



Cutting Edge

24 June 2009

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

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Advertising

Augmented reality

Augmented reality or AR is a digital ad campaign that combines parts of the real world with virtual reality usually using a printed logo that you hold up to a webcam to see yourself on the augmented reality screen. Various brands are trying it out, such as BMW, E.ON and Nissan. A recent example is Yorkshire Tea, which asked users to hold their box of tea in front of their webcam to see comedian John Shuttleworth performing a song on top of the box. The technology is predicted to develop rapidly in the next year as developers share knowledge and laptops with built-in webcams become more prevalent. Three case studies are included in the article. *Media & Marketing* also provides a succinct overview of AR.

New Media Age, 18 June 2009, pp17-18

Media & Marketing, May/June 2009, p30

Outdoor getting smarter

CBS Outdoor and creative agency Clusta have partnered to create a new type of advertising platform on the LCD screens at Westfield London. The consumer's iPhone is connected to the digital screen by WiFi or 3G. The user can swipe in either direction on the iPhone's touch screen to make the object on display spin to the left or right. Using the 'pinch' or 'stretch' features on the iPhone enables the user to zoom in or out of the object and change its colour. More interactions will be made available in the future and the technology will be extended to other smartphones and SMS interactivity.

Campaign, 19 June 2009, p9

Agencies

Ogilvy in space venture

Ogilvy Entertainment, part of Ogilvy Advertising, is talking to clients about co-financing a TV

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series about space, to coincide with the 40th anniversary of the moon landings. The partner will have intellectual property rights and access to content. Ogilvy is already partnering with BBC World News for distribution in other countries.

Marketing Week, 18 June 2009, p11

Little Green Men

Young & Rubicam Brands is to launch a new division in Europe called LGM, standing for 'Little Green Men'. It will target challenger brands and project work for larger clients and will also enable the agency to take on conflicting accounts in Europe, where in some countries 60% or 70% of its business comes from local advertisers. The idea is to act as 'an extension to the marketing department of local SME clients'.

Campaign, 19 June 2009, p3

Books

Scribd pays off

Scribd, short for 'scribbled' is a type of 'YouTube' for publishing. Here anyone can upload digital books, reports and other print material and share it with others. The site has 60 million visitors a month and is one of the most popular document-sharing websites. Publisher Berrett-Koehler placed free excerpts of its books on Scribd when it realised that the site received much more traffic than its own website. Scribd opened its online store in May and now generates enough income from online advertising as to be profitable. Quite an achievement for a two-year-old site!

Business Week, 22 June 2009, p54

Brands and Branding

Brands forced to focus

Many companies are returning to their core business and focusing on their key brands,

rather than opting for brand extensions that are often in the premium sector. Kellogg was forced to abandon its FruitaBü fruit-snacking range, while Ford's foray into luxury car brands – its Premium Automotive Group – meant that its core products suffered. There has been much commentary on the success of companies who innovate through a recession but, as this article says, 'There is little margin for error'.

Marketing, 17 June 2009, p14

Travelodge funded to expand

Travelodge, the UK's second biggest budget hotel chain, has launched a £100 million property fund to help it buy up hotels from operators struggling in the recession. The hotels will be refitted and rebranded under the Travelodge name. The company has aggressive expansion targets but considers that targeting existing operations in markets where the brand does not have a strong presence, allows expansion without the delay of planning and construction.

Cnplus.co.uk, 17 June 2009

A matter of differentiation

2009 Masterchef champion Mat Follas believes that British farmers are losing out on an opportunity to differentiate their produce. He believes that *Farmer of the Year*, Adrian Ivory, is losing out by allowing his beef to leave the abattoir simply branded 'Scotch beef'. He thinks the industry should consider the Australian method of rewarding farmers for the quality of meat. Mat's new restaurant serves locally-produced water buffalo but Adrian believes that serving a niche product like this opens one up to consumer fickleness. Traditional farming is all about serving commodity demand, which doesn't allow the farmer to differentiate himself to the consumer.

