



Cutting Edge

12 August 2009

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

Quick [links](#) to Sections.

Advertising

Advertising perceived as low on ROI

According to the latest *Marketing Trends* survey amongst 1,223 marketers, by The Chartered Institute of Marketing (CIM), advertising, excluding online, produces the worst return on investment for marketers. Almost a quarter of marketers rated CRM as the best followed by PR. Sponsorship was rated as the second least effective form of marketing in the poll. David Thorp, director of research and professional development at CIM, says: "As belts tighten it is clear that marketing spend on advertising is under pressure but it's refreshing to see that investment in 'knowing your customer', through CRM systems, marketers are able to wisely concentrate their spend in the most effective activities".

Marketingweek.co.uk, 6 August 2009

A growth spurt for local ads

If local newspapers shrink or disappear, it leaves the local advertiser potentially having to use a number of sites or blogs to get their message across, rather than one medium that will reach an audience of thousands. This media fragmentation is often more apparent at the local level. A new enterprise in the US, GrowthSpur, plans to erect an ad network around what this article calls the 'chaosphere' of local online markets. It will allow local or national advertisers to buy ads across many sites and to select from them 'painlessly'. Publishers will also be able to sell ads on each others' sites. But will it work?

Business Week, 10 August 2009, p65

Trouble outdoors

JC Decaux, the largest outdoor company in the world, has reported a huge decline in profits; in fact the UK market performed the worst with a 32% drop in revenues. In an attempt to tackle the decline in the revenues of the outdoor

industry the Outdoor Advertising Association has appointed Campbell Lacey Beta to develop a campaign targeting advertisers and agencies, which focuses on the advantages of the medium.

Campaign, 7 June 2009, p2 and p6

Agencies

Agencies to pitch for London

Director of marketing for the Mayor of London's office, Dan Ritterband, is looking out for agencies to develop a new brand for London and to handle various initiatives and events. Ritterband says that before the 2012 Olympics "there is an opportunity to tidy up our communications and create a coherent message from London bodies". A budget of £600,000 is expected to be made available.

Marketing Week, 6 August 2009, p7

Edelman Europe fares well...

Edelman's European revenues grew by 11.5% during its 2009 financial year, while global revenues fell slightly to \$446m

PR Week, 7 August 2009, p2

...but not all do

According to PricewaterhouseCoopers 211 advertising firms went out of business in the year to the end of June, a 50% increase on the previous year.

Campaign, 7 June 2009, p5

Books

Self-publishing

Self-publishing is becoming more common and can be achieved via businesses such as *Authorhouse.com* and *Lulu.com*. It used to be known as 'vanity publishing' but now the internet and on-demand printing has changed all this. Self-publishing packages include design and marketing advice and self-publishing companies will even get the book onto websites

such as *Amazon*. It is hard to make money from writing a book, but it can be useful as a marketing tool if the subject matter is an extension of your business.

The Financial Times, 11 August 2009, p10

Brands and Branding

Multi-brand advertising

Multi-brand ads are becoming popular as a way of promoting a range of products and lowering the cost of advertising. Procter & Gamble, for example, ran a TV campaign which included its Max Factor, Olay, Aussie and Clairol brands. Heinz has announced that it wants to try the multi-brand approach while Ford's ads feature four of its models. This sort of approach works well where there is a strong parent brand, but using diverse products in a single ad could confuse the audience, especially where the brands don't 'sit well' together.

Marketing, 5 August 2009, p13

Learning makeover

Employee training company LSN is revamping its brand identity. Its brand positioning is based on the strapline 'making learning work – from classroom to boardroom'.

Marketing, 5 August 2009, p8

A competitive environment

Brands are increasingly using public competitions for their promotions. A recent high-profile example was the contest to win the role of the Witch of Wookey Hole, a key tourist attraction in Somerset. The recruitment operation became a massive public competition and publicity stunt, attracting 2,319 entrants. Stuart Smith discusses how other brands, such as Oxo and Dove, are using the competitive medium. Public competitions are not a new idea however; the name 'Hovis' was thought up in 1886 by Herbert Grime in response to a national competition run by the owners of a type of wheat germ flour.

