



Cutting Edge

29 July 2009

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

Quick [links](#) to Sections.

Advertising

Ad recall

The Thinkbox TV ad features a man lying on a couch in a hypnotherapist's room. He comes out with a stream of well known catch-lines from famous but defunct ad campaigns, which everyone can remember. It is a fact that some advertising can be recalled after many years, which shows how deeply embedded it is in the mind. But for every ad that can be remembered there are dozens which have been completely forgotten. So how do you get a campaign to stay in people's minds? A number of experts talk about 'advertising memorability', and two themes emerge which are discussed here.

Campaign, 24 July 2009, pp22-23

Mobile is becoming more important...

...according to Paul Troy, head of advertising and sponsorship at Barclaycard. It is reportedly spending 20% of its budget online. One part of this spend is the development of the 'Waterslide campaign' as an iPhone app. The apps launch is to coincide with TV ads and other social media activity. In another article Lastminute.com has also commented on the importance of Mobile on the launch of its app, nru, to direct people to a local bar!

New Media Age, 23 July 2009, p4

Npower is sheepish

Npower has launched the second stage of its energy-efficiency TV advertising. The ad features Wallace and Gromit trying to install roof insulation using sheep and is intended to show the benefits of insulating one's loft.

Marketing, 22 July 2009, p5

Tories promise reduced ad-spend

The Conservative Party has once more criticised the Government for its spending on marketing and communications during the

recession and promises to cut ad budgets if it comes to power. This follows reports last week that the Government's marketing and comms spend had reached £540m during 2008 to 2009. The Government is now the UK's biggest-spending advertiser.

Marketing Week, 23 July 2009, p7

Agencies

Titan sells to Primesight

Titan Outdoor is in discussions to sell its roadside billboards to Primesight in a reported £40m deal. Titan is thought to be retaining its Network Rail roadside billboards, which comprise 3,100 sites. It is the second-biggest player in the UK roadside market with 7,927 roadside poster sites. In contrast Primesight has just over 200 sites. Outdoor media owners are trying to get the rent reduced on their sites as revenues fall, and they are forced to reconsider their inventory structures.

Campaign, 24 July 2009, p3

Books

Possible UK launch

It looks as though Kindle, the Amazon e-book reader, will be available in the autumn. A UK manufacturer has been secured and October has been mentioned as launch month. Just in time for them to run out of stock at Christmas!

The Bookseller, 24 July 2009, p3

Children's book sales

According to Nielsen Bookscan data, the sales of children's books were up 8% in the first half of the year. Some publishers, such as Hachette, have done well, but some, including Scholastic and Random House, not so well.

The Bookseller, 24 July 2009, p9

Brands and Branding

The nostalgia craze

It seems that most brands which have taken advantage of the current nostalgia trip – Cadbury's Wispa, Birds Eye Arctic Roll, Bisto gravy to name a few – have benefited hugely from increased sales. Nostalgia is a trend that surfaces in a dominant way every three to five years. But with the recession values have shifted quickly so that warmth, comfort, familiarity and security are desirable traits. There are also other, less expected trends, such as a return to popularity of sewing. Fashion designer Paul Smith is selling fabrics and patterns which allow people to make their own clothes using good quality materials.

Admap, July-August, pp44-45

Natural History repositions

The Natural History Museum, identified mainly by its fine Victorian building and dinosaur collection, is launching a branding campaign called 'Science and Nature', targeting a 'learned, liberal' audience and with the aim of repositioning the museum as being in touch with modern issues. This comes ahead of the Darwin Exhibition which is due to open in September.

Marketing, 22 July 2009, p8

Business cards

A business card is part of your first impression of someone; it needs to be appealing and a good fit with the business. There is plenty of innovation in business cards these days. Lego for example, has started experimenting with cards in the form of small Lego figures which have been a great success with top management. As a PR vehicle they work well and the recipient will often keep it on their desk. And there are plenty of other examples where the business card exceeds the conventional...

The Financial Times, 23 July 2009, p12

Wolseley not a consumer superbrand - yet

Ross Sturley discusses the building-related companies that appear in the *Superbrands* ranking. JCB, Caterpillar, Black & Decker, WD-40, De Walt, Ronseal, Crown, Screwfix and RIBA are all in the top 200. But all these brands have a strong consumer-facing focus. Whereas Travis Perkins occupies 177th place, Wolseley, the largest builders' merchant in the world, is notable by its absence. Wolseley used to be a 'faceless' plc and it is only in the last couple of years that its lorries have started carrying a logo. However the important thing is that a

brand knows who it is as do its customers. That's what branding is all about!

