



Cutting Edge

10th June 2009

Welcome to CAM's weekly analysis of the most useful marcomms news.

Quick [links](#) to Sections.

Advertising

CRR to remain

The Office of Fair Trading (OFT) has ruled that the Contract Rights Renewal (CRR) mechanism should be retained, something for which ISBA has been campaigning. CRR was introduced to protect advertisers from the power of ITV after the merger of Carlton and Granada in 2003. OFT has suggested that the Competition Commission revise the rules but not abolish them.

Marketing, 3 June 2009, p6

Media Week, 2 June 2009, p9

Outdoor suffers

Outdoor media owners, such as JCDecaux and Clear Channel, are trying to get rents for roadside billboards reduced, and are in talks to that effect with Outdoor Plus, a billboard contractor. There is speculation that Titan Outdoor is to sell its roadside billboards and focus instead on its Network Rail franchise. Aviva has admitted that it obtained free outdoor space for its most recent campaign because of the lack of demand for roadside billboards. An FT article reflects on how outdoor advertising once seemed to offer recession-proof revenue streams, but now sales are falling, while Clear Channel made a \$418m loss in the first quarter.

Campaign, 5 June 2009, p3

The Financial Times, 5 June 2009, p22

Surrealism

This article discusses whether or not the use of surrealism in ads is an effective way to promote the message or is simply the result of 'lazy creatives'. The global online audience has allowed brands to produce such strange creations that they are bound to encourage viral behaviour. However consumers may begin to expect the unexpected so the use of surrealism in advertising may be finite. Either way this is an interesting topic. Check out the top ten

surreal ads over the years. At number one are Benson & Hedges' 'Iguana' and 'Mousehole', shown in 1978, while from 1999 the Guinness 'Surfer' ads show the juxtaposition of surfers and huge white sea-horses.

Campaign, 5 June 2009, pp22-24

Online advertising

The latest Nielsen Online figures show that online advertising rose by 21% in the first four months of 2009, largely due to prominent campaigns from the likes of Marks & Spencer and HSBC. The rise was driven by companies in the retail and financial sectors, with M&S leading the retail sector, followed by Tesco, and HSBC ahead in online banking, with Barclays just behind.

The Independent, 5 June 2009, p47

Attack advertisements

This is something that sandwich chain Subway and Domino's pizza indulged in earlier this year, culminating in an ad showing Domino's CE shoving a letter from Subway into one of its ovens. The number of comparative or attack ads is growing as companies fight for a share of the consumer purse during the recession. But aggressive ads can give the impression that a brand is insecure and desperate. Attack ads are apparently received badly in Europe and Asia and some governments ban them. In the US the successful ones tend to be those that do not name the rival directly. The National Advertising Division of the Better Business Bureau in the US says the number of complaints rose by 35% last year, mainly caused by comparative advertising.

The Economist, 6 June 2009, p69

Campaign takes to the road

Here are Eddie Stobart lorries as you've never seen them before. The latest phase of the Cumbria Tourism campaign will see them carrying the 'Two Sides to Every Story'

campaign across the UK and Europe. The sides of the lorries will advertise themes such as the Lake District, painted in green and yellow hues. Cumbria wants to change perceptions of the county so that it is viewed as a 'chic and modern' world class destination.

The Drum, 5 June 2009, p11

Stealth advertising

The influence of pharmaceutical companies is unquestionable. But now it emerges that the Australian affiliate of Merck had signed up with Excerpta Medica, a division of Elsevier, to produce *The Australasian Journal of Bone and Joint Medicine*, which contained reprints of articles mostly sympathetic towards Merck. There was no disclosure that it was funded by Merck. Elsevier has in fact published five other industry-sponsored titles between 2000 and 2005. It would have been hard to spot that the journals were a form of marketing. Despite the controversy surrounding this practice, corporate funding of supplements has been going on for some time. The 'blurring of boundaries' between independent publications and advertorials is deemed unacceptable in the medical world and it is considered that promotional material should be clearly marked.

