



# Cutting Edge

19 August 2009

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

Quick [links](#) to Sections.

## Advertising

### Sex in advertising

This article examines the different attitudes of men and women towards sex and its 'gratuitous' use in advertising. Four experiments revealed that women's dislike of sexual ads mellowed when the ad showed 'commitment-related resources' being offered by men to women. Men's attitudes to these ads remained unchanged regardless of the relationship-commitment aspect.

**Journal of Consumer Research, Vol 36 (2)  
August 2009, pp215-231**

### Trust in ads

According to a YouGov poll 82% of shoppers don't trust price comparison ads. Only 14% of the 2,127 adults surveyed said they believed some or all of the supermarkets' claims. The ASA has recently criticised supermarket claims, including Tesco's 'Britain's Biggest Discounter' and 'Real Baskets' campaigns and Morrison's basket comparisons. The big four supermarkets have had 12 complaints upheld against them in the past 18 months.

**The Grocer, 15 August 2009, p5**

### Mars drinks to TV first

Mars Consumer Drinks has launched its first TV ad for Mars, Galaxy, Maltesers, Twix and M&Ms chocolate milk drinks. The ads are to be shown over the summer and will appear around Coronation Street and other programmes.

**Marketing, 12 August 2009, p4**

### DEFRA ad spend escalates

The Department for Environment, Food and Rural Affairs (DEFRA) has apparently increased its advertising spend by 1400% over the past three years. Last year the department spent £8m on adverts, up from £570,000 in 2005. A spokesman said: "For DEFRA, the

recent increase in advertising spend has primarily been as a result of leading the cross-government 'Act on CO2' campaign".

**Fwi.co.uk, 17 August 2009**

### Sexual health campaign

The Central Office of information (COI) is looking for an agency to handle its campaigns, aimed at reducing teenage pregnancy, improving sexual health and raising awareness of contraceptives. Campaigns will target parents, young people, teachers and healthcare professionals.

**Marketing, 12 August 2009, p3**

### HP tells a story

Hewlett-Packard (HP), which is one of the top 50 global advertisers, is moving away from selling products on functionality and price and instead using stories in its marketing. FMCG brands such as Ben & Jerry's and Cadbury have used storylines in their ads to talk about the origins of the brand, but this is uncommon in the technology sector. Senior V-P and chief marketing officer Michael Mendenhall, who came from Walt Disney Parks and Resorts, is profiled here. He says: "storytelling and co-creation are at the heart of what we now do as a brand". PC shipment and market share data are included in this article.

**Marketing Week, 13 August 2009, pp14-18**

### Currying favour with the customer

Currys is launching a substantial multi-channel campaign, to include TV, print and billboard ads as well as TV sponsorship, to support its 'We Can Help' services. This is a move away from price-led advertising. Instead the ads highlight the services offered to customers and aim to improve perceptions of shopping for electrical goods.

**Marketing Week, 13 August 2009, p9  
Retail Week, 14 August 2009, p15**

### **BA looks for like brands**

BA is to trial third-party advertising on its website, the first such deal being with Jaguar. The airline is looking for brands which are seen as having a 'parity with BA'. Jaguar is perceived as being a traditional British brand with a similar customer base so that it will be of interest to customers.

**Marketing Week, 13 August 2009, p5**

### **Age**

#### **Age-diverse workforce good for business**

'Grey' could be where the money is, as McDonald's has discovered. It turns out that after employing people over the age of 60, its restaurants have become more profitable. And what's more, customer satisfaction levels have been on average 20% higher in McDonald's restaurants which employ kitchen staff and managers who are nearing retirement age. Research demonstrates the value of age diversity in the workplace.

