



Cutting Edge

16 September 2009

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

Quick [links](#) to Sections.

Advertising

What is a good slogan?

Slogans can be very powerful marketing tools that encapsulate a brand's positioning, integrate its marketing channels and provide a memorable message for consumers. But is there less of a need for slogans now that many advertising channels don't lend themselves to a catchy phrase? These days many people communicate with each other in 140 characters or less, so summing up a brand with just a sound bite may be the way forward. Carlsberg's 'probably the best lager in the world' can be reduced to simply 'probably' and people would still know what it refers to. Four industry experts discuss slogans.

Campaign, 11 September 2009, p11

Advertising trust

According to the latest Nielsen *Global Online Consumer Survey* 90% of internet consumers place their trust in personal recommendations above any other form of advertising. 'Consumer opinions online' is the second most trusted type of advertising, while brand websites are the most trusted form of advertiser-led websites. UK advertisers come out of this worse than their overseas counterparts, since consumers in the UK are less trusting of nearly every form of advertising.

Admap, September 2009, p8

Running a new campaign

Save The Children has a new campaign, 'Born to run', which shows crowds of children running through the streets in poor areas of Durban and Cape Town in South Africa. The ad ends with the line: "We save the children. Will you?"

Campaign, 11 September 2009, p2



Chartered CPD Programme

Don't forget, reading this publication can count towards your annual CPD record.

www.cim.co.uk/charteredcpd

Charity support with Noddy

Typhoo is launching a campaign to support its 'Sports for All' initiative in partnership with the Federation for Disability Sport, a tie-up which is promoted by Noddy Holder from the group Slade.

Marketing, 9 September 2009, p4, with voiceover

LG big campaign

This month LG Electronics is launching its biggest UK ad campaign which focuses on three of its so-called 'hero products': a touch screen mobile phone, a borderless LED TV and a washing machine that claims to have the world's biggest capacity. The first ad is for the launch of the Chocolate BL40 phone.

Marketing, 9 September 2009, p3

EDF helps elderly

EDF Energy's latest campaign is a result of a partnership with WRVS, a charity for the elderly. The ads will appear on posters, booklets and bookmarks in day centres and hospitals. The charity helps older people to live in their own homes rather than move to a care facility.

Marketing, 9 September 2009, p10

Agencies

PR performers

PR Week's latest *Global Agency Report Card* tracks the performance of key PR agencies worldwide from August 2008 to July 2009, the period of 'full recession'. CSR and healthcare are cited as two sectors which have held up during this year. There seems to be a clear demarcation between those big global networks with a physical presence in each market and

the smaller outfits, which don't have the critical mass for true global servicing. Twenty-four agencies are profiled here.

PR Week, 11 September 2009, pp21-25

And how the MR agencies have fared

It is believed that research always survives during a recession and indeed the sector has proved to be resilient; revenue increased by 6.2% in 2008 to around £2.1bn according to the Market Research Society. The first half of 2009 has not proved so rosy and substantial budget cuts on the part of clients have led to decreases in both qual and quant work. In addition to a discussion of the current state of the industry, this article provides rankings for the top 28 market research agencies in terms of turnover, staff numbers and international work.

Marketing, 9 September 2009, pp31-36

Agency lines blurring

This article looks at media owners and agencies that are diversifying into new areas and exploring new revenue streams. Vice, a media owner has opened its own in-house ad agency, while Bartle Bogle Hegarty has recently launched Zag, a product development subsidiary that develops brands with partners. But will this blurring of roles prove confusing to the onlooker?

The Guardian, 14 September 2009, p3

WPP wins Lloyds

Lloyds Banking Group, which was created last year by the merger of Lloyds TSB and HBOS, has awarded its media planning and buying account to WPP's Mediaedge:cia, which will handle both brands. The company is intending to reduce around 30% of spend from both brand accounts. ZenithOptimedia had previously held the Lloyds TSB account and Vizeum the HBOS business.

