



# Cutting Edge

26 August 2009

**Welcome to CAM's weekly analysis of the most useful marcomms news.**  
Quick [links](#) to Sections.

## Advertising

### Video at work good for ads

A new study has revealed that 34% of people who watch online video do so at the office and they are more likely to remember the adjoining ads than do TV viewers. In fact they are three times more likely to recollect ads accompanying 'highly engaging' videos than the less interesting ones. The lesson? – choose your video partners carefully.

**Business Week, 24 & 31 August 2009, p10**

### OFT advertising study

The Office of Fair Trading (OFT) is to undertake a study to look at the impact on consumers from misleading advertising and pricing of goods and services. The study will look at the application of consumer law to advertising and pricing, focusing particularly on the internet. Before commencing the study the OFT will ask interested consumer groups, businesses and other organisations which areas they think it should focus on. The study is likely to start in the autumn

**Of.gov.uk, Press Release, 19 August 2009**

### Titan sells to Primesight

Titan Outdoor has sold its 8,600 roadside billboards to Primesight, comprising 7,900 48-sheet sites and 700 96-sheet sites. All sites will be transferred by 1 September.

**Campaign, 21 August 2009, p7**

### Focusing on symptoms

Ovarian Cancer Action has launched a campaign called 'remember the symptoms', to inform women of the symptoms to watch out for in ovarian cancer and encouraging them to seek medical advice. Emilia Fox, star of *Silent Witness*, fronts the campaign, which will appear in space donated by publications such as the

*Financial Times* as well as IPC Media websites targeted at women.

**Marketing, 19 August 2009, p4**

### Rock star uses persuasion

Sony UK is using rock star Alice Cooper in a campaign, launched last week, aimed at persuading consumers to trade in their old TVs before the digital switchover in 2012. The ad promotes Sony's incentive for people to hand in their old sets in exchange for £150 to spend on a new Bravia TV. Alice Cooper explains why this practice is preferable to throwing the old set out of a window. The British Retail Consortium wants the Government to introduce a similar scrappage scheme for domestic appliances as exists for cars.

**Marketing, 19 August 2009, p1**

### BA launches on TV

British Airways is launching a series of TV ads in September, the first time it has used TV in two years. The ads focus on the theme of opportunity and were created by Bartle Bogle Hegarty.

**Marketing, 19 August 2009, 5**

### Drugs and driving campaign

The Government has launched a campaign focusing on the dangers of driving and taking drugs. The ad warns that the police can recognise the tell-tale signs of drug-taking when they stop drivers for other reasons. The ad will appear on TV, print, outdoor, online and radio.

**Marketing, 19 August 2009, p4**

**Campaign, 21 August 2009, p7**

### Ads not always working with apps

The Central Office of Information (COI) has asked industry bodies to supply guidelines on advertising in mobile apps. Advertisers are concerned that some ads appearing in iPhone apps link to sites which can't be displayed on

the iPhone, so giving a poor impression of a brand. Since Google launched AdSense for Mobile Apps, all ads booked through Google will automatically run within the apps unless the advertiser specifies otherwise.

**New Media Age, 20 August 2009, pp1-2**

## Agencies

### Razorfish – a good catch

The \$530m acquisition by Publicis Groupe of Microsoft's digital agency Razorfish has received positive reactions. The fact that a large agency is prepared to shell out that much money is a sign of optimism. More importantly, Razorfish's annual revenue was \$423m last year, which means that Publicis' target of obtaining 25% of its revenue from digital by 2010 will have been achieved early. The alliance between Microsoft and Publicis also means that Publicis will receive better ad rates in return for buying display and search advertising on Microsoft properties.

**Campaign, 21 August 2009, p10**

## Books

### Booking at Heathrow

Swiss writer Alain de Botton has been recruited by BAA to write a book about life at Heathrow Airport. The author will be doing his writing in Terminal 5 and 10,000 copies are to be published next month to be distributed to passengers at the airport.

**Marketing, 19 August 2009, p5**

### Picture book on iPhone

Europe's first children's picture book to appear on a mobile phone has been launched by Publisher Winged Chariot Press. *The Surprise* by Sylvia van Ommen can be downloaded as an iPhone app for 59p. A *Twitter* competition offers a prize linked to the book to promote the launch. Winged Chariot will be making more of its titles available on the iPhone.