**The Daily Telegraph, 13 August 2009, pB1**

### **Agencies**

#### **Field marketing league**

Here is the field marketing agency league table, accompanied this year by a separate table for experiential marketing. The larger agencies, that have established solid, long-term relationships have benefited from their brands' emphasis on direct sales. CPM, at the top of the ranking, has experienced a 9% rise in turnover while Reach, in second place, has raised its sales by 20%. The industry is perceived to be doing better than other aspects of marketing services as it supports mainly the FMCG and retail sectors. Experiential has emerged as a separate marketing discipline. Topping the list is FitchLive, which has revenue growth of 29% while SMP, in fourth position, has reported a 98% growth in revenues!

**Marketing, 12 August 2009, pp33-42**

#### **Publicis clinches the deal**

Microsoft's agency Razorfish has been acquired by Publicis Groupe for \$530m, in an auction where it out-bid WPP and Dentsu. The deal comprises a mixture of cash and Publicis shares. As part of the contract Publicis will be able to buy search display and search advertising across Microsoft sites on 'favourable' terms.

**New Media Age, 13 August 2009, p11**

**Media Week, 11 August 2009, p9**

### **WPP wins account...**

Vodafone is to appoint WPP Team Vodafone to its £800m global media planning and buying account in 23 markets globally, to include the UK. Vodafone's new CE, Vittorio Colao, initiated the global review.

**Media Week, 11 August 2009, p5**

### **...but**

the *Financial Times* reports on the pessimism surrounding WPP, whose shares have risen 17% since the start of 2009 but have underperformed those of its peer group: Havas' shares have gained 33%, Aegis 25%, Publicis 22% and Omnicom 13.7%. WPP's results, reported next week, are likely to reveal a 10% fall in second-quarter revenues. Sir Martin Sorrell is more downbeat on the industry outlook than some of his counterparts in the marketing world.

**The Financial Times, 15-16 August 2009, p11**

### **Books**

#### **A magic campaign**

Publisher Orchard Books has managed to instil renewed interest in its *Rainbow Magic* branded books. The *Rainbow Magic Treasure Hunt* campaign was launched in July, six years after *The Rainbow Fairies* books were first published. Children are encouraged to follow a series of clues online to find seven fairy wands. The campaign has resulted in sales figures doubling over the summer, peaking at 17,500 in the week of 25 July.

**The Bookseller, 14 August 2009, p8**

#### **Mills & Boon sets its sites on expansion**

Harlequin Mills & Boon is to launch individual websites relating to its 12 book brands, which include Historical, Desire and Medical. Users will be able to keep informed about series, authors, forthcoming books and online readings. Mills & Boon releases all its titles in both paper and e-book format and promotes reading online by having free online reads. The publisher's head of direct and digital marketing, Tim Cooper, is profiled.

**New Media Age, 13 August 2009, p5, pp14-15**

#### **Audio books**

The first half of the year has seen sales of £10m in audio books according to Nielsen Bookscan's Total Consumer Market (TCM), but this is small compared with the TCM as a whole, which just recently sold 4.5 million books at a value of £30.9m in one week. The best-

selling audio book is *Wheels on the Bus* by BBC Audiobooks, with sales of 13,000 and in fact nine of the top 20 titles are children's.  
**The Bookseller, 14 August 2009, p21**

## Brands and Branding

### Branding the Ukraine

The British Ukrainian Society is rebranding to counter what it sees as its country's lack of identity. Many Eastern European countries are perceived as having beetroot soup, onion domes and matryoshka (nested) dolls, but there is nothing that is uniquely recognisable as belonging to the Ukraine. The Society has teamed up with Ukraine International Airlines to launch a competition asking people in the UK to suggest advertising straplines. Two years ago the Ukrainian government asked its embassies to rebrand the country but in general they failed to do this.

**PR Week, 14 August 2009, p4**

### Merlin eyes rebranding

The London Eye is to be rebranded as 'The Merlin Entertainments London Eye', as Merlin seeks to emphasise its ownership of the venue. This will be accompanied by the Eye's first TV campaign, accompanied by cross-promotional initiatives involving Merlin's other attractions, such as Madame Tussauds, Legoland and Thorpe Park.

