



Cutting Edge

3rd June 2009

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

Quick [links](#) to Sections.

Advertising

Measuring Internet advertising

According to data from ComScore's Ad Metrix, *Facebook* accounted for 21.6% of all UK online display ads during April. The Microsoft network came second with a 6.5% share, followed by eBay with 4.9%. The top display advertisers were mainly telecoms and mobile brands. Ad Metrix, a new reporting tool, uses ComScore's panel of 60,000 web users to supply information on sites. ComScore hopes to provide brands with a better understanding of return on investment, more in line with that obtained for traditional media. It also intends to launch demographic data on the service.

New Media Age, 28 May 2009, p4

Looking to the recovery

According to the Association of National Advertisers in the US nearly three-quarters of large companies, who participated in a recent survey, plan to raise ad spend before the end of the recession. A recent Bloomberg poll predicted that the economic recovery would begin in the third quarter, so you never know; the marketing recovery may start sooner than expected.

Business Week, 1 June 2009, p8

Pandora's box

Advertising via cell phones has still to take off, but this is gradually changing. Pandora is a free online service that allows users to design 'radio stations' based on their choice of music. It launched a mobile version two years ago, and now has 27 million users, including the web version. Brands such as Best Buy, Dockers, Target and Nike have bought ads on Pandora to experiment with this cheap ad medium. Some companies have had encouraging customer response but many companies have no idea how to market on mobile devices. It

seems that those who are experimenting now will steal an advantage on their rivals.

Business Week, 1 June 2009, pp52-53

Reality makeover

Procter & Gamble (P&G) is launching a UK TV ad campaign called 'The Max Factor Makeover Break'. This is a reality makeover show presented in three 90-second spots over consecutive ad breaks. The ads feature a real consumer being made up by a team of experts. A similar ad trialled by P&G in the US resulted in consumers' intention to purchase being increased to four times that resulting from a conventional ad spot.

Marketing, 27 May 2009, p1

A surprising campaign

A campaign for the National Portrait Gallery (NPG) in London has been created by design consultancy True North, in order to change people's preconceptions of the gallery as old-fashioned. The initiative highlights interesting facts about famous people whose portraits are on show at the gallery. Examples include the fact that Field Marshall Lord Kitchener was a knitter who developed a pattern for seamless socks!

Design Week, Vol 24 (21), 28 May 2009, p5

Thomson promotion

Thomson Local is promoting its print business telephone directory to local advertisers via two initiatives. For the first time it will allow advertisers to include coupons in the print directory. The service will commence in July in Eastbourne, Sutton Coldfield and Weston-Super-Mare, before rolling out nationwide. Thomson will also offer advertisers the chance to have 'headline sponsorship' of a section of the directory – for example an optician could sponsor the health section with its brand name and logo around the heading and edge of page.

Marketing Week, 28 May 2009, p11

Campaign against dangerous sport

The Maritim and Coastguard Agency's latest public safety campaign focuses on the dangers of 'tombstoning'. This is the practice of jumping off cliffs and suchlike into treacherous water. The campaign makes use of posters and stickers, which are placed at dangerous places and bear a barcode which connects mobile phones directly to a dedicated website.

Design Week, Vol 24 (21), 28 May 2009, p4

Agencies

Big networks evolving

Richard Pinder, chief operating officer of Publicis Worldwide, explains how he sees advertising evolving. He believes there is a long-term future for the big networks but predicts that these will be organised into either major centres for big new business and big clients, or into smaller offices to create a strong relationship with customers locally. He considers the three biggest challenges over the next three years to be helping clients to get through this difficult period, making Publicis Modem into the world's leading digital network and making Publicis a top-five creative network. His advice to aspiring agency execs is to 'get on your bike' and spend time outside their own country and culture.

