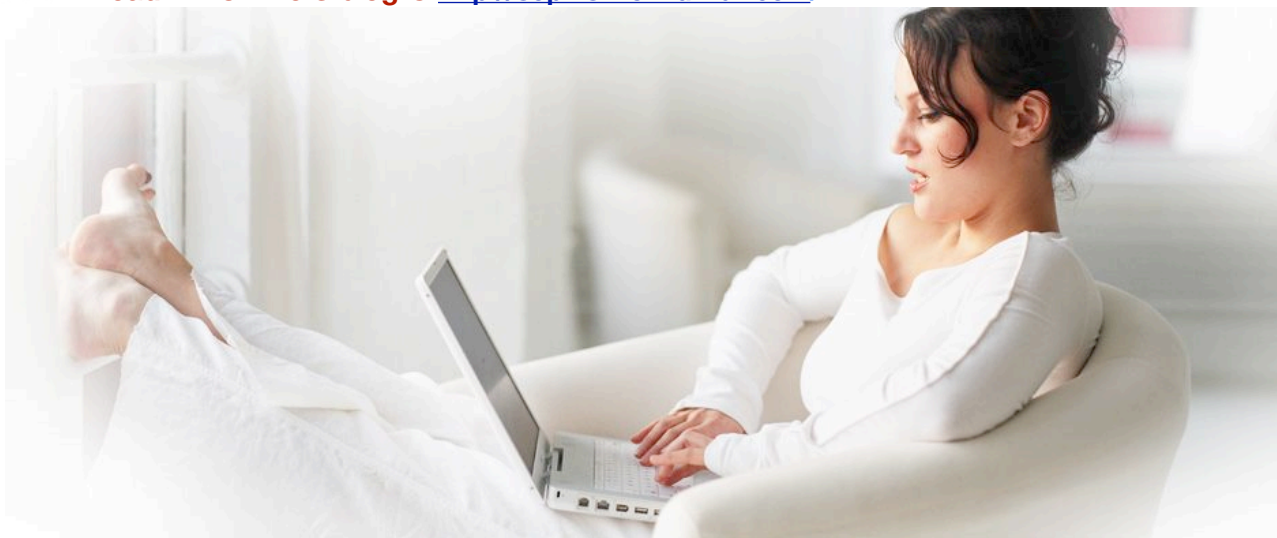


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3 Trends For
Mobile Retail
Success**Media Notes
Vol #630****Giving Credit
Where Credit
Is Due:**Based on an
article in
marketing
charts.com
082812with additional
thoughts by
Lance**BRAND PROMOTING PINTEREST GET STRONG OPEN
AND CLICK RATES**

Pinterest is seeing explosive growth in social media market share across the world, up 5124% in share of visits to all social media sites in North America, according to new data from Experian Hitwise UK. A separate study from Experian Marketing Services finds that brands that promote the social network in their emails are generating open rates that are 11.1% higher than other promotion mailings, and unique click rates that are 24.7% higher. The study reveals that the top social networks displayed or promoted in emails are Facebook (97%), Twitter (91%), YouTube (45%), and Pinterest (32%).

Experian Marketing Services study indicates that emails promoting Pinterest generate an average open rate of 14.1%, slightly higher than those promoting Twitter

(14%), and 11% higher than those promoting Facebook (12.7%). Pinterest-promoting emails also got stronger unique click rates, at 2.6%, compared to 2.3% for emails promoting Twitter and 1.9% for those promoting Facebook.

Further details suggest that Twitter is no slouch in generating opens. In fact, Twitter "Follow us" mailings see open rates that are 9.5% higher than other mailings. Even so, there is not much variance in unique click rates, with "Follow us" mailings only seeing 0.7% higher unique clicks than other mailings. "Like us" emails (promoting a Facebook presence) fare relatively poorly, with just a 1.5% higher-than-average open rate, and a 17.5% lower-than-average unique click rate. What these emails do achieve, though, is an uptick in website traffic: 60% of the

brands studied that used "Facebook" in their email subject line averaged a 27% increase in traffic to their website from Facebook the week following deployment.

According to the Experian Hitwise UK findings, Pinterest has not only seen massive social media market share growth in North America, but also in Australia (798%), Hong Kong (2373%), New Zealand (843%), Singapore (623%), and the UK (1489%).