**Marketing Week, 13 August 2009, p5**

### Don't discount the brand

This article contends that the benefits of discounting are limited to the duration of that particular price promotion and does not necessarily lead to either brand loyalty or increase in spend. However prolonged discounting does have an impact on brands. IPA research based on Tesco Clubcard data suggests that using price promotions rather than media spend actually reduces brand loyalty and increases brand promiscuity. Consumer choices are based on emotional attachments as well as cost, and marketers invest much time and money in eliciting the right behavioural responses from their target market.

**Sales Promotion, July/August 2009, p24**

### Diluting the brand

This article reflects on the changing fortunes of Stella Artois, which used to be perceived as a premium lager, as depicted in the well-known ads of French peasants enjoying a drink. Now the brand is associated with beer cans piled

high in supermarkets as part of a cheap promotion. However brand owner InBev says that it is winning market share in the UK through the "resurgence of Stella Artois". One explanation may be the launch last year of a lower strength version, Stella Artois 4%, which is considered to be one of the most successful recent beer launches in the UK.

**The Times, 14 August 2009, p41**

**The Grocer, 15 August 2009, p24**

### The case for wild animal support

Marketing agency WFCA has designed the packaging and brand identity for the launch of a range of cuddly animal toys by Lockhard Conservation Toys. The packs are carry-case style so that the front of the animal can be handled. Sales of the toys will go towards various wild animal charities including World Land Trust, Born Free Foundation and Marine Conservation Society.

**Packagingnews.co.uk, 12 August 2009**

## Children

### Paw Ridge porridge

PepsiCo is launching a new porridge, called Paw Ridge, targeted at kids and produced in Original and Honey flavours. The low sugar content means that it can be marketed directly to children. PepsiCo expects to generate £5m in sales in the first year. The packaging is hologram-style, featuring cartoon animals from the Paw Ridge range.

**The Grocer, 15 August 2009, p26**

## Conferences and Events

### Theming

Theming in event terms receives mixed reactions and can be regarded as unnecessary expenditure. Proponents of it believe that it makes the event memorable and is an 'invisible form of branding'. It can serve as a reward that helps to promote business relationships. Elton John's 'White Tie and Tiara' fundraising ball held in June is held up as an example of a successful theming event, which incorporated sustainable elements. This year's trends in theming include: burlesque, 70s, 80s, Harry Potter and the circus.

**Event, August 2009, pp43-44**

## Consumer Behaviour

### The post-recession consumer

Pre-recession consumer behaviour was the result of more than 15 years of prosperity. So what will the post-recession consumer look like? Eight key trends are analysed pre- and

post-recession. The new consumer will look for simplicity in products and services; take into account a company's boardroom ethics when making a purchase decision; use 'discretionary' thrift; display 'erratic' loyalty as they move from brand to brand; use green consumption as a way of reducing waste rather buying premium goods and favour authentic experiences over 'frivolous' activities.

**Harvard Business Review, July/August 2009, pp106-112**

### **Recessionary attitudes**

New research from TNS reveals that 25% of consumers surveyed are not interested in recession-led marketing messages which talk about price-cutting. However, most consumers are more worried about the recession than war and terrorism, while 60% worry 'a lot' and 63% 'worry often' about the cost of living and finance. Forty-four percent have reported a drop in disposable income, while 40% claim to be earning more money. Spend on groceries and out-of-home entertainment has seen the largest fall in spending, as reported by 57% of respondents.

**Marketing Week, 13 August 2009, pp20-22**

## **Customer Relations**

### **Ladbrokes bets on CRM**

Ladbrokes is to change its marketing focus for its online brands to customer relationship management (CRM) in the second half of the year, as it aims to increase revenues. Its major TV campaign, launched in April for *Ladbrokecasino.com*, succeeded in recruiting large numbers of players, but now the company aims to focus on CRM in order to increase the yield per player.