Marketing Week, 6 August 2009, p11

VisitBritain consolidates

Tourism body VisitBritain is moving from two identities - one targeting the consumer and the other aimed at corporate communications – to developing a single visual identity and logo, which will be launched in September. Britain will no longer be the brand used for advertising in so-called 'mature markets'. Instead England, London, Scotland and Wales are to be used as 'destination brands' for tourism purposes.

Marketing, 5 August 2009, p8

Own brands on the rise

According to price comparison site *uSwitch.com*, the number of shoppers switching to own brands rose from 25% to 73% over the last year.

Retail Week, 7 August 2009, p6

A dry run

Batiste Dry Shampoo, owned by Vivalis Ltd, is running an on-pack promotion to win a customised Vespa scooter. Brand ambassadors are also conducting activities in Boots flagship stores.

Sales Promotion, July/August 2009, p4

Value-conscious consumers

Unilever CE Paul Polman has said that FMCG companies need to change their business model and develop cheaper brands in order to appeal to the "increasingly value-conscious" consumer. He said companies should "stretch" their brands with regard to price. Procter & Gamble (P&G) has also stated that it will make more effort to create cheaper "value-focused" products. P&G has already launched a cheaper range of Pampers products, as reported in *Cutting Edge* for 5 August.

The Financial Times, 7 August 2009, p18

The Financial Times, 6 August 2009, p21

Breakthrough rebrand

Breakthrough Breast Cancer is unveiling a new logo, brand and website and is redefining itself as 'bold, determined and optimistic'. A campaign using the new brand identity will launch during Breast Cancer Awareness Month in October.

Third Sector, 11 August 2009, p3

A Premier investment

Premier Foods is to invest £20m in its Ambrosia and Hartley's brands, with the aim of increasing market share. The investment will go into new product development, infrastructure changes and marketing. Premier already has a 51% share in the £296m ambient desserts market. The manufacturer claims that it can raise sales by £35m over the next three years by targeting the lunchbox market more effectively.

The Grocer, 8 August 2009, p24

Getting the look

Collection 2000 is offering consumers the chance to become brand ambassadors, or have a product named after them, by uploading pictures of the 'look' they have achieved by using make-up and clothes.

Sales Promotion, July/August 2009, p4

Conferences and Events

Education exhibition

BBC's digital learning centre, BBC 21CC, has created The Tide and Times exhibition in collaboration with London schools. It looks at the history, geography, ecology and social elements of the River Thames through digital content. The animation, film, podcasts and radio dramas have been created by 500 London school children. The aim of the exhibition is to educate Londoners, tourists and the children.

New Media Age, 6 August 2009, p6

Finding ways to be eventful

The exhibitions industry has been hit by the recession and shows such as the International British Motor Show and London Launch Live, have been cancelled or suspended. However the industry has been adapting by introducing new and innovative ideas: The Exhibiting Show transformed itself into Excite!, which included experiential activity to attract a new audience. Another solution is that of co-locating two exhibitions, an example being BBC Gardeners' World Live and the Summer Good Food Show. Here is a list of the ten most popular Audit Bureau of Circulations-accredited shows, with their visitor figures.

Event, August 2009, p55

Entering the arena

Live music promoters have increased the need for indoor arenas and it is expected that every major city will have one in order to compete in international business. This positions it well for large events and concert tours and promotes the city as a major player globally. The Liverpool Echo arena for example, is part of a wider regeneration programme and has helped to bring in visitors and increased spend. This article looks at the evolution and design of arenas.

Building, 7 August 2009, pp48-49

Consumer Behaviour

Consumer decision journey

Marketers traditionally try to communicate with consumers in ways and at times that will influence their decisions. This is a model often known as the purchasing 'funnel', whereby consumers start by considering a number of brands and then make a choice. Now marketers need a more sophisticated method of dealing

with the many products, fragmented media and increasingly well-informed consumers. This is referred to as the 'consumer decision journey'. The article goes on to look at how marketers must align themselves to deal with this process.