Fwi.co.uk, 19 June 2009

Global brand consistency

Coca-Cola, Disney and IBM are just a few of the truly global brands whose names will mean something to consumers all around the world. Furthermore the brand will mean almost the same thing in any country because 'standing for something that is constant' is part of defining that brand. Scaling up a brand to global level requires consistency and co-ordination. Global brands are built by 'visually effective' ad campaigns, the most powerful marketing tool for words and image being the advertising film. The language of film is pretty much universal

but the trick is to find those few pictures that all consumers believe mean the same thing.

Admap, June 2009, pp36-38

A very direct rebrand

Littlewoods Direct is to be rebranded as 'Very' with a new website, *very.co.uk*, targeting shoppers aged 25 to 45 and younger families. The site will try to emulate the social aspects of high street shopping online, which customers say they miss. A network of customers, buyers and celebrities will interact with customers on the site to discuss and review products.

Retail Week, 19 June 2009, p2

Canon still can

Canon Europe is introducing a new brand strategy after research revealed that the public wanted to be better informed about the brand. The brand promise is to help consumers capture the 'Power of image' and the new strategy aims at being more efficient in the use of marketing resources and more consistent in its communications. The 'You can' strapline will remain.

Marketing, 17 June 2009, p8

Rebranding all round

After Lloyds Banking Group's announcement that it is to close Cheltenham & Gloucester's (C&G) 164 high-street branches, it transpires that the former building society is to become a product-only brand. The C&G name will remain for savings and mortgage products only. Meanwhile HBOS has said that its Bank of Scotland mortgages, which carried Halifax branding, will now be simply BoS.

Marketing, 17 June 2009, p8

Political brands

Political parties are not usually thought of as constituting brands but this paper suggests that they should be considered as such. It seeks to explain how consumers learn about political brands. The consumer forms an image based on the interaction between the leader, the party and the policies. The possible benefits offered by political brands to voters is analysed. It is these benefits that motivate consumers to learn about, interact with and choose a political brand. The paper also considers the future of political brands in the light of current consumer behaviour.

Marketing Theory, Vol 9(2), June 2009, pp209-226

Npower buzz

Some of the highest response rates on BrandIndex are received for energy suppliers,

but these responses are largely negative, mainly because of the price increases imposed by these companies. However these negative perceptions are gradually changing as price drops are introduced. Npower's new campaign in March featuring Wallace & Gromit had a positive impact. After the campaign had been running for a month the company's scores were much higher. But they seem to have improved as a result of perceptions of the brand changing rather as a result of increased awareness levels.

Media Week, 16 June 2009, p16

R-B to raise brand recognition

In July Reckitt Benckiser is launching a competition targeted at 22 to 32 year-olds in the UK, US, Brazil, Russia, Germany and India, asking them to invent a product that consumers could use at music festivals, by uploading a video presentation to the competition microsite. The winner will receive £5,000. All this comes in response to research conducted by the company which revealed that only 3% of UK consumers had actually heard of the Reckitt Benckiser brand.

Marketing, 17 June 2009, p3

Small is the new big

It seems that brands, and particularly premium toiletries and cosmetics brands, are opting to produce smaller formats, even though larger formats actually offer better value for money. Fabrizio Freda, new head of Estée Lauder, is planning smaller versions of fragrances and cosmetics with a lower entry price point, which he hopes will result in higher sales. Procter & Gamble is following a similar strategy. It has introduced mini-sachets of Pantene shampoo in India, where consumers cannot afford to buy larger formats. This strategy is particularly useful in emerging markets.

Marketing, 17 June 2009, p18

Celebrities

Beckham launches Armani

David Beckham appeared at Selfridges in Oxford Street recently to mark the global launch of the Emporio Armani underwear autumn and winter collection. The footballer unveiled the campaign image, which covered the facade of the store.