Media Week, 8 September 2009, p8

Marketing, 9 September 2009, p6

Campaign, 11 September 2009, p6

Books

A novel read

Radox has joined forces with author Kathy Lette to produce a 'splash-proof' book, called *All Steamed Up*, which women can read in the bath. The short novel was written as part of Radox's 'Be selfish' campaign which encourages women to consume luxury goods without feeling guilty.

Marketing, 9 September 2009, p4

Brands and Branding

Brand protection

The 'brand' is a marketer's most valuable asset, yet many are uncertain as to what brand protection entails. A survey from the Chartered Institute of Marketing (CIM) has indicated that over three-quarters of marketers have little understanding of industry law. CIM's David Thorp claims that many large companies spend vast sums on developing intellectual property (IP), but next to nothing on protecting, managing and exploiting it. The scale of piracy in some sectors is astounding – the games industry alone estimates losses of £350m annually – and even some of the most famous brand names are under-protected. This article gives facts and figures relating to piracy and a brand protection checklist.

Marketing Week, 10 September 2009, pp16-20

Brand essence

This article discusses the concept of 'brand essence', which is a way for marketers to better understand their brands as well as being a benchmark to evaluate brand activities. Brand essence is seen by some as over-simplifying the marketing process; this paper seeks to show how the concept is of value to marketing professionals and puts forward an alternative model.

International Journal of Market Research, Vol 51 (5), pp593-610

Audi focuses on design

Audi is to alter its logo for the first time since 1990. It will continue to use the four-ring motif, but it will have more of a 3D aspect, and the red 'Audi' letters will appear in a simpler font. Marketing collateral will feature light or white spaces and simple images that support the 'understated' style of the Audi.

Marketing, 9 September 2009, p8

Branding key to recruitment

According to the CIPD 69% of UK organisations say they have an employer brand. Oracle founder Larry Ellison famously said: "Your brand is what people say about you when you've left the room". Daniel Wain argues that employer branding is more important than talent acquisition and is central to employee engagement and competitive differentiation.

People Management, 10 September 2009, p17

Pets at Home ad for stay-at-homes

Pets at Home is launching its first TV campaign in October to raise brand awareness, having

increased marketing spend by 50% for this year. CE Matt Davies says: "There's never been a better time to do a TV ad"; ad rates have come down and people are spending more time at home watching TV.

Retail Week, 11 September 2009, p5

De-Scottishifying

Harris Tweed Hebrides, the largest manufacturer of Harris tweed, has removed the word 'Scottish' from its US marketing campaign, for fear of a consumer backlash following the release of the Lockerbie bomber. All Scottish imagery and references to Scotland have been removed from promotional material in an effort to 'de-Scottishify' the product.

The Daily Telegraph, 14 September 2009, p1

Cinema

3D ads up in cinemas

Next year will see the introduction of three-dimensional broadcasting in home entertainment. Sony has just announced the launch of its 3D-compatible Bravia TV for 2010 and Sky is to introduce the UK's first 3D TV channel. The opportunities for advertising are as yet unknown, bearing in mind that initially there will be a very small audience capable of viewing the service. The number of 3D films in cinemas has accelerated and the UK will have 450 3D screens in operation by the end of the year. Red Bull was the pioneer of 3D cinema ads in 2007 and other brands are following suit. Pearl & Dean has worked with Nickelodeon on a 3D campaign for 70 screens.

Media Week, 8 October 2009, p20

Conferences and Events

Experiential takes over

Brands are extending the traditional sponsorship deal and moving towards the role of entertainer at live events. Consequently The Association of Event Organisers has proposed the setting up of a new trade body for the events and exhibitions industry. It is common now for brands to put on their own events, such as Smirnoff, which uses *Facebook* to publicise an event, while Microsoft Advertising runs a variety of conferences and roundtables to enhance relationships with business customers.

Marketing Week, 10 September 2009, pp29-31

Customer Relations

Carry on with CRM during recession

Merlin Stone, research director at agency WCL is to speak at the Chartered Institute of Marketing's (CIM) Annual National Conference on 29 September about his CRM work with BSkyB. Here he responds to a series of questions on the subject. He points out that CIM's latest *Marketing Trends Survey* shows that CRM delivers the best return on marketing spend. Even with the recession indications are that customers are not switching suppliers, with the exception of very price-orientated markets, so carry on with your CRM.

