CLINTON AD BOOKINGS OVERWHELM TRUMP

TRUMP PAC TARGETS FL, PA & OH

We reported late last month (7/25) that TV spot bookings leading up to the November 8 presidential election were exclusively by political action committees (PACs) supporting Democratic nominee Hillary Clinton. Not much has changed since then. New data from SMG Delta reported by NBC News shows that the actual Clinton campaign and pro-Clinton PACs have reserved a total of $98 million worth of TV advertising. The forces supporting Republican nominee Donald Trump are finally on the board, with the pro-Trump PAC Rebuilding America Now booking $817,000 worth of air time.

SMG—whose political clients are generally Republicans, including the 2008 McCain-Palin campaign—told NBC that the Clinton team had already spend $68 million on TV ads through last week, while the months long campaign had seen only $6 million in TV advertising by the Trump side. That was mostly from Rebuilding America Now and the NRA Political Victory Fund. The Clinton campaign is currently on the air in Florida, Iowa, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania and Virginia. Those swing states are also in line for more advertising targeting Rio Olympics viewers—good news for NBC and Telemundo stations.

The pro-Clinton Super PAC Priorities USA Action is also buying TV time during the Olympics—making the combined total for the pro-Clinton forces about $22 million from now through the end of the Olympics. And then Priorities USA Action is set to spend about $77 million from the last week of August through Election Day.

On the Republican side, traditional deep-pocket donors have been mostly unwilling to contribute to the Trump effort—deciding instead, led by the billionaire Koch brothers, to focus on defending the GOP Senate majority. So with only eight-tenths-of-a-million-dollars booked so far, SMG finds the pro-Trump Rebuilding America Now buying national cable, plus local TV in just three swing states: Florida, Ohio and Pennsylvania. The actual Trump campaign had not yet booked any TV time, although we’ve seen a lot of digital advertising by the Trump-Pence campaign—mostly soliciting donations.

Politico reported yesterday that the Trump digital and direct mail operations—coordinated with the Republican National Committee—raised about $64 million in July. That was the bulk of the $80 million raised in all by the Trump campaign and RNC. The Trump/RNC fundraising fell about $10 million short of what Clinton and the Democratic National Committee raised in July.

For the state-by-state TV ad bookings by each campaign from NBC News, CLICK HERE.

ADVERTISER NEWS

Lower food prices may be a two-edged sword for the restaurant business. We’ve been seeing some thought lately that lower prices at the supermarkets may be costing restaurants customer traffic as the gap between eating at home and eating out has widened. But the lower prices for food may be helping restaurants’ profits even as their customer counts fall. Potbelly has lowered its estimate for same-store growth to 1-2%, down from 3.5-4%, even as profit rose 37.1% in its second quarter. Tex-Mex chain Chuy’s had a 0.5% decline in customers, a 1% gain in comp sales after a 1.5% increase in average check, but a 7.6% net profit increase. Texas Roadhouse, which did get a traffic increase and a 4.5% sales gain, managed to increase profits by 59% while noting the help from those lower food costs. And DineEquity had a small 0.2% increase in comps at IHOP, but a big 4.2% decline at Applebee’s. Still profit was virtually unchanged at $26.8 million versus $26.9 million last year……After its merger with Staples was denied by government regulators, Office Depot announced it would close an additional 300 stores. That’s on top of 400 closures previously announced.……Caesars Entertainment Corp. is the holding company that operates casinos under the Caesars, Harrah’s and Horseshoe brands, and it reported a loss of $2 billion for its latest quarter due to charges related to reorganization under bankruptcy protection. Despite the huge negative, revenue was up 8%, largely from hotel revenues with casinos up just 0.4%. Caesars Acquisition Corp, which owns stakes in Planet Hollywood and Bally’s, reported a profit of $8.5 million, up from $7.8 million last year……GameStop is acquiring 507 stores under the Cellular World, Midwest Cellular and Red Skye Wireless banners, which will bring it to a total of more than 1400 stores specializing in wireless as it becomes AT&T’s largest authorized retailer. Analysts note the expansion of wireless stores further reduces GameStop’s dependence on sale of video games……The New York Post reports DSW has been quietly rolling out kids departments into some stores and is seen as likely to expand the initiative. First quarter same-store sales had been down 1.6% for the 482-store chain, and DSW is seen as underperforming the market, losing share to rivals such as Foot Locker and Finish Line which have been posting positive comps……Central Garden & Pet, a distributor servicing independent stores, had a strong fiscal third quarter led by its pet segment, which was up 20.6% while the garden segment was up just 2.7%. Organic sales growth, excluding businesses acquired or exited, was up 5.0%.
NETWORK NEWS
Falling ratings still continue to plague the FOX network this summer. A Mediaweek Magazine report shines the light on year to year double-digit rating losses suffered by MasterChef, Hotel Hell and So You Think You Can Dance. Scripted series Houdini & Doyle has already received a cancellation notice. The report went on to say that the struggles aren’t unique to FOX. CBS programs are down this season while The Bachelorette on ABC is flat year to year. The bright spot is America’s Got Talent on NBC, which is actually up…the World News Tonight with David Muir on ABC had its best July in almost 10 years according to Nielsen. However, it still finished in second place behind NBC Nightly News with Lester Holt. The NBC News program delivered an average of 7.64 million total viewers with World News Tonight getting close with 7.54 million total viewers. CBS Evening News with Scott Pelley was third with 6.36 million viewers. Barbara Walters isn’t coming back to The View, but she is hosting a primetime special—The View: 20 Years In the Making—Tuesday, August 23, at 10 PM (ET). The special will look back at the show’s most talked about moments and welcome back co-hosts from the past 19 years. Also, Sara Haines has been named a new co-host for season 20, joining Whoopi Goldberg, Joy Behar, Candace Cameron Bure, Paula Faris and Raven-Symoné.

