



Cutting Edge

13th May 2009

Welcome to CAM's weekly analysis of the most useful marcomms news.
Quick [links](#) to Sections.

Advertising

New targeting anything but wobbly

Jelly TV is a platform which allows TV advertisers to target individual viewers. It is headed by Scottish entrepreneur Steve Lee, who will launch the service later this year. A set-top box is connected to TV sets, while an internal chip system is built into TVs which can then be accessed online via the owner's broadband connection. Each set-top box and TV is 'individually addressable' to allow Jelly TV to use information on the programme being delivered and on the user's viewing habits, to deliver advertising content tailored to each home. Jelly TV plans to roll out to secondary markets, such as the games market, while mobile phones represent another avenue. The aim is for the Jelly chip to be absorbed by other technologies and become part of the design.

The Drum, 8 May 2009, pp18-19

Punning and rhyming in ads

'Rhetorical' expressions often appear in advertising. This article looks at using repetition in ads containing two types of rhetorical expression: rhymes and puns. The findings suggest that repetition may not be required when ad headlines contain such rhetoric and that getting the ad message right is more important than repeating it a greater number of times.

International Journal of Advertising, Vol 28, (2) 2009, pp287-312

Jingles

Here are some interesting facts about the use of music and, in particular jingles, in ads. A survey carried out by the Co-operative with YouGov revealed that 47% of Brits said they might buy music if they heard it in an ad, while 32% said they would switch channels if an ad contained music they didn't like. One of the

most famous of course is Coca-Cola's 1971: 'I'd like to buy the world a Coke'. The most-annoying jingle is Sheilas' Wheels' car insurance 'For bonza car insurance deals' followed by Halifax's 'Who gives you extra?'

The Marketer, May 2009, pp6-7

Abbey retains adspend

Amongst brands that are committed to advertising throughout the recession is Abbey, part of the Santander Group. Keith Moor is Abbey's director of brand and communications and has pretty much retained his £38m adspend. Abbey's reputation has also remained intact amidst the bad PR surrounding the banking system. A great deal has been invested in Formula One and Lewis Hamilton but he fits in well with Santander's global aspirations.

Campaign, 8 May 2009, p8

Branson stars in ads

The Virgin Trains brand is to be relaunched, with a campaign that features Sir Richard Branson, in his first TV ad appearance for 10 years. The TV ads are called: 'Success Express' and 'Booty Train'. Branson is depicted driving a pick-up cart through a station, bearing the strapline 'Virgin Trains, Where do you want to be?'

Marketing, 6 May 2009, p3

Agencies

JCDecaux

Outdoor firm JCDecaux is reviewing its cost base and entering into redundancy talks with 30 of its 650 employees. The move is in response to a drop in media spend and will affect all parts of the business. In December the company made 19 people redundant. Chairman Jean-Charles Decaux said he expected organic revenues to fall during 2009; this will be the first time in the company's history. JCDecaux has

just launched ads on two towers by the M3 and A40 in campaigns for Vodafone and Westfield London respectively.

Media Week, 5 May 2009, p4, 7

Publicis & Interpublic

Publicis has reported a 4.4% drop in organic revenue for the first three months of 2009, despite growth in digital operations. Meanwhile Interpublic Group has reported a 23.9% fall in UK revenue during the first quarter.

Media Week, 5 May 2009, p10

WPP

WPP is cutting 7,200 jobs this year, including many in the UK. Around half have already gone, with the remainder due to be axed by the end of the year. WPP's clients include Ford, Colgate, IBM, HSBC and Kelloggs. Research by Morgan Stanley has indicated that the drop in demand will be visible across all industries but particularly amongst 'marketing-heavy' sectors such as autos, finance, technology and pharmaceuticals. Supporters of WPP say that it has one of the more 'balanced' portfolios amongst the big advertising agencies. It also has a large presence in the fast-growing markets of Latin America, China and India.

The Observer, 3 May 2009, 2009

OMD wins with Sony

OMD has won Sony Computer Entertainment Europe's £67m media account for 12 countries, having beaten Mindshare in the pitch. It has also retained the £8.5m UK media brief by MG OMD. OMD will be operating in some of Sony's key PAL territories. PAL, or Phase Alternating Line, is a colour-encoding system used in broadcast TV systems in more than 120 countries.