What does all of this statistical mumbo-jumbo really mean? The conclusion is that Pinterest is becoming a very strong social media tool. It allows companies to show pictures and pictures tell a thousand words. This virtual social photo sharing billboard allows people everywhere, especially women, to see and then, hopefully, buy your stuff.

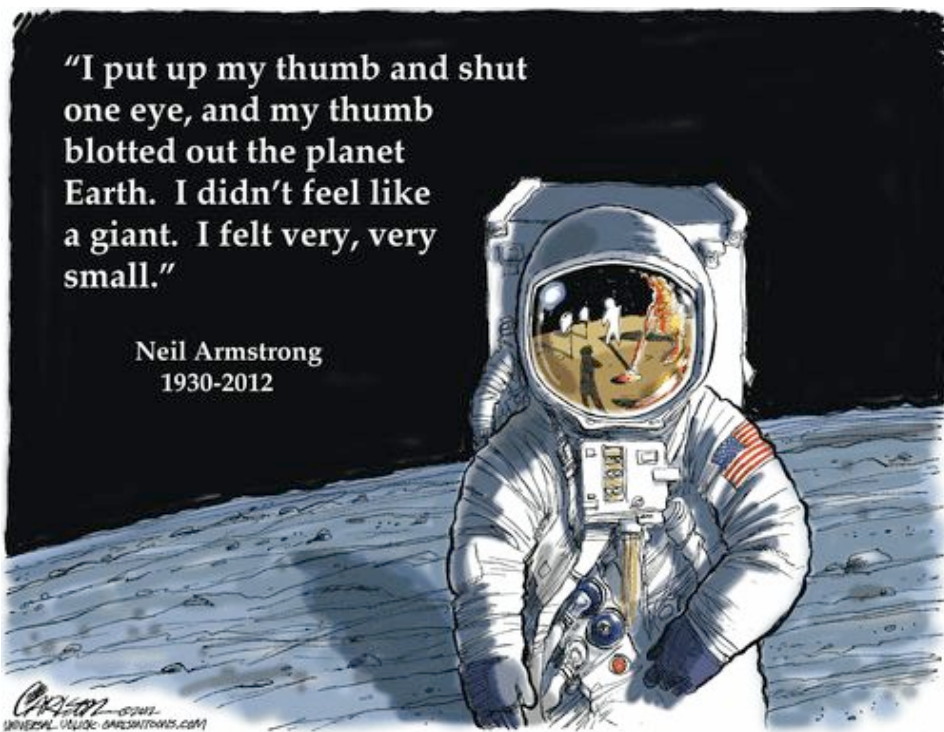
September 5, 2012

Bits & Pieces Week of 082012

Weekly Average Ratings

BROADCAST MORNING NEWS SHOWS	
ABC: 'GMA'	4.84 million + 0.19
NBC: 'Today'	4.32 million - 0.08
CBS: 'Early Show'	2.29 million - 0.09
BROADCAST LATE-NIGHT SHOWS	
ABC: 'Nightline'	4.00 million + 0.00
NBC: 'Tonight'	3.40 million - 0.28
CBS: 'Late Show'	2.90 million - 0.20
Week of 082012	
BROADCAST EVENING NEWS +/- last	
NBC: 'Brian Williams'	7.81 million - 0.00
ABC: 'Diane Sawyer'	7.05 million + 0.01
CBS: 'Scott Pelley'	5.45 million - 0.07
Sunday 082612	
BROADCAST SUNDAY AM NEWS	
CBS: 'Sunday Morning'	5.54 million
CBS: 'Face The Nation'	2.90 million + 0.31
ABC: 'This Week'	2.18 million + 0.01
NBC: 'Meet The Press'	2.67 million + 0.09
FOX: 'News Sunday'	1.34 million + 0.16
UNI: 'Al Punto'	0.64 million - 0.16

"Why would you wait for anything to come to you." Herman Glubbops 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." Lance For more baseball, go to: <http://overtheshouldermlb.wordpress.com/>



MUCKRAKERS ACHILLES: FOLLOW RUPERT AND YOU WILL FAIL

We live in a world that is upside down. Tid bits matter. Honor does not. Some call it journalism while others call it tabloid gossip mongering.

The most recent example of this is in the UK's coverage, or lack thereof, on Prince Harry's antics in Las Vegas. If you didn't see it you were suffering from a stigma in your eyes. It was literally everywhere on digital and mobile, on broadcast television and cable. Rupert Murdoch of newspaper scandal fame allowed his Sun to become the sole U.K. paper to publish the uncensored shots of Harry's private parts. He cited 'freedom of the press' as his justification. So sayeth Rupert, so sayeth the muck. Is this journalism? Is gossip mongering?