Marketing, 17 June 2009, p4

Pottering along to Burberry

Emma Watson, who plays Hermione Granger in the Harry Potter films, will be featured in a

campaign for Burberry. The photos are by Mario Testino and the ads will appear online and in print globally from August.

Marketing, 17 June 2009, p4

Evans targets younger market

Clothing store Evans is to launch a website to promote Gossip singer Beth Ditto at Evans Clothes Collection. The singer's fashion range will target a younger consumer than Evans' usual core market.

New Media Age, 18 June 2009, p2

Conferences and Events

Grand Designs

The Grand Designs Live exhibition is based on the TV show of that name, presented by Kevin McCloud. It actually consists of six separate shows, including Grand Gardens and Grand Interiors. This year the show faced the challenge of downturns in both the housing market and the events industry. In response to this a substantial PR campaign was launched which generated 52 items of national press coverage, while partnership with the London *Evening Standard* created high awareness in London. In addition Kevin McCloud gave 14 interviews and interviews were conducted with other celebrities. This intensive campaign resulted in attracting 105,000 visitors and 840 media representatives.

PR Week, 19 June 2009, p16

Cinema

3D Squarepants

SpongeBob Squarepants' 10th birthday is to be marked by the introduction of 3D brand idents in a deal with Pearl & Dean, to be shown before 3D family films in cinemas nationwide. The campaign will launch in July to coincide with the release of *Ice Age 3* in 3D.

Marketing, 17 June 2009, p6

Marketing transformation

Paramount Pictures is promoting its summer film, *Transformers: Revenge of the Fallen*. Marketing includes spoof videos featuring household electrical goods auditioning to be in the movie. In addition a reality site allows the user's head to be replaced with Transformer Optimus Prime and features voice distortion so that the user sounds like a robot. The campaign aims to build on the original 2007 movie which grossed £708m.

New Media Age, 18 June 2009, p4

Customer Relations

Ocado acts as housekeeper

Online grocery retailer Ocado is testing new software on its website that will enable it to predict when a household is running out of a particular product. This will be added to an automatically-generated shopping list. A confirmation email of the order will be sent out to the customer who can amend it. The idea is that your kitchen can be stocked in the way that a housekeeper might do it – not exactly what you want but things you would be happy to receive. Ocado customers are already able to avail themselves of an 'instant order' service whereby a basket of goods is generated based on purchasing history.

The Times, 19 June 2009, p58

Social CRM

Forrester's report, the *Future of the Social Web*, published in April, suggests that within two years social networks will be more powerful than corporate websites and CRM systems. This will be known as the 'era of social commerce' and is something that BtoB marketers should start planning for. They should start connecting to social networks, since social networks and communities will influence CRM. Social CRM can help to generate marketing intelligence, so giving the marketing department the insight to enable it to obtain better leads and reduce customer-support costs. The value will be in developing relationships and long-term loyalty.

B2B Marketing, June 2009, p43

Direct Marketing

Is it too direct?

This article none too kindly refers to mobile marketing messages as 'text pests'. Companies work on the assumption that people almost always open their text messages and can therefore target them accordingly. One of the reasons for the success of this type of direct marketing is that Britons love their phones. More than a quarter of those who have phones spend more than an hour a day on them. On the other hand the fact that there is a cost associated with sending a text message means that there will be some element of quality control. However consumers will soon wise up and be more careful about to whom they give their number.

The Independent, 17 June 2009, pp10-11

Door-to-door pays off

Figures from the Public Fundraising Regulatory Association (PFRA) reveal that the number of donors signing up to a charity via face-to-face fundraising, in the street or door-to-door, was at its highest level last year, since the PFRA started collating figures. The numbers were up by 16% to 680,000 in the year to the end of March 2009. The RSPB is one charity that benefited from door-to-door activity, when it became clear that traditional methods, such as direct mail, were becoming less cost-effective.