**The Bookseller, 21 August 2009, p9**

### Sainsbury's targets book sales

Sainsbury's told publishers at its annual supplier conference that it aims to increase its book sales by 30% this year to reach £36.35m. It will achieve this through promotions, range titles, campaigns and children's books. It will also introduce a top 40 hardback chart in the period leading up to Christmas.

**The Bookseller, 21 August 2009, p5**

## Brands and Branding

### Fear marketing

Marketing is all about identifying a consumer problem and then trying to solve it. Although this has to be put across powerfully in the advertising, there is a danger that brands will overdo it and be seen to be 'manipulating anxieties'. There are examples where ads have had to be censured by the ASA, such as the Department of Health's anti-smoking campaign showing images of smokers with fish-hooks through their lips. Meanwhile Procter & Gamble reportedly created a fear of dandruff, by claiming that 50% of people have suffered from dandruff, in order to promote its Head & Shoulders brand.

**Marketing, 19 August 2009, pp24-25**

## Children and Youth

### New food guidelines

The Department of Health (DoH) is drawing up a set of voluntary guidelines, the aim of which is to restrict the advertising of 'less healthy' food and drink to children. It will also encourage the promotion of more healthy foods. Manufacturers and the Advertising Association are both concerned that the guidelines should be clear and avoid duplication, or risk confusing consumers, advertisers and media owners.

**Marketing, 19 August 2009, p1**

**Campaign, 21 August 2009, p7**

### Working for the climate

The Eden Project is launching a website to encourage teenagers to work in the alternative energy industries. The site will contain case studies of people whose are helping to combat climate change. It is aimed at 14 to 19 year-olds and will link up with social networking sites.

**New Media Age, 20 August 2009, p11**

## Cinema

### Film line-up boosts Cineworld

Despite a 33% decline in screen advertising revenues, cinema operator Cineworld has posted a 14% growth in revenues for the 27-week period to 2 July. Chief executive Stephen Weiner puts this success down to blockbuster films such as *Star Trek* and *Angels and Demons*. There is also a strong pipeline of releases in the second half, including *Sherlock Holmes*, a sequel to *Twilight* and a remake of *Fame*. Retail revenue was also up by 16.6% as people purchased popcorn and the like. Weiner said: "If there had to be a slump in advertising,

what better year to have it than one where we had a great product line-up,"

**Investorschronicle.co.uk, 20 August 2009**

## Customer Relations

### Upping the ante with double points

Tesco unveiled its double points offer on limited products in May, its aim to enrol a million more Clubcard holders. It has currently captured only half a million but is pleased with the results. One analyst has calculated that it will cost Tesco between 1% and 1.2% of sales. Tesco has lost market share over the last three months while Morrisons, Sainsbury's and Asda have all gained share, according to TNS data. But analysts are divided as to whether this move will win back customers.

**The Grocer, 22 August 2009, p14**

**Marketing Week, 20 August 2009, p7**

**Marketing, 19 August 2009, p15**

## Direct Marketing

### Eye tracking attracts direct marketing

We recently reported on eye-tracking technologies in the context of market research methodologies (*Cutting Edge*, 12 August). This article looks at the technique in relation to pre-testing direct mail campaigns. Often the results of the eye-tracking survey are contrary to aesthetic considerations. British Gas, for example, wanted to send out an attractive version of an email, but after pre-testing using eye-tracking it found that the version with text in heavy paragraphs drew the most attention. Eye-tracking tips and case studies are included in this article.

**Marketing Week, 20 August 2009, pp21-23**

### Heinz kicks in with multi-product campaign

Heinz is using agency Big Kick for its direct marketing campaign which, for the first time, will advertise all its products at the same time. Heinz aims to counter the competition from supermarket own-label goods.

**Marketing, 19 August 2009, p12**

### Direct campaign for pensions

The Pensions Regulator, which is responsible for UK work-based pensions, is recruiting an agency to handle its direct marketing. The aim is to create campaigns to inform businesses that they need to offer a workplace pension scheme to their employees.

**Campaign, 21 August 2009, p8**

## Internet

### Free means greater share

According to data from HitWise UK websites that provide free content achieve 73% more visitors than transactional sites. Free sites in the fields of entertainment, social networks and news & media have generally increased their share while shopping & classifieds sites, business & finance and travel sites had seen a decrease in their share of visitors.

