

Media Notes Canonical ipsissima verba

INTEGRATED MARKETING

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

CNA | SOPHIS

Canons

Page 2

New Products
New
Opportunity

Page 3

ADVANCED TV
Power Of 'Live'
TV Events

Page 4

SOCIAL NOW
How To Improve
Customer
Retention

Page 5

DIGITAL NOW
Data Defining
Future Of Media

Page 6

CINEMA NOW
B

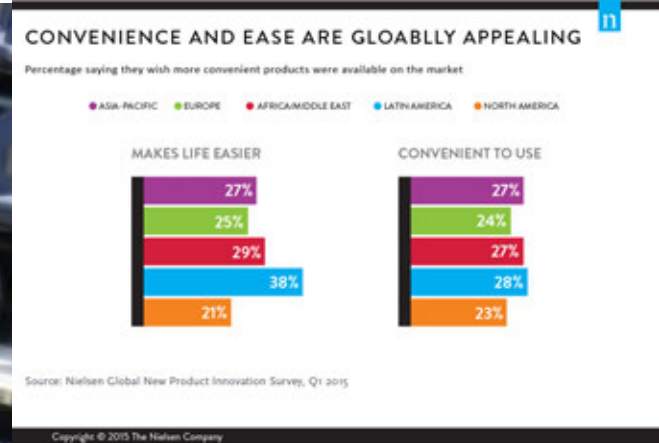
Page 7

MOBILE NOW
Majority of Vid
Views Are On
Mobile



Media Notes
Vol #745

Based on an
article based
on Nielsen
Global Survey
and thoughts
by Lance



CONSUMERS WANT BRANDS THAT HELP RESTORE BALANCE AND FREE UP TIME.

According to the latest Nielsen Global Survey, shoppers want products that help restore balance and free up time to do the things they value most. More than 1/5th of global consumers (22%) said they purchased a new product because it was convenient while fewer (19%) say they purchased it because it made their lives easier.

Time pressures and stress are facts of life. Consumers' desire for these kinds of products is even higher. More than 1/4th of global respondents to the latest Nielsen survey said they wished more products were available that make their lives easier (27%) and are convenient to use (26%).

While convenience-motivated purchasing is

rated high in all regions, shopper sentiment differs in regard to the order of importance in certain regions. In Latin America, respondents list convenience after brand- ed, indulgent and family- friendly products. While in Europe, products that offer novelty, indulgence and brand recognition are more important than convenience.

A brand name is one of the most important assets a company possesses. It can lend credibility to product efficacy and provide an assurance of quality, letting consumers know what they can expect when they buy a product and/or a service. But as everyone knows, brand building can be costly and time consuming. But it can be extremely advantageous for established brands.

According to Rob Wengel of Nielsen, 'Brands can signify quality and inspire confidence'.

Consumers have a strong appetite for innovation. They are increasingly demanding and expect more choices than ever before. Around the world, more than 6 in 10 (63%) said they like it when manufacturers offer new products, and more than half (57%) said they purchased a new product during their last shopping trip.

So, what can be taken away from this? They like new products...they like products from brands they trust to restore balance in their lives and free up time in their hectic schedules. Do you provide this?

July 15, 2015

Bits & Pieces Week of 070315



Weekly Average Ratings

BROADCAST MORNING NEWS SHOWS	
ABC: 'GMA'	4.65 million+ 0.33
NBC: 'Today'	4.17 million+ 0.29
CBS: 'Early Show'	3.11 million+ 0.26
BROADCAST LATE-NIGHT SHOWS	
NBC: 'Tonight'	3.88 million- 0.00
CBS: 'SummerShow'	2.39 million- 0.00
ABC: 'Kimmel'	2.66 million- 0.00
<small>Week of 070315</small>	
BROADCAST EVENING NEWS +/- last	
NBC: 'Nightly News'	7.50 million +0.10
ABC: 'World News'	9.40 million+ 0.26
CBS: 'Scott Pelley'	6.74 million+ 0.50
<small>Sunday 070315</small>	
BROADCAST SUNDAY AM NEWS	
CBS: 'Sunday Morning'	5.83 million
CBS: 'Face The Nation'	2.69 million- 0.02
ABC: 'This Week'	2.63 million+ 0.71
NBC: 'Meet The Press'	2.48 million+ 0.26
FOX: 'News Sunday'	1.20 million+ 0.05
UNI: 'Al Punto'	0.66 million- 0.11

The more you know,
the better you will be.



If you want to learn more about Mobile... Social Media... Content Marketing, go to: <http://bit.ly/1ifZQiH>

"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.



