



# Cutting Edge

27<sup>th</sup> May 2009

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

Quick [links](#) to Sections.

## Advertising

### Advertising the Chinese brand

China is the second-largest ad market after the US. A forum staged in Beijing last month by the IPA and the Advertising Producers Association resulted in the IPA offering to help the Chinese ad industry with its Effectiveness Awards. So why help them? Well, over the next 30 years it is expected that Chinese brands will have a dominant place in the world economy, and they will need advertising and marketing that shows an understanding of world markets, so says Moray MacLennan, chief executive of M&C Saatchi. This is something the UK does well. Around 140 IPA agencies have already shown an interest in developing partnerships in China.

**Campaign, 22 May 2009, p17**

### TV vs web

Traditionally a mass-market launch of a new product would be done via TV ads. Although TV is still the top advertising medium in the US and elsewhere, with a TV to web ratio of 4.5:1, nevertheless big brands such as P&G, Unilever, Kimberley-Clark and Microsoft have all recently launched, or intend to launch, products without the help of TV. The trouble with TV ads is that brands are paying to reach viewers they don't want, which is less justifiable for new or niche products. Companies are increasingly identifying products that appeal to young, 'web-savvy' people. Microsoft is advertising its Zune Pass online music service, using 30-second spots on many small sites, for half the price of TV ads.

**Business Week, 25 May 2009, p25**

### Campaign stage

Stagecoach, the bus operator, is to provide free advertising space for the Government's 'R U Thinking' campaign, on more than 2,600 of its buses. The campaign seeks to reassure young

people about relationships and sex. Buses are apparently one of the locations where teenagers talk about sex!

**Marketing Week, 21 May 2009, p10**

### Destructive campaign

Specsavers' new outdoor campaign shows posters on special billboards, which appear to have been destroyed by a 'wrecking ball'. This supports the TV ads which depict employees of competitor brands trying to destroy the ads.

**Marketing, 20 May 2009, p6**

### Mind the gaps!

Media owners are being forced to advertise on their own platforms because of the advertising downturn. This particularly applies to broadcasters and billboard owners who have to fill the slots available, or be left with blank spaces, and gaps in programming. TV marketing body Thinkbox has paid to run a TV campaign starting in June, while ITV1 has launched its first ad campaign, 'The Brighter Side'. CBS Outdoor is also running its own underground campaign (see below). As Tim Bleakley, UK MD of CBS says, "Nobody sold anything from an empty barrow".

**The Financial Times, 22 May 2009, p4**

## Agencies

### Over-60s sagacity

Mike Bingham, founder of over-50s telemarketing centre Senior Response, has set up a new agency to target the over-60s market. The over-60s are forecast to lead the economic recovery in the UK as they have the savings and spending power that younger, debt-ridden groups don't have. The agency, Sagacity, will advise brands on reaching older consumers, whilst not treating them as a homogenous group.

**Marketing Week, 21 May 2009, p10**

### **Staff auction? – not quite**

Crispin Porter & Bogusky is auctioning 40 of its interns on eBay. People can bid for them, with the money going to the interns to bolster their wages. The bidding had apparently reached \$4,250 at the time of writing. The winning bidder receives a creative presentation with strategies, concepts and recommended brand positioning.

**Campaign, 22 May 2009, p5**

### **CBS in underground campaign**

CBS Outdoor is running its own campaign entitled 'Time to Consider', across London Underground to encourage people to consider controversial topics, such as fox hunting or homelessness. The campaign has led to more than 1,000 comments so far on sites such as *Facebook* and *Twitter*.

**Campaign, 22 May 2009, p5**

### **Aegis & Havas**

Aegis Group's organic revenues have fallen by 11.9% during the first quarter of the year. Shares have also fallen and there has been speculation that the company may be taken over by its competitor, Havas. Aegis blames the loss of the Renault EMEA account. However Havas is also suffering from a global fall in revenues, though somewhat lower at 6%. Reduced spending by clients in financial and healthcare sectors has been cited as one of the main factors. UK revenues fared much better however, declining by only 1.6%.