The Marketer, September 2009, p50

Direct Marketing

Tailored campaign

Electronics retailer Bang & Olufsen (B&O) is to launch a direct marketing initiative that will enable franchisees to tailor the campaign to suit local requirements. The campaign promotes a number of B&O products, including the BeoTime 'flute' alarm clock and the portable audio system BeoSound 1. The store managers can target their customers – focusing on new products, price or credit offers – according to whichever best relates to their local market.

Dmweekly.mad.co.uk, 14 September 2009

Lending a polish to the campaign

Hyundai has launched a direct marketing campaign to increase brand loyalty. Customers are sent a chamois leather accompanied by the message: 'You've taken great care of your car, now here's something to help you look after your new one'.

Marketing, 9 September 2009, p10

Film

YouTube rental service

According to reports *YouTube* may launch an online rental service. Google is apparently in talks with Sony Pictures and Time Warner to look at streaming movies online.

New Media Age, 10 September 2009, p10

Games

Action barcodes

Activision, the games publisher, has launched mobile barcodes on boxes of its racing game *Blur*, to be released in November. Consumers will be able to scan the barcodes to access the mobile site, which provides a game trailer and downloads. A longer article discusses mobile barcoding in more depth

New Media Age, 10 September 2009, p6, p22

Internet

Google's virtual magazine

Google is targeting newspaper publishers by providing an experimental news service that allows readers to have the experience of flicking over pages. The 'Fast Flip' programme will commence with content from *The New York Times*, *The Washington Post* and the BBC. Google will sell advertising against the content and the proceeds will be shared with the publishers who sign up to the service.

The Times, 15 September 2009, p49

The Guardian, 15 September 2009, p30

Remote control

British Gas is launching a trial whereby customers can control their home heating system via mobile phones and the internet, using a web-based tool invented by AlertMe, a start-up company. Heating comprises 50% of energy use in the UK, so this invention could save energy and bills.

The Marketer, September 2009, p8

Law

Distance selling consumer rights

The European Court of Justice (ECJ) has ruled that online retailers can only charge a consumer for the use they made of a product which they then returned, if it was used in bad faith or for 'unjust enrichment'. The European Union's Distance Selling Directive controls sales where the buyer is not in the same place as the goods, such as online retail or mail order catalogue sales.

Out-law.com, 10 September 2009

Big companies to challenge in courts

On 31 August a number of US tobacco companies, including RJ Reynolds, Newport and Commonwealth Brands, filed a case in an attempt to overturn certain advertising restrictions passed by Congress in June, on the grounds that they violate the First Amendment. These include the requirement for manufacturers to devote half the packet of cigarettes to warning labels and the limits placed on outdoor ads and sponsorship.

Business Week, 14 September 2009, p6

BMA goes for ban on drink ads

The British Medical Association's (BMA) report, *Under the Influence*, suggests a total ban on alcohol advertising, as a way of tackling alcohol misuse amongst the young. It claims that the self-regulatory system used by the Advertising Standards Authority is not working. The

Portman Group, the alcohol industry body, disputes these claims. The BMA also wants to end the sponsorship by alcohol brands of sports and music events.

Marketing Week, 10 September 2009, p6

Campaign, 11 September 2009, p5

The Grocer, 12 September 2009, p8

Magazines

Economist changes image

Yvonne Ossman is UK publisher of *The Economist*. Here she talks about the £1m cinema advertising campaign which aims to move the magazine away from its elitist image towards the "intellectually curious" market. The ads are aired before films such as Quentin Tarantino's *Inglorious Basterds*. The new campaign, which features wire-jumper Florent Blondeau, is considered a risk, but Ossman is confident that it will raise UK circulation above its current 186,995. However, at present media buyers still regard *The Economist* as the brand for their 'C-suite' clients.

Media Week, 8 October 2009, pp10-11

Esquire special edition

Men's magazine *Esquire* is publishing a special edition in October featuring a gold mirror-board cover and a manual with tips on various subjects, such as how to mix a Martini or how to fix a tap.