Cnplus.co.uk, 17 July 2009

Luxury brands

According to Verdict Research expenditure on luxury goods is forecast to decline by 6% globally during 2009. In *The Luxury Strategy*, authors Professor Jean-Noel Kapferer and Vincent Bastien advocate abandoning standard marketing techniques and propose a set of 18 'anti-laws of marketing', which they say high-end brands should follow. For example they suggest that luxury brands should not 'pander' to their customers' wishes. The luxury brand is a product of the mind of the creator and is inspired by long-term vision.

Marketing Week, 23 July 2009, pp14-17

Sweet smell of success

The Perfume Shop offers designer brands to consumers at affordable prices and is positioned as mass market, according to head of marketing Matt Walburn. He says the company is constantly looking to improve brand awareness and is planning a marketing campaign later in the year which aims to promote the 176 outlets to shoppers. Sales have nearly doubled since last year.

Retail Week, 24 July 2009, p17

The community brand personality

Starbucks coffee shops in Seattle, America, are to be rebranded under local names and are being encouraged to be as different as possible. In other words they are to be less corporate with the aim of acquiring a 'community personality'. In the UK retailers have noticed that words like 'local' and 'community' have good marketing value.

The Independent, 24 July 2009, p33

Celebrity endorsements

A rash move?

Sudocrem, the antiseptic cream that treats nappy rash, is to launch in the women's skincare market with an adult product, Skin Care Cream. It treats skin ailments such as sunburn and spots and will come in a tube instead of the usual tub. Sudocrem has apparently had endorsements from the likes of singer Cheryl Cole and actress Amanda Holden.

Marketing, 22 July 2009, p8

Cinema

Cinema viewing high

The Cinema Advertising association (CAA) states that cinema ticket sales are at their highest levels since 2002. Cinema admissions for the first half of 2009 reached £83 million. *Slumdog Millionaire* continues to be the most successful film in the UK this year, followed by *Monsters vs Aliens* and *Star Trek*.

Marketing, 22 July 2009, p4

Campaign, 24 July 2009, p5

Brand Tribes

Research on Asian markets by the Grey Group in its *Eye on Asia* series, suggests that brands should stop targeting demographics and instead focus on five 'brand tribes' that it claims can help marketers to target Asian consumers. These are the 'new brand enjoyers', 'perceived value believers', 'individualistic believers', 'status seekers' and 'function first'. Some statistics are included for Asian attitudes to finance and retail.

Marketing Week, 23 July 2009, pp20-22

Conferences and Events

Toy company has wow factor

WOW Toys of London, which supplies retailers such as John Lewis, Hamleys and Harrods, is a firm advocate of trade shows. Its outlay for exhibiting at the Nuremberg International Toy Fair was around £12,000, but it obtained new business worth £500,000, and added seven new countries to its distribution list. The pre-school toy sector is very competitive and WOW considers exhibiting to be "the lifeblood" of its industry.

Springboard, Summer 2009, p40

Virtual events

The trend for holding virtual events is on the increase, as companies cut back on business travel. Many companies are setting up virtual event platforms and some businesses, especially in the tech sector, have constructed their own. But a virtual event has to engage the audience with meaningful content and build it into a working community. Otherwise it becomes just 'noise' and virtual can never replace live altogether.

Conference & Incentive Travel, July-August 2009, p7

Direct Marketing

Location location

Market Location has launched its Brand New Business file, which it believes is the first of its kind. It is updated every week with alerts on new businesses, branches and relocations and allows marketers to contact prospects as these business changes take place.

Database Marketing, July-August 2009, p8

Data quality – on-going challenge

Equifax claims that more than 10% of businesses relocate every year, while a further 20% change their post codes and phone numbers. This is in addition to the many business failures and start-ups, so that keeping quality data is difficult. Equifax has launched a free B2B Data Quality Audit service offering businesses data cleansing and 'enrichment'.

Database Marketing, July-August 2009, p8

Internet

A new application

In a significant change in strategy *Yahoo!* is to open up its homepage to high-profile websites as it tries to reposition as the new 'content hub'. It will let users access sites such as *eBay*, *Facebook* and *Twitter* in a customised My Favourites section. When the user 'hovers' the mouse over the application it will pop up and allow access to the site. New ad inventory will be available for advertisers to buy on the application.