**Campaign, 22 May 2009, p6**

**Media Week, 19 May 2009, p8**

## **Books**

### **Chaucer retold**

Penguin is repositioning its Penguin Classics to give a more contemporary feel to them and to attract younger readers. An ad campaign has already been created for Chaucer's *The Canterbury Tales*, as retold by Peter Ackroyd. It will portray the tales as "lots of banter, booze and bawdiness. *The Canterbury Tales* retold for our time".

**Marketing, 20 May 2009, p8**

## **Brands and Branding**

### **Marketing stunts**

This article asks whether marketing stunts are likely to lead to a gain in long-term value for brands? From InterContinental Hotels' bed-bouncing campaign to T-Mobile's flash mob at Liverpool Street Station, what is it all about?

Four experts explain why they think that these types of stunts just might work.

**Marketing, 20 May 2009, p24**

### **Crane raises profile**

This is a case study of Crane, which serves consulting engineers, technical managers and contractors in the utilities and construction sectors and employs 600 people in the UK. In response to business reorganisation, the company rebranded in March to become Crane Building Services & Utilities. The new image has been boosted with the creation of a web portal, *Cranebsu.com*, giving access to the market sectors and brands within the group. The company is currently monitoring press opinion to see how successful the rebrand has been.

**B2B Marketing, May 2009, p32**

### **Country-of-origin**

This study, conducted across eight countries, set out to understand how the country-of-origin (COO) concept works for different product categories – convenience products, shopping goods and speciality or luxury products. It revealed that there were strong differences between countries concerning the concept of COO. However the vision of 'brand' is very traditional and for all categories brand is a bigger influencer of product evaluation and purchase decision than COO. In the luxury goods sector brand is much more important in these respects than the COO.

**The Journal of Brand Management, Vol 16 (5-6), pp323-337**

### **ECB goes for brand consistency**

All marketing for The England and Wales Cricket Board (ECB) domestic and international tournaments will now follow the same advertising guidelines to ensure brand consistency. Each ad will refer to 'The Great Exhibition', which promotes the ECB's range of tournaments.

**Marketing, 20 May 2009, p8**

## **Celebrities**

### **De-lux ad**

Catherine Zeta-Jones is starring in a seven-minute film to market Unilever's Lux shampoo in China and Japan, where Lux has a 5.1% and 10.2% market share respectively. The film is called *Alchemist* and features a motorcycle chase at a high security lab where a youth-enhancing beauty product is being produced – the Lux Super Rich Shine shampoo. Its

qualities are shown off when Zeta-Jones attends a red carpet ball with her shining hair.  
**Brandrepublic.com, 22 May 2009**

## Children and Youth

### The teen commandments

Targeting the youth market is hard: as soon as marketers have worked out how to communicate with young people using the latest tools, they have moved on to something else. A survey of 'hyper-connected' young adults, aged between 15 and 21, by agency Iris and youth network Ruby Pseudo, has resulted in a set of ten 'teen commandments' for marketing to this segment. Whereas long-term commitments, such as Orange Wednesday's two-for-one cinema tickets, are appreciated, some teenagers would describe brand activities as like a 'one night stand!'

**Marketing Week, 21 May 2009, pp24-26**

## Cinema

### Lego extends

Lego's sponsorship of family films at Vue Entertainment has been extended by cinema advertiser Pearl & Dean. Lego will have a presence in Vue foyers in addition to online activity and screen commercials plus continued sponsorship of Kids AM, weekend and special family screenings.

**Media Week, 19 May 2009, p5**

### CineMedia

National CineMedia is the biggest theatre advertising company in the US. It produces the programming for cinemas that place the ads in the slot between the time you arrive at the cinema and the start of the film. Cinema-goers are different from TV watchers – they are more relaxed and it is harder for them to ignore the message put on the big screen in front of them. Movie ads also allow advertisers to have longer slots. Despite the recession cinema advertising is still good business and, in contrast to TV, people cannot make the ads go away!