Third Sector, 23 June 2009, p3

Government

Digital Britain

On 16 June Lord Stephen Carter's *Digital Britain* report was published. It was welcomed by The Advertising Association for emphasising the importance of marketing services and the creative industries and the role they would play in the economy of the future. However the IPA Media Futures Group was less enthusiastic. It felt that the report didn't address many of the issues facing the media industry. With regard to the commercial TV market the Government is to support a joint venture between BBC Worldwide and Channel 4 in the areas of 'digital channels, advertising and DVD sales'. An article in *The Economist* expands on the implications of all this for the BBC. It says that whatever the effects of the report, the pace of change may well quicken under a Conservative government.

New Media Age, 18 June 2009, pp1-2; Campaign, 19 June 2009, p2; The Economist, 20 June 2009, p32; The Guardian, 17 June 2009, pp12-13

Packaging – a 10-year plan

Environment minister Hilary Benn has announced the government's new packaging strategy, 'Making the most of packaging'. It outlines a 10-year plan to improve the design and manufacture of UK product packaging. This will include phasing out 'best before' dates and improving recyclability. He said the goal is to make it "as easy as possible for consumers to avoid needless packaging in the first place and get rid of what they do receive in a way that doesn't just create more landfill". The government is also reviewing the possibility of banning aluminium and glass from landfill.

Packagingnews.co.uk, 9 June 2009

Marketing, 17 June 2009, p8

Internet

Internet ads gets major share

According to PricewaterhouseCoopers' (PwC) *Entertainment and Media Outlook* report, UK

internet advertising will account for 34% of the advertising market by 2013, with spend reaching £5.1bn. Although there will be a recovery in the entertainment and media market next year the only segments that will be bigger in 2013 than 2008 will be: internet access, internet advertising, TV subscriptions and licence fees, filmed entertainment and video games. Newspapers' share of the market will drop from 26% in 2008 to 19.1%, while TV's share will fall from 22.2% to 21.75%. The recession has accelerated the trend towards digital marketing and Britain is currently ahead of its European counterparts with regard to online ad spend.

Marketing Week, 18 June 2009, p6

New Media Age, 18 June 2009, p6

Campaign, 19 June 2009, p5

Are you in the digital lane?

Rumour has it that Martha Lane Fox, founder of *Lastminute.com*, is to be the Government's new 'digital champion'. The post involves persuading 17 million non-internet users in the UK to use digital and online media.

PR Week, 19 June 2009, p9

Harvey Nichols fashions online offering

Department store Harvey Nichols is to sell some of its more 'commoditised' fashion items online for winter on its *Harveynichols.com* site, as part of a trial. Chief executive Joseph Wan is cautious about the initiative and considers that this would not work for the luxury end of the market. Nevertheless the store is set to launch younger fashion and more mainstream offerings in some of its stores in response to the recession.

Retail Week, 19 June 2009, p5

Google ad strategy

Google is successful at selling text ads alongside search results, but its forays into other types of advertising outside the internet have failed. Now Google is looking to grab a piece of the online ad market that it doesn't already control, that is display ads, which are worth more than a third of the £40bn online ad market. To achieve this Google will be making use of an advertising exchange whereby websites put up ad space for auction. Ad agencies, with behavioural and demographic data about the types of people who visit those sites, bid to place ads for their clients. This is part of Google's vision to make display ads so easy that even small businesses can use them. But it still has a way to go to overtake Microsoft and Yahoo!

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Business Week, 22 June 2009, pp52-53

The art of shaving

The video on Gillette's US website shows a cartoon figure shaving his armpits, chest and back not to mention other parts. These ads seem to contradict Gillette's usual 'clean-cut male image' but the company assures us that 33% of American men, aged 24 to 34, already shave below the neck. This is part of Procter & Gamble's (P&G) drive into the male grooming market that was worth \$3.1bn in the US last year. P&G has just acquired luxury skincare brand Zirh and The Art of Shaving, an upmarket male shaving brand.

