HERE’S WHAT CONSUMERS WANT FROM ADVERTISING...

WHEN SHOPPING FOR EVERYDAY PRODUCTS

About two-thirds (68%) of shoppers say that with all the information now available to them, they’re able to make better purchasing decisions than they could five years ago. With that in mind, what do shoppers want from advertising when they are shopping for everyday products like groceries, skincare, and electronics?

MarketingCharts reported on the survey, saying relevance is a key theme for many respondents, with half saying they wish that advertising was more relevant to their current needs and 47% saying they wish relevant advertising appeared when they are researching solutions that address a personal need. The desire for relevance and timeliness of ads increases for those shopping for Electronics, with 67% saying they wish for more relevant ads and 62% wanting relevant ads to also be timely.

As convenience becomes more of a priority for today’s consumers, shoppers are looking for a bit more from advertising on that front. More than two-fifths (43%) of respondents agreed that they wish targeted advertising could guide them through a store to find the exact product they need. This is of even greater importance to Electronics (63%) and Skincare (51%) consumers.

Although there are many factors that motivate consumers to try out a new retailer, research shows that consumers are often influenced by relevant brand messaging. That said, nearly 2 in 5 (38%) respondents say they wish advertising helped them break out of their purchasing habits to discover something new or better. When it comes to Electronics shoppers, that percentage jumps to 60%.

Millennials, who made up 28% of survey respondents, for their part expressed an above-average desire for advertising to be more personalized to their tastes (62% vs. 42%) and for advertising to be more relevant to their current needs (66% vs. 50%). Millennials are also more likely than others to say they frequently try new products based on recommendations of influencers and celebrities (51%) and that they trust advertising more when it features influencers or celebrities (51%) and that they trust

ADVERTISER NEWS

The Ford F-150 has been the top selling vehicle in America for four decades. And the Chevy Silverado has been the country’s No. 2 pickup. But the Ram 1500, the flagship truck of the Fiat-Chrysler-owned Ram division, has just knocked the Silverado out of second place. That represents more a rise for Ram than a drop for Chevy. Ram truck sales for 2019 were up 18% over 2018, while Silverado sales fell 1.7% and Ford’s F-150s fell 1.4%. By year’s end, after receiving an operating loss of $60.2 million for the October-December quarter. It was the firm’s biggest loss since the July-September 2016 quarter, when a mileage cheating scandal sapped profits. Grocery delivery orders through Amazon Fresh and Whole Foods Market more than doubled in the fourth financial quarter of 2019 compared to the same period a year ago. Delivery through the two services, which both now operate under Amazon Prime, is currently available in more than 2,000 cities....Why don’t more people get their groceries delivered? Consumers consistently cite high costs as a barrier to online grocery adoption....1-800-Flowers redesigned its app and mobile website to add features including augmented reality (AR) experiences and an integration with payment app Venmo as Valentine’s Day approaches. The service’s redesigned mobile app has one-tap buying in its new “Treanding Gifts” section, a newsfeed called “Bloomos for You” and a gift finder that was once available only on its website, among other features...Is your local Sears or Kmart closing in February. Here’s a list of the 100 stores that are closing for good...Kohl’s is building two new stores in Dallas-Fort Worth. The locations are in Prosper and Grand Prairie and are scheduled to open in August....I’m sure you read last week that Papyrus is closing all 254 of its stores after its parent company, Schurman Fine Papers, filed for bankruptcy citing “the general downturn in the brick-and-mortar retail industry. Meanwhile, at least 16 Hallmark-branded stores are also closing. Rich Schauer, who is closing his Hallmark store in Forest Park, Illinois, said social media is crushing the card business. “People used to buy and send cards all the time. It’s all online now. Everyone celebrates their birthdays on social media.”...Sherwin-Williams reported record consolidated net sales of $17.9 billion for 2019, up 2.1% from $17.54 billion from 2018. Net income for the year totaled $1.54 billion, up from $1.1 billion in 2018, or $16.49 per diluted share, compared with $11.67 per diluted share in 2018. This was primarily due to higher paint sales volume and price increases.

ROKU VIEWERS GOT THE SUPER BOWL AFTER ALL

Roku and Fox were able to reach a deal to keep Fox’s channels on the device maker’s platform, an 11th-hour agreement that allowed Fox apps were available for Roku users to stream yesterday’s Super Bowl.

Terms were not disclosed, however, device makers like Roku typically seek payments from content suppliers like Fox for distribution on their platforms, whereas pay-TV companies compensate networks with carriage fees.