Television shows like TMC and websites which tie into these types of shows span the globe to bring us the thrill of victory and the agony of the feet. They wallow in the dirt and grim of the sewer ditch and bring us tidbits of the latest, carefully crafted Kardashian divorce or publicity led photo fodder for those who seek justification to their miserable lives and need slime to fulfill their void-filled position.

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

This much we know: it would be a better place if we turn away. Circulation drives their business. Yet we seem not to want to do this. We enjoy watching the humiliation on 'The Bachelor' or the screaming chef of 'Hell's Kitchen'. We wallow in the bacteria spewing out of the mouths of the opinionated talking heads on nearly all of the cable news channels. We run in the morning to the latest website that trashes the opponents of one's political stance while slowly undercutting the base of freedom we depend upon to be the world's beacon of reason.

We sign up and opt-in to these emails and sites on our smartphones. We quickly send them onto our friends and relatives while posting them on our Facebook pages and Twitter accounts. We plaster the photos on our Pinterest boards. We spread the muck. We allow it to happen. When are we going to come to grips with the fact that we are the reason all of this is happening? We don't have to wallow in Murdochian slop.

If we don't watch it, it won't be there.

MNC are not printed. They are only released digitally.

Media Notes Canonical Vol #630

Giving Credit Where Credit Is Due: Inspired from all articles covering trash

and a sincere observation of Lance

ADVANCED TELEVISION

Giving Credit Where Credit Is Due:

From nielsenwire 082212 and thoughts by Lance

Television ratings from The Nielsen Co.

Image credit: New York Presbyterian Hospital



New York Presbyterian Hospital Commercials. To view, go to: www.youtube.com/watch?v=jf0F2nT4F5k

CUTTING THROUGH THE CLUTTER: 5 characteristics of winning tv

"It is better to fail in originality than to succeed in imitation."

Herman Melville
American Writer

The best commercials run during the Olympics were those of New York Presbyterian Hospital on WNBC. If you have not seen this superb work go to: bit.ly/fB0EG3

Networks ranked by total viewership



MONDAY 08.27.12	FOX 'Hell's Kitchen'	6.87 million viewers 4.1/6 HH
TUESDAY 08.28.12	NBC 'America's Got Talent'	9.53 million viewers 5.9/9HH
WEDNESDAY 08.29.12	NBC 'America's Got Talent'	9.13 million viewers 5.7/9 HH
THURSDAY 08.30.12	FOXN 'Republican Convention'	9.06 million viewers 5.2/9 HH
FRIDAY 08.31.12	CBS 'Blue Bloods' (R)	4.77 million viewers na/na HH
SATURDAY 09.01.12	ABC 'College Football'	7.75 million viewers na/na HH
SUNDAY 09.02.12	CBS '60 Minutes'	6.78 million viewers 5.5/10 HH

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.

With 38 ads on average airing per minute across national TV, breaking through the clutter is essential. According to a recent analysis from Nielsen, there are five common characteristics of TV ads that resonate with consumers.

The top-five characteristics for ads that scored highly on "breakthrough," an ad's memorability, per consumers, are:

- ◆ Audience-Appropriate Humor – Tickling America's funny bone is a proven winning tactic for making an ad memorable.
- ◆ Relatable Characters & Situations – Audiences will connect with personalities and scenarios with whom they can identify.
- ◆ Simple & Upbeat Storyline – Ads should do more than

convey information– they should tell a story.

- ◆ Character Dialogue to Tell a Story – Changing a message from simple prose to a conversation will give the story life.
- ◆ Build an Emotional Connection – The brain identifies an emotional experience as important enough to remember, which in turn resonates with the audience.

"The ability to create a true winning commercial is an undeniable art form, but there's science behind it too," said Joe Stagaman, EVP, Advertising Effectiveness Analytics for Nielsen. "Recent Nielsen research has found that nothing helps consumers feel connected to an ad like a good laugh, tugging at the heart strings or connecting with them on a personal level."