McKinsey Quarterly, No 3, 2009, pp96-107

Human peculiarities

This article explores ten of the stranger aspects of human behaviour and attributes, which though frivolous can often be explained in terms of what it means to be human. The first is blushing – why would a species that likes to manipulate others put itself at a disadvantage by appearing to be embarrassed? The other areas covered are: laughter, teenagers, dreams, altruism, art, superstition, kissing, nose-picking and pubic hair!

New Scientist, 8 August 2009, pp28-34

Customer Relations

Consolidating databases

The British Film Institute (BFI) is looking for a CRM agency to help it consolidate its CRM strategy. It currently has around 30 in-house and external customer databases but wants to provide a 'single customer view'. Gail Cohen, marketing director, says that the Institute aims to increase audiences by more effective targeting. In addition it would like to 'digitise' content as much as possible.

Marketing Week, 6 August 2009, p7

Digital CRM

Customer segmentation is becoming very important for one-to-one customer communications, which are valued more than multimedia broadcast messages. Success in digital marketing means merging traditional data with real-time data about how people behave online. Segmentation has wider significance in terms of promotions, sales incentives and product development. The process should be constantly evolving as consumer preferences and behaviour change.

New Media Age, 6 August 2009, pp27-28

Direct Marketing

Pensions marketing

The Pensions Regulator is looking for an agency to handle its B2B direct marketing campaigns, both online and offline. The campaigns aim to target businesses of all sizes, informing them of the procedures put in place by the 2008 Pensions Act, which states that all companies have to offer a qualifying

workplace pension scheme, and register all eligible employees, by 2012.

Campaignlive.co.uk, 10 August 2009

Channelling communication

The growing number of channels makes it difficult for marketers to keep up with customer preferences. Customers may want to respond to direct mail via a different channel from that indicated on the mailer. Research conducted by CDMS in 2007 revealed that offering a freephone number on the direct mail raised response rates by 21%, while an email or URL increased the rate by over 18%. This year CDMS has found that the factor most likely to encourage response to traditional direct mail is the chance to communicate online.

Sales Promotion, July/August 2009, p18

A safe campaign

This is a case study of a B2B direct marketing campaign carried out by Gas Safe Register, which on 1 April replaced Corgi as the body responsible for the downstream gas industry in Britain. The new Register had just three months in which to target and sign up the country's 55,000 gas engineer businesses. The direct mail could no longer use the Corgi logo, so had to be replaced with bright colours and 'straight-talking' language. The initial response rate of 18%, together with ads in the trade press, resulted in 100% registration by the target date.

B2B Marketing, July/August 2009, p20

Internet

The indispensable internet

Research undertaken for Ofcom's *Communications Market Report* suggests that British consumers would rather give up foreign holidays, new clothes and going out for dinner than their mobile phone, broadband internet or pay-TV subscription. Only personal care products and groceries are more highly regarded than internet access. And although average TV viewing is three hours and 45 minutes a day, this is only because 36% of people say they are surfing the internet at the same time as watching TV!

The Daily Telegraph, 6 August 2009, pB9

The Times, 6 August 2009, p4

Smart weather

Smart, which is owned by Daimler, is launching an online campaign to promote the cabriolet and coupé models. The latest information from BBC Weather will be placed on a map of Britain and users will be given information about which

model would best suit which weather conditions.

New Media Age, 6 August 2009, p3

Entertaining the customer

Toy retailer The Entertainer, which has 47 high street stores as well as the websites *TheToyShop.com* and *TheGadgetShop.com*, is to use segmentation and online targeting with the aim of achieving one-to-one relationships with its customers. It is using SmartMarketer software which enables it to send a single email newsletter for both websites using personalised content, rather than producing two separate newsletters. The Entertainer has also just embarked on using pay-per-click advertising.

