



Cutting Edge

20th May 2009

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

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Advertising

Ad-funded models flounder

Mobile virtual network operator MVNO Blyk is to cut its consumer service and focus on operator partnerships. It currently rents network capacity from Orange in the UK and offers subscribers aged between 16 and 24 free calls and texts provided they receive ad messages. At the time it was considered an innovative method of targeting hard-to-reach consumers. The technology, which allows targeted messages to be sent based on the user's response, is now to be sold to operators. In general ad-funded models are suffering – music service Spiralfrog closed in March and newspaper publishers, who provide free content, are considering introducing subscriptions.

(see also below under Newspapers)

New Media Age, 14 May 2009, p3

BT returns to third-party ads

BT is to reinstate its third-party advertising on its sites. It has appointed online advertising firm Etype to do the job. Three months ago BT replaced its third-party advertising with house ads. BT is also to allow competitor mobile phone operators to advertise on its site for the first time.

New Media Age, 14 May 2009, p9

Ad spend drops

The Department for Children, Schools and Families spent £6.04m on advertising for the year to April 2009, less than the £8.5m spent in the previous year.

Campaign, 15 May 2009, p5

Agencies

Agencies to be paid by results

On 20th April Coca-Cola announced that it would introduce a 'value-based' compensation

system for all its agencies that deal with its 400 brands. Agencies will get paid for their costs, plus a bonus of up to 30%, according to the results they achieve. The bonus will depend on metrics that include the agency's overall performance and the sales and market share of the products being advertised. Coke says it wants to inspire creativity and efficiency. Procter & Gamble has already introduced a similar model for 12 of its brands.

The Economist, 16 May 2009, p76

Top 50 in media

Of *Marketing's* Top 50 Media Agencies in 2008, the top ten in the league table experienced a fall in revenue, while billings for the top 50 as a whole fell by an average of 5%. MediaCom has kept its number one position with increased billings of 4.1%. It has managed to forge 'innovative' partnerships and win new accounts: Dell, TUI, E.ON to name a few. It also scooped Volkswagen's online account. Mediaedge:cia emerged as Media Agency of the Year for the second year running.

Marketing, 13 May 2009, pp28-29

Books

Irish publishers – hard to compete

The recent Irish Book Awards in Dublin was a glittering occasion that saw Seamus Heaney presenting the lifetime achievement award to Edna O'Brien. All the winning authors were Irish, but there the similarity ends. In fact none of the books were published by Irish publishers bar two. This article looks at the problems faced by the Irish 'indies', as 85% of the total market is accounted for by foreign-owned publishers.

The Bookseller, 15 May 2009, pp22-24

Brands and Branding

Lifestyle marketing

Research by Premium Knowledge Group amongst US consumer groups has resulted in

the identification of six lifestyles, each with attributes associated with well-known people: the 'unmistakable' – Paris Hilton; the 'tasteful' – Ralph Lauren; the 'practical' – TV presenter Rachel Ray; the 'economical' – finance expert Alan Greenspan; the 'understated' – Warren Buffet and the 'dependable' – Bono. Brands need to know which lifestyle represents their company's best customers, although it is possible to target adjacent lifestyles on the lifestyle marketing map.

Admap, May 2009, pp40-41

What is luxury?

Everybody wants their goods to be considered luxury and even mass-market brands call their products 'deluxe'. Various words and phrases have been added to the vocabulary, such as *masstige*, *opuluxe*, *premium*, *trading up*, *hyperluxury* etc. This has contributed to the confusion as to what really defines a luxury product or brand. This paper looks at the management of luxury brands, and how to distinguish them from 'fashion' and 'premium' or 'trading up'. It then looks at the rules for marketing luxury goods and services.

The Journal of Brand Strategy, Vol 16 (5-6), pp311-322

McCain shows athleticism

McCain Foods is to show a 12-part TV series on Channel 4, entitled *The McCain Track and Field Show*, to underpin its £10m marketing investment in athletics. The show runs from 26th July and brand promotion will appear around the show. This follows a trend for sport sponsors to conduct their promotions via brand-funded TV series.

Marketing, 13 May 2009, p3

UK pets do better

A Harris Interactive poll of internet users in five countries shows that UK shoppers are the most brand-loyal in Europe. However they are more likely to buy branded food for their pets than for themselves. In the UK 56% of respondents buy branded pet food, compared with 36% in Germany and 41% in France.