New Scientist, 6 June 2009, pp24-25

Dell's benefits from Twittering

Dell claims to have made more than \$1m through sales alerts placed on its US Twitter feed, referred through to its online discount store. Now it is trying to replicate that success in the UK via *Twitter.com/DellOutletUK*. The site will feature voucher codes and offers and is thought to be offering 'Twitter-only' deals. Head of Digital Media Communications, EMEA and Global Public Sector, Kerry Bridges, says that the brand is built on the direct relationships it has with customers.

New Media Age, 4 June 2009, p9

Agencies

Bingo for JWT!

JWT, owned by WPP, has been given the launch campaign for Microsoft's Bing search engine. Microsoft had already moved its global business solutions account to JWT last year. Another WPP firm benefited this year when Wunderman received Microsoft's global direct marketing business. A question mark remains against McCann Erickson's tenure at Microsoft.

Marketing, 3 June 2009, p1

Books

Reading is good for you

At the 2009 Book Industry Conference held recently in Cambridge, the industry marketing strategy was revealed. The idea of 'bookaholism' will underlie the campaign and stress the positive side of reading. The campaign is in its very early stages and no strapline has been decided, but it is hoped that booksellers and publishers will use the message on jackets, marketing material and point-of-sale. The campaign aims to have the same sort of effect as the Five-a-Day healthy eating campaign.

The Bookseller, 5 June 2009, p10

Penguin goes iPhone

Penguin is to supply its entire digital catalogue of books for download on UK iPhones. This service is already available in the US. Penguin has also joined forces with Mobcast to distribute 2,000 audio and e-book titles through mobile operators. Genevieve Shore, Penguin's group digital director, believes that e-books may progress more quickly on mobile than e-reader hardware.

New Media Age, 4 June 2009, p3

Books as promotions

Books are very effective promotional tools, which can attract new customers and reward customer loyalty. Custom versions of titles are often produced as promotions. In the UK alone John Wiley has published 6.2 million special mini versions of the *For Dummies* books. Parents can see the value of this type of promotion for children; one well-known example was the venture between Iceland and the National Literacy Trust, to give away special versions of the *Horrid Henry* books.

Sales Promotion, May 2009, pp21-22

Brands and Branding

Keeping finger on the pulse

According to the *Global Reputation Pulse Study* from the Reputation Institute, which looks at the top 140 listed companies, Marks & Spencer is the most reputable company among British consumers. Smith & Nephew and Cadbury are the second and third most trusted brands, while Morrisons comes in fourth place. Companies are judged according to trust, esteem, admiration and 'good feelings'.

Marketing Week, 4th June 2009, p6

Holland & Barrett launches private label

In July Holland and Barrett is to launch its first private label personal care range, Dr Organic, the first private label launch from a health food retailer. Dr Organic has 68 products in the range, which will compete with the Body Shop. Holland and Barrett will potentially have 800 stores in the UK if it succeeds in acquiring Julian Graves, a rival chain.

Marketing Week, 4 June 2009, p6

The L'Oréal strategy

L'Oréal, owner of the Maybelline, Vichy and Lancôme brands, has just celebrated its 100th birthday, and has launched 100 welfare projects around the world. Unfortunately the company has gone from almost a quarter of a century of double-digit earnings growth to falling sales. CE Jean-Paul Agon wants to pursue "accessible innovation" to broaden the customer base and to introduce new categories such as cosmetics using natural products. There will also be an expansion into new markets, such as Asia, Africa and the Persian Gulf. However there are no plans to follow Procter & Gamble's example of launching a range of lower-priced products.

The Financial Times, 5 June 2009, p23

Santander retains buzz

Despite Santander's final phasing out of the Abbey, Alliance & Leicester and Bradford & Bingley brands, its YouGov 'Buzz' has risen to a three-month high of 4. The 'Buzz' score is YouGov's measure of whether people have heard negative or positive things about a brand. Santander attributes much of its rising brand recognition in the UK to its three-year campaign featuring Lewis Hamilton.