Dmweekly.mad.co.uk, 10 August 2009

Retail Week, 7 August 2009, p15

Law

New consumer legislation

The Department for Business and Skills' (BIS) July White Paper outlined proposals for revised consumer protection legislation. In particular the appointment in 2010 of a 'Consumer Advocate' to champion the cause of groups of consumers will increase the risk for advertisers, and will make the need for proper legal clearance for claims made in advertising more necessary than ever. Other changes include a new specialist team for internet enforcement of consumer issues and a greater clarity as to how consumer laws will apply to digital products.

Marketinglaw.co.uk, 3 August 2009

Calories count

A proposed federal bill in the US will force food chains with 20 or more outlets to post the calorie count on all their menus. Yum! Brands, whose restaurants include KFC and Pizza Hut, has pre-empted the new regulations by pledging to post calorie counts at its 3,163 locations in the US by 2011, and wants to encourage its franchises to do the same.

Business Week, 17 August 2008, p51

Loyalty Programmes

Engaging sites

Car brands are setting up community sites in an effort to engender loyalty between purchases. Retailers are following a similar strategy: New Look, for example, has set up *MyLook*, which enables members to become involved in the company. Many brands are expanding their loyalty via CRM, but a recent report by DotCommerce suggest that 20 of the leading

retailers are not taking advantage of social media in order to build long-term relationships with their customers. Ecommerce sites are considered to play a large part in persuading shoppers to sign up for marketing and promotions, such as email or loyalty schemes.
New Media Age, 6 August 2009, p29

Magazines

Natmag launches special editions

Collectors' editions of *Esquire* and *Harper's Bazaar* have been launched. *Esquire* is hard-backed and has a 'suit' theme while *Harper's* is in 'supersize' format and focuses on inspirational women, featuring interviews with Christiane Amanpour and Stella McCartney.

Marketing, 5 August 2009, p6

Campaign, 7 June 2009, p5

Customer magazines

Retail publications are very popular and print runs often reach millions. Amongst the top 10 most widely read consumer publications three come from retailers: Asda, Tesco and Sainsbury's, although many are of course offered free of charge. Magazines are a good way to foster customer relationships during recessionary times, although digital content is important for creating a buzz about the brand and for customer interaction. A discussion of the pros and cons of each medium is included, as are the top ten customer magazines by circulation.

Retail Week, 7 August 2009, pp34-35

Market Research

Eye-catching research

The system of eye-tracking, which has for many years been of purely academic interest, has now become cheap, practical and effective enough to be used in the real world. JC Decaux for example, has been conducting an eye-tracking survey at Heathrow to see if digital screens have been positioned correctly. Eye-tracking specialists can often produce fast and inexpensive results which appeal to FMCG companies and retailers who don't want to conduct lengthy research. The technique is also commonly used by internet brands.

Research, August 2009, pp30-32

The state of the industry...

RSM's 'state of the industry' research has revealed that two-thirds of UK research

professionals have experienced a decline in their budgets in the last 6 months and a third expect further cuts. Only 6% report an increase in spend.

Research, August 2009, p4

...is better in Government

The Central Office of Information (COI) spent £29.4m on research for the 2008/09 financial year, which is an increase of 30% on the previous year. The COI's annual report attributes this growth partly to the Varney agenda, which requires government departments to develop customer-focused services, and to the development of customer insight units within departments.

Research, August 2009, p5

Marketing

A total marketing effort

Total has appointed Euro RSCG KLP to handle its retail marketing, in its aim of increasing footfall in its service stations. Brands include the Excellium carwash and in-store café Bonjour. Forecourt food services are becoming extremely competitive and a key reason for people to visit forecourts. Total has 11,134 retail stations across Europe and competes directly with BP and Shell.

Marketing Week, 6 August 2009, p6

The right marketing?