Marketing Week, 23 July 2009, p5

Luxury doing well

You have to become a member of *Vente-Privée* to get access to the benefits (this has to be via a referral) but with discounts of up to 70% it could be worth it. There are estimated to be 8million members over Europe with over 160,000 in the UK. There are over 850 designers available via the site. They must be doing something right as there has been a sales increase of over 40% in the first half of the year proving that designer goods can buck the general trend.

The Daily Telegraph, 27 July 2009, pB3

Website to capture the best

Arqiva, an organisation which runs much of the UK's broadcasting infrastructure, has just announced that it has acquired the platform assets of Project Kangaroo. This was a failed joint venture between BBC Worldwide, ITV and Channel 4, which was blocked by the Competition Commission. The new service will

make the best of UK TV available on just one website, as a 'one stop shop' for online video. The service will be funded by advertising in addition to subscriptions.

The Financial Times, 24 July 2009, p4

Fruit shoots at kids' activities

Robinsons Fruit Shoot's campaign, 'What's your juice?' aims to help primary school children with mental and physical skills. It gives them tips on beat-boxing, skipping and using a hula-hoop. The website allows children to watch videos of activities they can take part in at home or school.

Marketing Week, 23 July 2009, p6

Vinnie auction

Fox's Biscuits has opened a shop on eBay that will allow consumers to buy 'one-off keepsakes'. The goods were previously owned by the brand spokesman, Vinnie the panda and include a stuffed boar's head and empty violin case. Proceeds from the auction will go to UK charity Crimestoppers.

Campaign, 24 July 2009, p6

Last will and password

There is a new range of websites appearing where you can posthumously send messages after your own demise. This could be a birthday wish, or an anniversary. The sites are also now building in digital wills; whilst not legal they run alongside a paper copy which is. You can also detail bank accounts, passwords to social networking sites and personal messages to your loved ones.

Sunday Times, 26 July 2009, p1

Microsoft buys search engine

Microsoft is apparently close to buying the *Yahoo!* search engine and may pay in the region of \$3bn for it. It will share revenue from the business with *Yahoo!* and will achieve 30% of the US search market. Meanwhile *Yahoo!* has experienced a fall in revenue from its search advertising business of 15% in the second quarter of 2009, while display ads fell by 14%. *Yahoo!* is planning a new marketing campaign to rebuild the brand.

Campaign, 24 July 2009, p6,36

Law

Google content with ruling

A High Court judge has ruled that Google is not liable for defamatory content appearing in third-party websites, or that appear in the search result summaries. Google is deemed to be a

facilitator and not a publisher of content. However Google is responsible for blocking content if it receives complaints about libellous material.

Campaign, 24 July 2009, p5

Loyalty Programmes

Pop goes for brand loyalty

Pop singer Mika is launching a loyalty scheme on his website whereby fans can earn points for creating a profile, adding comments and buying products. Rewards include free music, video downloads and screensavers.

Marketing, 22 July 2009, p5

Nectar harvest rewards

Nectar, which is the largest coalition loyalty programme with its 16 member organisations, is using TV adverts for the first time in five years in order to raise awareness of the benefits the scheme can offer. The scheme's brand equity is particularly high at the tills where nectar's retail partners are constantly asking for customers' cards. The company plans to improve its paperless redemption by using mobile phones, but rather than use SMS it plans to employ GPS-based systems. The aim is to have location-based promotions so that customers can see local offers on their mobiles.

Marketing Week, 23 July 2009, pp23-24

Marketing

Moonlighting marketers?

Shadi Halliwell, who is head of brand and marketing communications at O2, is launching a range of luxury sex toys, apparently with the full knowledge of her employer. She launched her Sky vibrators brand back in 2006, which she describes as the "Prada of sex toys" and now wants to acquire additional shelf space to target the mainstream market. A longer article looks at where other marketers are employing their creative talents beyond their day jobs.

Marketing, 22 July 2009, p3, pp24-25

Less is more

Retailers no longer have the budget to deliver the 'big-splash' traditional marketing campaigns. However new marketing techniques have been evolving which have become mainstream and low-cost alternatives. This article examines social media, iPhone apps, viral marketing and Bluetooth in the context of retail marketing.

Retail Week, 24 July 2009, pp42-43

A swine of a campaign

The Government is to launch a number of marketing campaigns to ease the anxiety surrounding swine flu. Ads started appearing in national newspapers from last Thursday and include answers to FAQs about the flu. The Department of Health (DoH) also has a 'Red Code' campaign ready that will tell the public what to do if the flu reaches crisis levels. A National Pandemic Flu Service also launched last week, including a help line and a website where people can self-diagnose and an authorisation code to pick up the Tamiflu treatment.