The Financial Times, 20 June 2009, p18

User-generated site could be earner

Moneysupermarket.com has just launched a user-generated content travel website, *SimonSeeks.com*. The site encourages travellers and professionals to write and upload travel guides and reviews of their favourite places, for which they will be paid. The website is funded by partners, such as *Lastminute.com* and *eBookers.com*, who will pay commission on bookings. The commission will be split between the website and the writer of the review that initiated the booking. The guides will be rated by the community as they are on *YouTube*.

Marketing Week, 18 June 2009, p8

New Media Age, 18 June 2009, p3

Law

Copycat packaging

The European Court of Justice (ECJ) has ruled that retailers who create own-brand goods are infringing trade mark rights when they intentionally imitate major brand packaging and gain an advantage by it. This would be the case even if consumers were not confused into thinking that the goods came from the major brand. Own brands may need to re-assess their packaging on the back of this. This is based on the recent case where three companies created and sold L'Oréal 'smell-a-like' perfumes and created packaging that also mimicked L'Oréal's.

Out-law.com, 18 June 2009

Magazines

US gossip pays off

Gossip magazines, which are supported by recession-proof food, pharmaceutical and shampoo advertising, have lost fewer advertising pages over the last twelve months than business or news publications. The two largest of the genre, *People* and *Us Weekly*,

each sold more copies last year than they did in 2001. This is curious since gossip mags have plenty of competition from websites, blogs, phone alerts and TV shows. One theory is that this wealth of multi-media information is feeding the public appetite and drives people to check out the veracity of the gossip by going to print sources.

The Economist, 20 June 2009, pp74-75

Market Research

Presentation

Over the years experts have laid down rules for the ideal length and content of a presentation. But when market researchers present their results they are working on tight budgets, a short turnaround and have detailed information to communicate. A survey of market researchers across 42 countries has produced a list of ten characteristics of a good presentation. A further smaller survey asked people how well they understood a number of terms and phrases. The term 'ethnography' was understood by 84% of respondents, while 'perfect storm' was understood by just 35% and 'maven' (you need to look that one up) by just 27%.

Research, June 2009, pp24-27

ONS in stimulating research

The Office for National Statistics (ONS) has appointed Stimulating World, a qualitative market research firm, to conduct research for the 2011 Census. The agency is to undertake focus groups and interviews to test advertising concepts and designs, messages and materials for the population count. Oliver Doerle, head of marketing for the 2011 Census, said: "Public reaction to our campaign is crucial". Stimulating World will help to give a comprehensive understanding of the Census audience in England and Wales as well as the information needs of its sub-groups.

Research-live.com, 17 June 2009

Marketing

Marketing in the recession

Ian Exall, a committee member of the CIM's Construction Industry Group, talks about the basics of marketing in a recession and gives advice on website, database, direct mail, e-communications, newsletters, PR and advertising. He says that although you need a better proposition than your competitors, you also need to let people know that you "exist, have something to offer and that you are what they need".

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Construction News, 18 June 2009, p30

Graduate outlook

The situation is looking bleak for graduates looking to enter the marketing profession this year. High Fliers Research says that many consumer-goods companies have cut their recruitment by 20%, and that many of the axed positions are in marketing. *Graduate-jobs.com* has advertised just 70 marketing jobs in the year to May, compared with 198 last year. Industry pundits warn of a future brain drain in the industry. However big recruiters, such as Unilever, Reckitt Benckiser and Procter & Gamble remain committed to graduate intake for marketing. That's reassuring news!

Marketing, 17 June 2009, p13

Burger King transformed

Burger King has a joint marketing campaign with the new film, Transformers, whereby the fast-food restaurant will sell a Transformers BK Angus 6-Pack comprising six small burgers, to be promoted on TV. The ads will show a Transformer eating a burger while disguised as a washing machine.