The Grocer, 16 May 2009, p10

Children and Youth

Brand characters

Companies have been using brand characters for many years and childrens' recognition of these has until now been enough to fire their interest in the product. Research by Consumer Knowledge Centre amongst children as young

as 18 months, has suggested that a child now needs to be more enthusiastic and emotionally connected to these characters in order to want to make a purchase. Five tiers of brand characters are identified: 'logo slap', promotional use, character-affected products, character-related categories and character-integrated products.

Admap, May 2009, pp30-31

Cinema

A virtual night at the museum

20th Century Fox is promoting the release of *Night at the Museum 2* today, via a digital version of the Smithsonian Museum, on teen site *Habbo*. A branded room and an avatar of actor Ben Stiller, described as an 'immersive promotion', is meant to engage the 'hard-to-reach' teenage audience.

New Media Age, 14 May 2009, p10

Film favourites

According to a survey by the Cinema Advertising Association, *Dirty Dancing* is the UK's all-time favourite film, followed by *The Shawshank Redemption* and *Star Wars*.

Campaign, 15 May 2009, p36

Conferences and Events

CIM Annual National Conference

Don't forget to book your place at the CIM National Conference, *Marketing adaptability – survival of the fittest*, which takes place on 29th September. Four key areas - marketing strategy, customer relationship management, marketing communications and stakeholder management – will be examined by leading thinkers and senior marketing practitioners.

www.cim.co.uk/nationalconference

Consumer Behaviour

Stay-at-home vs get-out-there

Research tells us that consumers are staying at home more in response to the economic situation. The trend of 'staycation' has benefited some sectors, such as home entertainment and food brands, but other businesses are looking at ways of getting consumers out and about. Merlin Entertainments, owner of Alton Towers and Madame Tussauds, has modified its marketing to include discounts and incentives to domestic visitors, while John Lewis is targeting people who stay at home over the summer by introducing ranges in keeping with the British weather!

Marketing Week, 14 May 2009, pp16-20

Direct Marketing

Charity merger looks to DM

Following on from their recent merger, the two charities, Age Concern and Help the Aged are looking for an agency to deal with their direct marketing account. The new charity brand name is to be decided in the next few months. The merged organisation has become one of the biggest charities in the UK.

Campaign, 15 May 2009, p2

DMA security standard

This month the DMA (www.dma.org.uk) launches its Information Security Management Standard or Data Seal, a private standard which the BSI will audit, and which is intended to address consumer concerns about the security of their personal information. The rules it outlines about personal data are intended to protect the reputation of the direct marketing industry and offer guidelines on how to deal with complaints. Although the Data Seal is not mandatory to members of the DMA, it is hoped that in time there will be a big take-up.

Data Strategy, May 2009

Incentives

Vouchers and gift cards

Vouchers and gift cards reduce the chance of the recipient not liking what they have been given and they appeal to all demographics. Cards and vouchers are used to motivate staff, as corporate gifts, to incentivise sales, as part of a promotion or in competitions. Here, six case studies are presented, ranging from New Look's use of vouchers to 'reinforce its branding' to E-skills UK's 'BigAmbition' initiative to attract teenagers towards education and careers in the IT industry.

Incentive & Motivation, May-June 2009, pp26-30

Internet

Chrome ad

Google has launched its first-ever TV ad, which promotes its Chrome web browser. The ad was originally created as an online film, but owing to the failure of Chrome to achieve the market uptake of its competitors, Internet Explorer and Mozilla's Firefox, Google decided to launch the campaign on TV.

Campaign, 15 May 2009, p5

TK Maxx goes online

TK Maxx is to launch its first e-commerce site at the end of May. Initially it will sell just handbags with discounts of up to 60% while it decides

which other products to include. This move is seen as part of the current trend for discounted fashion sites. Others include *Debenhams Outlet*, *Asos Clearance* and Net-a-Porter's *TheOutnet.com*.

