



Cutting Edge

17th June 2009

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

Quick [links](#) to Sections.

Advertising

An undead campaign

Bloodcopy.com is a blog offering the usual viral videos, celebrity gossip and opinion. The difference is that it is all about vampires and incorporates unusual advertising from brands. For example a Gillette promotion for a 'True Blood special edition' of its Fusion Power Razor bears the slogan 'Dead Sexy', or a picture of a Mini Cooper has the line: 'Feel the wind in your fangs'. If you click on the ads you reach a site for HBO, the Time-Warner subscription TV channel that is promoting the second series of *True Blood*, a series about vampires. This campaign is an example of the lengths to which the viral marketing theme can be taken.

The Financial Times, 11 June 2009, p12

Behavioural targeting – on good phorm

The enthusiasm for behavioural targeting has to be weighed against fears about consumer privacy. On the positive side is the increased relevancy of the ads for consumers and higher click-through rates for advertisers. Three experts discuss the pros and cons. Much of the controversy surrounds targeted audience specialist Phorm, which last week raised £15m from investors as it continues trials of its technology allowing ISPs to track consumer internet use. Phorm has just launched a free consumer service, Discover, providing internet users with links based on their browsing habits. This may be a way of establishing consumer confidence after a somewhat shaky start.

Revolution, June 2009, pp46-47

The Guardian, 11 June 2009, p29

Imagine yourself in their place

Advertisements will often try to encourage consumers to imagine they are in a situation where they can benefit from the product being advertised. However where the ad wants consumers to benefit someone else, getting

them to imagine themselves in that person's situation can conflict with the image they have of themselves as a helper. This can decrease the effectiveness of the ad. Five experiments were conducted to test this theory. Results revealed that when participants considered the appeal for help, characteristics that increased the ease with which they were able to imagine the situation, such as a photo of the victim, had a positive effect on their willingness to help and on the amount of money donated.

Journal of Marketing Research, June 2009, pp421-434

Are you in?

Moneysupermarket.com has a new TV campaign, using entrepreneur Peter Jones from Dragons' Den as brand ambassador. A virtual supermarket features Jones pushing a trolley along the aisles, appealing to consumers' monetary worries and focusing on the choice of deals with the words: "I'm in, shouldn't you be?"

Marketing, 10 June 2009, p3

Location location location

Vodafone is launching a range of location-based ad services this summer. Advertisers will be offered branded 'point-of-interest icons' which will appear on maps as users travel from one place to another. Vodafone is in talks with cinemas, retailers and fast-food outlets regarding the service. For example KFC could have a branded icon which would appear on the map when the consumer gets close. The consumer could click on it and download a discount voucher.

Revolution, June 2009, pp8-9

Out-of-home

Out-of-home (OOH) advertising would seem to be the best way to reach people who are spending more time out of doors, but it tends to be at the bottom of the advertising food chain with regard to spend. Part of the reason could

be lack of measurability and there has yet to be an international standard that can be easily applied. The introduction of digital screens has had a significant impact. CBS recently ran a Nike campaign on London Underground digital screens in the run-up to the Champions League final. Further developments are now held up by the economic downturn. This article provides a ranking of top UK and US outdoor advertisers.

Media & Marketing, May-June 2009, pp19-21

Hot ads

Channel 4 is looking for five food and drink brands that will buy into its Sun Seeker package, whereby brands can move the airtime they have booked in July and August so that their ads appear on hot days. It will specifically target brands that are affected by hot weather and will use Met office forecasts for information three days in advance. Booked airtime will be postponed if the temperature falls to below 23C and the cost of unused airtime will be returned to the advertiser by the end of August.

The Grocer, 13 June 2009, p11

Agencies

A new screening

Viacom Brand Solutions, Pearl & Dean and MySpace are joining forces to launch Screen, a collaboration which will offer advertisers and agencies a one-stop-shop for cross-media ads on TV, online and cinema. All three companies have a strong base in the youth market.