Marketing Week, 18 June 2009, p6

New roles for Subway

Subway is not only boosting its marketing department by creating three new roles, (excuse the pun), but plans to open another 600 stores by the end of 2010, in addition to the 1,400 already in existence. Subway has just appointed McCann Erickson and Momentum to its advertising and direct marketing accounts, worth £10m.

Marketing Week, 18 June 2009, p9

TUI reorganises marketing

TUI Travel has divided its marketing department into two teams, comprising brand strategy, to include brand-led direct marketing, and CRM and innovation, which includes customer-generated communications. TUI announced that its summer holiday bookings had fallen by 17% year-on-year for the eight weeks to 3 May.

Marketing, 17 June 2009, p10

Standards for social marketing

The Marketing and Sales Standard Setting Body (MSSSB) has produced the first national occupational standards for social marketing, which have been approved by the UK Commission for Employment Skills (UKCES). These standards are the result of consultation with social marketers around the world. They

set out the performance required of practitioners who are working to promote a healthier society in the field of social marketing.
The Marketer, June 2009, p45

Mobile

Ireland

Mobile phone consumption in Ireland is the highest per capita in Europe and brands use mobile for various advertising solutions, including wallpaper, ringtones and banner ads, not to mention proximity marketing and targeted solutions. However mobile still represents a small part of a marketing campaign because handset upgrades are so expensive in Ireland. Only when these become more affordable will mobile marketing take off.

Media Week, 16 June 2009, supplement, p4

Binatone bin-a-phone

The budget consumer electronics maker Binatone is launching a new range of gadgets including a 'throwaway phone' at £29 called the MiMo (Mini Mobile). Chairman Gulu Lalvani says the phone will be "massively disruptive" to the mobile phone market as it will be sold without a SIM card. Plans are afoot for a touch-screen phone which will cost £100. Binatone's new product portfolio prepares the way for the flotation of the company in London or Hong Kong in three years time.

The Daily Telegraph, 20 June 2006, p35

Charming apps

This article considers the whys and wherefores of mobile marketing, as the number of apps available on the iPhone reaches a staggering 50,000. Many of these are brand-supported, ranging from the 'frivolous and fun' to the 'functional'. The Carling iPint, for example, filled your phone with a virtual pint of cold lager and allowed you to drink it, virtually of course. Another frivolous example is the Charmin 'Sit or Squat' which tells you where your nearest public toilet is!

Campaign, 19 June 2009, p14

Newspapers

Newspapers compare loyalty

Newspapers are considered to be in a good position to take advantage of the popularity of price comparison sites because they have strong reader loyalty. *The Mail Online* recently launched a shopping comparison site, as has *The Sun*, *The Independent* and Express Newspapers. Publishers have loyal readers and

people trust them, but publishers shouldn't dilute their brands and over-diversify. The trend for newspapers to enter the price comparison market could make this type of site more popular as people become more aware of them. Either way newspapers are constantly on the lookout to 'monetise' their audiences.

New Media Age, 18 June 2009, p9

A presidential campaign

A new campaign for the *Financial Times* promotes it as 'the man everyone listens to, listens to'. At the end of March Barack Obama gave an interview to Lionel Barber, editor of the FT, during which he said: 'I read the Financial Times before the other people read the Financial Times. Now it's trendy and everybody carries around a Financial Times'. The FT press ad uses the President's quote and features him addressing a huge audience.

Campaign, 19 June 2009, p29

Olympics

2012 marketing opportunities

Chris Townsend is the commercial director for the London Organising Committee of the Olympic Games (LOCOG) and it is his remit to raise the £2bn required for the event. Domestic sponsorship comprises £700m of this sum while up to £100m will be raised through merchandise. Brands who want to be associated with 2012 must become an official sponsor and it is an offence to create an association with the games without the requisite commercial licence. There are still openings for brands in many sectors, with opportunities published via the CompeteFor service. At the end of May LOCOG issued the tender for London 2012-branded items. The marketing account was of course won by McCann Erickson, which beat WPP to the finishing post.

