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What the Industry Reads First

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Emotional Experiment: Advertisers Test Brand Loyalty Drivers

Advertisers are increasingly willing to experiment, whether it's new 6-second ads that can work under certain conditions or going beyond traditional ad agencies to bundle internal media research with ad buys, said **ARF** pres/CEO *Scott McDonald* at the **Advertising Research Council's** ConsumerxScience conference on Tuesday in NYC. But success could also be about winning brand loyalty early and ultimately appealing to emotion. *Theresa Pepe*, VP Marketing and Partner Insights, **Viacom**, noted that teens are developing brand loyalty at a much younger age. "The family dynamic has changed," she noted. To that end, Viacom uses a set of passion points to map the level of emotional importance for specific brands and categories. Messaging may tend towards Rational Drivers but it is the Emotional Drivers that create the connection to consumer purchase intent. For example, in the automotive category, Rational Drivers can include size, mileage, storage and cost. But the Emotional Drivers, as **The Family Room** CEO *George Carey* explained, are "the everyday care and love I have for my child, our time together as a family, protection, love and security." Emotional connection that enters into the altruistic is another way for advertisers to connect, and *Sana Carlton*, NE Group SVP, **Kantar Millward Brown**, said a brand's purpose is vital to customer loyalty. "Strong emotional connections that customers have with brands are the irreplaceable, meaningful differentiator of brand choice," she said. McDonald said the key to advertising success is to "get out of the comfort zone" by expanding beyond the usual software and multi-variate statistics and employing data science techniques. -- *Charlene Weisler*

Advanced Advertising Notebook: Legacy data may provide a standardized measurement platform, but "data is advancing more quickly than our ability to transact on it," *Mike Rosen*, **NBCU's** evp, advanced advertising and platform sales, told attendees at **NewBay Media's** Advanced Advertising conference in NYC Mon. "In TV, there are so many legacy principles that have been around for decades. Data is happening so quickly that the industry has trouble figuring out how it fits." **One2one Media** pres *Mike Bologna*, argued that "if advertising has to be advanced, then the data has to be better than the past. We need different forms of data to best calculate." TV's legacy infrastructure, however, can impede advanced advertising growth. "We are dealing with a lot of



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legacy systems, and they are not going anywhere,” said *Doug Hurd*, co-founder, evp business development, **clypd**. “We are trying to reduce friction, but it is hard and the least sexiest part of the business.” *Sarah Foss*, chief product officer, advertising management systems at **Imagine Communications**, said the TV model needs some creative re-adaptation. “The business model has always changed. We are multichannel now,” she said. “We are selling TV to get to audience and devices in different ways. Most of our clients are selling impressions and Macgyvering it back into the system.” Of course, when it comes to cross-platform measurement, “frenemies” must sometimes work together, and **OpenAP** is one example of three major media competitors doing just that. *Noah Levine*, svp, advertising data & technology solutions at **Fox Networks Group**, explained that OpenAP was designed to offer “consistency in audience definitions and sizing, consistency in sharing across sellers and facilitating a mechanism to provide posts from OpenAP data companies such as **Nielsen** and comScore.” **Vid-éoAmp** chief strategy officer *Jay Prasad* said predicted standards adoption within the next two years: “Advanced currencies backed by attribution data will replace GRPs and siloed digital measurement.” -- *Charlene Weisler*

Sports Nation: **Turner Sports** announced plans to launch premium live sports streaming service Bleacher Report Live in April. Positioned as a destination for both the discovery and consumption of live sports content, the streaming service allows fans to find and consume games on any device. The service will initially launch with all streaming content available via a free preview period running through its first months. Fans will be able to purchase individual games or subscription plans when flexible pricing options are launched this summer. The first event available through the service will show *Johnny Manziel's* debut in The Spring League on April 7. B/R Live will launch on **iOS**, **Android** and the web.

Winning Out: A California appeals court ruled that actress *Olivia de Havilland's* lawsuit against *Ryan Murphy* and **FX** over the series “Feud: Bette and Joan” should have been thrown out as it is protected speech under the First Amendment. de Havilland sued in June, claiming the series made her out as vulgar and alleging violations of privacy and right of publicity, false light invasion of privacy and unjust enrichment. The series originally aired in March 2017.