Media Week, 9 June 2009, p3

Campaign raises the temperature

Clear Channel has produced six summer ad packs targeted at the health and beauty, drink, festival, leisure attractions, seaside and the London tourist sectors. For those advertisers who book a campaign, part of the package will include a free slot on either Clear Channel's Piccadilly Lite installation at Piccadilly Circus, its digital roadside network, or on its digital mall portfolio, but only if the temperature rises above 30°! Clear Channel sees it as a way for advertisers to exploit the home holiday market.

Media Week, 9 June 2009, p7

Brands and Branding

Online relationships stronger

Research by Millward Brown has revealed that online consumers have stronger relationships with brands than offline consumers. The strongest relationships are with airline brands, IT product manufacturers, credit card providers

and fragrance brands. This type of consumer is also younger and more affluent than non-digital consumers. Some surprise is expressed amongst experts as to why this should be, since on and offline consumers are more and more represented by the same demographic groups.

New Media Age, 11 June 2009, p11

Packard sees red

PC company Packard Bell has revamped its brand identity. The logo has changed from 'Packard Bell' to 'PB'. The font has become curved and the colours have changed from purple to red.

Marketing, 10 June 2009, p8

Quality health information

The Department of Health (DoH) is launching a brand identity for its new organisation, The Information Standard, whose function is to certify producers of health and social care advice. A certified-quality mark is to be created, intended to reassure consumers that organisations are giving reliable health advice.

Marketing, 10 June 2009, p8

Brand leadership

The Marketer's 20-minute course on brand leadership tells you what you need to know - but why should your brand need to lead? Seth Godin, author of the book, *Tribes*, says that marketers are no longer delivering 'average messages' about 'average products'. It is all about leading and people like to be led. Neil Armstrong was the first man on the moon, but who remembers who the second one was? A brand needs a clear message and a set of values in order to elicit loyalty from customers and staff. A short questionnaire assesses whether you are ready to lead with your brand.

The Marketer, June 2009, pp39-42

Sustainability means good branding

Legislation means that companies have to be more socially responsible and accountable and this can enhance brand value. The companies that lead with sustainable business can create a strong brand differentiation and the kind of customer loyalty that helps to increase profits. Construction marketers and those responsible for managing sustainability should work together to make the most of what this can bring to the business. To find out more visit the *CIMCIG.org* website or attend the *CIMCIG Summer Event*, on 24 June at the Grange St Paul's Hotel in London.

Cnplus.co.uk (Construction News) 12 June 2009

Children and Youth

McDonald's still big spender

Two years ago Ofcom began to introduce restrictions on the advertising of food and drink high in fat, salt or sugar (HFSS) during children's TV. This article looks at the changes that have taken place in advertising on children's TV in the year to March 2007 compared with the year to March 2009. Food advertising has dropped from £12.8m in 2007 to £3.7m in 2009, almost certainly as a result of the new regulations. However McDonald's achieved the highest ad spend in the year to March 2009, mainly because its newest range of healthier snacks has enabled it to accommodate the rules, while keeping its brand in front of young viewers.

Admap, June 2009, Adstats pp4-5

Cinema

Bluetooth at your local cinema

All Odeon cinemas are to be equipped with Bluetooth within the next two months, after research showed that 65% of 15 to 24 year-old cinema-goers would download content to their phones. The cinema ad agency, Digital Cinema Media (DCM), expects more than 163,000 downloads a month, consisting of content, vouchers, and promotions for advertisers such as Five, Warner, Xbox and Yahoo.

New Media Age, 11 June 2009, p11

Conferences and Events

Golden Jubilee Awards

Sainsbury's won the Grand Prix at the Marketing Society Golden Jubilee Awards last week, recognising the effectiveness of its campaigns which include 'feed your family for a fiver'. It's been a good year for Sainsbury's CE Justin King, as the supermarket also came top of *Marketing's Power 100* for the second year running. Marketer of the Year was won by Pete Markey of More Than, the insurer that has seen double-digit sales growth, allowing the brand to thrive in the tumultuous financial services sector.