**Marketing Week, 13 August 2009, p6**

### **Giving to over 30s...**

George Davies is to launch his new venture, GIVE, on 1 October, with a transactional website and a store in Regent Street. The brand will target women over the age of 30. In-store kiosks will allow customers to search the website, scan a barcode and find the stock location of the item, as well as watch catwalk videos. Alteration and tailor-made services will also be available. The retailer hopes to be able to track customer shopping across the two channels.

**Retail Week, 14 August 2009, p5**

## **Digital**

### **NT goes digital**

The National Trust is to use digital advertising for the first time, with the intention of signing up new members. Traditionally it has used press advertising and direct mail for its campaigns.

**Marketing, 12 August 2009, p10**

## **Direct Marketing**

### **Pushing the envelope**

Direct marketing technology vendor Pitney Bowes is launching a 'Pushing the Envelope' auction in aid of the National Literacy Trust. It is asking high profile celebrities, such as Sir Ian McKellen, the BBC's Andrew Marr, actor Derek Jacobi and fashion designer Zandra Rhodes, to contribute bespoke works of art on envelopes. The theme is 'The Words That Mean Most to You'. The envelopes will be auctioned on eBay in November.

**Marketingdirectmag.co.uk, 17 August 2009**

### **Reactivating customers**

Hewlett-Packard created an email campaign last Spring to win back inactive customers. The campaign featured two personalised emails which were sent to subscribers who hadn't opened or clicked through on recent marketing emails. The campaign prompted responses from dormant subscribers and highlighted those persistent non-responders who were 'clogging up' the database. This article describes the seven simple steps taken by HP to achieve this outcome.

**Marketingdirectmag.co.uk, 17 August 2009**

### **Charging to reduce spam**

In the US, CentMail, whose slogan is: 'Do Good. Fight Spam', has come up with the theory that charging for email cuts spam because spammers can't afford what it would cost them to send millions of messages. The idea is that Centmail's subscribers will buy a virtual book containing hundreds of stamps, with the proceeds going to charity. If large numbers were to sign up to this service spam filters could adjust to let only stamped emails through.

**New Scientist, 15 August 2009, p5**

## **Games**

### **Fab Four come together**

MTV Networks is introducing a new video game in September called *The Beatles: Rock Band*. MTV was fortunate enough to see the game promoted by Sir Paul McCartney at his concerts this summer, as he played in front of huge

screens displaying animated images of the game. The launch date is set for 9-9-09, reflecting *Revolution 9* from *The White Album*. The TV ad, set to the song *Come Together*, will use archive film showing The Beatles crossing Abbey Road. Implications for MTV owner Viacom in relation to the video game market are discussed.

**Business Week, 17 August 2009, pp26-27**

## Internet

### Will advertisers get real?

This article takes a look at the 'real-time' web, the term used to describe the proliferation of live social activities online. In particular it focuses on Betaworks, a New York internet media incubator, which is an investor in Twitter and is currently building or investing in at least 21 other real-time companies. Real-time services give advertisers an alternative method of reaching prospective customers, although ad agencies apparently have no immediate plans to abandon Google. However the latter is not quite as dominant a driver of traffic to some websites as it was. John Borthwick, CE of Betaworks, has suggested that *Twitter* could be the cause of Google's eventual decline.

**Business Week, 17 August 2009, pp46-48**

### Political sites

According to research by ComScore the audience for political sites has increased by 54% in the last year and has attracted more women and younger users. The number of male users has fallen by 5% since last year. Ten percent of users are under 24 years of age compared with 7.7% a year ago. The top two political sites are BBC Politics, with 1.8 million unique users and Guardian Politics with 273,000 users. The top political party site is the BNP, followed by the Conservatives and Lib Dems.

**New Media Age, 13 August 2009, p8**

### Compare the campaigns

The 'Comparethemeerkat' campaign for price comparison site *Comparethemarket.com* has been highly successful and other leading sites in this market, such as *Confused.com* and *Moneysupermarket.com* are now looking at their ad strategies. *Confused.com* has short-listed four agencies to pitch for its £25m account, while *Moneysupermarket.com* is reviewing its ad account. The price comparison market is changing as sites move into new sectors.