Carpetright, the floorings retailer, has changed its marketing emphasis to 'emotional engagement' rather than just price. The new ads aim to broaden its appeal and this has been accompanied by a change of media, from the tabloids to TV. The new ads focus more on the carpet, with less furniture in the background.

Retail Week, 7 August 2009, p5

A truly global campaign?

Deloitte has created a global marketing concept which it claims can be adapted for customised campaigns in the 142 countries where it has a presence. The idea, developed by The Partners and Muir Howard, aims to reduce costs and allow campaigns to be rolled out faster. The concept will apparently cut across language and cultural boundaries and give Deloitte consistency when promoting its services.

Marketing Week, 6 August 2009, p9

Mobile

Mobile site launches

Rimmel London has launched a mobile internet site to increase both product awareness and its customer database. The site has videos and product information and users can receive a free sample. An ad campaign is set to run on Flirtomatic, Heat, O2 and 3.

New Media Age, 6 August 2009, p10

Music

Sony spots opportunity

Sony Pictures is the first advertiser to appear on a video ad player on Spotify, the ad-funded music-streaming service. It is showing a trailer for *The Taking of Pelham 123*. Users are able to pause, play or rewind the video.

New Media Age, 6 August 2009, p11

Musical campaign

Freud Communications has won the £1m Department for Children, Schools and Families account to promote the National Year of Music project, which runs from September. The aim is to encourage school children to become involved in music. It is believed the campaign will use celebrity endorsement and stakeholder engagement.

PR Week, 7 August 2009, p1

Hyundai sounds on track

Hyundai has launched a social media campaign, called 30Beats, which allows users to mix a music soundtrack based on the sounds made by the i30 model, such as the engine starting, the horn sounding, electric windows opening and boot closing. The track can be uploaded to *YouTube* and users can vote for the winner who receives an i30. The aim is to increase brand awareness amongst 15 to 36 year-olds.

New Media Age, 6 August 2009, p6

Newspapers

GMG ad losses

Guardian Media Group has reported a pre-tax loss of £89.8m. Overall classified ad revenues fell by 30%, recruitment by 34%, motors by 16% and property by 46%. Not a happy picture!

Marketing, 5 August 2009, p1

Free content - the end is in site?

News Corporation's Rupert Murdoch has stated that he expects all his websites will be charging users for access within a year. The company experienced a loss in the last quarter, caused in part by its ownership of MySpace. There is

much debate surrounding the ending of free access to news content.

The Economist, 8 August 2009, p8

Public Relations

Graduate recruitment

This article investigates the situation regarding graduate recruitment in the PR industry. This year the top 20 agencies in the UK by fee income are hiring a total of 81 graduates; this equates to 4 fewer graduates for twice the number of agencies than in 2008. A survey from the Association of Graduate Recruiters has found that there are 48 applications for every graduate vacancy and this is likely to be higher in the PR industry. Three of the top 20 PR agencies are not hiring graduates, but it is expected that there will be more vacancies next year.

PR Week, 7 August 2009, pp20-23

Social Media

Spam marketing

Brands are running competition-based campaigns on *Twitter* amid criticism that this is just spam marketing. Dell, Bing (Microsoft) and karaoke brand Lucky Voice have all launched campaigns on *Twitter* asking users to retweet with hashtags in order to win. The perception is that people feel they are being spammed unless they are being asked to be creative and interesting.

New Media Age, 6 August 2009, p4

Asda in transparency drive

Asda has launched a social networking site, called *Your Asda*, which has its own URL and aims to increase customer interactivity and sales. It is part of Asda's 'drive for increased transparency'.

Retail Week, 7 August 2009, p2

MPs face up

More than a quarter of the 646 MPs have their own *Facebook* profile pages, according to a survey by Woodnewton Associates.

PR Week, 7 August 2009, p5

Socially acceptable campaigns

The Department for Business Innovation and Skills has developed a set of guidelines aimed at helping government employees develop a communications strategy on *Twitter*. It sets out objectives and metrics and advises on ways of avoiding mistakes and inappropriate use.