NEW PRODUCTS...NEW OPPORTUNITY FOR MANUFACTURERS & RETAILERS EVERYWHERE

Much of the time within the home furnishings industry is spent on new product(s) introduction. The various Markets in High Point, Las Vegas, Atlanta & Dallas, for various portions of the industry, are devoted to that very effort. And what may seem like an annual rite of passage, this is the very lifeline of the consumer connect. Many forget that fact. It is just routine.

However, the latest Nielsen Global Survey emphasizes how important new product introduction is to the consumer. What may seem like a trend of long ago, is really an every ending discovery for the consumer and a reawakening for both the brand and retailer.

For decades, automobile people understand the important dynamics of the introductory new model year and the value it has in re-energizing both the sales staff and the consumer. New car introduction period is a great time for both manufacturers/retailers and consumers. Everybody is hyped. New features are discussed. This is going to be a great time.

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

And it is all driven with marketing...today integrated marketing that continually reaches the target audience with every aspect of mobile, digital, traditional element used. This is the time to impress upon the target audience that now is the time to get that new product that can 'restore balance and free up time'... her time.

Within the home furnishings industry, that time is nearly constant as the various markets allow for a continuous flow of new product and innovation. The manufacturers constantly are working to bring new and exciting products to market and for retailers this is the opportunity to develop a sensational marketing strategy to build excitement, traffic and sales into the brick & mortar locations around the globe.

Literally year round one can build a schedule of excitement. After all, she want new. She is just waiting for you to invite her into your store today. Have you reached her today?

MNC is not printed. It is only released digitally.

Media Notes Canonical Vol #745 Giving Credit Where Credit Is Due: From Nielsen Global Survey 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.

July 15, 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



Type to enter text

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 POWER OF 'LIVE' TELEVISION EVENTS

Networks ranked by total 2+ viewership



MONDAY	07.05.15
ABC 'The Bachelorette'	
6.92 million viewers 6.0/9HH	
TUESDAY	07.06.15
NBC 'America's Got Talent'	
10.36 million viewers 8.9/14HH	
WEDNESDAY	07.07.15
NBC 'America's Got Talent'	
6.59 million viewers 7.8/12HH	
THURSDAY	07.08.15
CBS 'The Big Bang Theory'	
6.84 million viewers 12.0/19 HH	
FRIDAY	07.09.15
CBS 'Blue Bloods'	
5.86 million viewers 7.8/14 HH	
SATURDAY	07.10.15
NBC 'Dateline'	
4.28 million viewers 4.7/5HH	
SUNDAY	07.04.15
FOX 'Women's World Cup'	
24.5 million viewers 15.2/27HH	

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.

Unless you are living under a rock, this past weekend saw witness to another remarkable television milestone: the USA women's team victory over Japan in the 2015 FIFA World Cup Championship match pulled in an astounding 25.4 million viewers on average, while it peaked at more than 30.9 million in the last 30 minutes of a game which was over after the first two minutes. Besides the fact that everyone was routing for their hometown heroines, the point of all this is that when there is a 'live' event, television still produces some of the most dynamic viewership anywhere....even in this day in the digital/mobile age of humankind.

What is important

here is that in a recent Nielsen study, 52% on consumers stated that, when it came to finding out about new products, television ads were still one of the top purchasing influencers. Outside of friends and family (56%), nothing else was more important in the decision making of the American consumer.

Yes. Times are changing and this number has decreased from three years ago and in all probability, will continue to do so. But the fact is this: if you are not advertising on these 'big events', you're not taking advantage of an opportunity to gain the attention of her, nor establishing engagement with her. <http://www.overtheshouldermedia.wordpress.com>
#dailydiaryofscreens

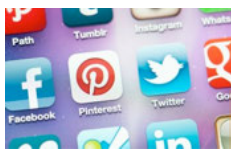
Giving Credit Where Credit Is Due: From an article in [MediaDailyNews.com](http://www.MediaDailyNews.com) by Erik Sass 050214 and thoughts & observations of Lance.

For daily updates on media in the US & UK, go to <http://www.overtheshouldermedia.wordpress.com>

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

SOCIALNOW

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



understanding it.



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.

HOW TO IMPROVE CUSTOMER RETENTION ON SOCIAL MEDIA

"Mobile creates a more dynamic ecosystem."

Mark Zuckerberg
Co-founder
Facebook

Media Notes
Canonical
Vol #745

Giving Credit
Where Credit
Is Due:
Based on an
article in
SocialMedia
Examiner by
Kandice
Linwright
070615
and thoughts
by Lance

photo credit:
SocialTwist &
adotas

Type to enter text

“Do you nurture relationships with customers on social media? That’s what Kandice Linwright asked in her article in Social Media Examiner (070615). Everyone wants to decrease their customer acquisition costs but then also need to continue to engage with their customers. When you cultivate relationships with social media, you improve customer retention and ultimately boost your bottom line.