**New Media Age, 20 August 2009, p11**

### Ad networks

This is a good time to be an online advertiser, since prices are low and the large ad networks, such as Microsoft, AOL Advertising and Yahoo! are finding ways to improve targeting and reach, while the advent of ad exchanges broadens the choice for advertisers. It is a buyers' market, which is why the role of ad optimisers is so important to publishers. The role of the internet in the car buying market is also covered in an article which provides some statistical data.

**New Media Age, 20 August 2009, pp19-31**

### Informative shopping

*MySupermarket*, the shopping comparison site, enables consumers to compare prices between Asda, Sainsbury's, Tesco and Waitrose. It has revamped the site to provide more information to shoppers, with blogs, a weekly newsletter and shopping tips. It also highlights the latest offers from the four supermarkets.

**New Media Age, 20 August 2009, p10**

## Law

### Diageo pitches law suit at Sainsbury's

Diageo has issued legal proceedings against Sainsbury's over alleged copying of the Pimm's brand. Sainsbury's has described its Pitchers brand as its 'own version of the UK's favourite cocktail'. Diageo is concerned that Sainsbury's is claiming that Pitchers is similar enough to Pimm's for consumers to confuse the two brands. If Diageo is successful in its action there will be serious implications for other supermarkets that have 'lookalike products'.

**Marketing Week, 20 August 2009, p5**

## Loyalty Programmes

### Loyalty cards on the wane?

This article asks if the public has lost its initial enthusiasm for loyalty cards, as many schemes are setting about relaunching their cards. Tesco has refreshed its scheme while Nectar has

created its first TV campaign in five years in order to promote its new partner, Homebase. However Asda has avoided loyalty cards altogether and doesn't seem to have suffered as a result. Retailers will be battling it out in the run up to Christmas – so will it be price, loyalty card points or a mixture of both that has most appeal to consumers?

**Marketing, 19 August 2009, pp28-29**

### **Lego's new ad vehicle**

Lego is targeting boys with a competition to build their own Lego vehicles and have a chance to star in the Lego City 60-second advert which will be shown on Nickelodeon in October. Lego says it has benefited from the recession because people are turning to classic nostalgia brands.

**Marketing Week, 20 August 2009, p8**

### **Recession panic over?**

According to TNS World-panel Waitrose's sales increased by 10.2% in the three months to 12 August. In contrast the momentum of discounters, such as Aldi and Lidl, is slowing. This could imply that the 'recession panic' is on the wane. Waitrose growth is partly driven by the launch of its new value range 'Essential Waitrose', but equally it seems that the cheaper stores have failed to convert shoppers into 'regular loyal customers'.

**The Financial Times, 18 August 2009, p3**

## **Magazines**

### **Specialists do well**

The ABC figures for January to June reveal that the magazine sector declined by only 1.9%, much better than analysts were expecting. However certain segments of the industry performed worse than others, with men's lifestyle experiencing the greatest falls in circulation. The trend is for people to move away from generalist titles and towards more specialist publications. *Moneyweek* increased its circulation by 15.3% over the last year while *The Economist* UK edition grew its readership by 2.6%. For all the details on how the various sectors fared check out *Media Week's* guide.

**Media Week, 18 August, Guide pp1-16**

**Marketing Week, 20 August 2009, p8**

**Marketing, 19 August 2009, p6**

### **Fashion mags**

Fashion monthlies have suffered badly and some have experienced a double-digit fall in ad volumes over the last six months. Elle, for example, lost 12% of its ad pages compared

with last year. Brands expect more for their marketing budgets and will shop around and use other media. However magazines at the top end of the market, such as *Harper's Bazaar* and *Esquire*, are very protective of their ad rates. Nevertheless women's magazines remain an important advertising channel for brands.

**Marketing, 19 August 2009, p8**

## **Market Research**

### **The death of phone surveys?**

Phone surveys used to be the bread and butter of the market research industry. Jay Leve of SurveyUSA recently claimed that we are now seeing the 'final days' of phone surveys. Here Jeffrey Henning of Vovici looks at why phone interviewing seems to be on the decline – 72% of Americans are on the 'do not call list', it is expensive to call cellphones etc - but argues that they still have a valid role to play in market research. Conducting a phone interview is also a great way to learn about how surveys work.