Marketing Week, 4 June 2009, p8

New products still flourishing

Research by Mintel reveals that the number of new food and drink products in the first quarter of 2009 was down by 51%. However brands are still bringing new products to market, even during the recession. Colgate-Palmolive has launched a four-pack of disposable mini-toothbrushes and an on-the-go mouth freshener called Wisp, while Kimberley-Clark has introduced premium 'pure and natural' Huggies baby products. It is thought that economic conditions are less important to the success of a launch than whether the product addresses genuine customer needs. The trick is to innovate, but at the right price.

The Financial Times, 4 June 2009, p16

Customer Relations

NI takes CRM seriously

Katie Vanneck is News International's (NI) managing director of Customer Direct, which focuses on building direct relationships with customers. She believes that customer database marketing and not advertising is the key to the future success of NI's newspaper brands. Readers of *The Times*, *Sunday Times*, *The Sun* and *News of the World* are customers who have a 'transactional relationship' with the four brands. The main foci of NI's marketing are the travel, wine, culture and fitness sectors. Amongst the most valuable customers identified was a man who had entered a *Sunday Times* travel competition 90 times. A targeted marketing message suggested he bought one of the paper's escorted holiday tours, which he did!

Brandrepublic.com, 8 June 2009

Direct Marketing

Email campaign

For the first time Tesco is making use of its Clubcard data to send out personalised emails to shoppers, as part of its £150m relaunch of the Clubcard loyalty scheme. Epsilon International, Tesco's email marketing company, is sending out messages which include the value of the shopper's unused vouchers, a prompt to redeem old vouchers and a helpline to get them reissued.

Marketing, 3 June 2009, p3

Internet

Big launch for Bing...

Last Wednesday saw the launch of Microsoft's search engine, Bing. Microsoft states that 30% of searches end without achieving the desired result. But Bing, it claims, can produce results and content more in keeping with how users search. Microsoft aims to be the second-biggest search player behind Google within five years, thus supplanting Yahoo! It also intends to attract advertisers to its search engine through enhanced 'intent to buy' on the part of the user as a result of more relevant search results. In the US Microsoft has a \$100m budget with which to advertise Bing. It is certainly serious about its new product!

Marketing, 3 June 2009, p2

New Media Age, 4 June 2009, pp1-2

...but it has a way to go

Qi Lu, formerly of Yahoo!, is the head of Microsoft's online operations, and is leading the

charge against Google with search engine Bing. Microsoft is gearing up with its biggest marketing campaign ever. In one TV ad Microsoft will compare searching Google to a bad relationship, where it takes too long to respond to questions and then gives the wrong answer most of the time. Microsoft has spent millions on deals with HP, Dell and Verizon phones, to make Bing the default search engine. But Google will be continuously refining its own technology and Microsoft has a long way to go to challenge its lead.

Business Week, 8 June 2009, pp40-42

eBay donations

The amount donated to charity via eBay has tripled over the past year, according to data from MissionFish, eBay's charity partner which helps to generate fundraising on the site. £2.2m has been raised so far this year compared with £1.34m for the same period last year. A new feature on eBay enables buyers to make a donation to charity when they pay for an item, the average donation being £4.50. Charities are also raising money in their own right via special auctions. Childen in Need has raised £500,000 using this method.

Third Sector, 2 June 2009, p2

The app cocktail

A free iPhone app by Bacardi gives users the recipe for a Mojito cocktail and lets them simulate making one or watch a demonstration. Bacardi is putting £15m into the brand, including TV, outdoor and experiential marketing at festivals.

Marketing, 3 June 2009, p5

Planting a flag

The Royal British Legion has launched a microsite to commemorate this month's 65th anniversary of the Allied forces D-Day landing. *Dday65.org.uk* allows visitors to plant a virtual flag with a message on the landing beaches, via a Google map. The real flag-planting took place on Gold Beach, Arromanches, Normandy on 6 June.