Marketing, 10 June 2009, p1, Supplement

Customer Relations

One-to-one marketing – does it work?

Brands now have the technology to send out birthday cards with customer's names on, but does this add brand value? Wouldn't consumers prefer the right services at the right time, rather than a 'cosy one-to-one relationship' with the brand? The growth of

digital printing has brought down costs to the point where most brands can create tailored direct mailings. The challenge is to make these 'relevant and engaging'. Some levels of engagement can be off-putting, such as a website that automatically sends you an email when you visit it. Mass customisation may be more effective than personalisation.

Marketing, 10 June 2009, pp26-27

Direct Marketing

Email important to BtoB

New research by *B2B Marketing* has revealed that three-quarters of BtoB marketers have increased their volume of email campaigns and messages in the last 12 months. Email was regarded as 'important' or 'critical' as a marketing channel by 93% of respondents. The most common objective for email marketing was 'driving web traffic' as cited by 75% of respondents, while 'maintaining customer relationships' was mentioned by 73%. The third most popular objective was 'brand building'. Details of the survey results are presented in a series of graphs.

B2B Marketing, June 2009, pp28-29

TNT in 3D mailing

TNT Post has launched a series of 3-DM postcards; the dimensional effects can be viewed from any angle without tilting the card and produce an impression of floating elements within the card. TNT claims the 3-DM effect is based on a new printing technique which creates the illusion of depth and cannot be achieved by any other method in the UK. The company has sent out 1,700 cards to its existing clients and design agencies in order to raise awareness. Customers can submit their designs to TNT, who will work on the layout and produce a mailer for that organisation.

B2B Marketing, June 2009, p9

Coke in QR campaign

Coca-Cola has launched a mobile quick response (QR) campaign for its range of tea drinks in Japan. It has produced a range of ads containing QR codes, which can be photographed using a phone, the phone can then be pointed at a vending machine which will produce free tea. Vending machines are common on Japanese streets.

Revolution, June 2009, p11

Experiential Marketing

A festival beer

Carlsberg's Tuborg beer is running an experiential campaign called 'Amp It Up' this summer to support its 'pouring rights' at music festivals. Film crews will video festival-goers and these will be shown on screens at sites, while people will be offered back-stage passes and money-off coupons. Venues will include Download, Wireless, Reading and Leeds.

Marketing, 10 June 2009, p10

Internet

Building affiliate marketing

Karen Millen is increasing its online marketing in order to build relationships with customers. It aims to increase its customer base via affiliate marketing, which it considers to be a cost-effective model delivering "a better quality of traffic" than from other sources, according to ecommerce manager Emma Bonar. It also gives Karen Millen the chance to advertise on other fashion-related sites. This follows the recent launch of a Karen Millen *Twitter* feed.

New Media Age, 11 June 2009, p8

High fashion, high growth

High street fashion may be suffering, but its online counterparts are experiencing something of a boom, as evidenced by luxury retailer Net-a-Porter's near trebling of pre-tax profits last year. Another luxury fashion retailer, My-wardrobe.com, has forecast sales growth of 200% in the year to June. The cheaper online fashion ranges are led by Asos and New Look. Growth in sales from online is faster than offline as people grow accustomed to online shopping. People feel more in control when they shop online and know how much they are spending.

The Financial Times, 10 June 2009, p20

Daily launches price comparison

The *Daily Mail* has launched a shopping comparison site, *MailCompare*, which helps users to search for and compare financial products, such as car insurance, credit cards and mortgages. A cashback reward is provided for anyone who changes their utilities or insurance provider. Price comparison sites are a growing trend as *The Independent*, *Autotrader* and *Times Online* have all launched similar offerings.