**Business Week, 25 May 2009, pp65-66**

## Conferences and Events

### The show must go on

Last week's Chelsea Flower Show was in danger of being less colourful than usual, as corporate hospitality and sponsorship continues to be cut back. However the 16 chalets at the show, designed for corporate entertainment, were all booked up at full price, albeit at the last minute, showing that such a high-profile event

can still attract the punters. Gordon Seabright, commercial director of the show's organiser, the Royal Horticultural Society, says he has even had discussions regarding sponsorship deals for next year.

**The Daily Telegraph, 16 May 2009, p36**

### Events twitter

Event professionals using Twitter can now social network via their own online directory, *Eventweeps.com*.

**Meetings & Incentive Travel, May-June 2009, p17**

### Celebrity speakers

Celebrity speakers pull the crowds, but are pricy – President Clinton can charge \$200k, while Tony Blair is supposedly receiving \$250k for a 90-minute speech in the US. However the average speaker commands more in the region of £5k. Now is a good time to be looking for a speaker as there is room for negotiation. The economy is still a hot topic for speakers, while sports stars will become a popular choice in the near future, with the 2012 Olympics looming.

**Meetings & Incentive Travel, May-June 2009, pp48-49**

## Consumer Behaviour

### Root changes?

Asda CEO Andy Bond has highlighted the changes in consumer behaviour, citing as examples the strong growth in sales of hair dye and board games at the supermarket. He says consumers are moving away from 'do-it-yourself' to 'create-it-yourself'. The back-to-basics mindset is reflected in the popularity of frozen food, bulk-buying, entertaining at home and holidaying in the UK.

**The Grocer, 23 May 2009, p5**

### Retail banking and advocacy

This paper contends that customers who experience a high level of satisfaction in the service economy tend to become repeat, loyal customers. The consequence of loyalty in banking is that customers remain so, even after a negative experience. The next level up is customer advocacy, which builds on the customer satisfaction and loyalty. The 'advocate' customer may then communicate the message to other people who may become new customers. The message for the bank therefore, is to design an environment for servicing customers which leads to a 'favourable emotional experience'.

**Journal of Direct, Data and Digital Marketing Practice, Vol 10 (4), pp307-328**

## Customer Relations

### The free economy

Consumers are increasingly expecting goods and services, such as music, newspapers, mobile handset upgrades and broadband access, to be free. The free economy is overturning established business models. A book by Chris Anderson, editor of the *Wired* website, will be published this summer, entitled *Free*. He argues that we are entering an era of 'freeconomics' where the trend for free goods is pervading every sector. The internet is an area where the free economy is particularly prevalent. But does 'free' really exist? - someone always has to pay in the end.

**Marketing, 20 May 2009, pp26-27**

### CRM a luxury?

Luxury goods generally don't use mass marketing tools, one of which is customer relationship management (CRM). Some luxury brands are now looking at the 'lifelong customer value' approach, in addition to continuing to build up the status of their name. This paper examines why luxury brands should use CRM systems and what they can achieve by doing so. It also looks at how CRM can be applied, bearing in mind that luxury brands wish to maintain their status.

**The Journal of Brand Management, Vol 16 (5-6), pp406-412**

## Direct Marketing

### Twisted campaign

Cadbury's Creme Egg Twisted chocolate bar has been promoted via a direct mailing campaign. A 'security box' mail was sent to fans who have talked about the brand on social networking sites. The box contains Twisted bars and an empty wrapper, implying that one bar has been lost through a hole in the bottom of the box. Recipients are asked to join the Cadbury's Intelligence Agency to help find the missing bars.

**Marketing, 20 May 2009, p4**

### Personalising data

Direct communications reach consumers quickly and individually. It appears that the days of mass mailings may be over and the need for a more focused approach has been fairly universally recognised. The focus has also moved to customer retention rather than acquisition. This article looks at ways in which brands are personalising their data. EHS Brann has been working with easyJet to see whether some people always book the same trip at the

same time of year or from the same airport, and has been targeting them accordingly. Other brands are sending direct mail with personalised URLs.