Media Week, 5 May 2009, p10

Books

A boon to escapism

This article takes a look at Mills & Boon, which sells 200 million books a year worldwide. The prices are not only affordable, at £3 each, but provide the sort of escapism that some might need during a recession. In contrast to other publishers, the company encourages submission of manuscripts from unknown writers and runs competitions and writing courses. And despite its traditional image, Mills & Boon has gone digital, with e-books available for download from its site, for as little as £1. MD Guy Hallows says that they are trying to encourage younger readers, but that once

someone gets hooked on the brand, "they stay with it. It's getting them hooked..."

Management Today, May 2009, pp58-60

Brands and Branding

Competition without discounting

The contention of this article is that brands are harming themselves by 'excessive price promotion'. Here are twelve examples of brands that have found other ways in which to compete. Ocean Spray cranberry juice found that its ads featuring the health-giving properties of cranberries generated £3.03 of additional sales for every £1 spent on the campaign, a better return than the £1.18 to £1 ratio of the price campaign.

Admap, May 2009, pp12-13

Creativity

Here are eight ways to release your creativity in these recessionary times. Did you know that dissatisfied employees, or the whiners, are often the ones to come up with fresh approaches and innovative ideas. Research has also indicated that a relaxed and unfocused mind is more likely to generate creative solutions than more focused thought patterns. Music, the colour blue, socialising, living abroad and playing are all discussed. However drinking alcohol just makes you believe you are being more creative!

New Scientist, 9 May 2009, pp32-36

Aviva awareness rises

Sally Shire, group brand development director at Aviva explains the thinking behind the company's rebranding campaign. The ad features a cast of celebs, including Ringo Star, Elle Macpherson and Bruce Willis, and promotes the name change from Norwich Union to Aviva. The ad has been widely criticised, not least amongst shareholders at the recent company AGM. Nevertheless awareness of the new brand rose from 35% to nearly 80% in just three weeks and Aviva has been ranked as the fourth-most valuable insurance brand worldwide.

Marketing, 6 May 2009, pp20-21

Campaign has census style

The Office for National Statistics (ONS) has revamped its brand identity. Campaigns for the 2011 Census will feature brightly-coloured origami models set against a paper landscape which includes urban, rural and industrial scenes. The models are meant to represent business and social issues, which are relevant

to information from the Census, and bear the strapline: 'Help tomorrow take shape'.

Marketing, 6 May 2009, p8

Horseracing to rebrand

The British Horseracing Authority commissioned a survey of the sport's strengths and weaknesses from consultancy Harrison Fraser. The aim of the project was to reverse negative trends in the sport. On Monday the results were revealed and it came as no surprise that horseracing is variously perceived as being 'old-fashioned, complex, corrupt, pompous etc'. One can't help but detect a certain note of cynicism within the newspaper reporting. The Indie points out that in the two-hour presentation of findings the word 'horse' was not mentioned. Seven key projects were recommended however. Number one is 'Premierisation', which is the creation of an 'elite' list of meetings from the huge fixture list. This will be the focal point of the marketing.

The Independent, 12 May 2009, p46

The Times, 12 May 2009, p60

Children and Youth

HFSS brands

HFSS brands (high fat, salt and sugar) have been targeted by the UK Government's Change4Life campaign launched in January this year, and advertising of HFSS brands is banned in TV programmes aimed at the under-16s. So what can these brands do to reassure parents? Pepsico and Kellogg's are both to be allowed to use the Change4Life branding via their swimming and active play campaigns. But it is the mums who need to be turned into brand advocates...

Admap, May 2009, pp16-19

Cool brands

A survey carried out amongst 650 eleven to 17 year-olds found that the apparent materialism of this age group is not quite as developed as it would appear. Factors, such as 'close friends', a 'safe home' and 'enjoyable job', were cited as very important by over 77% of respondents. In contrast, 'being able to buy cool brands' and 'being better than other people' were rated the lowest. Mainstream advertising is still the most effective way of communicating with young people in terms of raising brand awareness. The most popular ads are those on social networking sites, but young people have reservations about personal details being used to customise ads. They also dislike radio ads, direct mail, SMS and other forms of interruptive

ads. They are looking for integrity in advertising as they would do in their friendships.

Admap, May 2009, pp20-22

Cinema

When in Rome

Sony Pictures has launched a five-page cover wrap with *The Mail on Sunday* to promote its film *Angels and Demons*, which is the prequel to *The Da Vinci Code*. It appeared last weekend and featured interactive elements, such as solving questions relating to Rome, which is where the thriller is set. The prize is a trip to Rome.