Retail Week, 15 May 2009, p5

Wolfram Alpha

Wolfram Alpha went live on Monday. It is the brainchild of British physicist Stephen Wolfram and is a new type of search engine. The idea is that you ask it a question and it provides the answer rather than supplying a list of sites that you have to comb through to find the answer. IBM has also announced a new program that will field questions. These new systems face steep odds – they are not yet lucrative businesses and it is unlikely that they will compete with the likes of Google. Wolfram says his company can post advertising beside the search results, but may turn to an established company to develop the advertising side of the business.

Business Week, 18 May, 2009, pp44-45

News.bbc.co.uk, 18 May 2009

Law

Celebrity endorsement

Celebrity endorsement may be commonplace, but celebrities may have to think twice about it in future. The Federal Trade Commission in the US is considering revised guidelines whereby not only would the advertiser be responsible for false or misleading claims, but so would the celebrity endorser. So could this become a UK issue as well? Currently the Advertising Standards Agency admits that the wording of the *Guidance on the Consumer Protection from Unfair Trading Regulations 2008* is ambiguous. So watch this space.

Marketing Week, 14 May 2009, p11

eBay le vainqueur

A French court has found in eBay's favour; it is apparently not responsible for the sale of fake goods on its website. Cosmetics company L'Oreal brought the case, which is just one of several lawsuits over the last few years, which have tried to claim damages from eBay regarding counterfeit goods.

The Economist, 16 May 2009, p10

Loyalty Programmes

Avoid customer churn

Customer loyalty has been tested to its limits during the recession, as customers are looking at their finances and are prepared to switch

suppliers if they can find a better offer. Brands cannot expect consumers to show the same loyalty that they would to family or friends, but there are notable exceptions: Mac users won't consider other computing options and Harley Davidson riders won't be seen with any other bike. This article looks at ways in which brands can engender loyalty. M&C Saatchi's research into consumer behaviour during the recession identified eight groups, ranging from the 'crash dieters' to the 'vultures'.

Incentive & Motivation, May-June 2009, pp24-25

Tesco relaunches Clubcard

Tesco has now relaunched its 15-year-old Clubcard loyalty scheme. In order to promote the scheme it has reintroduced the Tesco 'family' to its ads, after more than 10 years' absence. Tesco has moved away from its price-comparison strategy in favour of looking at individual consumer needs. UK marketing director Carolyn Bradley says the advertising has "been designed to be a little bit more optimistic" as people have had enough of "doom and gloom". Tesco is currently behind its competitors in sales growth.

Marketing, 13 May 2009, p2

Magazines

No such thing as a free launch?

This year, for obvious reasons, there haven't been many new magazine launches. Amongst the exceptions are: Condé Nast's *Wired* and Bauer's *Eat In*. The cost of launching on the news-stand is estimated to be around £12m for the first year alone. However one advantage of the downturn is that media-buying is cheaper and retailers more supportive. Six executives of publishers, who have braved new launches recently, are asked to give their opinions.

Media Week, 12 May 2009, pp20-23

Short and infrequent – that's the message

According to a survey from 272 local authorities, shorter, less frequent council publications have more impact on 'informed' ratings than monthly or weekly publications. Consumers who receive council publications only once or twice a year are 48% 'informed' about services and benefits and reported a 55% satisfaction rating. Councils who publish seven to 12 times a year reported a 41% 'informed' rating and 51% satisfaction rating.

PR Week, 15 May 2009, p13

Market Research

Online vs offline

Online marketing research is one of the fastest-growing parts of the industry. This paper compares offline focus groups, online focus groups and e-Delphi (an e-mail research technique) in relation to depth, breadth, efficiency, group dynamics, non-verbal impressions and respondent attitudes. It concludes that offline focus groups have the greatest depth, breadth and efficiency, leading to high-quality data. But e-Delphi discussions give very 'elaborate and relatively deep' outcomes which put across the respondents' feelings and attitudes. Online focus groups provide rather 'superficial' results, but are considered efficient.

International Journal of Market Research, Vol 51 (3)

Research into SMEs and entrepreneurship

There has been much research into small companies and entrepreneurship in the UK and Europe, which is a challenging area for those targeting these sectors. This thought-provoking paper aims to discuss the quality of the research undertaken and sets out a case for enhancing it. Although it is a 'lucrative' area for research, it needs to be dealt with from a more critical standpoint.

