



Cutting Edge

23 September 2009

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Advertising

Celebrity voiceovers

This article takes a look at the popularity of celebrity voiceovers in adverts. Agencies consider that it is beneficial to use professional actors rather than professional voiceover artists for this work, even though it may cost more. The ad industry often draws on the talent from the most popular comedy shows. However a certain group of celebrities seem to retain their attractiveness to advertisers; among these are Stephen Fry, Dawn French, Timothy Spall and Julie Walters.

Campaign, 18 September 2009, pp24-25

Display vs search

There are two main types of advertising: search and display. Consumers only search the ads when they have a requirement, whereas display ads are placed there by advertisers to remind consumers of their products' benefits. With the internet consumers can now search for the most trivial of items. However the thousands of responses retrieved when a simple term is typed into Google shows just how important display advertising is. The author contends that search will never take over from display.

Market Leader, September 2009, p8

Online recruitment advertising

According to the Chartered Institute of Personnel and Development's (CIPD) 2009 recruitment survey of 755 employers, 78% of them use corporate websites for recruitment, whereas only 29% use commercial job boards. A further survey by XpertHR found that 87.7% of respondents prefer to use online recruitment, while 52% also used their intranets to advertise

job vacancies. One of the advantages cited is the ability to include more information than is possible in a newspaper ad.

Personnel Today, 15 September 2009, p23

Effectiveness of digital out-of-home ads

Research was conducted to quantify the effect of out-of-home digital images relative to static images. The research was carried out at London Bridge railway station on adjacent Titan Outdoor static and digital panels. Cameras tracked the number of eyes on the posters and measured people's reactions. The results show that a digital poster is twice as likely to be looked at than a motionless one and that people look at a digital panel for an average of 60% longer than a still one. It would appear that digital justifies its value and some of the results are presented here.

Admap, September 2009, pp46-47

Coke recycles

Coca-Cola has produced its first ad encouraging consumers to recycle. 'The Keep it Going. Recycle' campaign will support the company's strategy to reduce its carbon footprint. Southampton will be the first city to benefit from the launch of Coke's recycling bins. Coke Recycling Zones have already appeared at Thorpe Park and Manchester Airport. Research by the Carbon Trust has found that packaging accounts for the greatest proportion of a drinks company's carbon footprint.

Marketing Week, 17 September 2009, p5

Agencies

Annus horribilis?

Here Sir Martin Sorrell, chief executive of WPP, takes a look at the media industry, where



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broadcasters, newspapers and ad agencies have all suffered from thousands of redundancies this year. But could the worst be over? Omnicom, Publicis and JCDecaux have all noted improvements since the spring, but Sir Martin says that although confidence may be improving this “isn’t translating into people spending more on their brands”. He described the last recession as ‘bath-shaped’ and this one as ‘L-shaped’, which means we may not go back to where we were before!

The Financial Times, 22 September 2009, p19

Books

The case of the digital book

Google has told the US House of Representatives Judiciary Committee that it doesn’t intend to have exclusive sales rights on digital books. It will allow other retailers to resell digital books in Google’s online library. Amazon and Microsoft have both objected to Google’s proposed online book registry on the grounds that it reduces competition.

New Media Age, 17 September 2009, p14

Da Vinci Code sequel

Last week’s launch of Dan Brown’s *The Lost Symbol* was accompanied by a marketing campaign which it was believed could achieve sales equivalent to JK Rowling’s latest *Harry Potter* tome; this would be unprecedented for an adult novel in the UK market. Tesco claimed to be selling 19 copies a minute, while Asda had sold 18,000 copies by 4pm the same day.

The Guardian, 16 September 2009, p4

Retail Week, 18 September 2009, p1

Google turns print provider

Google is entering the print publishing arena, following a deal with On Demand Books, the makers of the Espresso book machine. It will be offering two million out-of-copyright books that can be collected or shipped from libraries, universities and so on, around the world.

The Financial Times, 18 September 2009, p25

Brands and Branding

Polarising opinion

Here research from FreshMinds examines the feelings of love and hate elicited by certain brands. It is logical that a brand ‘much-loved’ by one set of consumers would elicit equally strong feelings of hate in others. Twenty-seven percent of consumers love Coca-Cola because of its advertising, while 24% find its ads ‘irritating’. Most of the brands at the top of the ‘most-hated’ ranking – such as McDonald’s,

Tesco and Coca-Cola – are also very successful. Why do consumers love and hate brands and is it the ones in the middle – the ‘don’t cares’ – who need to be the most concerned?