**Marketing Week, 21 May 2009, pp29-30**

### B2B approaches

Two articles examine direct marketing in the B2B world. B2B is no longer the poor relation of B2C and there are many more data suppliers offering a B2B universe than ever before. Here are various approaches to acquiring B2B data. The second article looks at using the marketing services provider, if you don't have the necessary skills in-house. Case studies are presented for each article, featuring Minster Cleaning and electronics manufacturer Hagar.

**Database Marketing, May 2009, pp2-11**

### BT's health campaign

BT's 'Work Fit' programme targeting its 90,000 workers, was conducted via an online campaign. A weekly email was sent to the inbox of those who had registered, each containing a specific task that would help towards improved health. The task might include changing one's snacking behaviour or increasing physical activity. The campaign cost BT nothing, but had a high take-up rate - more than 16,000 staff registered and lost an average of 2.3kg each.

**People Management, 21 May 2009, p30**

### Sustainable Mail taking off

Royal Mail now has takers for its bulk mail service, Sustainable Mail, which offers lower prices, of up to 4.7% lower than standard tariffs, for direct mail that adheres to new environmental standards. Black Horse Personal Finance and Standard Life have signed up and there are others planning to do so. The new standards are based on improved sustainability, reduced waste and increased recyclability. Sustainable Mail and Responsible Mail are the first such services available to advertisers that conform to the BSI standard for Environmental Performance for Direct Marketing.

**Database Marketing, May 2009, p5**

## Internet

### B2B web content

It is often the case that the first contact made with a company is via its website. This article discusses the importance of getting your corporate website right, by having 'engaging content' that is relevant, of value and interactive. This is particularly important in the B2B environment. Various types of content are

examined: white papers, forums, blogs, video streaming, webinars, podcasts and social media.

**B2B Marketing, May 2009, pp30-31**

### **Facing the facts**

According to Nielsen Online *Facebook* is the most-used web brand in the UK and accounted for 12.7% share of internet time in April. The 10 most popular brands constitute 45% of total UK internet time.

**Marketing, 20 May 2009, p10**

### **Women ahead online**

Women of between 35 and 49 now represent 15% of the UK online population and are also the largest demographic, according to Nielsen Online. Women are behind men in their use of mobile internet, but are more likely to access social networking sites from their phones than men; they comprise 61% of *Bebo's* mobile audience and 46% of *Facebook's*. This represents a significant opportunity for brands.

**New Media Age, 21 May 2009, p5**

### **Macho McCoy**

McCoy's is targeting men as it launches its first brand website this month. The site shows an interactive pub that promotes the theme 'man crisps'. An ugly barmaid turns into a beautiful one when the visitor dons a pair of virtual 'beer goggles', while a competition invites one to enter 'manly tips'; the winner receives a year's supply of McCoy's.

**Marketing, 20 May 2009, p10**

## **Law**

### **A crisp judgement**

Procter & Gamble's Pringles has lost a case in The Court of Appeal, which ruled in favour of the Inland Revenue (IR). The latter maintained that Pringles is a potato snack and therefore liable for VAT. Last July a High Court judge ruled that the snack was exempt from VAT as it contained only 42% potato. Foods are exempt from VAT with some exceptions, such as the potato crisp. Unfortunately Lord Justice Jacob spotted this: "There is more than enough potato content for it to be a reasonable view that it is made from potato". The IR claims the VAT owed by Pringles is 'as much as £100m of tax for the past and about £20m a year for the future'. Oops!

**News.bbc.co.uk, 20 May 2009**

### **FDA rulings affect global companies**

The US Food & Drug Administration (FDA) is beginning to get tough over health claims on

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food labels. It has recently warned General Mills, manufacturer of breakfast cereal Cheerios, about its claim that in six weeks the cereal can reduce bad cholesterol by an average of 4%. The problem arises when the US bans a health claim made by a global company such as Kelloggs or Nestlé because it would then be difficult for that company to make the same claim in Europe, or vice versa.

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

## **Loyalty Programmes**

### **Homebase goes for Nectar**

Homebase has introduced Nectar cards into all its stores, having commenced the scheme back in March. Two nectar points can be earned for every £1 spent. Homebase says its strategy is to strengthen its "proposition in the current trading environment".

