SURVEY: ONLINE GROCERY RISES, BUT STORES BECKON

MOST STILL PREFER BRICK-AND-MORTAR OPTION

Online grocery will account for 21.5% of total grocery sales by 2025, an estimated $250 billion, representing more than a 60% increase compared to pre-pandemic estimates.

That's according to a survey of nearly 60,000 U.S. grocery shoppers by Mercatus in collaboration with Incisiv, which found that online grocery shopping adoption has nearly doubled since 2018. However, the survey also revealed that 78% of all shoppers still prefer to visit a brick-and-mortar grocery store.

"Despite the high growth in online adoption, most grocery shoppers still profess loyalty to retailers and online brands that have a physical store presence," the report stated. "Post-pandemic success will go to those retailers who can best bridge both online and offline shopping journeys and provide a seamless experience with minimal friction points."

The survey, eGrocery’s New Reality: The Pandemic’s Lasting Impact on U.S. Grocery Shopping Behavior, found that 30% of shoppers changed their preferred shopping destination during shelter-in-place norms created by the pandemic. Of these shoppers, 60% have moved from one brick-and-mortar store to another, and 40% shifted to other online shopping options.

The traditional drivers of preference (proximity/location, value, product quality and convenience) have not changed during the pandemic, according to the survey. But shoppers have been less price sensitive as product availability has taken precedence. Lack of product availability (56%) and concerns over safety protocols (33%) were the biggest reasons for customers shopping elsewhere.

Among other findings: The top three reasons shoppers have shifted to online shopping are COVID-19 concerns (62%), convenience (62%) and time savings (42%). Additionally, 66% of all respondents who shop online rate real-time inventory visibility as very important.

Compared to brick and mortar, the survey found, there is far less loyalty for pure-play online retailers, with only 8% of shoppers switching to an online-only operator like Amazon.

"The growth of online grocery in 2020 and its predicted long-term impact, coupled with customers’ continued loyalty to brick-and-mortar, makes it clear that these avenues must complement each other in creating a great customer experience across a grocer’s entire brand," said Sylvain Perrier, the president and chief executive officer of Mercatus. "In order to round out the loyalty to online channels, this data makes it clear that brands should make investments in digital functionality, especially regarding product search, discovery and product information."

ADVERTISER NEWS

Ford Motor Co. executives say the upcoming battery-electric F-150 will be cheaper to operate and more powerful than the current gasoline-powered pickup, addressing two common concerns around electric vehicle ownership two years ahead of its debut. While the company wouldn’t provide specific figures, Kumar Galhotra, Ford’s president of the Americas and International Markets Group, said the lifetime cost of operations, which excludes the purchase price, of the electric F-150 will be roughly half that of the current-generation vehicle. The lower estimate is based off zero gas and oil usage, low electric charging rates, lower maintenance costs and increased vehicle uptime, Ford said... Shake Shack now offers curbside pickup at 68 of its 193 restaurants, after a test of the practice at 10 locations in July. The chain also plans to transform as many as 10 units into “Shack Track” formats, with drive-thru and walk-up windows that make it easier for customers to pick up mobile orders... CVS Health expects to have more than 4,000 new COVID-19 testing sites up and running by mid-October. Four hundred of those will open tomorrow in sites located in 33 states and Washington, D.C. CVS’s rival, Walgreens, confirmed its plans to expand testing for employers... Wegmans, which opened its first store in North Carolina in Raleigh in 2019 and recently added a second site in the West Cary neighborhood, is planning to debut at least four more locations in the state. The grocer will open new stores in Wake Forest and Chapel Hill in spring 2021, and also confirmed its intention to open more sites in Cary and Holly Springs in the near future... As autumn closes in, Trader Joe’s is preparing to roll out pumpkin products and other items inspired by the season, ranging from candy to frozen foods. The goal of the upcoming pumpkin push is to keep in-store traffic high, since Trader Joe’s is among the few grocers that have decided against online services during the pandemic... Gateway, the major PC brand of the 1990s,
ABC ANNOUNCES FALL DRAMA PREMIERE DATES

ABC has rounded out its fall schedule with changes and premiere dates involving its drama series.

Five ABC dramas — returning Grey’s Anatomy, Station 19, The Good Doctor and A Million Little Things as well as straight-to-series newcomer Big Sky — which were featured on the fall 2020 schedule unveiled by the network in June, have been assigned November premiere dates and to roll out between Nov. 2 (The Good Doctor) and Nov. 19 (A Million Little Things). flagship Grey’s Anatomy is getting a two-hour Season 17 premiere on Nov. 12.