Marketing, 16 September 2009, pp29-26

Retaining the challenger brand mentality

Challenger brands are often small new entrants which take on the big market leader who may have become complacent – the David vs Goliath situation. However some of the bigger brands are retaining market leadership by continuing to have the mindset of challengers. This article discusses how some of the ‘Goliaths’, such as Tesco, have induced community and media activism.

Market Leader, September 2009, pp42-44

High brand awareness

According to BMRB, The Department of Health’s Change4Life marketing campaign targeting obesity, has achieved the fastest brand-awareness of any government campaign launched recently. The data reveals that 75% of mums have heard of Change4life and 79% recall seeing the ad.

Marketing, 16 September 2009, p5

A change of image

Vittorio Colao, chief executive of Vodafone, sees the company’s image as one of his main priorities. He is initiating the makeover of both the company’s brand and marketing. The ‘Make the most of now’ line is being replaced by ‘Power to you’ and coincides with the launch of new services for the mobile internet. Colao wants Vodafone to become one of the world’s best-loved brands. There are concerns that the company may be pushed into third place when T-Mobile and Orange merge, O2 being the current market leader.

The Sunday Times, 29 September 2009, p1

Rebranding the chain

Starbucks is thinking of rebranding its shops to make them appear less corporate. It plans to customise outlets with notice-boards, individual colour schemes and mismatched second-hand furniture. It has also been criticised for selling fattening food, so intends to sell healthier things like carrot sticks and porridge.

The Independent, 20 September 2009, p21

Royal Mail brand reputation

The conflict between Royal Mail (RM) and its employees regarding jobs and pay has damaged the service’s brand reputation. The

YouGov *BrandIndex* shows that Royal Mail's 'Buzz', which measures whether people have heard good or bad things about a brand, fell to -14 recently, the lowest buzz rating for RM in the last six months.

Marketing Week, 17 September 2009, p8

Cinema

Digital ads

For the first time Pearl & Dean is to include advertising from digital formats in 73 of its 350 digital cinema screens across the UK. It aims to have digital ads across all its digital screens within the next few months. The company says that moving towards digital formats, such as DVDs, will allow advertisers to turn campaigns around in just two weeks rather than the usual three to four.

Media Week, 15 September 2009, p4

Conferences and Events

Keeping it local

Companies are increasingly staging events closer to home in response to the recession and in order to reduce their carbon footprint. In an effort to provide customers with a memorable experience they are using more unusual venues, such as disused Tube stations. This is all about creating 'longer recall for the brand message'. In an effort to cut costs, Sony Ericsson, has swapped its usual big-name acts and concerts for a country-by-country roadshow with bespoke laboratories in which to listen to music. Meanwhile some hotels are even downgrading from five-star to four-star in order to encourage business.

Marketing, 16 September 2009, pp33-34

Customer Relations

Whether to outsource or not

This is an in-depth article on outsourcing CRM to agencies. CRM and loyalty schemes have traditionally been conducted by in-house brand teams, but this is gradually changing as larger networks are offering CRM services. Publicis Groupe recently acquired Unilever France's CRM programme, 'Pour Tout Vous Dire', (For Everything You Say). Research by Targetbase Claydon Heeley has shown that brands are 'failing to engage' with 77% of customers. A key message is that working towards a one-to-one relationship with customers is essential.

Marketing Week, 17 September 2009, pp20-24

Direct Marketing

DM in the marketing mix

US organisation Cash4Gold - which pays people for unwanted gold items - is launching in the UK accompanied by what is reported to be the biggest direct response campaign the UK has yet seen. Direct mail is to be used in phase two of the launch because it can give people more information than a TV ad. Other examples of direct mail are discussed in relation to its use in the marketing mix and Domino's Pizza is case-studied in this context.

Marketing Week, 17 September 2009, pp37-39

Wooing the 'cautious' customer

The recession has meant that consumers are extra careful how they spend their money; this is often called the 'volatility and disloyalty' trend. It is critical to use highly targeted marketing techniques that meet consumer needs and demonstrate value for money. This is where direct marketing can play a key role. This article provides a list of seven key points, but emphasises the need to measure customer value and re-engage with lost customers.

The Marketer, September 2009, p15

Mailer under wraps

Peugeot is sending out a direct mail pack wrapped in surgical crepe bandages to highlight the 'cosmetic enhancements' made to its Peugeot 207 range. The bandages unwind to reveal a brochure that gives details of the new enhancements.

Dmweekly.mad.co.uk, 21 September 2009

Internet

Online video adspend up

A report by Web TV Enterprise amongst 100 media buyers reveals that online video adspend will grow by 50% in the next 12 months. Fifty-four percent of participants expect a 50% increase in budget and 10% said they would double ad spend over the next year.