**Retail Week, 22 May 2009, p5**

## **Magazines**

### **New issue in Wales**

*The Big Issue* in Wales and the Big Lottery Fund have joined up to launch a new free magazine. It will include information on how Lottery funds have been used to help Welsh communities.

**Marketing, 20 May 2009, p6**

### **Comic trends**

Even major publishers of comics, such as Marvel and DC Comics, have experienced decreases in circulation. In general comics are suffering from falling print sales, while there is a great deal of scanned material available online. Publishers are now experimenting with models for making money online. This summer will see the launch of LongBox, which claims to be the first cross-publisher, cross-platform, cross-genre digital distribution system and ideal for the distribution of digital comics. It is available on Macs, PCs, handhelds, and games consoles, with mobile due to follow. Users can pay-per-comic download at iTunes-type prices. Advertising will also be part of the LongBox model, with users choosing between advertiser-supported and non-advertiser-supported content. Advertisers will be able to sponsor titles, thus covering the download price and making the comic free.

**New Media Age, 21 May 2009, pp16,18**

## Market Research

### Recessionary trends

Ipsos, the French market research firm, has experienced a decline in revenues of 4.6% to €207.3m for the first quarter of 2009, with Europe and North America falling by 8% and 6% respectively. In contrast market research in emerging markets grew: Latin America by 6% and Asia Pacific/Middle East by 8.5%. Marketing research and advertising research revenues both fell by 8%, while opinion and social research were down by 9%. On the other hand media business grew by 15%, and the 12.5% rise in customer relationship management-related research suggests that companies are investing in loyalty programmes. Ipsos' results provide a useful snapshot of which sectors are currently up or down in the research market. However Ipsos believes it can out-perform the rest of the market research market during 2009.

**Brandrepublic.com, 18 May 2009**

### Nielsen vs TiVo

Jon Gibs, V-P of media analytics firm Nielsen Online in the US, has been discussing the idea of integrating its research activities for the three media - TV, online and mobile – in order to provide a full picture of viewing behaviour. At the same time Gibs questions TiVo's claims to be able to do the same thing, because it is only offering a sub-segment of the audience and of the US population. He points out that the viewer has to go and buy the box, and this creates a biased sample.

**Research-live.com, 22 May 2009**

## Marketing

### CIM white paper

The Chartered Institute of Marketing's (CIM) white paper, published last Wednesday, *Marketing's decline: a wild exaggeration?* goes some way to counter claims made by a Cranfield School of Management study that marketers are 'unaccountable'. CIM's survey of 100 CFOs found that 68% recognise the strategic importance of marketing and 80% the 'exceptional' importance of branding to the business. On the negative side both CFOs and CMOs (79%) agree that marketers rarely show how customer needs are taken into account. CIM Director of Research David Thorp admits that "sometimes marketers are their own worst enemy".

**Marketing Week, 21 May 2009, p5**

## Creative jobs

The Government is to create 10,000 jobs for young people in the creative industries, with a £1.1bn injection of cash into the sector as announced in the Budget. Public and private sectors are invited to bid for the jobs across the sector.

**Media Week, 19 May 2009, p8**

### CIM revamped website

The Chartered Institute of Marketing (CIM) has relaunched its website, so that its 1.2 million visitors a year will find it easier to source the information they need. The layout is now much clearer, facilitating navigation around the site's 1,000 or so pages. This is part of an on-going programme of development and users are invited to submit feedback. So check out the site at [www.cim.co.uk](http://www.cim.co.uk).

**Database Marketing, May 2009, p6**

### Taking a leaf out of marketing's book

On 7<sup>th</sup> June nearly 400 farms are to open up to the public as part of the fourth national Open Farm Sunday event. The event is organised by the LEAF organisation (Linking Environment and Farming), and aims to give people first-hand experience of what it is like on a farm and to improve understanding of agriculture's role in society. Farmers, who are perhaps not the best versed in marketing, are being encouraged by LEAF to promote the event to their neighbours and local area. They are encouraged to send an informative email to their local paper, radio and TV station in order to attract the attention of journalists.