First, it is important to place the Value of Customer Retention at the top of your list. It is easier to keep a customer than to acquire a new one. Gartner, Inc., statistics show that 80% of a company’s future revenue will come from just 20% of its existing customers. Bain & Co. working with Harvard Business School, noted that a 5% increase in customer retention can increase a company’s profitability by 75%. With social media, the door is wide open for companies to build relationships 24/7 with the customers who influence referral rates and keep their businesses alive and thriving.

Embrace Your Brand Advocates

Give your customers a place to share their voice and

their stories and you will develop a kinship that will lead to brand loyalty. You say there isn’t anymore loyalty to a brand? Wake up! Disney has been the brand and relationship marketing inspiration for more than 50 years. It has absolutely embraced social media. Disney takes a story that applies to a substantial segment of its audience and personifies it in video using recognizable characters. Through brand experience storytelling, Disney celebrates the fan experience and endears itself to customers in the process.

Provide Exceptional Customer Service

Fans who turn to Facebook for answers can quickly become loyal customers, especially if you respond to them immediately and with accurate information. You can respond to your customers within a matter of minutes. But it takes dedicated people to do it. You have to see each social media conversation as an opportunity to cultivate an enduring relationship with specific individuals. You need to empower your people to do what it takes to improve the customer experience and repair potentially broken relationships. It is necessary to enhance your customers’

experiences online, as well as in your store(s).

Show Additional Uses For Your Product

If there are other uses for your products, let your customers know. If there aren’t, wee what you can come up with an share those uses with your fans. Brainstorm to determine how your business can provide additional value to the products or services your existing customers already have.

Address Customer Concerns Publicly

Business owners aim to develop strategies with precision & avoid mistakes. However, no brand is immune to mishandled incidents, mismanaged campaigns or a full-blown social media crisis. If a mistake has been made by your brand on any scale, be humble and apologetic and find a way to move forward. There is something captivating and inherently appealing when an individual or brand admits a wrong and then grows from it. Own up and step up so you can retain your customers and potentially get new ones as well.

DIGITAL NOW



HOW DATA IS DEFINING THE FUTURE OF MEDIA

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

Francis Bacon
British Writer
& Statesman

Media Notes
Canonical
Vol #745

Giving Credit
Where Credit
Is Due:
From an article
in mediatel
newslines by
Ben Murphy
070215 and
thoughts by
Lance

Advertising is no longer just a creative engagement in solving a problem. It can no longer be corrected AFTER the campaign is over. Today, data and creative design must work hand in hand to improve performance continually through the campaign's run, from beginning, mid-campaign to the end. It is, in the words of Klaus Paulsen, 'continually riding the wave 24/7' using new technology and methods to continually be focused on the ROI.

Data can now be used to drive new ideas, creativity and innovation. And nothing seems more leading edge than virtual experience. This year, Google won the Cannes Lions Innovation for its

Cardboard Virtual Reality (VR) Project. It won because it made so many other campaigns possible. VR turned out to be a consumer tech theme that advertisers all seemed interested in exploring this year. Ben Murphy, writing about the definition of advertising changing in *mediatel newslines* (060215) said, 'Today, you can have a virtual store where visitors can look up an item and find out more about it. Rather than being a sideshow gimmick, this trend toward VR has value that will definitely not be lost by the brands engaging with it. Given the richness of the data that can be harvested from seeing what users engage with in virtual worlds, brands can be

better able to predict user behavior in all kinds of scenarios in the real world.'

We are in a new era for creativity in advertising and the data-driven insights that facilitate it. Murphy writes, 'We've reached a point in the industry where creativity in advertising is measured against its effectiveness and ability to drive consumer emotion and thus action. Creative wants to generate new ideas and know that the data-driven insights are critical.'

We can no longer simply tolerate technology but we must embrace it and cater to it. It is time to move deep into the 21st Century.

CINEMA NOW THE 1ST SCREEN



PAST WEEK

'Minions' was #1 domestic film this weekend with \$115 million. 'Terminator Genisys' was #1 Internationally with \$74.0 million this past weekend



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



'MINIONS' BLOWS AWAY THE COMPETITION.

When the box office numbers arrived for Universal and Illumination's animated prequel *Minions*, jaws dropped. There was no doubt that the little yellow henchmen would do very well opening weekend, but a record breaking performance? Well Sandra Bullock and her minions dominated the box office nabbing the title of the second-biggest weekend of all time for an animated film.

With a \$46.2 million debut on Friday, which was the best opening day in history for an animated film in North America, the family-friendly prequel quickly rose to a \$115.2 million debut. Up against other openers, horror film *The Gallows* and *Self/Less* this weekend, *Minions* left its competition in the dust. And since the studio only spent about \$74 million for the *Despicable Me* prequel (which is a relatively modest

number when it comes to animated features) they are seeing quite the success.