TUESDAY RATINGS
NBC’s streak continues with Nielsen wins Tuesday night. AGT scored a number one position with a steady 2.4 A18-49 rating. Running Wild with Bear Grylls improved by 30% over Monday’s edition with a 1.4 rating for A18-49. In between, in second place was Bachelor in Paradise on ABC pulling a 1.4 ratings as well. Zoo on CBS delivered a slight improvement with a 0.8 rating in the demo. A double run of Coupled on FOX managed a 0.5 and a 0.4 rating respectively, while The CW scored a 0.5 for Who’s Line is it Anyway and a 0.4 for MADtv. The Nielsen overnights put NBC at an average 2.1 rating 18-49 and 5.5 in Households, with an average audience of 9.306 million. ABC was at 1.1 18-49, 2.7 HH and 3.882 million; CBS 0.8 18-49, 3.6 HH and 5.378 million; Telemundo 0.7 18-49, 0.9 HH and 1.575 million; Univision 0.6 18-49, 0.9 HH and 1.728 million; The CW 0.4 18-49, 0.9 HH and 1.369 million; and FOX 0.4 18-49, 0.8 HH and 1.158 million.

TIME WARNER BUYS HULU STAKE
Hulu, which already has Disney, 21st Century Fox and NBCUniversal (Comcast) has part-owners, is adding Time Warner as well. The purchase of a 10% stake for $583 million values the OTT company at $5.8 billion. The addition of another media company as investor comes as Hulu prepares to launch a “skinny bundle” OTT competitor to cable early next year. The new service, expected to cost around $40 per month according to The Wall Street Journal, will include Time Warner’s TNT, TBS, CNN, Cartoon Network and Turner Classic Movies—both live and on-demand.

AVAILS
Are you an experienced AE who can manage and grow an established key account list? Then THIS is the opportunity you are looking for in a top 25 market! WAXN TV-64, part of Cox Media Group’s top-rated duopoly in fast-growing Charlotte, NC has an immediate opening on our team for a skilled account executive/negotiator. Successful candidates will be able to dissect RFP’s, identify key revenue opportunities, and deliver winning solutions to a key account list. Please call or email Mark Afshar, LSM at 704.371.3120 or email: mark.afshar@waxntv64.com. Equal Opportunity Employer.

WTAT FOX 24 in Charleston, SC has a rare opportunity for an experienced Account Executive. We’re looking for someone with at least two years broadcast sales experience. Come live in what Travel and Leisure magazine just named the #1 city in the world and work for a strong FOX affiliate that offers high earning potential. If you’re that successful, motivated and high-energy sales professional, please email your resume to jobs@foxcharleston.com and include “WTAT-Account Executive” in the subject line. No calls please. EOE/Drug Free.

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KIDS DRIVE BACK-TO-SCHOOL SHOPPING

It’s hardly surprising that new research commissioned by Citi Retail Services reveals that kids are driving the Back-to-School shopping season. What is surprising, though, is the study’s finding that children of the youngest parents—those in Generation Z—are insisting that their parents take them to bricks-and-mortar stores. Parents surveyed indicated that nearly half (47%) of shopping decisions are being left completely up to their child. Likewise, 70% of parents also say that they have increased the percentage of purchase decisions they leave completely up to their child.