Marketing, 16 September 2009, p10

Results based service

Procter & Gamble has issued a brief to media owners outlining a payment model based on defined measures of consumer engagement. Publisher sites that run its ads will be paid more money if the user does more than just view the ads, such as signing up for newsletters or watching videos. Advertisers are increasingly looking beyond cost per impression and click-through rates.

New Media Age, 17 September 2009, pp1-2

Comparison sites

Comparison websites make life easier for buyers by allowing them to enter a set of details just once and then to compare products by price. They offer sellers a source of potential customers who have already refined their needs. This paper looks at the role of comparison sites, with case studies from three UK financial services companies – uSwitch, Money.net and Moneyfacts - and analyses the criticisms made of comparison sites.

Journal of Financial Services Marketing, Vol 14 (2), pp173-186

Law

Investigating Bing

The US Justice Department is to investigate the proposed partnership between Microsoft and Yahoo! where the latter will use Microsoft's Bing search engine to sell ads that appear next to search results on its website. The companies will share the revenue. The investigation will decide whether the agreement will make the companies more or less likely to 'compete aggressively' in the search market.

Campaign, 18 September 2009, p5

Loyalty Programmes

Generating loyalty

Discount store Aldi grew its share of the market from 2.9% to 3% in the three months to 10 August; in contrast Asda grew from 16.7% to 17.2%. Despite benefiting from the recession Aldi is losing out to the deep discounting strategies of the supermarkets. Two industry experts discuss how Aldi can retain customers and generate loyalty.

Marketing, 16 September 2009, p19

Magazines

A sense of style

The Sunday Times has relaunched its *Style* magazine to coincide with London Fashion Week. Last Sunday saw the publication of a 'super-sized' edition. The campaign comprises a 30-second TV ad featuring designer Vivienne Westwood and actress Sadie Frost. Ads will also appear in cinemas and in print.

Marketing, 16 September 2009, p6

Market Research

Split briefs?

This article discusses the new trend amongst some sectors to move away from the traditional model of sending out a market research brief and then appointing just one agency to

undertake the entire project. Instead, client-side researchers are starting to take a 'split service' approach, selecting agencies on the basis of their key strengths and then asking them to work together. It cites Vodafone, as an example of a client that implemented a split service model for their 'Customer Delight' tracking study, across 21 markets. Agencies tendered for certain elements of the process which were best suited to their strengths.

Research-live.com, 21 September 2009

Marketing

Publicis in constructive marketing

Barratt Homes' £9m ad account has just been awarded to Publicis. Previously the company divided its business between regional agencies, which produced campaigns for the local market. Now Publicis is to undertake most of the work as Barratt aims to improve the effectiveness of its marketing.

Campaign, 18 September 2009, p3

Music

Fair trade conversion

Cadbury's Dairy Milk has launched a music single and video to mark the brand's conversion to Fair Trade products. The single has been released on the Glass and a Half Full Records label, specially created for the campaign and launched on TV at the weekend as a 60-second ad.

Campaign, 18 September 2009, p1

New Products

From buggy to zimmer

Bugaboo, the Dutch company that made the common buggy into a high-end 'covetable' fashion item, retailing at between £420 and £660, is to diversify away from prams. Its new product line will include accessories such as bicycle bags and may even include bikes and zimmer frames, as it extols its 'mobility for life' strategy.

The Daily Telegraph, 21 September 2009, pB2

Tesco strong with Fortis

Tesco Personal Finance has partnered with Fortis to provide motor and household insurance. Tesco will handle the retail pricing, sales and marketing, customer service and new product development. The new business, called Tesco Insurance, is 49.9% owned by Tesco and 50.1% by Fortis.

Marketing, 16 September 2009, p5

Newspapers

Portable but chargeable

The *Wall Street Journal* (WSJ) is to charge readers up to \$2 a week to access the newspaper via their Blackberries or iPhones. WSJ owner Rupert Murdoch has already announced that content on all News Corporation's websites will be chargeable by July 2010. Mr Murdoch has also stated that although adspend is nowhere near 2007 levels, the situation is "getting better every week".

The Daily Telegraph, 17 September 2009, B3

A fusion of interests

News International and BSkyB are offering customers combined advertising across print, online and TV, in an initiative called Fusion. The companies claim that this will allow their commercial executives to offer 'a set of assets that complement their clients' marketing strategies'. James Murdoch is CE of News Corporation, the owner of News International, while Rupert Murdoch owns 39% of BSkyB.