**Fwi.co.uk, 25 May 2009**

## Newspapers

### Mirror predicts ad fall

Trinity Mirror has reported that ad revenues for its national titles will fall by 10%, and for its regional division by 35%, this month compared with last year. In the 17 weeks to 26<sup>th</sup> April group ad revenues fell by 30%.

**Media Week, 19 May 2009, p8**

## Public Relations

### Celebrity PR

Reality TV shows can make ordinary people into instant TV stars – note the recent success of Susan Boyle on *Britain's Got Talent*. But many celebs fall by the wayside and this article discusses how PR practitioners can keep their clients at the top. Good PR keeps the long-term interests of the client to the fore but if they are offered a huge amount for an endorsement

deal, it is difficult to turn it down. *Strictly Come Dancing* Star Kristina Rihanoff is contrasted with Susan Boyle, while Max Clifford and Mark Borkowski are quoted on the subject.

**PR Week, 22 May 2009, pp20-21, 23**

### **PR getting twitchy**

*Confused.com* has started this trend, if trend it can be called. *Confused's* PR manager, Kelly Davies, is using *Twitter* to find PR agencies, which she says she "may invite to pitch via *Twitter*". Is this a Twitch? Within an hour Ms Davies had responses from five agencies.

**PR Week, 22 May 2009, p1**

## **Radio**

### **Radio needs to get creative**

Global Radio's ad revenues fell by nearly 20% during the last financial year, although profits stabilised at around £30m. Speaking at Media360, Global Radio CE Stephen Miron said that commercial radio needs to improve the quality of its advertising creative if it wants to expand its share of ad spend from the current 6% to the 10% target. He also stated that radio doesn't receive enough ad revenue in relation to its share of consumer time.

**Media Week, 19 May 2009, p9**

## **Recession**

### **SMEs holding out**

Europe's SMEs are doing reasonably well despite the recession. For example Germany's four million SMEs - the Mittelstand - predict a contraction in sales of just 2% this year. The main issue is that of obtaining credit from banks, but governments are taking a hard line. Belgium, France and Italy have introduced networks of credit mediators with the power to intervene with banks on behalf of SMEs. Young and innovative SMEs are amongst the most threatened by the recession and need more support. Banks have always been reluctant to lend to them and this prevents many innovators from growing. Interestingly in Europe only three firms founded since 1975 have reached the world's 500 biggest listed companies. This compares with 25 in America and 21 in emerging economies.

**The Economist 23 May 2009, pp69-70**

## **Social Media**

### **Social media for B2B**

How can social media work in the B2B world? Certainly B2B marketers would benefit from bringing social media into their own websites.

This would provide various benefits: brand advocacy, improving communications with potential customers, providing competitive advantage, boosting loyalty and demonstrating 'transparency and authenticity'. The Skittles brand exemplifies the use of social media in a B2C context. It has pretty much handed over both website and brand to the consumer. In this case the advocates are doing most of the marketing work!

**B2B Marketing, May 2009, p41**

### **The value of product integration**

*MySpace* has partnered with product placement firm, Big Film Group, to create the Product Integration Integer, a tool that can measure ten variables, such as brand fit, character match and visibility. This is intended to show the 'true' value of commercial integrations within the site's online video series. Brands that already run product placements with *MySpace* include Blackberry and Red Bull; they will receive a report giving the value of the integration post-campaign. The tool should help brands to justify their investment and *MySpace* hopes it will encourage advertisers to rebook and bring partners on-board.

**New Media Age, 21 May 2009, p4**

### **Marketers ignorant of social media**

Most of the marketers (86%) who took part in *The McCann Erickson UK Social Media* survey admitted to not understanding it as a marketing tool. Nearly half the respondents considered that social media has a negative impact on traditional methods of communication. Forty-six percent of respondents said their IT department blocked access to sites such as *Facebook* and *Twitter*, which made it difficult to monitor the progress of their brand. The main uses of social media marketing in the UK were found to be: profile raising, networking, advertising, surveys, recruitment, trends analysis and finally, issues management.

