

# INTEGRATED MARKETING

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MOBILE NOW Spend 85% of Smartphone



## EMOTIONS DRIVE PURCHASE DECISIONS...

## NOT LOGIC

Emotions are an essential element of the consumer experience that brands must address to establish meaningful connections. While consumers might think their decision-making is based on reason, most often it is heavily influenced by subconscious emotional factors that they are unaware of. Tapping into these emotions can allow brands to create more positive experiences, and leveraging them can form lasting relationships. "There is a lot of research across disciplines showing that human beings aren't as logical as we'd like to think," said Anjali Lai, analyst at Forrester Research. "We see ourselves as rational decision makers, but that's only because we're not even conscious of how emotion is driving our behavior. "Results from Forrester's show that emotion is often the primary factor influencing customer loyalty. Emotion is often the strongest driver of customer retention, enrichment and advocacy."

Forrester's research shows that emotions have a large impact on how consumers view their interactions with brands. Brands can establish lasting

connections with consumers by using experiences to create positive emotions.

Three primary strategies can be used to make experiences as meaningful as possible for the consumer. First, brands should emphasize moments that are naturally most emotional for consumers. Certain key moments have been shown to be especially emotional for consumers, in particular the conclusion of an experience. Consumers are more likely to remember interactions that occur at the end of an experience than the experience overall.

Second, brands can control the environment to enhance sentimental value and the context in which consumers engage with the product. The interactions themselves may be less important than the manner in which they are handled. Example, a brand can deliver unwanted news in a caring and sensitive way that consumers appreciate.

Third, brands should attempt to connect with the consumer on a personal level. It is important to keep in mind that humans are more sensitive to negative experiences compared

to positive ones. Consumers are more likely to notice negative experiences and feel more strongly about them.

Consequently, it is more beneficial for a brand to strive to minimize negative experiences than introduce potentially positive ones. Consumers are hypersensitive, and one bad interaction might affect their perception of a brand for years to come. Brands looking to improve consumers' experiences must first understand the emotions that influence these interactions. As technology redefines what it means to compete, brands will need to have a scientific understanding of the factors that lead to success in consumer experiences. Technology can increasingly be used to improve relationships and help brands establish better connections with consumers. While retail has evolved with additional sales channels, the black book of client information has remained largely unchanged. Providing a high-quality shopping experience requires knowledge of a consumer's wants and needs, which can be aided and supported by technology.



Media Notes  
Vol #744

Based on an article in *Luxury Daily* by Kay Sorin 061715 and thoughts by Lance

June 29, 2015

## Bits & Pieces Week of 061515

### Weekly Average Ratings

BROADCAST MORNING NEWS SHOWS		
ABC: 'GMA'	5.01 million+	0.45
NBC: 'Today'	4.39 million +	0.30
CBS: 'This Morning'	3.41 million+	0.05
BROADCAST LATE-NIGHT SHOWS		
NBC: 'Tonight'	3.40 million +	0.96
CBS: 'Showcase'	2.32 million +	0.00
ABC: 'Kimball'	2.36 million -	0.20

BROADCAST EVENING NEWS +/- last		
NBC: 'Lester Holt'	7.87million +	0.07
ABC: 'David Muir'	7.81 million +	0.22
CBS: 'Scott Pelley'	6.47million +	0.38

BROADCAST SUNDAY AM NEWS		
CBS: 'Sunday Morning'	5.24 million	
CBS: 'Face The Nation'	2.81 million+	0.21
ABC: 'This Week'	2.70 million	- 0.12
NBC: 'Meet The Press'	2.48 million+	0.41
FOX: 'News Sunday'	1.26million	- 0.31
UNI: 'Al Punto'	0.90million+	0.35

"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/>

## Six Fundamentals Of Successful Mobile Engagement. Be Mobile First.

"A happy customer is your most valuable asset." That statement is attributed to Dave Murashige in a column in Mobile Commerce Daily (061915). He noted that according to analysts at Gartner and Forrester Research, 80% of your company's future revenue will come from just 20% of your customers. Also, it was noted that it will cost you five times as much to acquire new customers as it does to keep current ones. But that is not always easy.

Today's customer is mobile. That means they have access to more information than ever before, both on you and your competitor. And, they can access that information anywhere, anytime. You need to engage with them. Here are five tips of successful mobile engagement.