Marketing Week, 7 May 2009, p10

Director campaign

The short film festival, Future Shorts, and sponsor, Samsung Mobile, have launched a social media campaign which looks at up-and-coming directors. Items on *YouTube*, *Twitter* and *Facebook* will show behind-the-scenes footage of films.

New Media Age, 7 May 2009, p3

Conferences and Events

Marketing awards

Did you know that the Chartered Institute of Marketing is holding its first national Marketing Excellence Awards on 6th October 2009. The event will take place at a prestigious dinner at Grange St Paul's Hotel, London and recognises the best of marketing practice across both the public and private sectors. The closing date for entries is Friday 24th July, so don't delay.

www.cim.co.uk/awards

Corporate hospitality

Many marketers have considered removing corporate hospitality from the marketing mix altogether in response to the economic climate, an attitude that has damaged the industry. Growth in the industry is forecast to slow from 7% in 2006 to 1%-3% in the next few years. A 'corporate paranoia' has emerged, where companies are afraid of being perceived as being profligate in their expenditure on clients. Hospitality events are very different now from how they were before the recession. This article offers a number of tips on how to keep hospitality low-key. One idea is to introduce an educational element, such as experiencing the brand through bespoke events.

Conference & Incentive Travel, May 2009, p11-12

Customer Relations

Football CRM

The Football League is to appoint approved suppliers of CRM and ticketing services who are operating in the sports industry, to help its member clubs to select suppliers. The project was launched last year when three CRM suppliers were approved: Cyber, Green 4 and Iris. Successful suppliers will be able to use the Football League 'Approved Supplier' endorsement, and also the League's communication routes to clubs.

Brandrepublic.com, 8 May 2009

CRM for internal and external satisfaction

Research by Forrester conducted for Research In Motion reveals that the top two reasons organisations use CRM are: improved sales and improved employee productivity (87%). The third biggest driver for CRM is improved customer service (55%). This indicates that enterprise applications not only benefit internal operations, but also increase customer satisfaction. The research was based on a survey of over 1,000 business and IT decision-makers, from France, Germany, Italy, Spain and the UK.

Customer-strategy.co.uk, 11 May 2009

Complaints abound...

The Fundraising Standards Board (FRSB) received 26,000 complaints from the public last year, 19,608 of which related to direct mail campaigns. Telemarketing also received 2,772 complaints and door-to-door fundraising 1,308. However this has to be set in the context of the estimated 500 million contacts made with the public last year by charities and fundraising bodies.

Third Sector, 12 May 2009, p3

Digital

Burberry goes digital

Burberry is to increase its digital spend to 20% of its marketing budget, with the aim of building its brand online. Head of digital, Simon Gresham Jones, will promote digital as a sales and marketing channel for the brand in order to attract the high-end consumer. Burberry is learning from successful retail players in the online space, but Director of Strategic Marketing, Fred Uribe, says that major brands in the luxury sector tend to "lag behind other brands".

New Media Age, 7 May 2009, pp1-2

Honda commits to digital

Honda is to dedicate its highest-ever share of budget to digital marketing this year. Jonny Freeman, head of digital marketing at Honda, discusses the company's strategy. Honda is always looking out for 'innovative ad formats', which may not be industry firsts, but fit well with the company's ethos and marketing tagline: 'The Power of Dreams'. At the beginning of the year Honda was the first advertiser to launch a branded channel on BT Vision, the IPTV service. As far as digital goes, Honda will be exploring every avenue.

New Media Age, 7 May 2009, p16

Direct Marketing

DMA fit for purpose

The Direct Marketing Association (DMA) is to axe the role of managing director and replace it with a dual management structure shared between the new chief of operations role, who will manage the day-to-day operations, and chief of membership & brand, who will be the public 'face' of the DMA. The new structure has emerged a strategic review of the organisation, designed to make it 'fit for purpose' for the next five years.

Dmweekly.mad.co.uk, 11 May 2009

Guide Dogs lead a new campaign

The Guide Dogs for the Blind Association is launching a new direct mail campaign in a 'cold' mailing to 100,000 people. Two mail packs are being sent out: 'Tavistock Square' tells the story of a guide dog owner who was caught up in the London bombings and shows how guide dogs can contribute to the independence of their owners, while 'Bus stop' shows how regular donations can help to take blind people on a 'journey of companionship' with their guide dog. The charity is trying to reduce the affects of the recession by asking for just a £2 per month donation instead of the usual £6.