Marketing, 9 September 2009, p6

Market Research

Incentive ban

From 1 December there is to be a ban on the use of client goods or services as incentives to participate in market research on the grounds that this practice might be seen as 'promoting the aims and ideals of the client'. This follows a move by the Market Research Society to revise its code of conduct. There are fears in the industry that the ban might affect survey participation and project costs could rise as a result.

Research, September 2009, p5

Trust in market research

This article takes GfK's *Trust Index* as a starting point to look at how the market research profession is perceived. The table shows that market researchers are placed in the middle of the group of professions, well below teachers and doctors but above lawyers, marketing and advertising professionals, bankers and politicians. This in-depth article looks at trust across countries and how research firms are

using ways of interacting with people via new online methodologies.

Research, September 2009, pp22-28

Marketing

Umbrella branding

Sony Ericsson is also launching its biggest-ever marketing campaign, with a global brand message, called 'make.believe'. The campaign will encompass all its big brands including Sony Ericsson, Sony Computer Entertainment, Sony BMG, Sony Pictures and Sony PlayStation. The first campaign, created by Saatchi & Saatchi, promotes the Yari, Aino and Satio handsets.

Campaign, 11 September 2009, p5

Marketing, 9 September 2009, p8

Mayor promotes London in NY

Boris Johnson is heading up marketing and PR activity to attract US tourists and businesses to London. He will be making various appearances in New York, including ringing the bell to open the NASDAQ stock exchange. He will also appear in chat shows to promote Visit London's campaign, using the message: 'If you like Manhattan, you will love London'.

Marketing, 9 September 2009, p1

Campaign, 11 September 2009, p5

Mobile

Tories change the tone

The Conservative Party is launching two ringtones which use lines from famous speeches of Winston Churchill – "We shall fight on the beaches...we shall never surrender" – and Margaret Thatcher - "The lady's not for turning". This is part of the Party's History Week, featured on *conservatives.com*.

Marketing, 9 September 2009, p4

New Product Development

Wedding sausage?

Pig farmer Jimmy Doherty has launched an upmarket pork sausage with a hint of champagne. He reports that there has been an increase in demand for premium sausages this summer. He produced this version to celebrate his recent marriage.

The Grocer, 12 September 2009, p34

Lego promotes bionicles

Lego is sponsoring TV channel *NickToons* to promote the six characters in its bionicle range, which is targeted at seven to 12 year-old boys. The characters are taken from New Zealand Maori mythology. Lego's UK sales were up by 20% in the first half of this year.

Marketing Week, 10 September 2009, p10

The Asian collection

Asda is launching a range of clothes specifically for its Asian customers, reportedly the first high-street collection of its kind. The clothes will be part of the George at Asda line and include traditional suits (salwaar kameez), tunics (khurtas), scarves (dapata) and trousers (churidar).

The Independent, 14 September 2009, p14

The Daily Telegraph, 14 September 2009, p12

Thorntons turns to tattoos

Thorntons is using Madonna's henna tattooist Ash Kumar to decorate the packaging for its new Eid and Diwali range of chocolates. The packaging will have a black and gold design inspired by his henna artwork. Thorntons is also planning a line of wedding favours aimed at the Asian market. According to Thorntons' brand manager Emma Dickinson "These are growing festivals in the UK and confectionery gifting plays a large part of them".

Packagingnews.co.uk, 10 September 2009

Newspapers

Online voucher service

The Daily Star and *Daily Express* are to offer an online voucher service together with vouchers search engine BView. Readers will be offered discounts by brands such as Pizza Hut, Maximuscle and Mothercare. The voucher market is extremely popular in the UK and *MyVoucherCodes.co.uk* received 1.8 million unique visitors in July, a rise of 99% compared with the previous year.

New Media Age, 10 September 2009, p9

NewsCore global service

NewsCorp is reportedly launching a global service called NewsCore, which will bring together all its newspapers, TV networks and websites into something like a global wire service.

Media Week, 8 October 2009, p9

FT displays breaking news

The Financial Times is aiming to increase awareness of the newspaper's content by displaying breaking news at major retail locations across London, using Amscreen signage units.