Marketing, 3 June 2009, p5

A vibrant campaign

Ann Summers' website crashed recently when it attracted too many visitors who were trying to access the main site feature, Brazilian stripper Roberto performing a striptease down to his underwear, while dancing to music. The campaign was created to promote Ann Summers' range of Rabbit vibrators.

Campaign, 5 June 2009, p5

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Firebox in crap campaign

Firebox, which sells 'quirky' and humorous toys and gifts online, is launching a newly designed website on 1 July. It will contain improved images and videos and a competition inviting customers to design a new product to sell. *PR Week* presents a case study of Firebox's 2008 Christmas campaign, 'CrapWrap'. The unique selling point was to give customers a badly-wrapped gift bearing the label 'CrapWrap', which certainly resulted in wide media coverage.

Retail Week, 5 June 2009, p6

PR Week, 5 June 2009, p20

Finding an Oasis

Women's fashion retailer, Oasis, has launched an iPhone app which provides updates on new products, a GPS store locator and access to an online newsletter. Customers can browse the product catalogue even without an internet connection. When customers shake their phones, the 'must have' items are presented.

Retail Week, 5 June 2009, p14

Carlsberg can online

Carlsberg is running its first online campaign, entitled 'Probably the Best Night In', in conjunction with LoveFilm. The ads will appear on LoveFilm and Sky Sports Network, targeting the beer's core customers of 18 to 34 year-old men, and hopes to capitalise on impulse buys. The Carlsberg can will be featured in famous episodes from film or in sports puns.

New Media Age, 4 June 2009, p3

Law

Court says BOGOF

EU member states do not have the power to ban buy-one-get-one-free offers and other combined offers on consumer goods, according to The European Court of Justice in its interpretation of the Unfair Commercial Practices Directive. This follows a challenge to a ban on BOGOFs in Belgium. Finland also bans the practice.

Marketing, 3 June 2009, p4

Campaign, 5 June 2009, p5

Loyalty Programmes

Vouching for loyalty

Vouchers and loyalty schemes are on the up, aided by new technology. This article claims that no other marketing tool can 'deliver such consistent returns as vouchers and coupons'. They help to increase footfall, to cross-sell and

drive customers to new products. The scheme can also be used to collect customer data, thus allowing further marketing opportunities. The Voucher Shop sells £60m of vouchers a year, probably 99% of business being B2B. Vouchers promote brands and if your brand isn't part of a voucher scheme then people may go elsewhere.

The Marketer, June 2009, pp28-31

Magazines

Relaunch is so now

Now magazine is investing £1.5m in marketing to support its relaunch. The magazine will have a new look, with a redesigned cover and white on blue masthead. Content will include fashion, interviews, lifestyle and a greater focus on celebrity news. No surprises there then!

Campaign, 5 June 2009, p6

Facing up

Bauer Media is to re-start its style magazine *The Face*, which closed down five years ago. The launch will take place sometime next year. Meanwhile various options are being considered, such as a digital version, a free magazine or a subscription-based model.

Media Week, 2 June 2009, p3

Marketing

Marketing trends

According to the Chartered Institute of Marketing's *2009 Marketing Trends Survey* of 1,223 marketers undertaken by Ipsos MORI, there will be cut-backs in most areas of marketing this year. Respondents said they currently spend more than 9% of marketing budgets on advertising but that this will be cut back to 4.9% by the end of the sales year. PR occupies the largest percentage of marketing spend, at 11%. However, only 2% of marketers believe it gives the best ROI. In contrast sponsorship will shrink by 3.7%. As might be expected online and email marketing are the areas to grow, up by an average of 0.7%. Almost three-fifths of marketers see marketing as a crucial aspect of their organisation's strategy and there is cause for optimism. A longer article contains a more detailed analysis of the findings.