1.) **Employ an engagement-as-a-service (EaaS) model.** This means you need to optimize engagement with customers across a number of mobile touch points, including text messages, emails, push notifications and social media updates.

2.) **Get mobile-centric.** It is the cornerstone of an engagement strategy. Your customer is mobile. Your engagement strategy has to be focused on voice, email, mobile Web, social media, branded apps or text messaging to deliver your communications seamlessly.

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

3.) **Use mobile context.** Geolocation is valuable in creating an engaging mobile strategy. But the mobile device offers many more data points that can help optimize the user experience, increase conversion rates and enhance brand loyalty. By combining these different data points, you can develop highly relevant messages based on the customer's needs and wants by personalizing content specifically to her as a market of one.

4.) **Have a conversation.** Engagement is a two-way street. Mobile allows you to easily engage in a conversation with your customer, responding to her concerns or inquiries in real time, in a way that works FOR HER. Use social networks to talk with her. Use text to get in touch when she is on the go.

6.) **Play the game.** Consumer brands can take advantage of the power of 'gamification', using games or game-like elements to enter the consumer's world to increase loyalty and optimize engagement. The more interactive you make your communications, the more engaged your customer will become. Increase the engagement.

MNC is not printed. It is only released digitally.

Media Notes Canonical Vol #744 Giving Credit Where Credit Is Due: From an article in Mobile Commerce Daily by Dave Murashige 061915 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.

June 29, 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

## 'YOU'RE FIRED!' UNIVISION DUMPS TRUMP

controversial remarks ignites fire storm

	MONDAY	03.22.15
<b>Networks ranked by total 2+ viewership</b>	ABC 'The Bachelorette'	6.58 million viewers 9.5/15HH
	<b>TUESDAY</b> 06.23.15	
	NBC 'America's Got Talent'	10.87 million viewers 9.8/15HH
	<b>WEDNESDAY</b> 06.24.15	
	CBS 'Big Brother'	6.83 million viewers 9.6/15HH
	<b>THURSDAY</b> 06.25.15	
	NBC 'Dateline'	6.85 million viewers 10.7/17HH
	<b>FRIDAY</b> 06.26.15	
	CBS 'Blue Bloods' (R)	6.15 million viewers 8.0/14HH
	<b>SATURDAY</b> 06.27.15	
	CBS '48 Hours' (R)	4.44 million viewers 5.1/7 HH
	<b>SUNDAY</b> 03.21.15	
	ABC 'Family Feud'	8.53 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.



**Presidential** candidate Donald Trump made waves with derogatory remarks about Mexicans last week. Univision is fired back, ending the company's relationship with the real estate mogul in a statement released last week: Today, the entertainment division of Univision Communications Inc. announced that it is ending the Company's business relationship with the Miss Universe Organization, which is part-owned by Donald J. Trump, based on his recent, insulting remarks about Mexican immigrants. At Univision, we see first-hand the work ethic, love for family, strong religious values and the important role Mexican immigrants and Mexican-Americans have had and will continue to have in building the

future of our country. We will not be airing the Miss USA pageant on July 12th or working on any other projects tied to the Trump Organization.

Univision News and the local news division will continue to provide comprehensive coverage of all candidates, including Mr. Trump, to ensure our audience continues to have access to all points of view.

"The U.S. has become a dumping ground for everybody else's problems," Trump told supporters on June 16. "When Mexico sends its people, they're not sending their best. ... They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists."

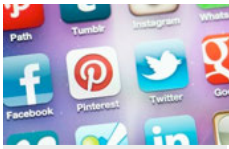
**Credit Where Credit Is Due**  
From the experience, thoughts and information by Lance

For daily updates on media in the US, the UK & Australia, go to <http://www.overtheshouldermedia.wordpress.com>  
Thank you for having reached 26,000 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

## FACEBOOK CLOSING IN ON YOUTUBE FOR VIDEO VIEWERS AND ADVERTISERS

If you're not reaching, engaging, and monetizing customers on mobile, you're likely losing them to someone else. YouTube is the clear leader in video sharing and viewing, but Facebook is creeping up on the Google-owned giant.