The major change from the announced ABC’s fall schedule involves For Life taking over the Wednesday 10 PM slot from the previously renewed Stumptown, which was canceled this week. Additionally, The Rookie has been officially pushed to later in the season. ABC already had slated reality series Card Sharks in the Sunday 10 PM hour, starting Oct. 18, to fill in for the Nathan Fillion drama.

For Life spent the spring on the bubble before earning a Season 2 renewal in June for a midseason 2021 debut.

ABC over the past several weeks announced fall premiere dates for its alternative and comedy series. The Wednesday ABC comedies are launching their new seasons on Oct. 21 and Oct. 28. The reality lineup will be rolled out in September and October.

NETWORK NEWS

Season 10 of CBS’ Undercover Boss will debut with five original episodes on Friday, Oct. 2 at 9 PM ET. First up is Ray Blanchette, chief executive officer, TGI Fridays, who started at the company as a manager in training in 1989 and finds out if he can still stand the heat in the kitchen and behind the bar, as he attempts to cook up extra business at a couple of locations... ABC has opted against a second season of multi-camera comedy United We Fall. The series, a co-production between Sony Pictures TV and ABC Studios, starred Will Sasso and Christina Vidal Mitchell as a couple with young children whose household is turned upside down when his mother (Jane Curtin) moves in with them. It premiered July 15 and eight episodes in total were produced. The now final episode aired Aug. 26.

HAVAS GROUP TAKES STAKE IN CAMP + KING

Havas Group has acquired a majority stake in small, independent creative shop Camp + King.

The 60-person shop with offices in Chicago and San Francisco will sit alongside Havas’ other creative agencies, including Arnold and Battery. Founders CEO Jamie King and Chief Creative Officer Roger Camp, who started Camp + King nearly 10 years ago, will remain at the helm.

The purchase price was not disclosed.

“This has a long and storied history with both Roger and Jamie,” Stephanie Nerlich, Havas executive managing partner of North America, tells Ad Age. “When they struck off on their own, Havas was an initial investor and we’ve been closely watching their success over the last 10 years. We felt now was the time to step up into a more active role.”

AVAILS

TV Programming Coordinator — FOX 50, Raleigh, N.C.: We’re looking for someone who is all about the details but can also keep the big picture in focus. Must be adaptable and able to manage multiple tasks in a fast-moving, constantly changing and high-demand work environment. The successful Programming Coordinator will interact with many audiences, internal and external and work across departments to help organize and communicate updates and changes to our on-air programs. CLICK HERE for full details or to apply now. EOE.

Multimedia Journalist: We operate a consolidated newsroom providing coverage across multiple states, working with the latest technology and innovations available for newsrooms to provide their communities with up-to-date local news, weather and sports. We are expanding and have entry- and intermediate-level positions available for young journalists who aspire to start and develop their careers in broadcast news. This is a chance to work in an environment where you will learn and make recognizable industry contacts with a short-term contract of only two years. To apply, send your reel and resume to: jobs@frontrangetelevision.com.

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THIS AND THAT

Disney’s calculated foray into premium VOD distribution for original movie Mulan reportedly has been a fiscal home run. Yahoo! Finance, citing data from 7Park Data, contends the movie has been purchased by 9 million Disney+ subscribers for $29.99 each through last Saturday. That tally would suggest the $200 million budget movie, which was released Sept. 4, has generated an impressive $270 million in direct-to-consumer revenue... Tubi, a division of Fox Entertainment, says it had a record 33 million monthly users in August, up 65% from the previous-year period. Since April and the coronavirus pandemic, Tubi has averaged 200 million hours per month — an average monthly increase of 104% year-over-year.

U.S. UNEMPLOYMENT CLAIMS STEADY AT 860,000

The labor market’s recovery is showing fresh signs of losing momentum as persistently elevated applications for unemployment benefits show layoffs remain historically high despite summer hiring, The Wall Street Journal says.

Weekly initial claims for jobless benefits fell by 33,000 to a seasonally adjusted 860,000 in the week ended Sept. 12, the Labor Department said yesterday. The number of people collecting unemployment benefits through regular state programs, which cover most workers, decreased by 916,000 to about 12.6 million for the week ended Sept. 5.