The survey of 1,000 U.S. parents of children in grades 1-12 also shows that when it comes to Generation Z, 84% of parents believe their child prefers to shop in a physical store, compared to just 16% who feel they prefer online shopping. This underscores the importance that retailers should be placing on the in-store experience.

“Somewhat surprisingly, parents believe their Generation Z children are more likely to want to shop in-store for Back-to-School, suggesting that the ability to physically browse and purchase goods in person is still a strong attraction for younger shoppers, who are in many cases dictating purchase decisions,” said Citi’s Leslie McNamara. Parents believe the main reasons behind this in-store trend include that their children enjoy the visit to physical stores (59%), like being able to try on or test items (59%) and prefer to choose custom types of products, such as color or size (58%).

Despite the growth of online and mobile shopping, the survey also showed that more than three in four parents (76%) prefer to do their BTS shopping in a physical store, in part to spend more time with their children. This compares to the less than half of parents that would shop in-store for end-of-year holidays (49%), Mother’s Day or Father’s Day (42%), or Black Friday (41%), demonstrating the unique significance of Back-to-School shopping within families.

To encourage more in-store BTS shopping, the study found that retailers should focus on paying attention to what parents believe will make them more likely to shop in a physical store next year, such as offering more in-store rewards or incentives (57%), more hands-on product displays (53%) and better in-store technology (32%).

SURVEY: WOMEN BIZ OWNERS UPBEAT

Women small business owners are feeling more optimistic about annual revenue and growth expectations than their male counterparts, according to the inaugural Bank of America Women Business Owner Spotlight, a study based on a survey of 1,000 small business owners across the country. According to the study by GfK, 54% of women entrepreneurs expect their revenue to increase over the next 12 months, compared to 48% of male small business owners. In addition, 60% of women business owners expect to grow their business over the next five years (vs. 52% of men).

A majority of both women (77%) and men (56%) small business owners surveyed believe the glass ceiling exists for some women and minorities.

ACCOUNT ACTION

Interpublic Group has won the Harley-Davidson business for global creative, media and digital marketing. A new Team Ignite, based in Detroit, with regional hubs in New York, London and Singapore, is being created to handle the account. It will draw creative and strategic resources from a range of IPG agencies.

COMPETITIVE INFO

Nielsen announced the launch of Social Content Ratings, calling it “the most comprehensive measure of program-related social media activity across both Facebook and Twitter.” Nielsen says it is the first time that social TV insights across Facebook and Twitter will be measured with a standardized, third-party methodology and shared with the industry. Social Content Ratings plans to incorporate Instagram insights at a later date.

Social Content Ratings is an expanded service that will replace Nielsen Twitter TV Ratings in all markets, including Australia, Italy, Mexico and the U.S. In addition to providing total social TV measurement for TV networks and over-the-top (OTT) streaming providers, the ratings company says Social Content Ratings includes social TV advertising solutions and engagement tools to help TV networks, agencies and advertisers maximize the social impact of their cross-platform strategies.

THIS AND THAT

Sinclair Broadcast Group announced a new multi-year retransmission consent agreement with Comcast Cable. While the terms are confidential, Sinclair EVP Barry Farber said the broadcaster was “pleased with the value received”…..Saatchi & Saatchi Chairman Kevin Roberts has resigned, effective September 1. He had been put on leave by the Publicis Groupe agency following dismissive comments about gender diversity in the advertising industry…..If you’re keeping a detailed tally, the delayed July 2016 sales report from Land Rover-Jaguar showed sales in the U.S. up 51.5% to 9,437 vehicles. Jaguar sales shot up 173.6% and Land Rover 21.2%. Those stellar results boosted the total industry gain for the month to 0.5% instead of 0.4%, with 1.52 million units sold by all makers.

AVAILS

Winter is just around the corner! If you would prefer to be selling where summer never ends, WPBF 25, the Hearst owned ABC Affiliate in sunny West Palm Beach is looking for a dynamic sales superstar to join our fantastic sales team. The ideal candidate must have Broadcast TV sales experience and possess the drive and ability to thrive on multiple platforms in a fast paced, highly competitive market. Your creativity, originality, and passion for developing New Business will be encouraged and rewarded! Click HERE to apply. Equal Opportunity Employer.

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