Media Week, 15 September 2009, p3

Outdoor

Right oil

Castrol's new ad campaign tells drivers what the best oil for their vehicle is, as part of its 'Right Oil Right Car' service. Registration plate recognition cameras have been set up at five slow-moving traffic sites in London. When a camera picks up a registration number it searches the DVLA database for the make and model of the vehicle and then delivers the correct oil recommendation for the vehicle on a 48-sheet digital billboard further down the road.

Brandrepublic.com, 21 September 2009

Personalities

Bags of appeal

Alan Carr is to feature in The British Heart Foundation's campaign to obtain more than 350,000 bags of donated items in 30 days. It claims that this is the biggest ever UK stock appeal.

PR Week, 18 September 2009, p10

M&S recruits TV personalities

Marks & Spencer (M&S) has reportedly signed up Joanna Lumley, John Sergeant and Stephen Fry to appear in its Christmas ad. They will appear together with Twiggy, the current face of M&S.

Retail Week, 18 September 2009, p4

Ramsay in Comic Relief sauce

Fallon has been selected to do the advertising for Gordon Ramsay's endorsed cooking sauces this autumn, in aid of Comic Relief. Ramsay features in the campaign, which will also include an iPhone game with a character based on the TV chef. This is the first time the charity has launched a year-round fund-raising product, as red noses only go on sale in the months leading up to Red Nose day.

Campaign, 18 September 2009, p3

Making-up forms body of campaign

Bodyform is running an on-pack promotion with make-up artist Jemma Kidd in which consumers can receive a Jemma Kidd Make-Up School lip-gloss free with Bodyform purchases. Kidd is to be spokeswoman for the campaign which will focus on digital media rather than its usual TV ads.

Marketing, 16 September 2009, p5

Public Relations

A slice of the cake

In an interesting twist, following a six-way pitch in which the agency Cake won the account, *Confused.com* has offered to pay three of the losing agencies for their ideas. The ideas will then be used by *Confused.com*'s in-house team. The Public Relations Consultants Association (PRCA), which has set up a working group to protect agencies' intellectual property, expressed its approval of the move.

PR Week, 18 September 2009, p1

Artists' rights campaign

The Featured Artists Coalition (FAC), which includes artists such as Billy Bragg and Annie Lennox, aims to safeguard artists' rights, particularly in digital media. Now it has brought in Deliberate PR to develop a news campaign to raise awareness of the FAC and influence policymakers. The Government is currently undertaking a consultation on illegal file-sharing.

PR Week, 18 September 2009, p2

Radio

TOGS may not be impressed

BBC *Radio 2* has replaced Sir Terry Wogan, presenter of the breakfast show for 27 years, by former *Radio 1* presenter Chris Evans. This is a controversial decision, but is likely to bring in a whole new range of younger listeners. However Wogan's loyal following, the TOGS (Terry's Old Geezers and Gals), might be alienated by Evan's quite different style. Radio industry body

RadioCentre recently accused the BBC of targeting the younger listener - the 15 to 34 year-olds - which is traditionally the market for commercial radio, thus threatening the ad-funded stations.

Marketing Week, 17 September 2009, p12

Social Media

Principled campaigns

The Institute of Practitioners in Advertising (IPA) is introducing a social media resource to stimulate debate and understanding amongst its members. The IPA has identified Ten Principles of Social Media and would like agencies and brands to include social media in all marketing activity.

New Media Age, 17 September 2009, p6

An ageing Twitter community?

According to research by Nielsen Online, twice as many 50 to 64 year-olds (22%), than 18 to 24 year-olds (11%), use *Twitter*. The largest share is that of the 39 to 49 year-olds, with 33%.

New Media Age, 17 September 2009, p14

Comedian campaign

A social media campaign has been launched by Pozzitive, the company that produced shows like *Harry Enfield & Chums* and *Little Britain*. Rare photos of British comedians will be featured on sites such as *Flickr*.

New Media Age, 17 September 2009, p14

uSocial or anti-social?

Australian online marketing agency uSocial allows brands to benefit from social networks by selling them 'friends'. A company pays them \$727 for 5,000 users who agree to be its friends. uSocial also sells *Twitter* followers to companies wanting some positive buzz. But do users of such sites want to become a forum for advertising rather than just gossip? This model also competes directly with websites such as *Facebook*, which has recently allowed companies to target potential customers by enabling users to click on an ad in order to become a fan of the brand.

The Economist, 19 September 2009, p83

NT sets its sites

The National Trust is launching more than 300 new websites, one for each of its properties. The sites will include user-generated content and interactive features, which will enable users to leave comments, upload pictures and rate

the properties. Six sites should be up and running by the end of September.