**Research-live.com, 19 August 2009**

## **Marketing**

### **Maintaining the skill set**

How can businesses ensure that at a time of high unemployment, business closures and falling demand for goods, marketers keep their skills and motivation? *Marketing Week* puts forward five strategies to help businesses and marketers adapt to the recession which it describes as: extra skills, creative push, mentoring, internal academies and internal communications. The article is smattered with case studies.

**Marketing Week, 20 August 2009, pp12-16**

### **Aviva expands marketing team**

Following its rebranding from Norwich Union, Aviva plans to add 14 new marketers to its team of 90. Aviva recently merged its brand and communications teams in a restructuring.

**Marketing Week, 20 August 2009, p4**

## **New Products**

### **New brand to launch**

Marlboro is to launch a new brand in the UK, the first new product development for Philip Morris since 2007. Marlboro brands include Red, Gold, Lights and Menthol. The new brand has yet to be named but has been trialled in Russia where it appeared in packs like cigarette lighters with the opening at the side rather than the top.

**Marketing, 19 August 2009, p4**

## **Zippo expands products**

Cigarette lighter brand Zippo is to launch a new range of products, to include watches and leather goods.

**PR Week, 21 August 2009, p2**

## **Newspapers**

### **And then there were two**

News International's freesheet, the London paper, will cease publication in the autumn leaving the freesheet scene in London to London Lite and the morning Metro. There is a dichotomy of views as to whether it is purely the humungous drop in advertising spend or whether it is Rupert Murdoch wanting to mark out the free model as no longer viable.

**The Financial Times, 22 August 2009, p12**

## **Outdoor**

### **Moving images**

The Royal National Institute for Deaf People (RNID) has created an outdoor campaign that uses moving posters which react to sounds. The messages appear on TV screens with microphones embedded in them and are coded to appear as sound impressions, such as a soundwave or graphic equaliser. The straplines are based on aspects of life that people with hearing difficulties would still rather hear, such as '1 in 7 would be happy to hear that their partner's ex was a better lover'. Very moving!

**Campaign, 21 August 2009, p5**

## **Packaging**

### **Vodka rocks...**

Pernod Ricard UK has produced 'rocker-style' limited-edition bottles of Absolut vodka wrapped in leather and studs. The bottles will be launched in Selfridges in September before going to other retailers in October.

**Marketing, 19 August 2009, p10**

### **...while Grand Marnier is in the red**

Grand Marnier's limited-edition bottle for Christmas, the "Irresistible" bottle, has been created by a French design agency, and is coated in a 'striking' red lacquer shell. One thousand bottles will be sold at up-market retailers including Selfridges, Harvey Nichols, Fortnum & Mason and Harrods. The Grand Marnier bottle itself has never changed shape since it was created by Louis-Alexander Lapostolle in 1880.

**Packagingnews.co.uk, 18 August 2009**

## **Public Relations**

### **PR supports Santander rebranding**

Santander is selecting a PR agency to handle the consumer launch of its rebranding to Santander of Abbey and Bradford & Bingley, which will take place in the first three months of 2010. Six agencies have been asked to pitch and a decision may be made next month. Abbey head of corporate comms Andy Frost claims that awareness of the Santander brand has risen "considerably" in the last two years, from 20% to 85%, and that the brand is generally viewed "positively".

**PR Week, 21 August 2009, p1**

### **Habitat looks at mass market**

Habitat has appointed PR firm The Red Consultancy to promote its positioning across Europe as the store that has 'something for everyone'. Traditionally Habitat has been marketed as a more upmarket offering than Ikea, but wants to open up to a wider audience.

**PR Week, 21 August 2009, p2**

### **China seeks PR help**

The Chinese state-owned Sinochem Corporation has recruited Pelham PR to help promote its proposed takeover of Emerald Energy, the UK oil and gas exploration firm which has interests in Syria and Columbia. Sinochem wants to strengthen its position in the Middle East and South America.

**PR Week, 21 August 2009, p6**

### **PR pitch process flawed**

More than a third of respondents in a survey by Technology PR Services amongst 73 tech agencies believe that pitching processes are below standard and that where the PR brief has been inadequate, it might take up to two months to extract the true brief. Another problem identified is that of 'ghost pitches', where no appointment is ever made.