Brandrepublic.com, 7 May 2009

Games

Game for ads

Research by Continental Research and video advertising network Massive amongst 500 gamers has found that more than half notice advertising within games, while 65% think that in-game advertising makes the game more realistic and 55% consider the ads 'look cool'. The average player is more affluent than the industry-recognised 'typical' male and is interested in fashion and grooming. Brands such as Gillette, FCUK and Vaseline have all

run in-game campaigns. Since 40% of gamers are now women, brands are increasingly regarding the medium as part of the general marketing mix.

New Media Age, 7 May 2009, p5

Internet

Behavioural targeting council

The Internet Advertising Bureau (IAB) is to develop its behavioural targeting taskforce, originally launched in September 2008, so that it becomes a permanent council within the IAB. The aim is to restore confidence in the sector by promoting education about the technology and giving greater transparency.

New Media Age, 7 May 2009, p3

Age-related mobile activity

A report from ComScore Mobile Research revealed that mobile internet users over the age of 55 use the technology first and foremost to check weather reports, trade stocks and bank online, while for younger visitors social networking is the top activity.

New Media Age, 7 May 2009, p11

Google to ignore trademark owners

Google has increased to 190 the number of countries that can pay for their ads to appear when a rival's trademark is typed into its search engine. This policy previously applied only in the US, Canada, the UK and Ireland. Companies pay for the right to display their ads alongside results for specified terms. Google will no longer investigate complaints from trademark owners, and brand holders will have to compete to have their ads appear beside searches for their trademarks, in most countries.

Out-law.com, 7 May 2009

Law

Energy consumption ads

Advertisers and publishers are upset by a European Parliament vote for a directive that requires energy-consumption information to be included in ads for energy-related products. The original proposal related only to white goods and the information was to be relayed to consumers through point-of-sale and company websites. Now two amendments have been accepted to broaden the directive to cover advertising and anything defined as an energy consuming product. This could include TVs, mobile phones and even household goods such as detergents.

Marketingmagazine.co.uk, 12 May 2009

Loyalty Programmes

Starbucks loyalty

Starbucks has started up a loyalty scheme, whereby customers holding a Starbucks Card can have free extras in their coffee, such as syrup or extra coffee.

Marketing, 6 May 2009, p5

Magazines

Condé Nast

Nicholas Coleridge, UK MD of Condé Nast, publisher of *Vogue*, *Tatler*, *The New Yorker* and *Vanity Fair*, talks about himself and the business. In contrast to others in the magazine publishing industry who are playing safe in this climate, Coleridge has already launched two new titles in 2009: *Love* and *Wired*. The publisher has had seven years of growth, while 2008 delivered the strongest circulation figures ever. Even so there has been a 15% downturn in advertising revenues so far this year. The online business model is different and the rate that advertisers are prepared to pay for a thousand page impressions is low. He says the "greatest USP (unique selling proposition) of magazines is the beautiful quality of the printed product", something the web just can't emulate. Yet even the rich are just not spending in the same way as they used to!

Management Today, May 2009, pp48-50

Market Research

Quality or quantity?

The debate goes on, with market research being challenged to embrace new methods and media. Companies no longer have to undertake expensive studies to get the data they need, as social networks and blogs offer information about consumers' opinions of brands. But can this really be a substitute for 'rigorous' product-testing and face-to-face focus groups? The challenge is how to collect the data. Quality shouldn't be sacrificed to quantity.

Marketing Week, 7 May 2009, pp25-26

Unilever in paid-for research

In a drive to attract more women to its brands, Unilever has launched a site, *Mindbubble.co.uk* targeted at the 25 to 50 year-olds. Women are encouraged to interact by proffering their views on the products and the marketing of Unilever brands, which include Persil and Dove, via social media and online focus groups. In order to elicit constructive comments, payments of between £35 and £150 are offered depending

on whether a focus group or workshop is attended.

Marketing Week, 7 May 2009, p5

Marketing

The marketing factor

John Cowell is a marketing consultant working for the building industry. He is also brother to TV's Simon Cowell and believes in being just as direct with his opinions. He appreciates however that a site agent or architect is not "suddenly going to become a super marketer during a recession", since this isn't his core business. He strongly advises networking and stakeholder engagement - by understanding people's views you can gain intelligence into new markets, build trust in your brand and create advocates.