Marketing, 22 July 2009, p1

Marketing Week, p 23 July 2009, p6

General Mills marketing the basics

US packaged food giant General Mills spent 16% more on marketing during the last quarter than it did in 2008. General Mills, with its comforting Cheerios, Wheaties and Hamburger Helpers, has products tailor-made for the current economic climate and is gaining market share. Companies that are providing staple goods in general increase their marketing spend during a recession. They build a 'kind of grandiosity of purpose' and produce evocative stories around mundane products. Chief marketing officer Mark Addicks says the key question is "What is the bigger job this brand does in a consumer's life?"

Business Week, 27 July 2009, pp67-68

GM markets prior to sell-off

McCann Erickson is to handle General Motors' (GM) pan-European campaign for the new Astra model, which will be launched at the Frankfurt Motor Show in September. This is the first serious marketing campaign for Opel and Vauxhall since GM announced it would be selling its European businesses.

Marketing, 22 July 2009, p1

Campaign for two wheels

The Motorcycle Industry Association is launching a consumer campaign, called 'Get On', to change people's perceptions of motorcycling and uses the message: 'Life's better on two wheels'. A 'Get On' mobile unit will attend consumer events and offer free rides to young people who have never ridden a motorcycle before.

Marketing, 22 July 2009, p10

Market Research

The COI roster

The Central Office of Information has announced its new framework for market research. The roster is in five parts including qualitative and quantitative research and omnibus. It currently uses Ipsos Mori, YouGov and TNS UK. The framework runs until 2013.

PR Week, 24 July 2009, p15

Music

HMV takes on band

For the first time HMV is to undertake the production, distribution and marketing of music for an unsigned band, The Boxer Rebellion, in return for a share of revenues. HMV stresses that it has no intention of acting like a record label, but that if this proves successful it may undertake more work with bands in the future.

Retail Week, 24 July 2009, p4

Newspapers

DMGT ads slump..

The Daily Mail & General Trust (DMGT) last week posted a 13% fall in revenues for its third quarter. The group's regional newspapers experienced a decline in advertising. Northcliffe Media division, which publishes 100 regional papers, experienced a 33% drop in ad revenues. However DMGT's business-to-business arm saw a rise of 3% in revenues.

The Independent, 24 July 2009, p40

...as do Newsquest's...

Newsquest experienced a year-on-year fall in classified ad revenues of 45.2% from April to June. Retail ads fell by 20% and national display ads by 10.5%.

Campaign, 24 July 2009, p6

...and TMG...

The Telegraph Media Group has reported pre-tax losses of £15.7m for 2008, with revenue down by 3.2%. This is attributed to a decline in advertising, which deteriorated during the year.

Campaign, 24 July 2009, p6

...but not the New Milton Advertiser

In the area of local newspapers there are some notable exceptions to the doom and gloom. The *New Milton Advertiser* and the *Lymington Times* sell over 22,000 copies each week and although the property pages had been thin there is now a noticeable improvement. It is printed in-house on a 1950s litho plate press and is edited by its 88-year-old proprietor.

Tindle Newspapers, the owner of 200 local titles, is also still profitable despite the recession and its octogenarian owner has a similar philosophy of 'reporting local news in an engaging way'.
The Economist, 25 July 2009, p26

Olympics

A model launch

Hornby is producing a range of London 2012-themed toys, having been awarded a licence to do so by Locog. The products will include Airfix kits of the Olympic Stadium, a Scalextric set of the cycling velodrome and models of London buses and taxis. Hornby also has an agreement with Formula One team McLaren F1 to make Scalextric models based on McLaren's cars.
Marketing Week, 23 July 2009, p7

Countdown continuing

With the countdown now below three years and the main Olympic stadium ahead of schedule questions are now being posed re the legacy aspect of the games. This article looks at the transport legacy, the budget and Baroness Ford, who is the chair of the new Olympic Park Legacy Company.
The Financial Times, 27 July 2009, p4, pp24-25

Money making schemes?

It has been mooted by Tessa Jowell, the Olympics minister, that tickets may be sold to have tours of the Olympic venues, with the highlight, for an extra £20 fee, of being able to stand on the medal podium. Wembley already has a 90-minute tour and last year over 200,000 people visited so this could be a lucrative income stream. It would have to be to cover the £538 million that it has cost to build – let alone the running costs.
The Times, 27 July 2009, p17

Public Relations

Government – the big-spenders

According to the Central Office of Information's annual report the Government spent nearly 50% more on PR last year than in 2007 to 2008. The total figure of £41m was spent on PR and news management, with £29m going to PR agencies.