Marketing Week, 4 June 2009, p9, pp16-20

Haier expands

China-based white goods manufacturer, Haier, is about to undertake a multimillion-pound launch into Europe with the help of agency Havas MPG. The company wants to position

itself as 'a local brand in Europe', widening its network of design and procurement through to production and distribution. Haier makes fridges, washing machines, TVs, computers and mobile phones. It already has relationships with Kesa, Media Market and Carrefour.

Media Week, 2 June 2009, p3

Old flame re-lit?

Rick Vlemmiks, marketing director of British Gas, is intent on reviving people's trust in the company, which like other British institutions, has acquired a somewhat 'tarnished' reputation over the years. Vlemmiks believes strongly in the company brand; British Gas has a huge portfolio of 'visual assets', including 10,000 vans on the road, uniforms and logos. In March the company announced sponsorship of British Swimming, which supports the national team and also projects such as the Pools for Schools initiative.

Marketing, 3 June 2009, pp20-21

Proximity marketing

The use of short-range telecoms technologies to send marketing messages to people's phones, which tell them about something in that location, is on the rise. However proximity marketing has not become the big thing predicted at the end of the 1990s when Bluetooth was first launched. There are still obstacles to be overcome, including consumer attitudes and confusion relating to data protection rules about Bluetooth. T-Mobile launched a Bluetooth marketing campaign in six of its stores back in March, where invitations were sent out to customers offering them a free gift and promotional offers.

Sales Promotion, May 2009, p18

Market Research

Online research

Many large brands have had to cut 20% off their research budgets and researchers are looking at innovative ways to do as much as possible in the most cost-effective way. Companies are taking advantage of online for their quantitative and qualitative research, and are expecting to obtain better insights than they would with traditional face-to-face methods. This article looks at examples of how research is being used online. A case study examines fashion retailers, where agency Pod1 uses software allowing it to survey shoppers with the minimum of disruption.

Marketing Week, 4 June 2009, pp25-26

A private matter

This article addresses the thorny problem of how researchers persuade people to talk about those delicate personal matters. It tells how in December 2008 The Office for National Statistics finally announced that it would be asking questions about sexual orientation in its surveys. Heather Laurie of the University of Essex's Institute of Social Research suggests that one should build "some sort of loyalty" amongst one's survey respondents before asking about the touchy subjects. Conducting qualitative interviews and group discussions is more tricky but some people actually enjoy talking about personal topics.

Research, June 2009, pp36-39

Mobile

First ad for Sky's app

Bacardi is the first brand to have signed up to advertise on Sky News' iPhone app. The app will deliver news through text, images and video. Users will also be able to post their own news and pictures via the app.

New Media Age, 4 June 2009, p10

Mobile viewing not mass-media yet

According to research by Mintel, mobile TV and video are unlikely to become mass-media by the end of 2010. Only 8% of people watch TV or videos on their mobiles once a week and 5% once a month, although these percentages increase for the younger age brackets. An inhibiting factor is the dominance of pre-pay users rather than subscription, the ratio being 2:1 and the smartphone is still relatively niche. Sony Ericsson is predicting growth in this area however and has launched a range of video content to tap into the younger users' demand for video and TV content. This is regarded as the 'pioneer audience'.

New Media Age, 4 June 2009, p5

New Product Development

Don't chew it, spray it

Forget about chewing sweets, try some spray candy. Small containers of spray-on-the-tongue sweets are apparently very popular. All tastes are catered for; there is the marshmallow-like Hello Kitty brand or SpongeBob SquarePants' 'fruity fresh breath' for the kids. Calorie-free simulated dessert sprays, including key lime pie, might appeal more to the adult palate.

Wired, July 2009, p60

Ecover more eco

Ecover has relaunched its surface cleaning range with a new natural ingredient which it claims will be as effective as non-eco brands such as Cillit Bang and Mr Muscle. It further claims that its new degreaser Ecover Power Cleaner is "more effective than Cillit Bang Cleanser Degreaser". Marketing manager Clare Allman says that the new range has half the CO2 of previous products, as the ingredients are sourced in Europe, closer to Ecover's factories.