Campaign, 29 May 2009, p19

Giving power to one agency

Npower is aiming to bring all its marketing communications under the remit of one agency. Currently it uses Beattie McGuinness Bungay for the ad account, EHS Brann for direct marketing and Grand Union for digital. The company is also dropping cricketing celebrities from its Ashes-related marketing and is replacing them with product-led and experiential marketing. Instead Aardman-created characters will be seen playing cricket on the village green and will promote the £100 discount offered to dual-fuel monthly direct debit customers.

Marketing, 27 May 2009, p3

Marketing Week, 28 May 2009, p7

Campaign, 29 May 2009, p2

Books

Random apps...

The Random House Group has produced ebook applications for the iPhone and iPod touch. Users can download digital titles from authors including Richard Branson and Ben Elton. They will be able to turn pages, make notes on pages and change font style and size.

New Media Age, 28 May 2009, p2

...for non-random reading

Random House has also launched ReadersPlace, a community site for book clubs, which lets readers discuss books and participate in live webchats with authors. Users can set up their own profile page, review books and add photos and videos.

New Media Age, 28 May 2009, p10

Brands and Branding

It's not always the tried and tested...

Although opinion has it that consumers are returning to childhood brands in a fit of nostalgia because of the recession, a Research International survey suggests otherwise. Thirteen percent of participants disagreed strongly with the idea of relying on tried and tested food, while 44% disagreed overall. In fact the recession may be a good time to encourage consumers to experiment more. If a product appears exciting and relevant, the likelihood that someone will try it is raised by 40%. It might be a mistake for brands to base their marketing tactics on competitive price wars. For more insights, check out the results of the research.

Marketing Week, 28 May 2009, pp23-25

Self storage expands

Access Self Storage has rebranded, as it expands into its 50th store. According to head of marketing Jill Martin the increase in demand for storage means that the company has diversified into mixed-use facilities, for self-storage with offices, trade counters and even residential. The new identity will be applied to all new stores and then retrospectively to the old ones. A new website will also launch in a couple of weeks.

Design Week, Vol 24 (21), 28 May 2009, p5

BAA is debranding

Unfortunate for BAA, but this is what it plans to do in response to the Competition Commission's instructions that it must sell Gatwick and Stansted Airports plus either Edinburgh or Glasgow Airport. Although BAA, owned by Spanish company Ferrovial, is to appeal the decision, it has already put Gatwick on the market and is debranding the airport by removing the BAA identity from the on-site branding.

Marketing, 27 May 2009, p8

Say Aviva to Norwich Union...

Norwich Union has finalised its rebranding to Aviva by the rebranding of its *norwichunion.co.uk* site to *aviva.co.uk*. Four of its European sites will also be rebranded over the next year. Aviva wants a common approach to managing its online activities worldwide. Stuart Bartram, senior manager of corporate internet and design, says that online will be central to the brand as that is the way that many customers want to do business: "Their brand experience will be their online experience".

New Media Age, 28 May 2009, p6
The Independent, 30 May 2009, p53

...not to mention a few others

Many of the old high street store names have disappeared. Now three more are to go, as Santander announces plans to axe the names of Abbey, Bradford & Bingley and Alliance & Leicester. The Spanish bank will replace the bowler-hat logo of B&B and the orange and blue cross of A&L in favour of its red flame logo. Abbey has already started branding itself 'Abbey, part of the Santander Group'. The rebranding will be complete by December 2010.

The Times, 28 May 2009, p4
The Independent, 30 May 2009, p53

Children and Youth

Tooth fairy economising?

According to a survey for trust fund provider The Children's Mutual, the tooth fairy is leaving an average of 6% less this year than last, for children's teeth. £22.1m will be given this year down from £1.3m last year. The best place to be is Northern Ireland, where the tooth fairy leaves an average of £1.44 per tooth.

The Times, 28 May 2009, p21

Conferences and Events

Cannes still can

At the Cannes Film Festival this year marketers chose to trade goods in exchange for brand exposure, as a way of countering reduced budgets. Renault provided cars to carry actors and festival guests to the red carpet, while Osmose supplied a post-production photograph service for developing pictures in an Orange-sponsored media lounge. HP provided branded keycards and PCs to guests at the Majestic Hotel. The Festival has no formal marketing budget so relies heavily on corporate brands getting involved.