The Times, 23 July 2009, p43
PR Week, 24 July 2009, p3

House of Lords should up PR

A House of Lords committee report, *Are the Lords listening? Creating connections between people and Parliament*, has called on the Chamber to start using *YouTube* and to hold

information sessions for press gallery journalists and general political correspondents. The report intends to improve transparency at a time when reputations are low.
PR Week, 24 July 2009, p4

Sports PR

Since November 2008 three PR agencies have created dedicated sports PR divisions – Weber Shandwick, Cake and Braben, and there are more in the offing. The British love sport and it creates constant news, which has meant a huge increase in sports PR over the past five years. This article looks at the personalities that have turned sport into big business opportunities in football, golf, Formula 1, cricket, sailing, tennis, triathlon and 2012.
PR Week, 24 July 2009, pp20-23

Radio

Jazzing up Southern Comfort

Jazz FM has signed a sponsorship agreement with Southern Comfort whereby there will be a New Orleans-themed Saturday evening show, the *Southern Comfort Big Easy* show, as well as some branded live events. The deal for Southern Comfort is to be able to talk about its brand and heritage 'in a credible way', while jazz FM receives a large proportion of its revenues from sponsorship and has just renewed its agreement with the FT while deals have been brokered with Pizza Express, Yamaha and Olsen Cruise Lines this year.
Marketing Week, 23 July 2009, p10

Social Media

Facebook begins to ad up

Facebook is the fifth-largest website in the world and reaches 22% of the internet population. Stephen Haines, UK commercial director of *Facebook*, says these facts are "the most powerful figures" to quote to a marketing director or media agency. Last year saw the disastrous launch of the Beacon ad scheme which allowed users' data to be shared with third-party sites without their knowledge. Since then *Facebook* has launched Engagement Ads, an interactive ad service which has become its "bread and butter". *Facebook* is expected to break even by the end of next year.
Media Week, 21 July 2009, p10

Sainsbury's uses *Facebook*

In the latest phase of its 'Feed your family for a fiver' campaign Sainsbury's is using a *Facebook* page where customers can share

ideas for recipes and tips to help them save money and reduce waste.

Retail Week, 24 July 2009, p3

The Twitter book

Twitter can be quite confusing at first and even experts say it needs to be used for a few weeks before really getting to grips with it. *The Twitter Book*, by Tim O'Reilly and Sarah Milstein, contains all sorts of information about the *Twitter* basics, such as 'retweeting'. It also tells you which days of the week your messages are likely to be read and how to use it for business.

New Scientist, 25 July 2009, p49

A new threat to recruitment

Social networking sites are allowing companies to recruit specialist employees without the use of a specialist recruitment agency. Microsoft estimate that they saved over £60k in fees by searching for nine niche workers with specialist skills via LinkedIn. SAB Miller have sourced 120 employees via LinkedIn at a saving of £1.2m.

Computer Weekly, 21-27 July 2009, p7

Greenpeace twitters

Greenpeace is driving its latest campaign through the use of *Twitter*. It wants the public to identify more closely with the movement by showing that they are 'normal people', and hopes to persuade more people to participate in campaigns. Head of Greenpeace media Ben Stewart recently climbed a power station to influence G8 leaders. People used *Twitter* to ask him questions about his activities. In addition the organisation has the backing of celebrities such as Alistair McGowan, Emma Thompson and Stephen Fry.

PR Week, 24 July 2009, p12

Knife crime campaign

The Metropolitan Police has created a *YouTube* interactive campaign called 'choose a different ending' to demonstrate the effects of knife crime to young people. The story consists of a series of short films with a number of choices at the end. Official figures show knife crime to be on the increase.

Campaign, 24 July 2009, p3

Life in the RAF on show

Six members of staff of various trades in the RAF have been given multimedia phones and asked to upload photos and comment about what it is like in the forces. *Twitter* and *Flickr* are being utilised to show potential recruits

what life is really like and they will answer questions from recruits.

New Media Age, 23 July, p3

Sponsorship

Listening on sundae

Ben & Jerry's joined up with Bauer Media Radio last weekend to sponsor its Sundae on the Common music festival on Clapham Common, which featured on 19 Bauer stations. Ben & Jerry's has never previously used radio as a marketing channel.