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NETWORK NEWS
The CW is turning to two familiar faces to round out its pilot slate. The network has handed out formal orders to Rob Thomas’ Lost Boys and a presidential family drama from Josh Schwartz and Stephanie Savage as the broadcaster’s pilot slate grows to eight for the 2020-21 broadcast season....The series finale of The Good Place Thursday night delivered the show’s best same-day ratings since its season premiere. The Good Place ran 72 minutes including commercials. (The Good Place more than doubles its initial numbers with a week of delayed and digital viewing.) An aftershow with the cast and Seth Meyers drew a 0.6 and 2.06 million viewers, says the Hollywood Reporter....Website ‘The Information’ says Facebook is refining the programming strategy for its Facebook Watch video service, pulling back on expensive original shows and sports rights. Facebook continues to increase its programming budget for Watch—it will rise to around $1.4 billion this year. But its spending less on costly originals and more on talk shows and licensing clips from TV networks and sports leagues. Meantime, according to the report, Facebook has completely abandoned trying to bid for rights to stream major live sports.... Remember Fox’s 2018 pilot called Mixtape? Fox cooled on the series, which never made it to TV, but Netflix picked it up, changed the name to Soundtrack, and streamed the musical drama for one full season. But one and done. Viewers loved it. Critics didn’t. And it just premiered online on December 18.

COULD APPLE TV+ OFFER NFL SUNDAY TICKET?
DirectTV’s deal to carry NFL Sunday Ticket runs out this year and parent company AT&T isn’t expected to renew the deal. That leaves football fans wondering where they’ll watch out-of-market NFL games. Could Apple TV+ be the new home of Sunday Ticket?


The same was said for Goodell and YouTube’s head of product, Neal Mohan. That led to talk of Sunday Ticket coming to YouTube TV. And there has also been talk of Amazon making a deal to go along with the Thursday night football games already airing on the platform.

Any of these options are possibilities as the NFL has been vocal about wanting to open up Sunday Ticket to a wider audience after the DirectTV deal ends.

“The NFL has long been under pressure to open Sunday Ticket to more platforms than just satellite, and streaming it through Apple TV would solve that concern,” the report from The Athletic says.

Currently, Apple’s streaming lineup is made up only of originals, including TV series, documentaries, and films. Adding sports into the mix would be a big change but adding a major sports package could help Apple TV+ become a stronger competitor among streaming services.

AVAILS
WESH 2, the Hearst Television NBC affiliate in Orlando, Florida has an immediate opening for an experienced Sales Professional. If you are motivated by great compensation, an excellent suite of product offerings, and the tools to be successful, look no further. We provide the resources for powerful marketing solutions you provide client focus and desire to win. Come join one of the fastest growing markets in the country! CLICK HERE for more information or to apply now. EOE.

WAVY-TV 10 and WVBT FOX43 in the Norfolk, VA, market seeks a results-driven Account Executive. This experienced sales professional must have a winning attitude and a desire to succeed! Responsibilities include managing agency business, new business generation, client relationship building, proposal preparation and presentation to a diverse customer base. The position requires excellent communication, customer service, and time management skills. 2 years of media sales experience and a Bachelor’s degree preferred. CLICK HERE for more info or to apply. No calls please. EOE/M/F/V/D

KIMT-TV, the CBS affiliate for Rochester MN, Mason City IA, Austin MN and Albert Lea MN, has an opening for an advertising sales professional. This position will be responsible for developing television and digital marketing solutions for new and existing advertisers in the market area, including Rochester, MN and North Iowa. This is a salary plus commission-based position with an extensive benefits package, including a generous time-off plan. A Bachelor’s degree with an emphasis in Business/Marketing or Communications and previous sales-related experience would be helpful. To apply, visit http://www.kimt.com or send cover letter and resume to: hr@kimt.com. EOE.

See your ad here tomorrow! CLICK HERE for details.

GOODBYE TO WEBSITE TVBYTHENUMBERS.COM
The editors posted this message on their website on Friday: For over a decade, TV by the Numbers has covered television ratings in a way no other site on the internet ever has. We have provided our readers with the necessary ratings information and analysis to help them better understand the state of their favorite shows. Sadly, due to the ever-changing nature of the online publishing business, today is the last day that TV by the Numbers will be active.

IS THAT BEEF I SMELL COOKING?
Burger King is defending itself against a class-action lawsuit over its Impossible Whopper, arguing that it never advertised the popular meatless item as vegan or promised to cook them any particular way. A vegan customer sued the company in November for cooking the plant-based patties on the same grills as meat burgers. Burger King said the lawsuit should be thrown out because plaintiff Phillip Williams should have asked how Impossible Whoopers were cooked before ordering, Reuters reports.
CBS/VIACOM: CHANGES AT THE TOP
Months after merging with Viacom, CBS announced a significant change in its leadership on Friday.