New Media Age, 11 June 2009, p3

Law

Olympics not for SMEs

SMEs are unlikely to benefit from the 2012 Olympics because of the marketing legislation incorporated in The Olympics Act (2006). In order to prevent 'ambush marketing' the Act states that certain words must not be used in conjunction with each other, such as 'Games', 'two thousand and twelve', '2012', 'gold', 'silver', and 'bronze'. Only top-level sponsors, including McDonald's and Coca-Cola, are allowed to make these word associations as part of their campaigns – and what's more you can be fined £20,000 for breaking the law. Mark Stuart at The Chartered Institute of Marketing has called this "a repressive piece of legislation".

Caterer and Hotelkeeper, 12 June 2009, p10

Loyalty Programmes

Nectar pursues its customers

Nectar, the loyalty card, is to air its first TV campaign in five years, aimed at raising awareness of the brand and its use amongst retail partners, such as Sainsbury's and Homebase. The ad will feature a 'Nectar-Purse' character which collects Nectar 'droplet' points and targets 'savvy mums' with the message 'Collect What's Yours'. This follows Tesco's recent re-launch of its Clubcard loyalty scheme.

Marketing Week, 11 June 2009, p11

Barclaycard loyalty team

Barclaycard has now got together a team of 200 people to work on the launch of its loyalty programme, which it announced back in March, and which will be set up in conjunction with retailers.

Retail Week, 12 June 2009, p6

Magazines

On the borders

Borders the bookstore is launching a customer magazine in September, which it will give to all customers who spend over £10. Borders sponsors the Sky arts channel and is currently investing heavily in marketing, as it tries to compete with online book and entertainment retailers like Amazon. It is also launching an 'online newsagent' to sell downloadable magazines. This news comes after the failure of John Menzies Digital (JMD), which offered magazines on-demand.

Marketing, 10 June 2009, p6

New Media Age, 11 June 2009, pp1-2

BT uploads SME advice

BT's new on-line magazine, *Upload Innovate*, published by Redwood, will contain advice for SMEs.

Marketing, 10 June 2009, p6

Market Research

Mobile research

Market researchers have long been attempting to use mobile phones to acquire quality data. But according to a Confrimit Software survey the value of mobile data via SMS and WAP is just 0.3% of total revenues. In fact researchers tend to prefer online and the mobile medium does not fit with the typical 50- to 60-question research survey. It seems also that WAP surveys remain more suited to niche audiences such the young or affluent, early adopters or the tech-savvy consumer. However research has revealed that surveys conducted amongst mobile users result in more positive attitudes and different behaviour from the matching online sample. This is something which cannot be explained by mere demographics.

Research, June 2009, pp28-31

Research – the outlook

Market research firms are blaming falling revenues on the downturn in advertising - apparently 26% of market research revenues are affected by advertising. This article looks at which aspects of market research did well in the first half of the year – continuous tracking, tactical work, fast-turnaround research, quality of service management & measurement, the utilities, consumer packaged goods and telecoms – and what to expect in the second half of the year. Spend on market research isn't expected to pick up much before the end of 2009.

Research, June 2009, pp32-35

Marketing

The E.ON strategy

This is an interview with Samantha Stroud, BtoB marketing manager of E.ON, whose role encompasses all sizes of company, ranging from big corporations right down to SMEs. Each company is different and requires a different set of marketing tools. SMEs respond to broadcast advertising, direct mail and event marketing, while larger companies need a more personal relationship. However the majority of marketing activity surrounds hospitality. The company's sponsorship of the FA Cup, which started three

years ago, helped to raise awareness of Eon's transition to a single brand identity.

B2B Marketing, June 2009, p26

OS campaigns

Ordnance Survey (OS) is to undertake campaigns to promote its services to both consumers and business. On the consumer side it aims to 'reinvigorate' the brand and appeal to the larger numbers of people on holiday in Britain this year, including a younger audience and people who are interested in outdoor activities. It will also promote its sponsorship of the British Heart Foundation, the Tour of Britain and the Isle of Wight Walking Festival. On the BtoB side the OS is to be promoted as an 'enabler' for the information industry and to establish it as the best supplier of geographical information in various markets.