International Journal of Management Reviews, Vol 11 (2) pp127-148

Marketing

Consumer confidence

A poll of marketers conducted before the *Marketing Week* Trends Show in London last week revealed that 61.4% of marketers think that a lack of consumer confidence is impacting the performance of their business, while 63% consider the recession is negatively impacting their business. Only 7.1% report a sales upturn.

Marketing Week, 14 May 2009, p5

PayPass boots in

Boots is to become the first main retailer to use MasterCard PayPass, The new 'Tap & Go' technology allows customers to make instant payments of less than £10 in under a second. It is to be installed in 15 London and six Liverpool stores. These cities were selected because they are noted for being early adopters of technology. MasterCard and Boots are to launch a major campaign to raise awareness of the technology and encourage consumer use.

Marketing, 13 May 2009, p1

Need a new channel for your CV?

The commercial motoring industry relies on the trade show as an important B2B marketing tool, so the cancellation in January of this year's Commercial Vehicle Show was something of a blow. The three-day event provides a centrepiece for many brands' marketing strategies. Commercial vehicle manufacturers have the choice of keeping the money they would have spent on the show or of finding new ways of marketing, and it is the smaller companies which are the most likely to try something different. Digital marketing has been slow to develop in this sector but is now expected to grow significantly. B2B marketers may use the absence of the show to re-evaluate their approach to marketing.

B2B Marketing, May 2009, p18

Music

Last to personalise

Music site *Last.fm* is launching a new service, whereby a personalised music player offers a continuous stream of photos of the artist being played. Users can also create 'multi-genre' stations by selecting, for example, 'French', '60s' and 'female', to personalise the channel.

Media Week, 12 May 2009, p8

Newspapers

Content to pay

As ad revenues continue to decline publishers are looking at introducing paid-for content on their websites. Now Thomson Reuters is considering a paid-for model for its consumer sites, while Rupert Murdoch has already said that he will introduce a pay model for his publications. The National Magazine Company, owner of sites *Handbag* and *Getlippy*, is looking at charging for unique material. Research by *New Media Age* has found that only 12% of consumers would pay to read a newspaper online and 31% would want the content to be ad-free if they did have to pay.

New Media Age, 14 May 2009, p4

The Financial Times, 18 May 2009, p11

Public Relations

Industry consolidation

Industry analysts are talking about 'major' consolidation within the PR industry. Consolidation is needed amongst marketing services agencies, as a large number of companies are competing for a finite pool of money. Many companies are looking for global solutions for their PR and this means there is

scope for the larger agencies to absorb smaller ones and increase their reach.

PR Week, 15 May 2009, p3

PR still strong

PR Week reports that amongst its *Top 50 Consumer Consultancies* for 2008 there is some double-digit growth. Although the recession had begun to bite by the end of 2008 and clients have reduced or stopped their advertising spend, PR budgets seem to have been maintained. A notable trend is an increase in the number of integrated agencies and those expanding their offerings. But some industry experts believe that the need for 'absolute PR expertise is stronger than ever'. Trimedia emerges at the top of the league, ahead of The Red Consultancy.

PR Week, 15 May 2009, pp20-25

Comic PR

Comedian Jack Dee has recruited a new personal publicist, Gary Farrow, who also handles Elton John and Jonathan Ross's PR. Farrow will be promoting the comedian's autobiography, *Thanks for Nothing*.

PR Week, 15 May 2009, p1

Trusting to Government support

TrustMark, the scheme launched four years ago to protect consumers against cowboy builders, has asked the Government to provide more funds. It has warned that without this support the scheme may fail by the end of the year. Chief Executive Roman Russocki says that he has a commitment from The Department for Business Enterprise and Regulatory Reform (BERR) to fund a marketing campaign starting in June, aimed at attracting more businesses. In contrast Constructionline, the contractor-vetting service for the public sector and commercial clients, is wholly government-funded. It was relaunched two weeks ago as part of the Government's target of saving £9bn in public sector procurement annually.

Construction News, 15 May 2009, p15

Tory PR

A new PR agency, Westbourne Communications, is being set up by figures within the Conservative Party. Lobbyist James Bethall will be managing director, while Stephan Shakespeare, founder of YouGov, and ex-campaign manager for Jeffrey Archer, is to be non-executive Chairman. Two account managers have already been hired and more are expected to join this year. Bethell considers

that communications in the digital age are “more about managing the message and more about mobilising opinion”.