**PR Week, 21 August 2009, p9**

## **Radio**

### **Radio in trouble**

ZenithOptimedia predicts that the radio industry will be the worst-affected of all platforms in relation to the decline in advertising revenues, even if the economy recovers in 2010. Radio advertising is forecast to decline by 15% in 2009 while TV will fall by only 2%. Ofcom has proposed the relaxing of rules on media ownership. Currently one company is not permitted to own more than one type of media

in an area. If the rules were changed advertisers would be able to buy across different media from one media owner, which would boost local radio.

**Marketing, 19 August 2009, p16**

### **Ad-revenue sharing deal**

*Kiss 100* and *Magic 105.4* will be available to access via *Independent*-branded radio players on the *Independent* website. This will be the stations' first third-party ad revenue share distribution deal. *Kiss* has experienced a rise in listening hours from online media, which now accounts for up to 7% of its listening time.

**Media Week, 18 August, p4**

### **BBC to air ad**

The BBC has decided to go ahead with an ad for Radio 1, after initial concerns that it looked too expensive. However the original 60-second version, which features DJs including Zane Lowe, Jo Whiley, Chris Moyles and Fearne Cotton, has been cut to 20 seconds.

**Campaign, 21 August 2009, p7**

## **Social Media**

### **Low click-through**

Research by Forrester has found that 30% of Europeans use social media on a regular basis. However this is accompanied by poor click-through rates. Research by LinkShare in the UK has revealed that just 4% of users of social networks have ever clicked on a banner ad. A key point is that people do not go to these sites to source and buy products. A brand presence on social media sites is more about engagement and branding. LinkShare found that more people would be inclined to respond to other types of advertising such as vouchers and promotions.

**New Media Age, 20 August 2009, p5**

### **Social media well met**

The Metropolitan Police has hired digital agency 6Consulting to look at social media monitoring. The brief is understood to include monitoring *Twitter*, *Facebook* and blogs for evidence of crime, as well as about how the Met is perceived. It is hoped that social media will help the Met to appear more accessible to people and to be viewed more positively.

**PR Week, 21 August 2009, pp10-11**

### **FriendFeed to emulate Twitter**

*Facebook* has purchased *FriendFeed* for \$50m, as it attempts to compete with *Twitter*.

*FriendFeed* lets people see what their friends are up to in real-time on social media sites.

**Marketing, 19 August 2009, p12**

## **Sponsorship**

### **Sponsorship – that X factor**

The X Factor was back on Saturday, enabling advertisers to target more than ten million viewers. However it is CarPhone Warehouse that has the most to gain, with its £7m three-year sponsorship deal with ITV. Sponsorship enables a brand to build credibility and helps it to 'stand out' from the others in an ad break. Viewers believe that if a brand is big enough to sponsor such a high-profile show then it must be a brand they can trust. Research by Thinkbox has indicated that TV sponsorship increases brand fame in viewers' minds by up to 10%. However the production values of the programme need to suit the brand's image. Various examples are given here of brand tie-ups with shows.

**Campaign, 21 August 2009, p12**

## **Television**

### **TV is top of the ads**

A poll by Deloitte and YouGov for the Edinburgh International Television Festival this week has revealed that TV is the most memorable form of advertising: 64% of people who watch TV regard it as one of the three advertising media that has the 'most impact'. Thirty percent of respondents cited newspapers, which were followed by magazines, radio and outdoor. Around a quarter of those polled said no advertising had an effect on them.

**The Financial Times, 18 August 2009, p3**

### **Five up but are advertisers impressed?**

Five is the only terrestrial commercial broadcaster to have increased its adult audience share in July. It managed to reach 8.4% of all adults compared with 4% in 2008. ITV's all-adult share fell by 8% and Channel 4's by 19%. However Five's share of the 16 to 34-year-old market, much-prized by advertisers, fell by 7%. Its audience profile does not appeal to some advertisers.