According to a recent survey and market research by *Ampere Analysis*, Facebook is on track to deliver two thirds as many video views in 2015 as YouTube does, two trillion vs YouTube's three trillion. Both services have a comparable number of monthly users overall. Content owners are taking Facebook more seriously, with revenue-sharing partnerships between the social network and NFL and Fox Sports. And viewers are taking it more seriously, too: *Ampere* surveyed 10,000 consumers in Europe and North America and found that 15 percent have

watched videos on Facebook in the past month. Worse news for YouTube: Among people who watch video on Facebook, one-sixth of them (16.67 percent) have not watched anything YouTube in the past month.

In short, Facebook still has a long way to go before it catches up to YouTube on volume. But it has a growing audience and a small but significant ability to take audience away from YouTube.

What's more, it has some significant built-in advantages. Facebook's video viewers are all logged in, registered users, which means the company potentially has far more data on them — data that advertisers can use to target specific demographics. And Facebook has a massive ability to reach people on mobile, and to turn those

mobile users into revenue, as it has amply demonstrated over the past two years.

In YouTube's favor, Facebook still doesn't offer pre-roll ads (commercials that run before the video), its ads appear after the content. Advertisers don't like that as much. And Facebook charges advertisers for a video view if just three seconds of the ad are shown, which is less than YouTube requires. On the other hand, despite those disadvantages, *Ampere* found that advertising rates were comparable between the two platforms, which suggests advertisers really value Facebook's audience. "From a consumer perspective, exposure to increased volumes of advertising is almost a certainty, but improved returns for their favorite channels will mean more content to watch."

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

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Giving Credit  
Where Credit  
Is Due:

Based on an article in VB News by Dylan Tweney 062215 and thoughts by Lance

photo credit:  
SocialTwist &  
adotas



# DIGITAL NOW



## HUFFINGTON POST TO LAUNCH 24-HOUR VIDEO NETWORK

More than two years after the launch of HuffPost Live, The Huffington Post plans to significantly boost its video capabilities through the creation of a 24-hour online video network.

HuffPost 24 will feature live programming, short-form video, original series, documentaries and other video, Huffington Post founder and editor-in-chief Arianna Huffington announced to staff on Thursday morning. The network will be available on the HuffPost website, via apps, over-the-top and distributed as VOD content.

"It's part of our growth plan to be 50-50 video," Huffington tells The Hollywood Reporter. "As we see the world moving to mobile and global video, these are pretty big priorities. Being

able to produce video that can be consumed both by over-the-top and mobile is a huge priority for us."

The news website will also establish film and television divisions, in part, to produce content for HuffPost 24. HuffPost Films will produce, acquire, license and distribute feature-length films while HuffPost TV will develop and produce television projects.

These new initiatives will be led by video GM Nathan Brown, who is in the process of hiring to expand the company's video team. He explains that the website is currently undergoing a redesign that will put video "front and center."

In addition to film and television projects, HuffPost 24 programming will also include

HuffPost's new slate of original series, daily HuffPost news from local and international bureaus, AOL original programming, creator partners such as YouTube stars and other social media talent, and licensed content.

Brown says HuffPost 24 will look to sell sponsorships on its linear video stream.

HuffPost 24 is expected to launch in the third or fourth quarter of this year and will slowly ramp up to a full 24 hours of content.

The announcement about Huffington Post's expanded video plans comes days after Verizon completed its acquisition of HuffPo parent AOL, a deal that Brown says "will really add rocket fuel to the ambitions that we laid out."

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

Francis Bacon  
British Writer  
& Statesman

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Giving Credit  
Where Credit  
Is Due:  
From a report  
in TV  
Newser062515  
and thoughts  
by Lance

# CINEMA NOW THE 1ST



## PAST WEEK

'Jurassic World' was #1 domestic film last weekend with \$54.2 million. It was #1 Internationally with \$82.5 million in 66 territories.