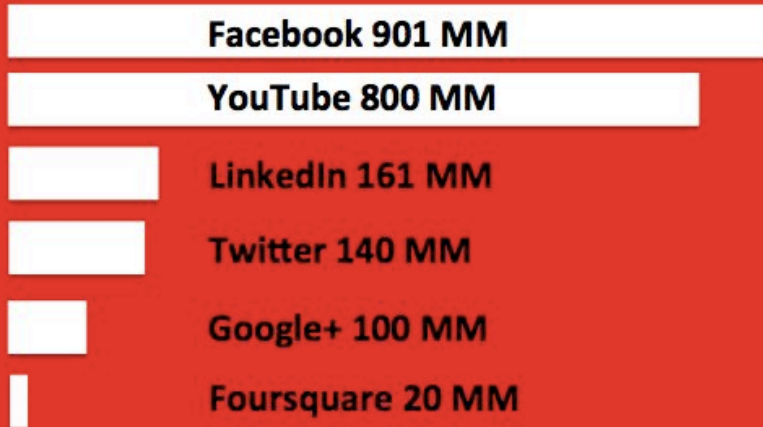
SOCIAL MEDIA NOW

September 5, 2012



ITS A WHOLE NEW WORLD
You have to make sure that your message is in the media forms THEY USE, not the ones you think are important.

Active Users Across Social Networks (2012)



Source: Press Statistics 2012

understanding it

WHY SOCIAL MARKETING CAN DELIVER A POSITIVE ROI FOR YOUR BRAND

"Genius is talent set on fire by courage."

Henry van Dyke
American author, educator & clergyman

Media Notes
Canonical
Vol #630

Giving Credit
Where Credit Is Due:
Based on a story in Adrants 082812 and a white paper by Wildfire August 2012 with an additional thought by Lance
Credit for image: Wildfire

If you are brand trying to decide whether or not social media marketing is worth the investment, consider these numbers from recent studies of social media users:

- ◆ 78% are directly influenced by branded posts when making purchases
- ◆ 74% encourage friends to try new products
- ◆ 80% try new things based on friends' suggestion

Given that Facebook alone has nearly a billion users, the possibilities are too significant to ignore.

So, what are you going to do about it? To most companies, it's about ROI.

What does social bring to your brand? There are a number of social media marketing studies to

assist you in understanding the ways social media can lift your brand. The first thing to do is understand where your potential customers are located on the social media scale. Where do they spend their time?

The most current numbers depicting active populations of users on social networks are staggering. Facebook is the largest network with over 900 million users. When it reaches 1 billion users, it will represent one-half of the world's internet users. Thus the question: If one out of every two people in the World that has an internet connection is also a Facebook user, how can anyone afford to deny the value of social media within your marketing strategy? But does social media push

and pull the sale to create a ROI?

The answer is **YES**. According to a MarketForce study of 12,000 consumers conducted in 2012:

- ◆ 80% of users claim that 'because of social media, I am more likely to try new things based on friends suggestions.'
- ◆ 72% are more prone to switch sides and make recommendations to encourage their own friends to try new products.
- ◆ 81% of indicated that posts by friends directly influence their purchase decision. But here is the real result:
- ◆ 78% of respondents indicate that posts by companies directly influenced their purchase decision.



LEGACY MEDIA NOW

September 5, 2012

ITS A WHOLE NEW WORLD

If you wish to continue to get what you've got, then continue to do what you are doing.



HOW LEGACY DEALS WITH DIGITAL & MOBILE abc's 'castle' superb example of now media use

Digital tools are becoming part of the weaver's toolbox. And now show does it better than ABC's 'Castle'. This groundbreaking program shows us how to weave storytelling into our hearts and minds. We await for a hero to rescue us and through the use of digital, with a tether of mobile technology, we become involved and enchanted.

First came the show itself. With two relatively unknown lead actors (Nathan Fillion as popular mystery author Richard Castle and Stana Katic as NYPD Detective Kate Beckett), there is a chemistry that harkens back to the days of 'The Thin Man' and 'Mr. & Mrs.

Smith'. In the tradition of ABC (remember 'Hart to Hart' and 'Moonlighting') Then came the book. 'Heat Wave' which was weaved into the storyline of the show, written by Richard Castle, and in real life became a Best Seller on the New York Times Best Sellers list. ABC released the first half of the novel in weekly increments on their website. Whammy! It bolted into the Top 10 in its 4th week on the list.

Then came a second novel, 'Naked Heat'. It debuted at #7 on the NYT Best Sellers list and the third novel, "Heat Rises" debuted #1 on the NYT Best Sellers List and #5 on the USA Today Best-Selling Books list.

