeted content followed by engaging experiences tailored specifically for individual users. For example, if an ad recognizes that consumers have previously researched a product, it can dynamically populate a call-to-action for an offer, a store locator map, or other means of moving them from awareness to actual purchase.

"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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Is Due:  
From a report  
in MediaPost  
030615 by  
Ashley Eckel  
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/cinematicritique>



## FORGET NETFLIX. MOVIE THEATERS ARE ON TRACK TO HAVE THEIR BEST YEAR YET. RU THERE?

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

Albert Einstein  
German-American  
theoretical physicist

Media Notes  
Canonical  
Vol #743

Giving Credit  
Where Credit  
Is Due:

From an  
article in The  
Washington  
Post by Drew  
Harwell  
022315 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!

When Jack Black barged into the Oscars' musical opening with a Hollywood reality check – saying that the only place we're watching movies is “the screens in our jeans” – he repeated a usual dirge for the big-screen film business.

But in the age of Netflix, piracy and blockbuster TV, here's a dramatic surprise: The embattled movie-theater business is on track to have its biggest money-making year yet.

Analysts expect that box-office revenue this year in the United States and Canada will soar past \$11.5 billion, outpacing the record \$10.9 billion set in 2013, when blockbusters such as “Frozen” and the

second “Hunger Games” movie debuted. And theaters already are performing more than 10 percent better than they were at this time last year, when films such as “The Lego Movie” became surprise hits.

The splashy start has pushed shareholders to invest in some of the country's biggest theater chains: This year, AMC Entertainment's stock is up 24 percent, Carmike Cinemas is up 18 percent, Cinemark is up 17 percent and Regal Entertainment Group is up 11 percent.

And 2015 has just begun. The year is expected to post huge theater-boosting blockbusters, with new

sequels for the “Star Wars,” “Avengers,” “Hunger Games” and “Jurassic Park” franchises.

“Theaters right now and into the future are a more robust proposition than ever,” said Paul Dergarabedian, a senior media analyst at entertainment researcher Rentrak. “We have tons of competing platforms, delivery systems, content . . .and yet, ‘Fifty Shades of Grey’ broke records. ‘American Sniper’ broke records. People have been ringing the death knell for theaters since TV, and it's just not happening.”

This is the BIG screen in the world of screens. This should be your year to use cinema to advertise your brand.

# 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 #743 Giving Credit Where Credit Is Due: Based on an article in iMedia 031015 by Will Cohen and thoughts by Lance Photo Credit: [agencypost.com](http://agencypost.com)

## MOBILE ADVERTISING BEST PRACTICES

Using effective integration techniques and mobile advertising best practices can be beneficial to a publisher and even enhance the customer experience.

### Be relevant, be data driven

Nobody enjoys being served an ad for something in which they have no interest. That's where data comes into play. Mobile retail publishers that have the ability to track users' onsite, in-app or in-store behaviors and purchases, and then segment those users into specific audience verticals, already have a tremendous advantage in mobile advertising. This means that consumers will be targeted with location and content relevant advertising, thus leading to increased time spent onsite or in-app and ultimately to conversions. This also allows retailers to target previous consumers that are browsing mobile sites and apps, and then be able to drive

traffic back to the retailer's mobile properties. In a recent study by Tapjoy, more than 50% of respondents said they prefer ads that are relevant & personalized to their general interests.

### Native advertising

The word "native," in terms of the advertising world, is no longer just a buzz word. It is has now become a core part of the advertising industry. Despite it being somewhat nascent in the mobile industry, native advertising is important for many reasons, especially when it comes to mobile. With less real estate on smartphones and tablets, native ads give digital marketers the ability to blend content within their mobile properties without necessarily having to carve out new or additional ad placements. Native ads are also typically interacted with and viewed more frequently.

### Reach your audience where they are

70% of digital users now access the internet across

both mobile and PC. Mobile is an important method through which to reach your audience. Digital marketers everywhere aspire to be proficient in multi-platform marketing, as shown by the major change in how digital content is consumed.

However, cross-screen advertising can be easier said than done since cookies and mobile hardly go well together.

### Use video

Mobile video is one of the fastest-growing segments of mobile advertising. It can be sold at premium pricing and is a great revenue driver, but it also provides consumers engaging and useful content while they shop. In a world where more than half of shoppers prefer to use their phones to gather product information, video serves as a tremendous vehicle to deliver this information. Keep the videos short, typically 15 seconds.



“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.