**Marketing, 12 August 2009, p2**

## Rating P&G

Procter & Gamble (P&G) has introduced product rating and review functions on its Ariel and Head & Shoulders websites as it encourages consumers to engage with the brands. Rating and review functions are commonplace on websites, but P&G is amongst the first FMCG companies to introduce this facility. It forms part of P&G's 'Consumer is Boss' campaign.

**New Media Age, 13 August 2009, p3**

## Law

### China must lift restrictions

The World Trade Organisation has published a ruling that Beijing must lift restrictions on imports of copyrighted films, DVDs and books. China has been limiting the distribution of entertainment goods to its state enterprises, which America claims increases the market for pirated products.

**The Economist, 15 August 2009, p7**

### Tesco law

The Legal Services Act 2007 is often known as the 'Tesco law' because it will liberalise the legal industry by 2012 and allow the formation of new business structures providing legal services outside the current partnership model. This means that Tesco could start selling legal services if it wanted to. Traditional law firms will also be able to promote non-lawyers to higher levels within the organisation and can look for outside investment. These changes are thought to offer great potential for the marketing sector.

**PR Week, 14 August 2009, pp20-21**

## Loyalty Programmes

### Yahoo! and Nectar ads up

Yahoo! is planning to launch a service in the UK that will allow FMCG advertisers to use data from Sainsbury's Nectar loyalty scheme, as well as from Yahoo! sales records. This will enable brands to customise their ads according to consumer shopping habits and they will be able to measure the effectiveness of their campaigns by analysing the subsequent sales data. It is believed that Yahoo! will eventually add data from other Nectar partners.

**Marketing, 12 August 2009, p10**

## Magazines

### Economist is direct

*The Economist* has launched a new service, Economist Direct, whereby people can receive a one-off next-day delivery of the magazine without the need for a subscription. The first

copy will be free while subsequent orders are charged for.

**Marketing, 12 August 2009, p6**

### **Publisher has a future**

Future Publishing has experienced a 15% rise in online ad revenues for the nine months to June, which helps to offset the 8% decline in print advertising.

**Media Week, 11 August 2009, p8**

### **Eureka!**

News International is launching a new magazine called *Eureka* in October, which will be free with *The Times* once a month. It will cover science, environmental and green issues. James Murdoch, Chairman and CE of News International, is thought to have instigated the publication. He has promised to make his company carbon neutral by offsetting carbon output with various green initiatives.

**Media Week, 11 August 2009, p5**

### **Woman & Home**

The market for over-35s women is described as both exciting and lucrative, especially for *Woman & Home* magazine, which is at its most profitable ever. It has just won 'Consumer Magazine of the Year' at the Periodical Publishers Association (PPA) Awards 2009.

**PR Week, 14 August 2009, pp14-15**

## **Market Research**

### **A decline this year**

*The 2009 Annual Survey of Market Research Professionals* by QED reveals that market research buyers expect budgets for 2009 to decline by 9.5%. Cost is becoming an increasingly important factor and it is the largest companies that will be reducing their budgets the most. Whereas survey data and company sales figures continue to be used for market research purposes, other methodologies, including focus groups, syndicated research and scanner data are on the decline. The number of companies that regard market research firms 'to be my partner' has also fallen. Prior to this year market research has experienced increases in annual spending for 20 consecutive years.

**Marketing Week, 13 August 2009, p6**

### **Consumer classification**

Consumers are shopping less by age and gender and more by 'mindsets'. The trend for classifying people according to 'tribes' or 'groups', rather than demographics is becoming increasingly popular. The 'tribes' which appear

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in Mosaic's 2009 list include: 'Active Retirement', 'Alpha Territory' and 'Terraced Melting Pot'. Mosaic has recently updated and added to this classification. There are of course numerous ways of defining people and segmenting customers and this article discusses just some of them. You simply have to find an approach that works well in a particular situation.