Marketing, 9 September 2009, p6

Outdoor

Big screen for Big Sky

Big Sky Banners, the outdoor media group, has won the contract to sell ads on a new digital screen on the Hogarth Roundabout in Hammersmith. At three metres high and 36 metres wide, Big Sky claims that this is “the biggest singular screen in London”. It will be seen in action from October.

Media Week, 8 October 2009, p6

OOH upgrading

Outdoor media owners, such as Clear Channel, have been disposing of some of their poorer quality sites in the last year in favour of upgrading others. Postar's latest out-of-home audience measurement figures show that the proportion of 48-sheet sites that are now illuminated rose from 49.8% to 53.7% and 96-sheets from 70.3% to 74.3%. Postar statistics for the main outdoor players are included here.

Media Week, 8 October 2009, p7

Busking with the brand

CBS Outdoor is offering one brand the chance to sponsor all the busking sites on the London Underground. This will include sponsorship of 35 mini-stages for licensed buskers in 23 Tube stations. Previous sponsors have been Carling, Capital 95.8 and *thelondonpaper*.

Media Week, 8 October 2009, p9

Public Relations

Adversity comms

This article profiles Jaguar Land Rover's director of comms and public affairs, Simon Warr, who is being forced to cope with 'adversity comms' owing to the downturn in the automotive industry. Although he has had to communicate a stream of bad news, he claims that “What is ordinarily bad news becomes good news”. He is currently restructuring his comms team and building a product profile that takes advantage of digital and experiential media.

PR Week, 11 September 2009, pp16-17

Hacktweets

Hacktweets.com is the result of an experiment run by Parker, Wayne & Kent Public Relations, to try to 'structure' communications between journalists and PR professionals through *Twitter*. It provides a list of private *Twitter* groups with the aim of helping journalists to ask questions which PR people can respond to.

PR Week, 11 September 2009, p11

Radio

Heart opportunities

Global Radio's Heart is launching its biggest promotion, in conjunction with British Airways, which will run across 33 stations. The 'World of Opportunities' campaign will allow listeners a chance to win various experiences, such as meeting their idol or going on holiday.

Marketing, 9 September 2009, p6

Social Media

Eliciting good opinion

Research by Trendstream has revealed that forums and social networks are the best way to improve people's opinions of brands. Brands who used these media to listen to comments improved consumer opinion of the brand by 29% on average. Less popular are brands' sponsorship of blogs, creation of groups or befriending of people on social networks.

New Media Age, 10 September 2009, p5

Facebook connects to mobile

Facebook has launched *Facebook Connect for Mobile Web*, motivated by the fact that 65 million members are now accessing the site via mobile devices. The growth in traffic is due to increased functionality, the growth of SMS alerts, more dedicated *Facebook* apps and offers of free access from operators such as Orange. Third party sites will be able to tie in users' profile information via *Facebook Connect*.

New Media Age, 10 September 2009, p11

Twitter displaces MySpace...

According to Hitwise UK *Twitter* now receives more UK visits than *MySpace*, for the first time. It is the fourth most visited social network after *Facebook*, *YouTube* and *Bebo* and the 27th most visited site in the UK.

New Media Age, 10 September 2009, p11

Marketing, 9 September 2009, p10

...and agrees to ads

Twitter co-founder Biz Stone has finally agreed to “leave the door open for advertising” as the website looks for ways of making money. Previously the founders had wanted to focus on growth. Now the site terms of service have been changed to state that: ‘Services may include advertisements...’

The Independent, 12 September 2009, p45

Sponsorship

Creaming off the best

Ricoh, the printing specialist, is sponsoring the Ricoh Women's British Open golf. The world's number three woman golfer, Paula Creamer, has become the brand ambassador. This compares with Tiger Woods' high profile association with Accenture. Ricoh's aim is to raise brand awareness, its key prospects being Fortune 500 companies. Although Ricoh is using the full range of marketing disciplines to support its brand, sponsorship is central to its agenda and it sponsors many European sporting events.