PR Week, 12 June 2009, pp14-15

Wal-Mart recognises UK marketing

A new global retail academy, set up by Wal-Mart and based in the UK, will see Asda's marketing team train retail executives from Wal-Mart's non-US brands, to help it increase its market share outside the US. Rick Bendel, recently promoted to international chief marketing officer, is to run the academy. He says it is Asda's marketing expertise that has influenced Wal-Mart in this move; in the US retailers don't see marketing as making much of a difference to the industry, but they have seen the effect that marketing has in the UK. In a longer article *Marketing Week* profiles Rick Bendel.

Marketing Week, 11 June 2009, p6, pp18-22

Retail Week, 12 June 2009, p3

Radox for men

Radox, the hundred-year-old brand, is to be re-marketed via a campaign promoting Radox for Men with a range of home-spa products. A further £4.5m campaign, 'Be Selfish', targeting women of 25 to 44, aims to position Radox at the top of the shower category ahead of competitor Imperial Leather. Currently they are both joint category leaders, each with 16.5% market share.

Marketing Week, 11 June 2009, p5

Marketing Rewards and Retention

Marketing Rewards Survey

There is now less than two weeks left in which to take part in The Chartered Institute of Marketing's annual *Croner Marketing Rewards Survey*, now in its 28th year. The survey

benchmarks marketing salaries and benefits for all grades, by region, sector and turnover in the UK. This year's survey runs until the 30th June and should take no more than 15 minutes to complete. As a thank you for completing the survey, each participant will receive a free individual salary checker to see how your package compares with others.

www.croner.co.uk [Take part in the survey](#)

Retaining the workforce

Businesses are looking at all sorts of ways to hang on to their pool of talent in these challenging times. BBVA, the Spanish bank, has offered staff the opportunity to take five years' leave at a third of their salaries with a guarantee of their job back at the end of it. Pilots at KLM can undertake more menial work over the summer, such as working as ground staff. In a related story, yesterday British Airways announced that it is to offer its staff the option to take a month's unpaid leave, as it finds ways to turn the company around. In reality most HR departments are simply looking at cutting costs, but many professional firms are following measures traditionally taken by manufacturers, such as reduced working hours.

The Financial Times, 11 June 2009, p20

News.bbc.co.uk/today, 16 June 2009

Music

Abbey adopts bedside manners

Abbey Road Studios, famous for recording most of The Beatles' music and the legendary Abbey Road album, wants to target the huge number of musicians who record their music at home. It will launch new audio products for 'bedroom producers and unsigned musicians'. PR advisor Taylor Herring is to promote the products and the brand in the UK, Germany and the US.

PR Week, 12 June 2009, p2

Newspapers

Newspaper circulation

The Daily Telegraph's exclusive reports regarding MPs' expenses resulted in higher average sales for the paper during May; it was the only daily to experience significant growth. Average sales rose by 2.29% compared with April, to 836,410, according to the Audit Bureau of Circulations. Both *The Independent* and the *Financial Times* saw sales fall during May, while the *Daily Star*, *The Sun* and *Daily Mirror* all saw some sales increases during May.

Campaign, 12 June 2009, p5

Media Week, 9 June 2009, p14

FT targets affluent

The *Financial Times* has launched a direct marketing campaign to help its advertisers target its most affluent readers, entitled 'Reach the world's most elusive breeds'. A pair of binoculars and a guide to spotting the six most common breeds of big spenders have been sent out as part of a bird-watching theme. The breeds have names like: 'Money Bagus', 'Luvus Mobilus' or 'Biggus Fromageus' known in common parlance as 'high net worth individual', 'client-facing professional' and 'business decision-maker'.