Marketing Week, 28 May 2009, p10

Europe carries on at any event

The state of the economy is impacting the events industry in mainland Europe as well as the UK. In Spain event budgets have been cut across all sectors and the content is "less extravagant" according to Grupo Eventoplus. In Italy Gilles Morange of Promoconvention consoles himself with the thought that the recession will "expose those agencies that thought they could enter with no experience". Portugal looks to have the best prospects. Here venues and supplier costs are cheaper and the events industry is "burgeoning".

Conference & Incentive Travel, Summer 2009, pp10-11

Customer Relations

Glennfiddich tries CRM

Glenfiddich Single Malt is launching its first CRM programme, Glenfiddich Explorers, in an effort to attract younger drinkers. Its traditional customer base is the 50-plus age group. Part of the CRM programme will comprise Explorer-branded events and 'mentoring' sessions. Booths will be set up at upmarket locations, allowing the target audience to learn about drinking and appreciating whisky. Utadi Murphy, global relationship marketing manager for William Grant & Sons, says: "relationship marketing is a key growth driver for our core brands".

Marketing Week, 28 May 2009, p6

Relating to the social network ladder

Social networks allow interaction between various parties sharing views on products, brands and user experiences. These sites give opportunities for relationship-building between marketers and their customers. Most literature on relationship marketing has been restricted to companies building relationships with their customer base. This paper suggests that there is a hierarchy of social network users which can be linked to the 'ladder of loyalty' within traditional relationship marketing. The 'contributor ladder' can help marketers understand the structure of social networks and communicate more effectively with the key influencers and others on the social network ladder.

The Marketing Review, Vol 9 (2) Summer 2009, pp171-181

Direct Marketing

It's a question of image

Apparently the next generation of talented direct marketers is hard to find and there are not enough people aspiring to enter the profession. Direct marketing has an image problem and graduates tend to think of DM as door drops and letters; instead they prefer the 'sexy' digital agencies, despite the fact that DM agencies are now digital specialists. Four industry experts discuss the issues.

Campaign, 29 May 2009, p11

The essential Waitrose

Waitrose launched a direct mail campaign this month in support of its budget range, Essential Waitrose. A post and email pack is being sent to existing customers containing money-off vouchers, recipes using products from the new range and a letter from Waitrose MD Mark Price. It seems that the supermarket's strategy is working - market share grew by 4% in the 12 weeks to 17th May according to TNS.

DMweekly.mad.co.uk, 1 June 2009

A direct campaign

The Institute of Fundraising has sent a circular to 5,000 members asking them to inform the Institute of any direct mail that contravenes the strengthened code of practice it issued last year. Third sector minister Kevin Brennan has told the Institute that he is concerned about bad direct mail undermining public confidence in charities. A panel of experts is to assess campaigns in relation to the code - it discourages shock tactics and too-frequent mailings. Last year 19,600 complaints from the public were about direct mail.

Third Sector, 26 May 2009, p1

Calm campaign

Calm is a charity that aims to raise awareness of depression amongst young men. Now it has launched a direct marketing campaign to encourage businesses to support it in its attempts to reduce the suicide rate amongst men. The mail pack, which contains examples of things that a suicide victim would leave in their desk or pockets, and which the company would then have to send on to relatives, will be sent to heads of businesses, asking them to donate £100 to the charity.

Campaign, 29 May 2009, p5

Seeing the world through bubble wrap

SeeAbility, the eye charity, has sent out a direct mail pack aimed at giving people the chance to

see what it is like to be visually impaired. The pack contains a letter that has to be read through bubble wrap. It is hoped that potential donors will respond to this.

Third Sector, 26 May 2009, p5

Royal Mail privatisation or innovation?