Media Week, 16 June 2009, pp12-23

Packaging

Sainsbury's bags own-brand

Sainsbury's has become the first supermarket to swap cardboard cereal boxes for recyclable plastic packets, which it will use for its own-brand cereal, starting with rice pops. It hopes eventually to extend this to all its own-brand cereals. Sainsbury's already sells milk in polythene bags.

The Daily Telegraph, 22 June 2009, p10

Public Relations

Apple loses its Bite

Apple is to take all UK PR in-house, thus ending its relationship with Bite Communications, which has had a 14-year relationship with Apple. Apple is noted for its lack of reliance on PR; in fact in 2007 *Advertising Age* referred to a PR role at Apple as 'the easiest job in marketing'.

PR Week, 19 June 2009, p1

Omnicom new PR division

Omnicom is in the process of creating the biggest PR organisation in Europe, as it merges its Ketchum and Pleon PR divisions. The new organisation will be known as Ketchum globally and Ketchum Pleon in the UK and continental Europe. David Gallagher is the firm's European president.

PR Week, 19 June 2009, p2

The PR factor

Public relations is to appear at the International Advertising Festival in Cannes, for the first time this year. It seems that PR has a new lease of life, as companies watch their corporate reputations online. The fragmentation of media and growth of social media has also led to campaigns being launched online prior to the more traditional types of advertising. Successful campaigns have been closely associated with the PR factor, such as those for T-Mobile, Sony Bravia and Honda. The Festival is running from 21 to 27 June and it will be interesting to see how the awards pan out.

Campaign, 19 June 2009, p26

The Financial Times, 22 June 2009, p20

Radio

Radio has go-ahead for promotions

Ofcom is considering relaxing the rules on 'content-related' promotions on radio. This could help commercial radio to generate additional revenues by broadcasting short promotions for brands directly associated with the programme content, such as 'blipverts'. Other possibilities are permission for venue-sponsored outside broadcasts and sponsored listener competition features. Promotions will have to maintain 'editorial independence and transparency'. Consultation continues until 4 September.

Marketing Week, 18 June 2009, p11

Campaign, 19 June 2009, p5

Social Media

Facing up to SMS

Facebook is now being offered on SMS. Mobile users can receive messages from *Facebook*

free of charge and update their status by texting the site.

Marketing, 17 June 2009, p10

The integrators

Many companies block their employees' access to *Facebook*, *YouTube* and the like. These organisations are assuming that there should be a 'wall' between personal life and work life, but these days many people integrate the two areas; these are known as 'integrators'. After all, it is output that counts, not when or how long it takes to complete a task. Organisations who limit social networking tools may lose out on a pool of talent who view social networking as an integral part of their lives.

People Management, 18 June 2009, p19

Busy Twitter strategy

This is an interview with *Twitter* founder Biz Stone in which he talks about how people and brands are using the site. He says that brands like Comcast, JetBlue and Wholefoods use *Twitter* effectively by positioning it as a 'hybrid' between customer services and marketing. *Twitter* has lowered the barrier of entry for brands by providing an 'intimate and immediate connection'. In relation to revenue-generating for the site, Biz says there are no immediate plans, but *Twitter* might be able to help all sizes of business - from the small bakery, by telling it when its cookies should come out of the oven to the big company that is using the site for customer support - and it is possible that this may incur a cost.

Revolution, June 2009, pp26-31

Friends to capitalise on data

Friends Reunited, owned by ITV and currently up for sale, is aiming to make the site more attractive to advertisers. It has introduced photo tagging, live chat and greater targeting across the Groups section. It hopes that advertisers will be particularly interested in custom groups and will advertise around relevant content. *Friends Reunited* also wants to capitalise on its database. For example it boasts having data on 800,000 pet owners and to know the make and model of cars driven by 900,000 of its members.