B2B Marketing, June 2009, p8

Public Relations

Hedging their bets

The Alternative Investment Management Association (AIMA), the body which represents hedge funds, is to form a 'working group' of PR professionals to help to improve perceptions of the industry. Some of the UK's hedge funds have threatened to leave the UK unless a draft EU directive which regulates the industry is modified. The rules place a limit on borrowing, which has concerned asset managers. AIMA is looking at a campaign targeting governments, MEPs and media channels in Europe.

PR Week, 12 June 2009, p10

Wagging the PR tail

Wagamama has appointed Kazoo to undertake its PR, as it seeks to raise the profile of the brand, but marketing manager Ingrid Williamson insists that this is not in response to the recession. The campaign will promote the brand's value for money and good customer service rather than offering discount vouchers. Wagamama has more than 100 restaurants in the UK and around the world, having originally launched in Hong Kong.

PR Week, 12 June 2009, p2

Social Media

Comet up to speed

Comet is adding a social-networking type feature to its website, through which customers can ask and answer each other's questions about products. Comet already had a rating and review service on its site, and had noticed that customers were increasingly posting questions about products.

Retail week, 12 June 2009, p14

Safe social networking

Cartoon Network is launching a community site for 7 to 11 year-olds. *Cartoonnetwork.co.uk* will feature a social network called *My CN*, where kids can communicate 'safely' using pre-selected statements and messages. The site can also be customised with backgrounds and avatars of Cartoon Network characters.

New Media Age, 11 June 2009, p4

The down and out of social networking

Web metrics companies have shown both *MySpace* and *Bebo* to be in decline in terms of the time spent on the site and the number of page views. V-P and MD of *Bebo*, Kate Burns says it has been a "tough year in the UK" but that *Bebo* is focusing on innovating in what it does best, which is self-expression and entertainment. She points out that 2006 was *MySpace's* year, 2007 was *Bebo's*, 2008 *Facebook's* and 2009 *Twitter's*. Meanwhile poor old *Friends Reunited* continues to slide. It has dropped by 24% in a year to 1.8 million unique users.

The Guardian, 11 June 2006, Technology, p1

Tories link with Purnell

Within an hour of receiving the news of the resignation of Work & Pensions Secretary James Purnell, the Conservatives acquired his name as an adword on Google and recorded a special webcast. This meant that anyone typing in James Purnell's name on Google would have seen an ad declaring: 'Purnell Quits: Labour is falling apart. Watch David Cameron's reaction'. The link led to the Tory website, with a video of Cameron calling for an election.

PR Week, 12 June 2009, p7

Sponsorship

World Cup South Africa

Coca-Cola, FIFA's global sponsorship partner launched the FIFA World Cup Trophy Tour two weeks ago. It will visit 87 cities and 84 countries. The World Cup is set to take place in South Africa, which is considered to be a good place for brands to prosper. Puma, for example, is using its sponsorship of the Cameroon team for its marketing and expects to boost sales dramatically. Meanwhile Sony Ericsson is using its sponsorship to create a digital community of sports fans. Calum McDougall, head of sponsorship, says this is the first "social networking World Cup".

Marketing, 10 June 2009, p14

Distributing confetti

Confetti, the wedding accessories retailer, is to undertake its first TV sponsorship with Virgin Media *Living* channel's *Four Weddings* series. Confetti will feature at the start and finish of each programme. It ran its first digital ads earlier this year.

Marketing, 10 June 2009, p6

Vodafone taxis in

As part of its sponsorship of the McLaren Mercedes Formula 1 team Vodafone is promoting its GPS and 3G network through an online racing game. The game, called 'The Taxi Grand Prix', continues into August alongside the five Formula 1 races, and emulates 10 real UK taxi drivers who are racing to complete the same number of miles as the Grand Prix cars. The campaign is intended to emphasise Vodafone's location-based services and 3G capabilities.