New Media Age, 6 August 2009, p11

The demographic is changing...

According to data from Ofcom social networking is becoming more popular amongst the middle-aged. And it is now less 'cool' amongst 15 to 24 year-olds. The proportion of this age group with profiles on sites such as *Facebook* or *MySpace* fell for the first time, by 5% last year. In contrast the proportion of 34 to 54 year-olds with a social networking profile grew by 8%. Site owners have yet to learn how to make money out of these sites, and social networks have still to be truly evaluated; if this trend is true, media owners will have to be quick on their feet.

The Financial Times, 7 August 2009, p3

The Guardian, 6 August 2009, p9

...and so are the apps

E-commerce applications are beginning to appear on *Facebook*, which means that it could develop into an online retail destination. The first such example is US flower-seller 1-800-Flower, which opened a *Facebook* 'storefront' recently; around 20 more such 'storefronts' are to appear on the site within the next two months. The technology allows users to remain on *Facebook* while they complete their transactions. *Facebook* currently has no plans to create an online mall or to make money from the sites.

The Financial Times, 7 August 2009, p20

Sponsorship

Sponsorship on the up

Sponsorship is alive and flourishing despite what you may have read and total global expenditure for 2009 is forecast to reach £26.96bn according to IEG's sponsorship report. This is an area where there is plenty of marketing potential and opportunities are on the increase. Reduced involvement by financial services in sponsorship will provide other sectors with openings. In particular cause-related sponsorship is a growth area as it helps brands to be seen to fulfil their CSR roles. This article puts forward 10 sponsorship principles. There is also data on global sponsorship spend by year and by category.

Marketing Week, 6 August 2009, pp20-22

Nivea sponsorship looks wan

There has been a slight glitch in Nivea's sponsorship of Channel 4 programme *Gok's Fashion Fix*. It turns out that Gok Wan is creating a skincare range for Boots, called the 'Gorgeous' range, which includes body scrubs,

shower and hand creams. Nivea owner Beiersdorf is said to be 'extremely disappointed'.

Marketing, 5 August 2009, p1

Sponsorship at the fringe

The annual Edinburgh Fringe Festival is happening again and will run until the end of August. Sponsorship comes from a range of brands including Magners Irish Cider, *Metro*, HMV, RBS and Black Bottle.

Marketing, 5 August 2009, p4

A bright sponsorship

TalkTalk is to sponsor the next series of *The X Factor* commencing on 15 August. It will use the line: 'The brighter phone and broadband company'.

Marketing, 5 August 2009, p1

Television

Sky high on HD and 3D

Sky is to launch a 3D channel next year so that customers can watch 3D content but only if they possess a Sky+HD set-top box and a 3D-ready TV. Over the last year Sky has more than doubled its HD subscribers, after running a campaign promoting the service at a lower price.

Marketing, 5 August 2009, p4

Figures remove barb from tail

Figures from the Broadcasters' Audience Research Board (BARB) show that the average viewer in the UK watched 16.7 hours of commercial TV a week in the first 6 months of 2009, an increase of 9.9 minutes compared with the same period last year. Most popular programmes included *Dancing on Ice*, *Britain's Got Talent*, *Coronation Street* and the *UEFA Champions League Final*. The good news is that the number of ads watched has risen, with the average viewer watching 43 ads a day.

Marketing Week, 6 August 2009, p10

Wild campaign

Channel 4 has a new online campaign using *Twitter* and GPS with Google Maps to promote its *Alone in the Wild* programme, in which Ed Wardle spends 12 weeks in the Canadian wilderness.

New Media Age, 6 August 2009, p11

ITV optimistic

While reporting ITV's results for the first half of the year executive chairman Michael Grade commented that TV advertising in the UK had experienced its "worst ever decline". He also said that "we are at or around the bottom of the market". Advertising revenues are expected to fall by 7% in September compared with a 16% decline last year. However some industry buyers are more conservative in their predictions. ITV's ad revenue fell by £108m in the first half of the year.