The coronavirus pandemic and related shutdowns caused both unemployment applications and payments to rise to the highest levels on record back to the 1960s this spring. After sharply falling later in the spring and early summer, new applications have largely held steady since early August.

9/18/2020
NBCUniversal to Link Media Buys, Business Outcomes

Deepening its efforts to provide business outcome results to its advertisers, NBCUniversal is offering a metric called Total Investment Impact, MediaPost reports.

It will measure the effect of an advertiser’s total NBCU media investment — TV, digital platforms, and other media extensions — on its actual sales.

Honda is a collaborating in the beta launch of Total Measurement Impact, and NBCU expects to have more advertiser partners involved.

The real value with the measure, says NBCU, comes with a “continuous learning model” for each succeeding advertiser, where business outcome plans are made based on the latest model results.

The metric will look at “media and non-media factors” to measure TV and digital video’s impact, plus internal and external factors to evaluate media value, “fluid” time frames for long-term impact of premium video against “arbitrary campaign attribution” windows, and predictive modeling to access decision-making.

Total Measurement Impact is a component of NBCU’s One Platform, the combined TV and digital ad buying and management platform. One Platform allows marketers to target key audiences, for all NBC screens, networks, and dayparts, with one single audience guarantee.

NBCU says its move to link media buys to business outcomes got a big push in 2018 with the launch of CFlight measure, which guarantees as a single TV-video audience guarantee for the entire length of a marketer’s campaign.

Ampere: Scripted Content Delays to Endure

New scripted content — which typically spends an average of 11 months in production — will be battling against COVID-19-related delays well into 2021, far longer than their unscripted counterparts, according to Ampere Analysis.

While producers of new unscripted content — which spends an average of just two months in production — have been able to adapt production to the new circumstances, already overcoming the worst period of delays, the same is not true for their scripted counterparts, according to the analysis.

Compensating for the lack of new high-quality scripted content, unscripted commissions increased from 66% in Q2 2019 to 72% in Q2 2020. Reality shows benefitted the most from this trend with 24% more titles commissioned in Q2 2020 than in Q2 2019.

The temporary stop in production also forced programmers to air older and less popular content to fill gaps, and some have turned to unscripted material to pad their schedules, according to Ampere.

While the proportion of new content aired dropped steadily over Q1 and Q2 2020, unscripted content has already made a rapid recovery, with new titles representing a higher proportion of primetime series than before COVID-19. However, the proportion of new scripted primetime shows has yet to return to pre-COVID levels.

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As Pandemic Persists, Offices Half-Empty

Six months after coronavirus lockdown orders closed workplaces across the nation, most offices in the U.S. are still quiet, The Wall Street Journal reports.

Data from Brivo, a company that provides access-control systems for workplaces, shows that “unlocks” at offices — when someone uses their credentials to enter an office — in late August were down 51% from the end of February. By comparison, visits to manufacturing and warehouse locations, where fewer jobs can be done remotely, remained down by a third.

Returns to workplaces vary widely by location. Some cities, like New York and San Francisco, have been more conservative about reopening across the board, with offices, retail, and manufacturing and warehouses all still well below 50% of their pre-pandemic activity. In Miami, which is dependent on tourism, employee visits to retail stores were at 92% of their pre-pandemic occupancy during the last week in August; in San Francisco, they were at 43%.

Other cities, like Chicago and Washington, D.C., are returning unevenly, with manufacturing and warehouses around 75% their normal activity, but offices still half-empty.

Advertiser News (Continued from Page 1)

is back — kind of. Acer now owns the company and has decided to start selling Gateway-branded laptops again, exclusively at Walmart. That means the main attraction is the price. On the most affordable end is the Gateway Ultra Thin series, which starts with a $179 11.6-inch laptop with an AMD A4, and spans up to a $499 15.6-inch model with a Core i5… With Microsoft and Sony unveiling pricing and release dates (Nov. 10 and 12, respectively) for next-generation video game consoles and software, GameStop has partnered with QuadPay to offer consumers an in-house “buy now, pay later” financing option that incorporates their existing credit or debit cards. GameStop is seeking to build out the capabilities and services of its digital and in-store ecosystem by offering gamers payment options to purchase video games and other merchandise this holiday season. QuadPay lets consumers split any purchase into four interest-free installments paid over six weeks using their existing credit card or debit card when they shop online or in-store.

Wednesday Nielsen Ratings - Live + Same Day

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<th>Time</th>
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