B2B Marketing, September 2009, p8

Carlsberg carries on beer-pouring

Carlsberg UK is extending its sponsorship of The Football Association (FA) by four years, thus retaining its position as the 'Official Beer' of the England team and the FA Cup. Carlsberg will also continue as the official beer-pouring partner at Wembley Stadium. Carlsberg will have retained its sponsorship of the FA for a total of 19 years, making it one of the longest-running commercial arrangements in the sporting world.

The Grocer, 12 September 2009, p32
Marketing Week, 10 September, p10

Television

CRR to remain

The Competition Commission has decided not to remove the rules - the Contracts Rights Renewal (CRR) - relating to how much ITV can charge advertisers. ITV has been campaigning for the rules to be dropped, on the basis of increased competition from digital channels. However the Commission considers that the broadcaster still has a dominant position in its marketplace and reaches a vast audience. The CRR rules were introduced in 2003 so that ITV could not abuse its position as the UK's dominant advertising broadcaster. Since then ITV has seen a decline in both viewer numbers and ad revenues.

News.bbc.co.uk, 15 September 2009

Product placement

This week the ban on product placement in TV programmes is expected to be lifted by Culture Secretary Ben Bradshaw. Independent broadcasters will be allowed to take payments for showing branded goods during shows. This move is intended to raise additional revenues for commercial broadcasters who are currently suffering from the decrease in traditional ad

revenues during the recession. The move could potentially raise an additional £100m per year. Product placement will still be banned from BBC shows.

The Independent, 14 September 2009, p11

The Times, 14 September 2009, p15

The Guardian, 14 September 2009, p11

A strong impression

Six months ago the BBC started running display and text-based campaigns from advertisers such as HSBC, Nokia and Starbucks, for its BBC Worldwide mobile site. The site already generates up to 70 million ad impressions per month.

New Media Age, 10 September 2009, p6

Disney XD

Disney has launched its *Disney XD* channel which replaces *Jetix*, and is the first to include commercial spot advertising. It is being marketed as the first UK children's channel to target boys and will feature the Disney franchises which appeal primarily to boys of eight to 12 years.

Media Week, 8 October 2009, p7

The evolution of the ad break

This article looks at how the traditional 30-second ad break is evolving. Advertisers are looking at ways of acquiring the entire break, while media owners are allowing advertisers to link their ads to the programme around which the ads appear. For example three Max Factor ads show a girl's makeover in progress and run in three consecutive breaks in relevant programmes such as *How To Look Good Naked*.

Campaign, 11 September 2009, p14

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

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Name	From	To	New Title	Source
Erik Burbank	Timberland	Helly Hansen	Global Head of Marketing	Marketing Week
Dana Dunne	AOL	EasyJet	Chief Commercial Officer	Marketing Week
Antony Hawman	Emap	My-wardrobe.com	Brand Partnership Manager	Retail Week
Ian Hood	Swiftcover	More Than	Head of Ebusiness	New Media Age
Phillipa Latimer	Government advisor	The British Council of Shopping Centres	Public Affairs Manager	PR Week
Paula Le Dieu	Various advisory roles	The British Film Institute	Director of Digital	New Media Age
Rachel Moffat	Tate & Lyle	Northern Foods	Brand Business Sector Director - Fox's Biscuits	The Grocer
Timothy Ryan	Setanta	EMI Music	Senior Vice-President, Global Priorities, Catalogue Marketing	Marketing Week
David Scott	Fujitsu Siemens Computers	Psion	Global Communications Director	PR Week
David Waller	Maitland	GLG Partners	Director of Communications	PR Week
Iain Wilton	Quintus	The Local Government Association	Head of Lobbying	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Luke Moore	Absolute Radio	n/a	Head of Sponsorship	Media Week

Sources

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[Brands and Branding](#)
[Cinema](#)
[Conferences and Events](#)
[Customer Relations](#)
[Direct Marketing](#)
[Film](#)
[Games](#)
[Internet](#)
[Law](#)
[Magazines](#)
[Market Research](#)
[Marketing](#)
[Mobile](#)
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[Newspapers](#)
[Outdoor](#)
[Public Relations](#)
[Radio](#)
[Sponsorship](#)
[Social Media](#)
[Television](#)
[On the Move](#)

Contents