The Grocer, 6 June 2009, p28

Newspapers

Mail creates EPG

Mail Online is launching an electronic programming guide (EPG) and claims to be the first newspaper site to do so. The aim of the EPG is to increase traffic to the site and attract a younger audience. The listing will include more than 146 channels and allows users to click through to on-demand services, such as BBC iPlayer.

New Media Age, 4 June 2009, p7

Newsrooms-with-caffeine

Newspapers are suffering as their traditional business is hit by the recession. Now a new concept has opened up in the Czech Republic. A chain of coffee shops located in several towns play host to local newsrooms. Customers can search the internet, use social networking sites, talk about local events and chat to the reporters who work there. These newsrooms produce digital news for 10,000 local households, in addition to weekly newspapers for wider circulation. This is known as 'hyperlocal' publishing, but no one knows yet whether the concept can survive.

The Times, 5 June 2006, p53

Public Relations

City PR

The latest quarterly *Hemscott Adviser Rankings Guide* places Brunswick as the top City PR agency for FTSE 100 companies. Brunswick has only lost one client, leaving it with 25 clients, ahead of Finsbury which has also lost just one client – not bad these days. However FD is the leading agency in terms of numbers, with an overall client base of 171. FD also has the most FTSE 250 clients.

PR Week, 5 June 2009, p10

PR to a degree

How important is it to study PR at degree Level? Agency opinion is divided on the topic; according to the Public Relations Consultants Association, 43% of agency bosses say a PR degree makes no difference when recruiting graduates. PR requires people from a broad range of sectors and educational disciplines in order to keep the sector 'thinking outside the box'. The options - a degree in PR, a non-PR degree and an MA in PR - are discussed.

PR Week, 5 June 2009, pp24-25, 27

Radio

Radio listening up

Quarterly figures from the Radio Joint Audience Research (Rajar) audit body showed that UK radio received record numbers of listeners of 45.8 million a week. This means that over 90% of the UK population over the age of 15 listens to the radio. Digital broadcasting is also doing well, with digital listening up to 206 million a week. Numbers listening to radio via a mobile phone increased by 13%.

Admap, June 2009, p7

Social Media

Facing up to making money

Mark Zuckerberg, founder of *Facebook*, has recently acquired a \$200m investment for the company. He now wants to charge for services such as video calling and gaming. Four industry experts are asked for their views as to whether the strategy will work. Apparently applications running on *Facebook* have made more money than *Facebook* itself this year. Social networks have allowed apps developers to operate freely on their platforms, hoping to generate revenues from ads around those apps. Although a pure, ad-funded model probably wouldn't work, it may be time to look at revenue share deals, or to create applications that have a 'micro-payment' model.

Media Week, 2 June 2009, p14

Political blogging

A study by Social Media Affairs (SMA), *Politics Online 2009*, claims that 19% of bloggers are Conservative Party supporters while only 16% each derive from Labour and the Lib Dems. This has evidently stirred up a hornet's nest amongst Labour supporters, who say the report doesn't take into account Labour's online innovations, such as inviting bloggers to press conferences and the virtual phone bank, which allows activists to campaign without even

leaving their seats. *Labourspace.com* is also omitted from the report.

PR Week, 5 June 2009, p13

Over-50s social network

It seems that more than a third of the UK's 4.7 million over-50s have a *Facebook* profile, according to research by InSites Consulting. Awareness of *MySpace* and *Facebook* by this age group is more than 90%, while 40% are a member of at least one social network. *Facebook* profiles are mainly set up in order to keep in touch with family and friends.

Admap, June 2009, p6

Stardoll video

Teen fashion site, Stardoll, is launching a video channel based on comedy series, *Chelsea:OMG!* Stardoll has more than 31 million users and recently acquired social network *Piczo.com*. The online series was originally shown on *Bebo*, where it had a huge following. Web TV Enterprise is selling advertising and will be offering brands script integration and product placement for the show.