Construction News, 30 April 2009, p38

Customers getting sniffy

NCP, the car park operator, is to pump the scent of 'freshly laundered linen' into the stairwells of car parks at London, Birmingham, Leeds and Cardiff, as a trial to improve customer experience. This follows a study, where 66% of respondents reported that stairwells were the worst-smelling areas of car parks, while 35% said they smelt of urine. Customers voted for their favourite scent in an on-line poll.

Marketing, 6 May 2009, p3

Marketing shouldn't fall foul of flu

Has swine flu-related marketing become an epidemic asks this article? There is even an iPhone app from IntuApps, still awaiting approval, which shows where cases of pig flu are. Brands are warned not to 'capitalise on the crisis' for fear of promoting a consumer backlash.

Marketing Week, 7 May 2009, p8

Music

Sony signs up to Spotify

Sony PlayStation is the first branded playlist partner to sign up on Spotify, the ad-funded music streaming service. Sony will be promoting its SingStar titles.

Marketing, 6 May 2009, p4

Vevo music service

Universal Music Group and YouTube have entered into a deal to create a standalone music service called Vevo. It will host Universal's complete catalogue of premium

music videos plus artist and user-generated content, to be hosted on *YouTube*.

Revolution, May 2009, p7

Newspapers

Some times for airmiles

The Times and *The Sunday Times* have tied up with The Mileage Company to offer 750 free AirMiles to readers who join the seven-day-a-week subscription service. The mileage will be enough for a trip to Paris, Brussels or Amsterdam, with no airport taxes or surcharges.

Marketing, 6 May 2009, p6

DT ads evolve

The Daily Telegraph is launching its first major advertising in three years. The campaign is called 'It pays to think big' and features interesting images of famous and successful politicians, musicians, companies, artists and businessmen. For example, a Wellington boot is used to represent Nokia, which evolved from a manufacturing company producing such footwear, into a global telecoms group.

Media Week, 5 May 2009, p4

CO2 – media impact

Guardian News & Media (GN&M) is to launch a new tool called eco:metrics, which will allow advertisers to measure the CO2 impact of the media owner's content. The tool, which uses the Noughtilus software, will be free to GN&M's agencies and advertisers and will measure the environmental impact of microsites, video, audio, events and so on. It cannot however measure the impact of the group's newspaper products!

Media Week, 5 May 2009, p9

Public Relations

Measuring PR

There are various ways of measuring the value of PR. A common method used to be the Advertising Value Equivalent or AVE. This refers to the cost of buying the space occupied by an article, had that article been an advertisement. These figures are still popular in the industry since they are often higher than the PR budget and make PR practitioners look good. Industry experts discuss the case for and against AVE while Edelman's CEO, Robert Phillips, looks at the alternatives.

PR Week, 8 May 2009, p2

PRmeansbusiness.biz

The Chartered Institute of Public Relations (CIPR) has created this online resource centre to help members during the recession. The site contains research, case studies, best practice and skills guides, articles and testimonials, to help demonstrate the value of PR to employers and clients.

PR Week, 8 May 2009, p2

PR campaign to defeat swine flu

The Mexico Tourism Board is planning a PR campaign to re-establish confidence amongst tourists, once the media coverage of swine flu has subsided. It is considering getting celebrities to act as brand ambassadors. Artist Damien Hirst is likely to be approached as he is understood to love Mexico and has a property there. The PR campaign will also use holidaymakers who stayed in Mexico even after the outbreak of the virus.

PR Week, 8 May 2009, p2

Recession

Recessionary behaviour

Gemma Charles questions the myths surrounding the way consumers behave during a recession. For example consumers are not drinking at home in preference to visiting pubs – in fact drinks sales are down everywhere. Staying in is not necessarily the new going out, as cinema admissions demonstrate, and the public is still willing to donate to charity even during hard times. The lipstick effect is being replaced by ‘austerity chic’ and brand value sales are growing faster than own-label.

Marketing, 6 May 2009, p13

Recession slowing?

There are signs that the worst of the recession may be over and both the services and retail sectors are showing signs of recovery. Last month service businesses declined at their slowest pace since last August. April also saw the steepest rise in shopper numbers for more than five years. Halifax reported a 1.7% fall in house prices compared with 1.9% in March. But analysts have warned that a ‘full-blown’ return to growth is unlikely before the autumn.