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



## BIG YEAR JUST BEGINNING FOR ADVERTISERS WHO BELIEVE IN REACHING A CAPTIVE AUDIENCE

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

Albert Einstein  
German-American  
theoretical physicist

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From  
thoughts by  
Lance

With the first big blockbuster of the season still in a three week run on top of the box office charts, 'Jurassic World' is just the beginner. 'Magic Mike XXL', 'Minions', 'Vacation', 'The Visit', 'Mission Impossible: Rouge Nation', 'Terminator: Genisys', 'The Fantastic Four', 'The Man From UNCLE', 'Steve Jobs', 'Straight Outta Compton', 'The Hunger Games: Mockingjay Part 2', 'Pan', 'Spectre', 'Star Wars: The Force Awakens', 'Hitman: Agent 47', 'Paranormal Activity: The Ghost Dimension', 'Maze Runner: The Scorch Trials', 'Alvin and the Chipmunks: The Road Chip', 'Hotel Transylvania 2', 'Paper Towns', 'The Gallows', 'The Peanuts Movie', 'Pixels',

'The Perfect Guy', 'The Good Dinosaur', 'Before I Wake', 'Tranwreck', 'The Transporter Refueled', 'Goosebumps', 'The Last Witch Hunter', 'Point Break', 'The Martian', 'The Vatican Tapes', 'Couching Dragon Hidden Tiger II: The Green Destiny', 'Creed', 'A LEGO Brickumentary', 'The Green Inferno', 'War Room', 'Hillsong-Let Hope Rise', 'In The Heart of the Sea', 'Underdogs', 'Self/Less', 'Southpaw', 'Crimson Peak', 'Escobar: Paradise Lost', 'A Walk In The Woods', 'Mr. Holmes', 'Krampus', 'The Revenant', 'Max Steel', 'Big Game', 'Masterminds', 'Everest', 'Black Mass'....you get the picture. Or more important, you should be getting in front of those who will go to the picture.

Cinema Advertising is the big picture of targeting audiences. It remains the single largest audience grabber in the world. No matter where you live and work in the world, the movies are the single unique and uniting things in this world today. You don't have to love them or hate them, but chances are, we will all go to the movies a couple of times this year. And when we do, it will be for one of these films which will appear during the remainder of 2015 at a theater near you.

Now is the time to consider advertising in the Cinema. It is where your potential, targeted customer goes when they want to take a break. See you at the movies.

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



## CONSUMERS SPEND 85% OF SMARTPHONE USE ON APPS

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 #744 Giving Credit Where Credit Is Due: Based on an article in [TechCrunch.com](http://TechCrunch.com) by Sarah Perez 062215 and thoughts by Lance Photo Credit: [agencypost.com](http://agencypost.com)

New research on mobile behavior released today points to the growing struggle that app businesses face in establishing themselves as a must-have download on users' smartphones. Today's consumers are spending over 85 percent of their time on their smartphones using native applications, but the majority of their time, 84% is spent using just five non-native apps they've installed from the App Store.

Those five apps will vary from person to person. For some, their top five could include social media or gaming, while others may spend more time in instant messaging.

This data further supports a study Nielsen released earlier this month which also reiterated that there does appear to be an

upper limit to how many apps consumers use on a monthly basis. While this new study from Forrester Research examines where consumers spent the majority of their time, Nielsen's report noted that users would only use 26 to 27 apps per month in total.

The new data on app usage comes from a Forrester Research study that analyzed 2,000 U.S. smartphone owners to better determine how users engage with the apps they have on their phones. According to the findings, communication and social apps account for the most usage, with a combined 21% of all smartphone minutes. Text messaging and voice calls were not counted, but would add to this total if they had been.

This trend also

means that a small handful of companies are now dominating app usage. Facebook, for example, accounts for 13% of U.S. minutes spent on apps, followed closely by Google at 12%. Other big-name tech companies also see heavy usage, including Amazon (3%), Apple (3%), Yahoo (2%), Microsoft (1%) and eBay (1%).

As a category, social networks claim 14 percent of all smartphone usage – or more than 25 minutes per day. Facebook is the leader here, with 1.25 billion mobile monthly active users.

Media is another popular category of apps with weather, news and sports accounting for 3 percent of all usage minutes. News leads here with a median of 11 minutes, 51 seconds per day.



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

## A Time To Think About Building Traffic

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

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

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

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

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Have a great day and a better weekend

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



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simply scan this QR code on your mobile device.



“Start each day with a task completed.

Find someone to help you through life.

Respect everyone.

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

Admiral William H. McRaven  
USN

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

Powerful visions lead to the possibility of possibilities.