PR Week, 15 May 2009, p1

Radio

Absolute increase in listeners

Absolute Radio has won back some of its listeners during the first quarter of 2009 and increased its weekly reach by 13.7%. This is still a reduction of 30.8% on last year, following the rebranding from Virgin Radio.

Marketing, 13 May 2009, p6

Digital on the rise, but commercial down

According to the latest Rajar figures digital radio is on the increase: it is up by 12% compared with last year and 33.8% of the UK population is now listening via a digital platform. Overall national commercial radio, which has 10.2% share of the market, was down by 4.7% year-on-year. Even Global Classic FM, which has 5.41 million listeners, more than any other commercial station, was down by 3.7%.

Media Week, 12 May 2009, p6

Social Media

Embarrassing campaign

In a competition intended to attract consumer attention and increase brand recognition, Comet is asking people to submit videos via *YouTube* showing their most ‘disgraceful’ and out-of-date electrical items and to explain why they are so ashamed of them. The online competition is at *Replacethisdisgrace.com* and the winners will receive £4,500.

Retail Week, 15 May 2009, p6

Twittering to Africa

A charity that funds schools in Africa, Learn as One, has launched a fundraising campaign via social media. There will be blogging and twittering live from a community in Zambia, which needs to raise £25,000 for a new school. Online viewers can ask questions of the community and see how the money is spent.

PR Week, 15 May 2009, p10

Tango in inverted campaign

Responding to a dare on social networking site *Bragster.com*, Tango has turned the labels on its cans upside down. The limited-edition cans are intended to increase visibility on display units. The can was launched with a group of models wearing orange bikinis, and standing on their heads.

Marketing, 13 May 2009, p4

Brands facing up

In 2007 brands such as Vodafone and The AA removed their advertising from Facebook because the ads had been placed alongside ‘inappropriate’ material, such as the BNP’s group profile. Facebook subsequently took action to enable brands to opt out of advertising around certain group pages, but last week ads for big brands were once again appearing next to the BNP and Holocaust denial groups. Matt Simpson, IPA chairman, states that media owners should ensure that ads don’t appear next to this type of content. Facebook’s response is that advertisers have the tools to control where their ads appear and claims that several of the controversial groups have already been removed.

New Media Age, 14 May 2009, p3

There’s poetry in Twitter

Twitter is hosting the world’s first interactive haiku poetry competition. The judges will be Yoko Ono and poet Jackie Kay, who will decide which of the three-line verses are to be placed on the big digital billboard at King’s Cross Station. Twitter members can enter the competition via their mobile phones, by sending their poem to Twitter. The initiative comes from *KingsPlace.co.uk*, a conference centre, where the winning poems will also appear.

Brandrepublic.com, 18 May 2009

Nokia sets the mood

Sometimes a 160-character text message just isn’t long enough to say all that you want. Now Nokia of Finland has filed a patent on a new type of cellphone which has ‘light messaging’ capability. When you send a text the software allows you to choose a colour to reflect your mood. This might be red for really angry or blue for sad. The colour is encoded and used to illuminate the LED array on the recipient’s light-messaging phone.

New Scientist, 15 May 2009, p19

Fitness first

Health club Fitness First is working with O2 Media to develop an SMS campaign to attract new members. In a highly segmented campaign, the club is targeting O2 subscribers aged 18 to 35, within three miles of a Fitness Club and with an interest in keeping healthy. They will be asked to respond to an SMS message in order to receive a free five-day membership voucher.

New Media Age, 14 May 2009, p8

Sponsorship

Wembley Cup seeks sponsor

The Wembley Cup, the pre-season football tournament which will take place in July, is currently searching for a title sponsor. Media company IMG is looking for companies that have a 'core target image of football fans'.