The New York Times reports that Joe Ianniello, a 22-year veteran of the network who was promoted last year to chairman and chief executive officer, will leave the company. His successor will be George Cheeks, whose most recent post was vice president of NBCUniversal content studios.

Ianniello was the No. 2 under Les Moonves, who was booted in 2018 after several women accused him of sexual assault. Ianniello became the acting chief executive after Moonves’s departure. When a job search failed to turn up an option to the liking of the company’s controlling shareholder, Shari Redstone, Ianniello’s term was extended ahead of the planned merger with Viacom.

After the merger deal closed, Ianniello received a $69 million payout thanks to a provision in his contract that granted him a significant sum if he was not named chief executive of the newly combined company. That title went to Bob Bakish, a longtime Viacom executive and a close confidant of Ms. Redstone. More details on the changes HERE.

AD AGE: THE BATTLE OVER 5G BEGINS
Verizon and T-Mobile are trading barbs in the battle over 5G. It started when T-Mobile released its 5G-focused Super Bowl commercial on Friday.

While Verizon did not pre-release its Super Bowl ad, it responded on Saturday with a digital video featuring comedian Jennifer Slate running around New York showing random people that Verizon’s 4G network was more than twice as fast as T-Mobile’s 5G network, Ad Age’s George Slefo reports.

T-Mobile hit back on Sunday in a blog post from CEO John Legere: “They’ve been busy comparing their 4G network to our 5G network. It’s a clear sign of the times – while we are looking toward the future, Verizon is living in the past. And why wouldn’t they bring up 4G? We already have 5G nationwide while they’re limited to parts of a few cities.”

THE FUTURE OF BREAKFAST IS BRIGHT
Breakfast means breaking a fast and whether consumed at 6 a.m. or 11 a.m., it’s always been an important meal in the U.S.

Last year Americans consumed nearly 102 billion breakfasts, with another 50 billion morning snack occasions rounding out the average morning, reports The NPD Group. And, the future of breakfast looks rosier too with forecast growth of breakfast foods that meet consumers’ primary needs of function, convenience, and enjoyment, according to NPD’s recently released Future of Morning study, which illustrates how morning foods are changing today and into the future.

“While breakfast as an institution is deeply rooted, the what, how, and why surrounding our food and beverage choices and where we get them is changing,” says David Portalatin, NPD food industry advisor and co-author of Future of Morning report. “Busy schedules mixed with good intentions and the need for fuel, shape what we eat and drink in the morning.”

THIS AND THAT
Retailers are preparing for the return of the big screen TVs this week. Retailers know that a good number of the big screen TVs that go out the door just before the Super Bowl probably will be returned, slightly used, but they accept it as a cost of doing business. Margins on TVs usually are high enough that a retailer can still make money even with an open box or used markdown.

Sean Cleland, vice president of the mobile division of liquidation company B-Stock Solution, says TV returns will be up by at least 20% after the Super Bowl...Amazon had another prime holiday season. The company said last week it has more than 150 million Prime members worldwide who pay $119 a year for faster shipping and other perks. That’s up 50% from the last time Amazon disclosed the number in 2018. It also surpasses Netflix, which has 139 million members globally who pay to stream movies and TV shows.... Walmart is opening its second Walmart health stand-alone clinic. The company on Wednesday opened the clinic adjacent to a newly remodeled Walmart Supercenter in Calhoun, GA, north of Atlanta. Walmart opened its first standalone clinic in September next to a Supercenter in the west Atlanta suburb of Dallas, GA.... and finally, Punxsutawney Phil could not find his shadow on Sunday. And, I’m told, this means we’re in for an early spring. Go Groundhogs!

CCPA WORRIES THE AD INDUSTRY
Some of the advertising industry’s biggest trade associations are asking California’s attorney general to delay enforcement of the state’s new privacy law.

The California Consumer Privacy Act required most companies with websites and customers in the state to implement new data collection standards — though they won’t be fully enforced until July, according to the L.A. Times.

That’s not enough time for businesses to get in compliance, five ad sector trade groups wrote in a letter to Atty. Gen. Xavier Becerra. They are requesting a delay in enforcement for at least another six months.

Ad trade groups have taken issue with the law’s requirements that allow consumers to request a copy of all of their personal information that might have been collected by a company or request that the company delete the data entirely.

The trade groups behind the letter are the Assn. of National Advertisers, American Assn. of Advertising Agencies, the American Advertising Federation, the IAB and the Network Advertising Initiative. Full Story.

SATURDAY NIELEN RATINGS - LIVE + SAME DAY

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