The Times, 7 May 2009, p40

Social Media

Audioblogging

A new service called Audioboo allows people to record a 3-minute sound-clip called a ‘boo’, and then post it, à la Twitter, so that everyone can hear it. Mark Rock of Best Before Media,

developed the technology with backing from Channel 4 and hopes that Audioboo will become the next social media. It could also be used for promotional material. The service is hosted by Amazon but integrates with *Twitter* so that people can tell their followers about new boos – and boo at each other? Joking apart, the question still remains as to how companies can make money out of people talking to each other.

New Scientist, 9 May 2009, p17

Twitter or Facebook

Two of the biggest names in social media, *Twitter* and *Facebook*, are compared, using ten criteria, to see which offers the most to marketers. *Facebook* emerges as the winner by virtue of its huge global reach. One of the criticisms is that it is too ‘closed’ - there aren’t many opportunities for brands to seed the rest of the internet and of course many ‘influencers’ have already defected to Twitter. Twitter is new, representing challenges and opportunities where brands can experiment. Here there is no easy ‘media buy’ for marketers, but Twitter is the future, so brand owners should be registering their trademarks and starting trials.

Revolution, May 2009, pp49-51

Sponsorship

Robinson sponsors Robson

Robinsons is to sponsor the 2008 Junior Wimbledon champion, Laura Robson. The drinks brand has previously sponsored Tim Henman and Andy Murray.

Marketing, 6 May 2009, p5

Absolute sponsorship

Absolute Radio will sponsor ITV’s coverage of the Isle of Wight Festival this year. The radio station will also air live music from the event, from 12th to 14th June.

Marketing, 6 May 2009, p6

Co-op in ethical TV

The Co-operative Group has launched an online TV channel as part of a sponsorship deal with Ethical.tv. The Co-op will put up campaign clips and programmes on ethical subjects such as fair-trade and animal-friendly cosmetics.

Revolution, May 2009, p7

Television

Direct deals...

ITV is doing everything it can to prevent falling ad revenues. Sometimes it is even bypassing media agencies and negotiating deals directly

with the client. ITV has also offered advertisers further discounts for those who spend more across its portfolio. It has already made a deal with Douwe Egberts and has been talking to Birds Eye and Asda. Agencies are understandably uncomfortable and claim that ITV's actions challenge the whole TV trading business model.

Media Week, 5 May 2009, p5

...or falling budgets

Channel 4 may have to reduce its commissioning budget by up to 75% in response to the fall in advertising revenues. Andy Duncan, chief executive of Channel 4, said that it would be difficult to produce the same level of quality programmes and expects a fall of 15% in advertising for the year. A funding gap of £150m is expected for 2012. Channel 4 is still in talks with the BBC's commercial arm regarding a possible joint venture.

The Independent, 7 May 2009, p40

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
Rachel Cameron	Hewlett-Packard	Samsung Electronics	UK Head of PR	PR Week
John Gresham Jones	Microsoft	Burberry	Head of Digital	New Media Age
Paul Kehoe	Birmingham International Airport	Marketing Birmingham	Chief Executive	The Drum
Natasha Khan	O2	LG Electronics	Digital Marketing Executive	Marketing
James Montgomery	FT.com	BBC Global News Division	Director of Digital Content	New Media Age
Julian Oiller	Redwood	Slimming World	Group Promotion Sales Manager	Media Week
Nick Robinson	Diageo	Coca-Cola Great Britain	Brand Director, Sparkling Drinks	Marketing Week
Dan Thornton	Bauer	Absolute Radio	Digital Marketing Manager	Marketing Week
Kathy Toher	Passionato	Discovery Networks	Director, International Advertising Sales, EMEA	Media Week

Promotions

Name	Company	Previous Title	New Title	Source
Stuart Anderson	Microsoft	UK Online Consumer Marketing Manager	Marketing Communications Manager for Mapping and Local, EMEA	Revolution
Rick Bendel	Asda (Wal-Mart)	Chief Marketing Officer	International Chief Marketing Officer for Wal-Mart outside the US	Marketing
Chris Goldson	Absolute Radio	Creative Content Director	Commercial Director	Media Week
Fiona Landsberg	LG Electronics	Business Solutions Manager	Brand Manager	Marketing
Spencer McHugh	Orange	Head of Brand Communications	UK Brand Director	Revolution
Guy Parker	ASA	Deputy Director-General & Director of Complaints & Investigations	Chief Executive	Brandrepublic.com
Richard Trimby	Foster's	Commercial Director for Continental Europe	Marketing Director, EMEA & Global Brands Rosemount & Lindemans	Marketing Week

Sources

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