**Marketing Week, 13 August 2009, pp23-25**

## **Marketing**

### **Rethinking marketing**

Alan Mitchell discusses the proliferation of 'bottom-up' consumer information available from the many digital channels. Marketers are being forced to change their thinking to incorporate this 'volunteered personal information' (VIP). The type of information gleaned from digital sources lies at the centre of customer facing processes, such as customer insight, product development, customer service and CRM. A report entitled *The New Personal Communication Model: the rise of Volunteered Personal Information* reveals that the value of the market for all types of volunteered information will rise to £20bn by 2020.

**Marketing, 12 August 2009, pp26-27**

### **Tesco 2 coming your way**

Tesco is undertaking a guerrilla marketing campaign in the second stage of its Clubcard relaunch. Billboards around the country will bear the words 'Clubcard 2: coming to a supermarket near you', with no Tesco name or logo. They are intended to resemble an ad for a film sequel.

**Retail Week, 14 August 2009, p3**

**The Grocer, 15 August 2009, p5**

### **The impact of sensory perceptions**

This study looks at the impact of neuro-linguistic programming on charity marketing communications. Findings indicate that when exposed to these communications people make sensory-based choices. UK charities spend large amounts on broadcast and press advertising, but some of these messages may be filtered out by target market segments. These research insights may help charities to reach potential donors: by segmenting people by their preferred sensory systems they will be able to channel direct communications more effectively.

**The Marketing Review, Vol 9 (3), pp231-242**

### **Promote the value of marketing**

According to a new IPA guide, *Best practice in narrative reporting: an international perspective*, published last week, marketing must do more to promote its contribution to the bottom line in the company annual report. The guide is based on an analysis of 50 company reports, reflecting those companies with the highest consumer marketing spend and most successful brands. Even though most of the companies recognise the importance of their brand, they do not provide enough information on why their brands are successful. This is a clear opportunity for company marketers to show their credentials. Just two companies are the exception to this: Reckitt Benckiser in the UK and Procter & Gamble in the US.

**lpa.co.uk, 12 August 2009**

### **Merchandising**

#### **Wacko toys**

The Michael Jackson estate has applied to create merchandising deals with AEG Live and Bravado International Group Merchandising Services to produce Michael Jackson goods, such as T-shirts and plastic figures.

**Marketing, 12 August 2009, p5**

### **Newspapers**

#### **ASA expresses displeasure**

The Advertising Standards Authority (ASA) has taken Express Newspapers to task for 'routinely' publishing advertising features which could easily be mistaken for articles. The articles appeared in the section headed 'Express lifestyle'. The ASA claims that the articles on the top half of the page are controlled by the products featured below it and 'were always uniquely favourable to the product featured'. *The Daily Express* has of course disputed this.

**Marketing Week, 13 August 2009, p7**

**Out-law.com, 12 August 2009**

#### **14% is the trend**

Trinity Mirror has reported a decline of more than 14% in its national newspaper advertising for the first half of the year, but claims a 'marginal' improvement in advertising trends. News International has seen a 14% fall in its ad revenue year-on-year to 30 June. As reported in last week's Cutting Edge (12 August), News Corp chairman Rupert Murdoch plans to charge users for access to all its news websites by next summer. Apparently *The Wall Street Journal* is

to be the first to charge for premium subscriptions.

**Media Week, 11 August 2009, p9**

**PR Week, 14 August 2009, p3**

### **Collecting for Peanuts**

*Peanuts*, the cartoon created by Charles Schultz, is to celebrate its 60<sup>th</sup> anniversary by revamping the brand and launching collectibles, such as a Snoopy in a display case. The brand has appeared as a newspaper comic strip, on TV and in books.

**Marketing, 12 August 2009, p4**

### **Personality Promotions**

#### **Cheeky cosmetics**

Pop singers The Cheeky Girls have launched a make-up range comprising 36 items, having teamed up with Fragrances and Toiletries International. Packaging and branding are targeted at teenagers.