Minions still holds second to *Shrek the Third* which continues to hold the title for the largest three-day debut of all time with a \$122.5 million, but beat out *Toy Story 3* which had taken in \$110.3 on their opening weekend. The only other animated feature to even cross the \$100 million threshold in its first weekend was *Shrek 2* at \$108 million. Worldwide, *Minions* has been increasingly successful too. The title rolled out in select markets two weeks ago and is already a blockbuster earning more than \$200 million. Compared to the last installment to the *Despicable Me* franchise in 2013, *Minions* still boasted higher results, though comparisons can be difficult considering *Despicable Me 2* debuted over 4th of July

Weekend, which brought in a high \$143.1 million.

The animated feature will undoubtedly continue to grow, as the franchise has become increasingly popular among the younger generations. *Minions* tells the origin of the funny-looking henchmen known to serve many of the renowned villains throughout history from Dracula to T-Rex to Napoleon. But while their dedication to their masters in unquestionable, they are not the best at their jobs, and often their antics result in the demise of their masters. The latest film focuses on three of these yellow creatures, who have headed to a supervillain convention in search of their latest boss. There they meet Scarlet Overkill, voiced by Sandra Bullock, who could just be exactly what the destructive trio have been looking for.

Type to enter text

Media Notes
Canonical
Vol #745

Giving Credit
Where Credit
Is Due:
From an
article in
CinemaBlend
by Catarina
Cowden
071215 with
thoughts by
Lance and
information
from boxoffice
mojo.com

"This is not a trend but a fundamental shift in how we consume media. There is a mobile component to everything your audience does and you need to plan accordingly." Rachel Pasqua 72% keep their smartphones within 5 feet. Harris

July 15, 2015

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



MAJORITY OF ONLINE VIDEO VIEWS WILL OCCUR ON MOBILE

Check out my blog at <http://sophis1234.tumblr.com/>

This week features 'Spending Philosophies Differ Across Generations'. Check it out.

Media Notes
Canonical
Vol #745

Giving Credit Where Credit Is Due: From an article in Mobile Marketer 070615 by Brielle Jaekel and thoughts by Lance
Photo Credit: agencypost.com & on next page, luxurydaily.com

As storytelling pulls in mobile video viewers, more and more users are following through video ads until completion, with 79% of ads viewed in their entirety, according to a new report from Ooyala.

Mobile advertising video views are gaining momentum with consumers, securing mobile video ads placed as an effective moderm of engagement. It has become increasingly clear that consumers are drawn to video, especially in their mobile space and it is now an essential tactic in attracting them.

"Today mobile viewing accounts for 42%

of all online viewing, growing more than 367% over two years", said Jim O'Neill, analyst at Ooyala. "Smartphones outpace tablet views 4 to 1. As screen sizes grow and WiFi becomes more accessible, viewers are more apt to watch on mobile devices. At this rate, we predict 50% of all online viewing will occur on mobile during the third quarter of this year."

Consumer behavior is evolving with technology, but one thing that has been a consistent staple is the effectiveness of video. Mobile video is now an evident method in con-necting to consumers

and keeping their attention.

It is imperative for retailers & manufacturers to get involved with video advertising for mobile. Mobile offers a more personal and intimate viewing experience for users.

Audiences are clearly ready and waiting for more. Any long-term plan should address quality of delivery, service and user experience, improved and expanded search and discovery and universal monetization strategies.

"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

We Are Obsessive About Data

The world is about data..digital and direct. We need to know the who’s and what’s of the where’s and when’s in order to determine why’s and how’s. And there has never been a better time to take advantage as 39% of senior marketing executives believes data, especially social media data has no use for their company. If you are competing against these companies, this is your ‘Opportunity Day’ to increase your share.

Many believe that the most powerful tool today is social media because it gives us the ability to listen and hear what is going on with our target audiences right now. It allows us to stay in touch with the mind of our target audience.

Most companies don’t know what to do with the data and they have a built-in bias against social media. Why? They feel (at least 55% of senior marketing executives surveyed by The marketing Executives Networking Group) social media is ‘intrusive’. They are missing important opportunities to allocate advertising investment on local as well as national levels by using social media’s regional analytics.

Perhaps most important, it is a terrific measuring tool to measure sentiment surrounding campaigns. It is the wind that allows you to see which way the flag is blowing. More importantly, it is the material that allows our clients to deliver on their demand to increase traffic and increase sales...NOW.

We believe 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 great value. If you need to examine what you can do for a better 2015, we encourage you to contact us.

You may reach us at:

Lance G. Hanish

lance@cnasophis.com

Klaus Paulsen

klaus@cnasophis.com

Have a great day and a better weekend.

www.cnasophis.com



For more information regarding cnasophis

simply scan this QR code on your mobile device.



Photo Credit: Michael L. Hanish somewhere on the road to Jeddah