**Media Week, 18 August, p7**

### **So much wind?**

Hamelin Paperbrands is launching its new range of Oxford notebooks in time for going back to college. The TV campaign, called 'The Wind', features a young girl whose fantasies come to life as she writes them down in her

Oxford notebook. A voiceover explains how suitable the paper is for students as you can write on both sides of it – a neat innovation!  
**Campaign, 21 August 2009, p27**

**The next issue of *Cutting Edge* will be uploaded on 9 September 2009**

Written by The Chartered Institute of Marketing's Research and Information Team

© Copyright 2009 The Chartered Institute of Marketing

The views expressed in *Cutting Edge* are not necessarily those of The Chartered Institute of Marketing.

## On the Move

Name	From	To	New Title	Source
Andrew Altmann	The Economist	Emap Inform	Group Commercial Director	Media Week
Rob Bassett	Titan Outdoor	Ebay Advertising	Head of Integrated Partnerships	Marketing
Jacob De Boer	Endemol	BBC Worldwide	Commercial Director across all brands	Media Week
Susie Brown	Consumer Council for Northern Ireland	The Northern Ireland Assembly	Head of Communications	PR Week
Simon Goldie	Chartered Institute of Taxation	The Association for Consultancy & Engineering	Director of Policy & External Affairs	PR Week
Meredith Hanrahan	Salary.com	Cheapflights	Chief Marketing Officer	Marketing Week
Shan Henderson	Vodafone	O2 Media	Head of Sales, Ad Division	New Media Age
Sydney Henderson	Marley Extrusions	Norfolkline	Online Marketing Manager	New Media Age
David Knight	Ebay	Cash4Gold	Senior VP for International Marketing	New Media Age
Anil Ranchod	The Children's Society	Mencap	Media & Marketing Manager	PR Week
Paul Woodmansey	Idea Generation	The London 2012 Olympics	Press Officer for Culture	PR Week

## Promotions

Name	Company	Previous Title	New Title	Source
Philip Almond	Diageo	Diageo UK Marketing Director	Global Brand Director, Bailey's Liqueur	Marketing
Trevor Cairns	Nike	Marketing Manager	Chief Marketing Officer, Umbro	Marketing
Matthew Hanson	Asda	Customer Insight Manager	Head of Press, Outdoor and Digital Advertising	Campaign
Kerry McCarthy	The Labour Party	MP, Bristol West	Media Campaigns Spokesperson	PR Week
Niall O'Keefe	DSGi Group	Marketing Director, PC World	Marketing Director, DSGi Group	Marketing

## Sources

To receive full copies of many of the articles mentioned, please contact the Information and Library team:

+44 (0) 1628 427 333 <mailto:library@cim.co.uk>  
Charges may apply. Or see Business Source Corporate [www.cim.co.uk/elibrary](http://www.cim.co.uk/elibrary)

\*\* Full text available via Business Source Corporate

\* Abstract only available via Business Source Corporate

The Bookseller  
Business Week\*\*  
Campaign  
The Financial Times  
The Grocer  
Investorschronicle.co.uk  
Marketing\*\*  
Marketing Week \*\*  
Media Week  
New Media Age\*\*  
Oft.gov.uk  
Packagingnews.co.uk  
PR Week  
Research-live.com

To access Business Source Corporate visit [www.cim.co.uk/elibrary](http://www.cim.co.uk/elibrary) and click on the 'Online journals and reports - Ebsco' link in the member content area. Then click the 'Business Source Corporate' link to take you to the Ebsco search screen. Please note that, due to copyright law, the headings used for articles in *Cutting Edge* are *not* the same as the originals; therefore, searching by 'Publication' may be the quickest way to find what you need. Also, there may be a delay between a journal's publication and its appearance on Business Source Corporate. You will need to have registered to use The Chartered Institute of Marketing website and be logged in to access Business Source Corporate.

If you have any problems accessing Business Source Corporate, or navigating the website, please contact the CIM Information and Library team.

## Contents

To fast forward click on the following links:

[Advertising](#)  
[Agencies](#)  
[Books](#)  
[Brands and Branding](#)  
[Children and Youth](#)  
[Cinema](#)  
[Customer Relations](#)  
[Direct Marketing](#)  
[Internet](#)  
[Law](#)  
[Loyalty Programmes](#)  
[Magazines](#)  
[Market Research](#)  
[Marketing](#)  
[New Products](#)  
[Newspapers](#)  
[Outdoor](#)  
[Packaging](#)  
[Public Relations](#)  
[Radio](#)  
[Social Media](#)  
[Sponsorship](#)  
[Television](#)  
[On the Move](#)