New Generation: **John Leguizamo** and his partners are expanding their Latino media and entertainment company to form **NGL Collective**. The move will consolidate Leguizamo's US Latinx digital video marketing company and NGL Studios, an in-house production team specializing in creating culturally-relevant branded entertainment for multicultural audiences. Ad industry veteran *Joe Bernard* will serve as NGL Collective's chief

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revenue officer, effective immediately. Bernard joins the group after serving as svp of client development for **NBCUniversal Telemundo Enterprises**. In his new role, he will drive revenue, oversee monetization and create new and existing lines of business.

Coming in Late: **NBA Digital** will introduce a plan allowing fans to purchase and watch live NBA games in-progress at a reduced rate. The lowered prices will apply to all **NBA League Pass** games beginning with the 2018-19 regular season. The new offering is available to all fans via the NBA app, NBA.com and the newly-announced **Turner Sports** streaming service B/R Live.

Hop Along: **Netflix** has been integrated into **DISH's** Hopper Duo DVR. Customers can access the streaming service by pressing the "Home" button on their remote and selecting the Netflix icon or tuning to channel 370 in the DISH programming guide. A Netflix subscription is required to access the service on Hopper Duo devices.

Play On: **Google Play** is updating its Movies & TV app, offering support for more than two dozen streaming and TV anywhere apps such as **HBO Go**, **Lifetime** and **Amazon Prime Video**. Users will be able to search for a show and choose which service they would like to use to view the program. They'll also have the option of casting the program to their TVs. Other improvements include a rating system and a watchlist tab. The updates will be rolling out to **Android** phones over the next few days.

On the Rise: **WICT** revealed the 180 designees of its 2018 Rising Leaders Program, which recognizes industry professionals demonstrating strong leadership at a managerial or director level. The group, which will be divided into six classes with 30 in each, was selected through a process led by more than 100 cable professionals and alumnae of the program on the application review committee. **The Walter Kaitz Foundation** will support eight scholarships in this year's program for RLP designees from smaller companies and nonprofits.

April Showers: **Bounce** SVOD service **Brown Sugar** revealed the titles coming to the platform in April 2018. New episodes from Season Three of Bounce's "Saints & Sinners" will be available after each Sunday night premiere on the network. Other additions include *Muhammed Ali* documentary "Facing Ali," "Mindhunters," "Reasonable Doubt" and "Gang Related." Returning is the 90's classic "A Rage in Harlem" as well as "All-Star Comedy Jam: Live from Dallas." Brown Sugar will also launch a section within the service called "Brown Sugar Roots," putting a spotlight on iconic classic urban films that will serve as a primer for those new to the genre. Brown Sugar is available for \$3.99/month on **Amazon Channels**, **Amazon Fire TV**, **Kindle**, **Apple TV**, **Roku**, **Android** and **Apple** smartphones and web browsers.

Ratings: **Fox News Channel** ranked as No 1 for the 11th straight week in basic cable for total day viewership, according to **Nielsen**. For the week of March 19-25, FNC garnered more than 1.3mln in total viewers. The network's performance in A25-54 (276K) beat out **CNN** (229K) and **MSNBC** (218K).

Programming: **AMC** drama "Humans" is returning for its third season on June 5 at 10pm. The eight-episode season explores what could happen when the line between human and machine becomes blurred.

People: *Jerry Inman* is joining **Mediamorph**, stepping into the role of CMO for the cloud-based enterprise software company. Also serving as a member of the executive leadership team, Inman will lead the evolution and execution of an integrated global marketing brand strategy and creating digital initiatives to deepen customer relationships. He was most recently CMO of **Demand Worldwide**. -- *Dominique Delpont* is **VICE Media's** new chief revenue officer and president of international. The latest executive appointment comes one week after **A+E Networks** veteran *Nancy Dubuc* was appointed CEO of the youth media brand. Delpont previously spent 17 years with global ad group **Havas** and **Vivendi** as global managing director and head of content, respectively.

In Memory: **The Cable Pioneers** lost two distinguished members in the passing of *Jim Bailey* at 76 and *John "Jack" Gault* at 82. Bailey retired in 2006 from **Motorola** after a 41-year stint with the company and was the co-founder of the Delaware Valley Chapter of the **Society of Cable Telecommunications Engineers**. Relatives and friends are invited to his viewing from 10-10:50am April 3 at SS Simon & Jude Church in West Chester, Pennsylvania. Memorial contributions are requested to SS Simon & Jude or to Neighborhood Hospice in West Chester. Gault served as president of **Manhattan Cable**. He was also active in the industry as chmn of the **NY State Cable Television Association**, chmn of the **CTAM Education Foundation** and as an adjunct professor at **New York University**. The family requests that donations be made in his name to the **American Heart Association** or addressed to the **American Stroke Association**.