New Media Age, 17 September 2009, p5

Third Sector, 22 September 2009, p11

Twittering on the shopfloor

Debenhams is using *Twitter* in a trial run at its Oxford Street store, to enable consumers to contact shop-floor staff directly. The employees were given BlackBerries on the first day of its recent 'megaday' sale and customers could contact them by messaging @debenhamsretail or using a hashtag.

New Media Age, 17 September 2009, p14

Sponsorship

Mars a day helps sponsorship

Last week Mars was announced as a sponsor of the Football Association and the England football team. This follows England's qualification for the 2010 FIFA World Cup in South Africa. Mars will be official supplier to the England team for next year's World Cup and an official sponsor for the four seasons from September 2010. Mars joins Carlsberg in its sponsorship of the England team.

Marketing, 16 September 2009, p1

Ferrari sees red

Banco Santander is to become the principal sponsor of Formula One team Ferrari for the 2010 Season, under a five-year contract. This is Ferrari's first banking sponsor. Luca di Montezemolo, president of Ferrari, says the two brands are compatible by virtue of their focus on clients, their leading brands and the shared colour of red!

Marketing, 16 September 2009, p1

Campaign, 18 September 2009, p6

Fashionable sponsorship

Canon is the main sponsor of London Fashion Week which commenced on 18 September. Other brand partners are: BA, Tesco, Blackberry, DHL, Evian, LG and Mercedes-Benz. Mercedes is supplying a fleet of low-carbon emission cars and Tesco is selling limited edition clothing on its *ClothingatTesco* site.

Marketing, 16 September 2009, p4

A fashionable location

London is definitely the place to be. London Fashion Week (LFW), which ended today, has seen the return to the UK catwalk of a number of brands, such as Burberry and Pringle of Scotland. This year's LFW was also boosted by

the 25th anniversary of the British Fashion Council as well as a number of PR and marketing campaigns that have promoted designers and the reputation of London as a fashion centre. Sponsorship of LFW is important for many big brands, and this year has even seen government support in the form of a party hosted by Sarah Brown for the British Fashion Council in Downing Street.

PR Week, 18 September 2009, pp20-23

Pink is the word

The musical Grease has agreed a promotional deal with the apple, Pink Lady. Competitions in the press will allow consumers to win show tickets, theatre breaks and backstage passes. The famous Pink Ladies from the show will sing in a number of locations to help promote the apple brand.

The Grocer, 19 September 2009, p38

Television

Product placement is the future

Last week Ben Bradshaw, the culture minister, announced that he would lift the ban on product placement for all UK-produced TV programmes on commercial stations. The resulting additional ad revenue has been estimated at between £70m and £100m, but companies are likely to move away from traditional advertising anyway. There is speculation that in some sectors, such as soft drinks, product placement could almost replace conventional ads.

The Grocer, 19 September 2009, p11

What's on the menu?

Channel 4 is launching an ad in the form of a menu, to appear in the breaks during the programme *Come Dine With Me*. It will comprise seven ads running consecutively, which combine to make up a dinner party menu. It will include ads for high profile brands such as: Gordon's Gin, New Covent Garden Soup, Sainsbury's and so on.

Media Week, 15 September 2009, p6

New Look at YouTube

New Look is introducing a weekly online TV show, to go out on a branded *YouTube* channel. It targets the young and fashion-conscious, and will allow them to upload content, comments and visit stores where filming is happening.

New Media Age, 17 September 2009, p14

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
Guy Black	Press Complaints Commission	Press Standards Board of Finance	Chairman	PR Week
Kurt Edwards	Bauer Media	Future UK	Digital Commercial Director	New Media Age
Holger Garden	Taylor Woodrow	MPG Group	Head of Business Development	Construction News
Antony Hawman	Emap	Mywardrobe.com	Brand Partnership Manager	Marketing
Peter Mercier	BBC Worldwide	Microsoft	Senior Director of Content Acquisitions & Strategy	New Media Age
Ann O'Neill	Hachette	Independent News & Media	Director of Classified Advertising at The Independent	Media Week
Katie Palmer	Boots	Mywardrobe.com	CRM Manager	Marketing
Abigail Scott-Paul	Denton Coker	The Joseph Rowntree Foundation	Head of Media Relations	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Oliver Aust	Easyjet	Head of Corporate Affairs	Head of Comms & Public Affairs	PR Week
Tom Glover	The Financial Times	Deputy Director of Comms	Acting Global Director of Comms	PR Week
Fiona Hughes	Mars	UK Marketing Director	Global Petcare Marketing Director, Cat Consumer Brands	Marketing

Sources

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