**The Drum, 22 May 2009, p12**

### **Boris phlogs**

Mayor Boris Johnson used phlogging technology to promote his trip to the C40 Large Cities Climate Summit in Seoul last week. Social networking site *Ipadio.com* allows people to 'phlog' or upload voice clips directly from their phone to the site. The clips can then be listened to on the website. The phlogs have allowed Boris to keep Londoners informed of his activities.

**PR Week, 22 May 2009, p4**

## Sponsorship

### Sponsoring the Street

Warburtons is the first to announce sponsorship of *Coronation Street's* 50<sup>th</sup> Anniversary celebrations, which is to take place all of next year. ITV Global Entertainment is creating a group of promotional 'Best of British' brands from the FMCG sector to support the celebrations. The theme will be that of bringing families together. *The Street* is currently sponsored by furniture store Harveys.

**Marketing, 20 May 2009, p1**

### Liqueur sponsors West End

Chambord, the French raspberry liqueur, is to sponsor the new West End show, *Breakfast at Tiffany's*, starring Anna Friel. Marketing activity for the show will be in the press, digital and outdoor, with Chambord featuring on it.

**Marketing, 20 May 2009, p4**

## Television

### New soap cuts in

The BBC is launching an interactive soap for teenagers called *The Cut*, created by writers and producers from *Eastenders* and *KateModern*. The five-minute episodes, which will also appear on *BBC2*, will elicit viewer feedback in order to decide the outcome of the plot.

**New Media Age, 21 May 2009, p10**

### Just surf and watch

A survey by Integrated Media Measurement, undertaken to help TV advertisers and programmers link their prime time and web marketing, found that 5.8% of viewers who watch prime-time TV shows on Mondays are also surfing the internet at the same time. This figure rises to 16% by Thursday. Women aged between 30 and 39 are the biggest simultaneous surfers. A study in 2008 by the Internet Advertising Bureau and Thinkbox found that co-ordinating TV and online advertising led to 47% more 'brand positivity', than using single media.

**Business Week, 25 May 2009, p12**

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
Nigel Davies	Pirtek Europe	Auto Windscreens	Sales & Marketing Director	Winning Edge
Lloyd East	Principle Insurance Holdings	RSA	Marketing Effectiveness Director	Marketingmagazine.co.uk
Annie Goss	Social care Institute	RNID	Media Manager	PR Week
Jonathan Gregory	Wembley Stadium	2018 FIFA World Cup	Director of Partnerships	Marketing
Jacky MacKay	Grosvenor Hotel, London	Strand Palace Hotel, London	Head of Sales & Marketing	Winning Edge
Lucy Pope	LV=	Fortis Insurance UK	Consumer Communications Manager	PR Week
Robert Salvoni	Iris Accountancy Practice Solutions	Harris Interactive	MD, UK & Europe	Brandrepublic.com

## Promotions

Name	Company	Previous Title	New Title	Source
Marcus Clavin	GE	Chief Marketing Officer, GE Corporate Finance Bank and Business Finance UK	Chief Marketing Officer, UK Financial Division	B2bm.biz
Mark Cramer	Aegis Media	Consultant	Chief Executive of Isobar	Campaign

## Sources

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The Drum  
The Financial Times  
Fwi.co.uk (Farmers Weekly)  
The Grocer  
The Journal of Brand Management  
Journal of Direct, Data & Digital Marketing Practice Marketing\*\*  
Marketing Week \*\*  
Media Week  
Meetings & Incentive Travel  
New Media Age\*\*  
News.bbc.co.uk  
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## Contents

To fast forward click on the following links:

[Advertising](#)  
[Agencies](#)  
[Books](#)  
[Brands and Branding](#)  
[Celebrities](#)  
[Children and Youth](#)  
[Cinema](#)  
[Conferences and Events](#)  
[Consumer Behaviour](#)  
[Customer Relations](#)  
[Direct Marketing](#)  
[Internet](#)  
[Law](#)  
[Loyalty Programmes](#)  
[Magazines](#)  
[Market Research](#)  
[Marketing](#)  
[Newspapers](#)  
[Public Relations](#)  
[Radio](#)  
[Recession](#)  
[Social Media](#)  
[Sponsorship](#)  
[Television](#)