The Financial Times, 7 August 2009, p16

Ways to achieve TV ads

TV ads can communicate a message to millions and charities would probably use this method more often if it were affordable. Here are five ways for charities to get their campaigns into people's living rooms without 'breaking the bank'. For example, find innovative fundraising ideas that other brands and organisations are prepared to collaborate with and help promote.

Third Sector, 11 August 2009, p28

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

© Copyright 2009 The Chartered Institute of Marketing

The views expressed in *Cutting Edge* are not necessarily those of The Chartered Institute of Marketing.

On the Move

Name	From	To	New Title	Source
Paul Banham	Archibald Ingall Stretton	JWT London	Digital Creative Director	Campaign
Wendy Becker	TalkTalk	Vodafone	Group Chief Marketing Officer	Marketing
Kylie Evans	ITV	O2	Marketing Specialist	Marketing
Jim Hytner	Top Up TV	Universal McCann	President EMEA	Campaign
Claire Parnell	Hill & Knowlton	Nike	PR Manager, Football & Running	PR Week
Helen Priestly	The Potato Council	McCain Foods GB	Marketing Director	Marketing
Kevin Styles	Kingfisher	Best Buy	UK Marketing Director	Retail Week
Nadia Szajkowski	Porter Novelli	Samsung UK	PR Manager	PR Week
Belinda Turffrey	Freud Communications	Shelter	Communications Manager	PR Week
Rachel Whitehead	Crimestoppers	NACRO	Media & Comms Officer	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Richard Thompson	Sky	Direct Marketing Controller	Head of Retail Stores	Marketing
James Tipple	Yahoo Europe	Consumer Marketing Director	Senior Director of Marketing, Yahoo Europe	New Media Age

Sources

To receive full copies of many of the articles mentioned, please contact the Information and Library team:

+44 (0) 1628 427 333 <mailto:library@cim.co.uk>
Charges may apply. Or see Business Source Corporate www.cim.co.uk/elibrary

** Full text available via Business Source Corporate
* Abstract only available via Business Source Corporate

Admap
B2B Marketing
Building
Business Week**
Campaign
Campaignlive.co.uk
The Daily Telegraph
Dmweekly.mad.co.uk
The Economist **
Event
The Financial Times
Fwi.co.uk (Farmers Weekly)
The Grocer
The Guardian
Management Today
Marketing**
Marketinglaw.co.uk
Marketingweek.co.uk
Marketing Week **
McKinsey Quarterly
Mintel News Release
MIT Sloan Management Review
New Media Age**
New Scientist
Packagingnews.co.uk
PR Week
Research
Retail Week
Sales Promotion
Third Sector
The Times** (via the UK/Eire Reference Centre)
Training Journal

To access Business Source Corporate visit www.cim.co.uk/elibrary and click on the 'Online journals and reports - Ebsco' link in the member content area. Then click the 'Business Source Corporate' link to take you to the Ebsco search screen. Please note that, due to copyright law, the headings used for articles in *Cutting Edge* are *not* the same as the originals; therefore, searching by 'Publication' may be the quickest way to find what you need. Also, there may be a delay between a journal's publication and its appearance on Business Source Corporate. You will need to have registered to use The Chartered Institute of Marketing website and be logged in to access Business Source Corporate.

If you have any problems accessing Business Source Corporate, or navigating the website, please contact the CIM Information and Library team.

Contents

To fast forward click on the following links:

[Advertising](#)
[Agencies](#)
[Books](#)
[Brands and Branding](#)
[Conferences and Events](#)
[Consumer Behaviour](#)
[Customer Relations](#)
[Direct Marketing](#)
[Internet](#)
[Law](#)
[Loyalty Programmes](#)
[Magazines](#)
[Market Research](#)
[Marketing](#)
[Mobile](#)
[Music](#)
[Newspapers](#)
[Public Relations](#)
[Social Media](#)
[Sponsorship](#)
[Television](#)
[On the Move](#)