Who is going to buy into the part-privatisation of Royal Mail (RM)? It could be either TNT or DHL, both of whom have successfully rationalised and streamlined their businesses. Whatever happens, innovation is going to be key to regenerating the postal service. This embraces sustainable mail - RM gives a discount if the mailing meets environmentally-friendly criteria, or hybrid mail - this combines digital printing with physical delivery. Recently RM launched Matterbox (*Matterbox.co.uk*), which can be used as a marketing tool by businesses. Consumers register their details and interests on the website and RM sends them a box of relevant samples, freebies, adverts and offers.

InPublishing, May-June 2009, pp37-38

Internet

Roll-out those ads

Warner Bros, Match.com, Activision, Renault and Nissan are the first advertisers to run pre-roll ads on *YouTube*. The ads will appear before BBC Worldwide, National Geographic, ITN, Discovery Networks and Channel 4 content. A longer article in *Campaign* discusses *YouTube's* recent decision to test, for the first time in the UK, pre-roll ads around content. Media owners and content providers believe that this ad format will provide high levels of engagement where brands can associate themselves with unique content, but there are concerns that it will disrupt the user experience. A Vodafone campaign on its own VOD site achieved a 6% click-through rate however.

Marketing, 27 May 2009, p5

Campaign, 29 May 2009, p14

Law

Data Protection

According to a survey of over 500 SMEs, undertaken by the British Standards Institute (BSI) nearly one in five businesses has unknowingly breached the Data Protection Act (DPA) at least once. The survey gives an idea of how UK businesses manage the personal information they hold on staff and customers and coincides with the publication yesterday of a new British Standard on data protection - the BS10012, *Data Protection - Specification for a*

Personal Information Management System. It has been developed to establish best practice and aid compliance with data protection legislation. It is the first such standard for the management of personal information.

British Standards Institute Press Release, 2nd June 2009

Don't mess with Woody!

Woody Allen, who usually portrays himself in rather pathetic on-screen rolls, has just won an out-of-court settlement. He sued fashion clothier American Apparel for daring to use his image on billboards without permission. Woody said he hoped this would "discourage American Apparel or anyone else from ever trying such a thing again".

Business Week, 1 June 2009, p8

A pact with government?

The production company trade body, Pact, is campaigning to abolish the practice whereby digital content created for government, NGOs and other public bodies, is held under crown copyright. Pact, supported by the IPA, proposes a Digital Rights Framework for all publicly funded content, allowing opportunities for agencies and production companies to reuse work. This would help government to earn additional revenues from licensing and help to stimulate the digital economy. Agencies could also sell at a reduced cost to government, but resell the application to the private sector.

New Media Age, 28 May 2009, pp1-2

Flying in the face of criticism

The Advertising Standards Authority (ASA) referred Ryanair to the Office of Fair Trading (OFT) in April 2008, for 'persistently' breaching the ASA's rules on misleading advertising. The ASA has subsequently referred a further 121 complaints about the airline to OFT. OFT says the Ryanair investigation is 'on-going'. Critics say that Ryanair has effectively been immune to scrutiny for over a year, something regarded by some as a 'flaw in the system', although it does not mean that the airline is in breach of the Advertising Code.

Marketing, 27 May 2009, p1

Loyalty Programmes

Redemption behaviour

Most retailer loyalty schemes allow cardholders to obtain points based on their expenditure. This research is based on cardholder transaction records from a leading UK retailer and investigates redemption behaviour. It asks

what redemption behaviour looks like, whether a taxonomy of behaviour can be developed and whether it can be explained. The results indicate that most consumers are involved with the scheme in some way and that the scheme might help to make customers 'stick' with the retailer. However it may also indicate 'routine' behaviour rather than involvement.

British Journal of Management, Vol 20 (2), June 2009, pp204-218

Magazines

An erotic strand

Last Monday saw the launch of *Filament*, a self-funded quarterly 'erotica' magazine aimed at turning women on and marketed as 'the thinking woman's crumpet'. The front cover features a semi-naked man in a praying position, while content includes shots of scantily-clad men, and erotic short stories. If all this is too much there are also articles and recipes. Female-friendly erotica has been tried out before and has failed, the closest being *Scarlet*, launched in 2004, and still going strong.