Marketing Week, 14 May 2009, p8

Sony making hay

Sony's electronic Reader Digital Book, which can store up to 160 ebooks, is to be promoted through a sponsorship deal with The Guardian Hay Festival. Sony is to host a panel discussion during the 11-day festival about the future of electronic reading devices. A performance space, Sony Screen, will be used to undertake experiential activities. The reader will be available to the 95,000 festival attendees, to buy at the box office,

Marketing Week, 14 May 2009, p9

Betting on football shirts

The online gaming operation, 118Bet, is to be the new shirt sponsor for Barclays Premier League football clubs, Wigan Athletic and Bolton Wanderers. Until now these have been the remit of JJB and Reebok respectively. But there are too many clubs looking for shirt sponsorship and the supply of potential sponsors, which have usually come from the financial services or automotive sectors, has shrunk. Andy Scott, CE of 118Bet says it is a "buyer's market".

Marketing, 13 May 2009, p1

The Financial Times, 18 May 2009, p22

Television

TV viewing on the up – well just

A piece of good news for advertisers and commercial broadcasters is to be seen in the latest Broadcaster Audience Research Board figures, which reveal that the average person in the UK watched 17 hours and 24 minutes of commercial TV a week for the first quarter of 2009. This brings commercial TV's share of broadcast TV up to 63.5%.

Marketing Week, 14 May 2009, p8

Spanish ban state TV ads

On 8th May the Spanish Government approved a plan banning advertising on the state TV station, Televisión Española (TVE) by September. The Government justifies this by citing the sharp fall in ad revenues. It is

following the example of France, which has also banned TV ads from state-owned TV. Spanish commercial TV is also suffering a decline in ad revenues, and one might expect advertisers to migrate to commercial channels as a result of the ban. Unfortunately the French example suggests otherwise.

The Economist, 16 May 2009, p75

Promoting Good Food

UKTV is completing its rebranding of its channels with the launch of its *Good Food* channel, previously known as UKTV Food, in June. It has signed a licence agreement with BBC Worldwide, owner of magazine *Good Food Magazine*, to use the name. The UKTV name will be dropped from all channels, which will be positioned as multi-platform brands, across TV and online. In a longer article, Director of Lifestyle, Factual and New Media, Jane Mote, talks about the new branding strategy.

Campaign, 15 May 2009, p5

New Media Age, 14 May 2009, p8, pp16-17

BP in ultimate ad

BP is targeting consumers via a new TV ad, which positions its Ultimate fuel as a cost and energy-saving product. Messages include: 'BP Ultimate can take you up to 28 miles further, per tank'.

Marketing, 13 May 2009, p4

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 |
|----------------------|--------------------------------------|------------------------------------|---|---------------|
| Helene Barnekow | Sony Ericsson | EMC | Vice-President of Marketing, EMEA | Marketing |
| Andy Cooper | Association of British Travel Agents | Thomas Cook | Director of Government & External Affairs | PR Week |
| Scott Deutron | BSkyB | Blinkbox | Director of Advertising & Sponsorship | Media Week |
| Paul Evans | Kimberly-Clark | Microsoft | Head of Media Xbox EMEA | Campaign |
| Richard Firminger | Yahoo! | Amazon | Director of UK Display Advertising Programmes | New Media Age |
| Nicky Josling | East Kent Hospitals NHS | Royal London Society for the Blind | Head of Fundraising & Marketing | Third Sector |
| Kathy McAllister | News Group Newspapers | The Sun and News of the World | Director of Sales & Marketing | Marketing |
| Louise Parkes | Help the Aged & Age Concern | Shelter | Director of Fundraising | Third Sector |
| Andrea Shufflebotham | International Water Association | NCT | Media & PR Officer | Third Sector |
| Cheryl Sloan | Various | The Fairtrade Foundation | Marketing Director | The Grocer |
| Matt Teenan | BBC Magazines | Bauer Media | Chairman of the Periodical Publishers Association Marketing Board | Media Week |
| Paul Wright | Sky | Bauer Media | Director of Digital Media | Media Week |

Promotions

| Name | Company | Previous Title | New Title | Source |
|----------------|--------------------|---|--------------------------------|----------------|
| Russ Lidstone | Euro RSCG London | Chief Strategy Officer | Chief Executive | Campaign |
| Lee Rolston | Cadbury Dairy Milk | UK Marketing Director | Global Marketing Director | Marketing |
| Andrew Stott | The Cabinet Office | Deputy Chief Information Officer | Director of Digital Engagement | PR Week |
| Jonathan Walsh | Nestlé | Corporate Marketing & communications Director | Country Business Manager | Marketing Week |

Sources

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