**Marketing, 12 August 2009, p8**

#### **Katona frozen out**

Kerry Katona, who fronts many of Iceland's ad campaigns, has been sacked following allegations in the *News Of The World* that she is taking Class A drugs. Iceland said it was "impossible" for her to continue in the role. Kerry Katona has appeared in the Iceland ads for four years after winning TV reality show *I'm A Celebrity, Get Me Out Of Here*. Iceland uses a number of celebrities for its promotions, including *Loose Women* presenter Coleen Nolan.

**News.bbc.co.uk, 17 August 2009**

### **Public Relations**

#### **World Cup PR**

England's 2018 World Cup bid team has already begun the search for PR support, as it starts a year-long communications strategy in December. The bid team believes that an international PR campaign, along the lines of the 2012 Olympics, could deliver the World Cup tournament to England. Comms director Kris Dent is anxious to have a roster of PR agencies lined up by the autumn. The decision on which city will host the event will be announced in December 2010.

**PR Week, 14 August 2009, p1**

#### **Are embargoes disappearing?**

There are reports that *The Wall Street Journal* (WSJ) has introduced a new policy telling editorial staff not to accept embargoes on stories unless they are exclusives. The WSJ is

quoted as responding: "There is no change with our embargo policy. We honour deals when we make them". Some PR professionals consider that it is only a matter of time before embargoes are broken because the nature of media is changing.

**PR Week, 14 August 2009, p22**

## Radio

### Radio figures highly

The latest Rajar figures indicate that overall commercial radio listenership rose by 3.2% year-on-year. Listeners for BBC stations rose from 33.32 million to 34.09 million and digital radio now has 21% share of listening figures. *Magic 105.4* received the most listeners in London. Other results are provided here, but for a really detailed breakdown visit [Rajar.co.uk](http://Rajar.co.uk).

**Marketing, 12 August 2009, p6**

**New Media Age, 13 August 2009, p10**

### Absolute story campaign

*Absolute Radio* is launching a social media campaign, Summer of Live Stories, in order to attract new listeners. People are asked to submit live music anecdotes, the person submitting the best one having the chance to host an on-air virtual festival based on *Absolute's* catalogue of music. The campaign will engage with 95 forums online in order to raise brand awareness.

**New Media Age, 13 August 2009, p5**

## Social Media

### Twitter for the troops

The Ministry of Defence has issued online guidelines encouraging troops to use social media to discuss their activities. The 13-page guide talks about blogging, social networking and multiplayer games. Troops no longer need to obtain permission before using *Twitter* or *Facebook*.

**PR Week, 14 August 2009, p11**

### Gap turns to Facebook

Retailer Gap, well-known for its TV ads which feature stars like Audrey Hepburn, Orlando Bloom and Liv Tyler, is to move to the internet for its 'Born to Fit' campaign, which promotes its new denim clothing. *Facebook* will be at the centre of the campaign, which targets consumers who are already using the web to discuss fashion.

**Revolutionmagazine.com, 17 August 2009**

### Twitter Tsar

Labour MP Kerry McCarthy is to be Labour's new media campaigns spokesperson. She will be responsible for improving the party's use of social media sites such as *Twitter* and *Facebook*, and for using social networks to build campaigns before the next election. She was recently named the most influential MP on *Twitter*.

**Marketingmagazine.co.uk, 8 August 2009**

### What are you tweeting today?

The School Food Trust, whose remit is to improve the quality of food in schools, is trying out *Twitter* as a channel for telling parents what children are eating at school. From September parents in Somerset will be able to subscribe to a daily 'school menu' update.

**Marketing, 12 August 2009, p5**

**PR Week, 14 August 2009, p11**

## Sponsorship

### Netting the deal

Standard Life is the first title sponsor of the British Basketball Federation (BBF). Standard Life will sponsor all four BBF teams in a five-year deal, which started with the four-nation 'Game On At The O2' tournament on 14<sup>th</sup> August.