New Media Age, 11 June 2009, p3

NZ has the recipe

New Zealand Lamb is to sponsor a TV programme on the *Telegraph's* website. *Five Minute Food* will give healthy recipes that can be cooked and served in five minutes.

Marketing, 10 June 2009, p10

Ibuleve sponsorship

Diomed Developments, the healthcare products group, is to promote its Ibuleve pain-relief gel by sponsoring Channel 4's *Countdown* show. The deal will run across all Channel 4 transmissions and the *4oD* on-demand service.

Marketing, 10 June 2009, p4

Sponsorship by stealth

Nestlé's Yorkie is to sponsor the Stealth ride at Thorpe Park, owned by Merlin Entertainments Group. It is one of Europe's fastest roller coasters.

Marketing, 10 June 2009, p5

Television

Dave to extend?

UKTV may be extending its male-oriented channel, *Dave*, into branded products. Tom Lucas, UKTV marketing director, has indicated that the strategy is to "stretch channel brands into new and relevant categories". He sees *Dave* in partnership with, for example Lynx to launch a *Dave* deodorant, or *Dave* branded pubs or live comedy events.

Marketing Week, 11 June 2009, p12

Channel 4 offers archive free of charge

From July you will be able to access all 4,000 hours of content from Channel 4's archive free of charge from its 4oD catch-up service on its website. To date Channel 4 is the only UK broadcaster to make its content available on a free streamed basis.

Marketing, 10 June 2009, p4

Media Week, 9 June 2009, p10

YouTube on the big screen

Following on from its launch in January of a website for people who want to access *YouTube* videos via their Sony PS3s and Nintendo Wiis, Google has launched an HD service, *YouTube XL*, for those who wish to view video content on big screens. The service offers simplified navigation, large text and a continuous play feature where users can search for a topic on *YouTube* and then play all the videos retrieved sequentially.

Marketing, 10 June 2009, p10

Media Week, 9 June 2009, p10

Channel 4 needs Big Brother

Big Brother has just relaunched, but with reduced viewing figures of 4.8 million compared with 5.4 million last year. However the show is essential to Channel 4 and is thought to deliver 15% of the broadcaster's total ad revenues. Lucozade Energy is the show's current sponsor and has also signed a cross-media deal with *YouTube* whereby it will sponsor *Big Brother 10* on both TV and online.

Media Week, 9 June 2009, p10

Big Brother cuts back

Since 2006 Channel 4 has donated 10p to charity, for each phone vote received during its *Big Brother* series. Now the broadcaster says it can no longer afford to give all that money to charity owing to the decline in advertising revenues. It needs to start running the phone lines at a profit.

Third Sector, 16 June 2009, p10

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
Garry Burnett	Google	Facebook	Head of Global Self-Service Ad Operation	Campaign
Sam Day	Gold Medal Travel Group	Bmi	Head of Commercial Communications	Brandrepublic.com
Gordon Greig	Scottish Widows	Aegon UK	Head of Individual Life & Pensions Marketing	Marketing Week
Simon Hill	n/a	Lockheed Martin UK	Head of Comms for Information Systems & Global Services Division	PR Week
Matt James	OMD International	Yahoo!	Sales Director, UK & Ireland	Campaign
Mark Lawrence	Kuoni Travel	English Heritage	Marketing Director	Marketing
Paul Lehmann	Tube Lines	Child Maintenance & Enforcement Commission	Head of Corporate Comms & External Relations	PR Week
Rupert Maitland-Titterton	Nestlé	TetraPak	Director of External & Environmental Affairs	PR Week
Vanessa Pine	Quintus Public Affairs	The Carbon Trust	Comms & Stakeholder Manager	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Mike Jordan	The Direct Marketing Association	Director	Chief of Operations	Marketing Week
Robert Keitch	The Direct Marketing Association	Director of Media Channel & Development	Chief of Membership & Brand	Marketing Week
Marc Pritchard	Procter & Gamble	Global Marketing Director	Global Brand Building Officer	Marketing Week

Sources

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