Marketing, 22 July 2009, p6

Emmerdale sponsorship changes

Littlewoods has entered into a two-year deal with ITV to sponsor TV soap *Emmerdale*. Littlewoods will replace current sponsor Reckitt Benckiser on 31 August.

Media Week, 21 July 2009, p8

Barclaycard moves with the music

Barclaycard is launching a website, *Barclaycardunwind.com*, in line with its latest sponsorship strategy. The site allows Barclaycard customers to obtain reserved tickets, access to one-off exclusive gigs and competitions to win tickets for music events. The company has been moving its sponsorship towards music in order to communicate with its customers who have an interest in music.

Marketing Week, 23 July 2009, p9

Television

Cooking - the Sky's the limit

Sainsbury's is to introduce recipes and other content to Sky's 'green button' service, which allows advertisers to provide TV viewers with additional content of up to two hours' duration. Sainsbury's 'Try Team' campaign will show demonstrations of how to cook healthy food using basic ingredients. The 'team members' will also appear at food and agricultural shows and at schools. Try Team was launched in June via a TV ad where Jamie Oliver introduced the 'team'.

Marketing, 22 July 2009, p3

Teletext to focus on travel

Teletext, will be switching off its analogue news and information service in January 2010 and will instead focus on online travel services, after a review of the service was undertaken by senior management. Teletext revenue has declined by half since 2003.

Marketing, 22 July 2009, p6

Media Week, 21 July 2009, p8

Sharing advertising

Channel 4 and BSkyB have reportedly agreed to merge their advertising sales teams with the aim of building up their share of the TV ad market. The move is still awaiting an announcement by the Competition Commission regarding Contract Rights Renewal.

Campaign, 24 July 2009, p5

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
Harjit Badesha	MSN	eBay	Head of International Advertising Sales	Media Week
Stephen Beresford	Coventry University Enterprises	Midlands Co-operative Society	PR and Marketing Manager	The Grocer
Steve Carter	Milestone	Frobishers	Sales and Marketing Director	The Grocer
Smyth Harper	Greater Manchester Police	Manchester City Council	Head of Media	PR Week
Craig Jones	Lexington Communications	Legal Services Board	Head of Media & Public Affairs	PR Week
Julian Kilmarton	Marks & Spencer	Primark	Buying & Merchandising Director	Retail Week
William Ogle	Samsung Telecommunications America	Motorola	Chief Marketing Officer, Mobile Devices	Marketing
Russ Shaw	O2	Skype	General Manager, EMEA	Marketing

Promotions

Name	Company	Previous Title	New Title	Source
Christopher Moser	MySpace	General Manager, Spain & Portugal	UK Managing Director	Campaign
Alastair Parker-Swift	Crew Clothing	Founder	Brand Director	Retail Week

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. Alternatively some, as detailed below, are available via our online journal collection at <http://www.cim.co.uk/marketingresources>

** Full text available via Business Source Corporate
* Abstract only available via Business Source Corporate

Admap
The Bookseller
Business Week**
Campaign**
Computer Weekly
Cnplus.co.uk
Conference & Incentive Travel
Construction News
Database Marketing & Customer Management Strategy
The Economist **
The Daily Telegraph
The Financial Times
Fwi.co.uk (Farmers Weekly)
The Grocer
The Independent
The Marketer
Marketing**
Marketing Week **
Media Week
New Media Age**
New Scientist
News.bbc.co.uk
Packagingnews.co.uk
PR Week
Retail Week
Springboard
Sunday Times** (via the UK/Eire Reference Centre)
The Times** (via the UK/Eire Reference Centre)

Access to online journals and newspapers is available via www.cim.co.uk/elibrary. Click on the 'Online journals and reports - Ebsco' link in the member content area. Then click the 'Business Source Corporate' or the UK/Eire Reference Centre link (whichever is appropriate). 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 the database. You will need to have registered to use The Chartered Institute of Marketing website and be logged in to access the

services. If you have any problems please contact the CIM Information and Library team.

Contents

To fast forward click on the following links:

[Advertising](#)
[Agencies](#)
[Books](#)
[Brands and Branding](#)
[Celebrity Endorsements](#)
[Cinema](#)
[Conferences and Events](#)
[Direct Marketing](#)
[Internet](#)
[Law](#)
[Loyalty Programmes](#)
[Marketing](#)
[Market Research](#)
[Music](#)
[Newspapers](#)
[Olympics](#)
[Public Relations](#)
[Radio](#)
[Social Media](#)
[Sponsorship](#)
[Television](#)
[Women](#)

[On the Move](#)