New Media Age, 18 June 2009, p9

Sponsorship

A staple sponsorship

Staples, the office supplies company, is sponsoring the new season of business

programmes on Channel 4, with a series of humorous idents. The series begins with *Undercover Boss* in which a senior executive of a large company mixes incognito amongst employees to see how the company operates. In its idents Staples asks: 'If you were a piece of stationery, what would you be and why?'
Campaign, 19 June 2009, p28

118 sponsors films

Directory enquiries service 118 118 has agreed to sponsor all the films on ITV's digital channels for a year. Sponsorship 'bumpers' and interactive content will appear during films such as *The Constant Gardener* and *Miami Vice*. The strapline will be 'Who you gonna call?' 118 118 is also sponsoring the *Simpsons*.
Marketing, 17 June 2009, p6

Race for life

Sports retailer *Sportsdirect.com* has partnered with Cancer Research UK's 'Race for Life'. The events will be promoted both in-store and online. An experiential and online campaign will enable runners to send 'thank you' video messages to supporters.
PR Week, 19 June 2009, p8

Diet Coke targets women

Diet coke is to sponsor the third series of *Ugly Betty* on Channel 4 and E4. The ad will feature a puppet who 'pulls her own strings' to show how fashion shows individuality. It also coincides with Diet Coke's emphasis on targeting women.
Marketing, 17 June 2009, p6

To hell with Formula One

Hell, the Hungarian energy drink, is launching in the UK via a sponsorship deal with AT&T Williams, the British Formula One team. Hell is very popular in Eastern Europe and considers that at 60p consumers will prefer it to competitor Red Bull, priced at 95p.
The Grocer, 20 June 2009, p26

Television

Singling out the over-65s

The BBC is to promote its iPlayer service to the over-65s through a campaign starring TV presenter Valerie Singleton. She will encourage older viewers to take advantage of online services and content on the iPlayer, which is specifically aimed at them.
Marketing, 17 June 2009, p5

Disney XD TV

Walt Disney is launching its first TV channel, *Disney XD*, to include spot advertising. The channel replaces the discontinued Jetix and targets six to 14 year-old boys. It launches in the UK in August, having reached an audience of 15.7 million during its first weekend after launch in the US.

Marketing, 17 June 2009, p6
New Media Age, 18 June 2009, p10

Buzz Phrases

Marketing clusters

Management gurus have been studying the trend whereby a number of 'over-performing' executives come together at one point in time, a phenomenon known as 'clustering'. Malcolm Gladwell, author of *The Tipping Point*, has identified clustering as one of the most important trends of today. Research has shown that top clusters in marketing crop up when exceptional people are hired together and are trained in a skill set honed to the company culture. Procter & Gamble only recruits on concrete achievements: "Has done=can do=will do" as Roisin Donnelly, P&G's corporate marketing director says. It seems that retail and FMCG are at the core of today's clusters – so where will the next ones come from?

Marketing Week, 18 June 2009, pp16-19

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
Tim Cobb	Merrill Lynch	Barclays	Director of Corporate & Group Centre Communications	PR Week
Adrian Cox	The Financial Times	Deutsche Bank	Head of Marketing & Communications, Global Markets	PR Week
Chris Kay	Fallon	Manchester City FC	Head of Marketing	Marketingmagazine.co.uk
Simon Lewis	Vodafone	Downing Street	Director of Communications	PR Week
Joseph Sivell	The Field Unit	Oxfam	Head of Digital Communications	PR Week
Ellis Watson	John Menzies Distribution	FirstGroup	Marketing & Business Development Director	The Drum
Edward Welsh	The Local Government Association	The Association of Train Operating Companies	Director of Corporate Affairs	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Kristof Fahy	Yahoo!	V-P Marketing, Europe	V-P International Marketing	Marketing
Mark Mullen	First Direct	HSBC Bank Middle East	Senior marketing role	Marketing
Giles Pearson	Global Radio	Group Enterprises Director	Group Director of Marketing	Marketing Week

Sources

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