You can watch it everywhere including ABC Mobile, Video On Demand for free. On it's ABC.com, the network offers anyone to write the next line in 'Castle's' upcoming "The Blue Butterfly" episode. There is a Facebook page There is an app for iPhone and android. Richard Castle uses an iPhone on the show. There is a Twitter page for both the show and Richard Castle. Yet it all begins with the writing. It is the pen that is the cornerstone.

All this and more is achieved through the weaving of the tapestry called storytelling at its best.

Media Notes
Canonical
Vol #630

Giving Credit
Where Credit
Is Due:

From a number
of articles and
the observation
of Lance

Source:
ABC.com

Photo image:
ABC

September 5, 2012

MOBILE FIRST



THREE TRENDS TO CONSIDER FOR MOBILE RETAIL SUCCESS

The more you know about mobile, the better chance you have of reaching today's consumer

"Why is this all so critical? Who knows you better than your phone? No one. No one else spends as much time by your side."
Brian Cohen
Director of digital shopper marketing

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

This week features "Majority of Businesses Do Not Understand Mobile Messaging" Check it out today.

Media Notes Canonical Vol #630

Giving Credit Where Credit Is Due: From an article in mobile commerce daily 082912 by Dan Dufault, Boston.

The entire retail ecosystem is converging because consumer buying habits are becoming conditioned around mobile commerce and smartphones. Even when people are shopping bricks-and-mortar, they are using their phones to research products and compare prices. For example, a recent Nielsen survey showed that 45 million U.S. smartphone owners used an application from the shopping/commerce category in June 2012.

In many cases, consumers are turning to mobile for comparison shopping, loyalty benefits and, ultimately, contextual deals. As such, smart retailers will consider these three trends when forming their mobile strategy.

More often than not, consumers are comparison shopping for the best deal. A recent study by the Interactive Advertising Bureau found that 73% of smartphone owners say they have used their mobile phone in a store. Two consumer retail shopping tools that are leveraging this trend are Aisle-Buyer and ShopSavvy. These two companies let customers search for the best deal possible by simply scanning a product through their mobile device. Retailers who offer better mobile deals than their competitors have a better chance of having customers choose them while comparison shopping.

Retailers must consider employing a mobile strategy for in-store and pre-store interaction or they will

lose customers. By listing prices with these services, merchants of any size can compete with the largest retailers.

Overall shopping experience can differentiate mobile commerce for merchants. Customer loyalty and reward programs are not a new concept. However, retailers should start thinking of revamping their program. Small retailers, in particular, have much to gain through mobile loyalty technology that creates value-added and cost-effective programs to help them succeed in an increasingly competitive environment.

One company, LevelUp, has provided an innovative way to engage customers in loyalty and reward programs to keep them coming back. Many retailers have seen an increase in retention due to their implementation of a LevelUp reward program. In exchange for their loyalty, today's shoppers expect a deal. Customers want special offers and their expectations are that these rewards, coupons or deals be more and more relevant or personalized.

Retailers should leverage these strategies and make them unique to their store. In return, they will see enhanced customer engagement and retention. Take a cue from Starbucks. To capitalize on the growing popularity of mobile devices, the coffee shop chain has created its own loyalty program and has seen an increase in

retention ever since the effort was implemented. Starbucks has also seen a boost in sales and a ten-fold increase in mobile-payment use over the course of a year. By using context, retailers have great insight into a shopper's needs based on the information he or she is willing to share.

There has been an increase in the need for value, personalized deals and real-time offers due to the introduction of mobile payments and technology. Customers want retailers to offer them ideas for purchases based on their personal preferences. In response, merchants of all shapes and sizes are looking for payment solutions that focus on customer engagement rather than simply transactional processing.

By implementing a mobile strategy, retailers will be able to understand what their customers want to buy and will be able to send them targeted offers. New technology will allow retailers to adapt to their customer base and learn what will help their business grow as well as giving them a leg-up on the competition. **RETAILERS MUST CONSIDER** how consumers use their mobile devices beyond purchases and how to leverage mobile commerce, loyalty and reward programs, and emerging contextual tools to deliver the deepest user experience. By integrating these concepts into a mobile strategy, retailers will be prepared to thrive in the converging retail environment.

"I am always doing that which I cannot do, in order that I may learn how to do it." Pablo Picasso