**Marketing Week, 13 August 2009, p10**

### BP prepares for 2012

Agencies Landor and Ogilvy have been appointed by BP to handle its sponsorship of London 2012 and to manage the 'look and feel' of the brand. BP director Tony Hayward says that BP is the UK's biggest company headquartered in London and 2012 provides it with a "unique opportunity" to engage with its employees, customers and various cultural partners. BP is a tier-one partner for 2012.

**Marketing, 12 August 2009, p8**

### Fast food

McDonald's is in talks with London 2012 to become the official branded food outlet for the Olympics. This has inevitably created criticism from health and environmental factions who perceive this move as being more about money than health and fitness. The Olympic organisers have not commented over whether other food brands will be present in the Olympic Park. The organisers say that a range of foods will be available; however it is unlikely that other parties will be allowed to display company branding.

**The Financial Times, 12 August 2009, p3**

## Television

### **Ad decline slowing**

ITV is reporting a slowdown in the decline of its ad revenues. For the first six months it reported a 15% fall in ad revenues and is forecasting a third quarter fall of 12%, followed by a 7% decline in September. Although analysts welcome the news, the company still made a loss of £105m in the first half of 2009 and took a big hit when it sold *Friends Reunited* to Brightsolid for just £25m, having originally paid £175m for it in 2005.

**Marketing Week, 13 August 2009, p10**

**New Media Age, 13 August 2009, p10**

### **Challenging the measure**

US media owners and marketers are creating a consortium to challenge the dominance of the TV audience measurement business currently controlled by Nielsen. They claim the current process is far too slow. The consortium should be operational by September and participants include NBC Universal, Time Warner, News Corp, Viacom, CBS Discovery and Disney. Big advertisers Procter & Gamble and AT&T are also involved. Advertising on US TV is worth \$70bn a year and measuring audiences across TV, internet and mobile is challenging.

**The Financial Times, 14 August 2009, p18**

## Women

### **Beautiful is not better!**

Research, published in the *Journal of International Business and Economics* has found that women are less likely to buy something in a store if they perceive the shop assistants to be more attractive than they are. Unlike celebrity endorsements female assistants are considered more of a 'social threat' and so do not enhance the brand in the same way. The research suggests that 'look policies' should be axed in favour of women of all appearances.

**The Daily Telegraph, 15 August 2009, p11**

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
Alison Cole	Southbank Centre	The Arts Council England	Executive Director of Communications	PR Week
Paul Curtis	Sky Media	NBC Universal	VP, Commercial Strategy UK	Media Week
Joe Derrett	City Hall	Waltham Forest	Head of Media & External Relations	PR Week
Mark Guymer	Eurooffice	Moneysupermarket	Head of Shopping and Vouchers	New Media Age
Charlie Herbert	Various	Travelodge	E-Commerce Director	Marketing
Jo Kenrick	B&Q	Fallon	Business Director, Asda Account	Marketing
Sarah Lewis	Bang Brand Experience and Events	BAA	Account Manager for Sponsorship and Experience	Media Week
Anthony Marsella	Samsung	Lancaster University	Director of Marketing	Marketing
Tim McCoy	Blue Rubicon	Starbucks	Head of Communications	PR Week
Katherine Whitton	British Airways	Barclaycard	UK Marketing Director	Marketing
David Walmsley	John Lewis	DSGi	Ecommerce Director	Retail Week

## Promotions

Name	Company	Previous Title	New Title	Source
Antonio Alonso	CBS Outdoor	Chief Development Officer	International CEO	Marketing Week
Dan Duncombe	EMI	Digital Director Parlophone	VP of Digital Marketing for UK and Ireland	New Media Age
Gary Twelvetree	Barclaycard	Chief marketing Officer, UK Cards Division	Global Brand Director	Marketing
Troy Warfield	Kimberly-Clark	Vice-President, UK & Ireland	Vice-President, Family Care, Europe	Marketing

## Sources

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