New Media Age, 4 June 2009, p7

Targeting mums

King.com, the global online gaming community, is to launch a TV campaign targeting housewives and stay-at-home mums. It will run during the daytime on channels such as *E1*, *ITV2* and *Living2*. The ads will promote the 'fun' aspects of gaming online and the 'buzz' of winning with small amounts.

Marketing Week, 4 June 2009, p6

Sponsorship

Champions League

The recent UEFA Champions League Final provided an estimated economic benefit of £269m to all those involved. Beneficiaries included not just the direct sponsors but also their business-to-business customers. Paul Meulendijk, head of sponsorship at Mastercard, claims that 80% of assets created by the Champions League sponsorship in 2009 were passed on to consumers through its bank members. Creating partner benefits may become a significant sponsorship trend in 2009. Mastercard, Heineken and Sony have all announced that they are to renew their sponsorship of the Champions League for another three years.

Marketing Week, 4 June 2009, p10

Shirt sponsorship

Aon is to replace AIG as Manchester United's shirt sponsor next year, and will pay £80m for the privilege over four years. Aon will pay commissions to the club from the sale of its insurance policies to fans and from match-related bonuses. As the successor to AIG, Aon believes it will benefit from showing people that the insurance industry is still thriving. Various other Premier League teams are on the lookout for shirt sponsors.

The Financial Times, 4 June 2009, p20

The Times, 4 June 2009, p82

Holiday Inn sponsorship

InterContinental Hotels Group is to become a sponsor for London 2012, in a third-tier deal, which will be used to promote Holiday Inn and Express chains.

Marketing, 3 June 2009, p4

Take it as red!

Virgin Media Television has rebranded its *Virgin1 TV*; it was relaunched on 9 June with a new logo and a furry brand character called Red, who is meant to represent the spirit of the channel. Red will appear on all on- and off-air marketing and will comment on up-and-coming shows.

Marketing, 3 June 2009, p5

Campaign, 5 June 2009, p5

Press the green button

Green-button advertising allows advertisers to provide additional content of up to two hours. TV viewers can press the button on their Sky remote to book the extra content into their Sky guide or to record it. Sharwood's and Warner Bros were the first brands to advertise on Sky's green button service, which launched last week. Sharwood's is demonstrating two recipes for its sauces and Warner has video clips and behind-the-scenes content for the forthcoming *Harry Potter and the Half Blood Prince*.

Marketing, 3 June 2009, p6

Television

TV on games consoles

From this autumn users of Xbox 360 will be able to access Sky Player TV, Sky's video-on-demand service, through broadband-enabled games consoles for the first time. Sky Player provides sports, entertainment, movies, documentaries, kids' programmes and news. It launched last December as an online subscription service.

Marketing, 3 June 2009, p4

Campaign, 5 June 2009, p5

Written by The Chartered Institute of Marketing's Research and Information Team

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On the Move

Name	From	To	New Title	Source
Ben Carter	Campaign Company	World Emergency Relief	Marketing & Communications Manager	Third Sector
Barry Flanigan	Formerly Telegraph Media Group	MySpace	Director of Marketing & Audience Development	Marketing
Chris Harris	Bartle Bogle Hegarty	Leagas Delaney	Managing Director	Campaign
Sam Heath	Mencap	The Cabinet Office	Chief Press Officer	PR Week
Keith Jones	Formerly Qbase Data Services	Royal Mail	Head of Data Strategy	Marketing Week
Dom McBrien	n/a	New Look	E-Commerce Director	New Media Age
Simon Meehan	Ford Europe	Castrol	Sponsorship Manager for Europe & Africa	Marketing Week
Matt Smith	Northcliffe Newspapers	Future Publishing	Advertising Director for Gadgets & Technology	Marketing Week
Ruth Whitbread	Age Concern	Multiple Sclerosis International Federation	Fundraising Manager	Third Sector

Promotions

Name	Company	Previous Title	New Title	Source
Simon Pestrige	Nike UK	Marketing Director	Global Brand Director of Sportswear	Marketing

Sources

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