The Independent, 28 May 2009, p9

New mag from San Miguel

Spanish beer San Miguel is targeting commuters with the launch of a 16-page magazine, 500,000 copies of which were being distributed in London and regional locations from last week.

Marketing, 27 May 2009, p6

The Economist revitalises ads

In contrast to much of the rest of the industry, the Economist is thriving and is undergoing a period of investment. According to publisher Yvonne Ossman, in times of difficulty, such as 9/11 or a recession, people turn to publications like the Economist, as the demand grows for informed opinion. The publication has a loyal group of blue chip advertisers, but has restructured its advertising sales department. Advertisers are now being offered cross-platform advertising with bespoke solutions. In addition a new brand advertising strategy is under way.

InPublishing, May-June 2009, pp22,24

Cutting costs without ads

The quarterly *Practical Farm Ideas* is yet another title in the farm magazine market, but with the difference that it is subscription-only, with no advertising or sponsors. Editor and founder Mike Donovan admits that not as many

farmers have taken to the idea as he would have liked, but they seem to enjoy the content, which is all about cutting costs. The solution has been found in developing a high profile internet site and by putting the title into newsagents, through Protix, the online ordering system.

InPublishing, May-June 2009, pp32-33

Charity magazines

Charity publications are suffering in the same way as the more general magazine and newspaper industry. In March the NSPCC ceased printing *Your Family*, the parenting magazine, in favour of the online version. It was originally supported by ad revenue, but this became shaky as the recession continued. Other charities are abandoning their print magazines and transferring them online. The recession will make charities think more about how their publications fit into the marketing mix. People still love magazines, but charities need to integrate their communications. The downside of online is that it requires people to go and find information for themselves, rather than having it put in front of them.

Third Sector, 26 May 2009, pp12-13

Market Research

MR agencies weather the recession

A survey, by *MarketResearchAgencies.eu*, an online directory of market research agencies worldwide, shows 60% of agencies reporting a decrease in their turnover for the last six months, as a result of the downturn. The biggest headache for agencies is loss of business; 40% report that they have already lost clients and 37% claim that they expect to lose some in the near future. More than half of agencies say there have been fewer domestic projects in the past six months and 44% report fewer international projects. There is an emphasis on winning new business and strengthening relationships with current clients.

Brandrepublic.com, 27 May 2009

New research unit for the Telegraph

The Telegraph Media Group (TMG) is setting up a new research department to explore reader behaviour and identify new revenue opportunities. The new Research, Insight & Strategy Hub is regarded as an 'innovative move away from the traditional newspaper research department'. One of the unit's first jobs is to look at how the credit crunch and the latest

Budget have affected the usage habits of Telegraph readers.

Brandrepublic.com, 28 May 2009

Marketing

Power 100

The Power 100 is *Marketing's* annual list of the most influential people in the industry. The list is based on both the brand and the marketer. This year's list reflects the huge upheavals in terms of cuts to budgets and departments and there are consequently a lot of drop-outs as well as 38 new entries. Some of the new entries to the rankings are heads of brands that have really gelled with consumers during the recession: Phil Thomas of Reckitt Benckiser (21), Aldi's Paul Foley (33) and Bird's Eye marketing director Ben Pearman (46).

Marketing, 27 May 2009, pp28-41

Bakertweet

This article investigates what it calls 'space age marketing'. Research suggests that if you can excite customers with innovation, you can add a 20% price premium to goods. Mark Steckler, UK MD of AOL's digital advertising, believes that "doing something interesting and unexpected" is important in helping companies during the recession. So how about this one? When a new batch of baked food is available at the Albion café in London, the baker uses a dial on a box to choose an option, and the BakerTweet box sends out a tweet to followers of the bakery's *Twitter* account to let them know. This technology will probably be rolled out in other business areas to inform customers of offers and developments.

Marketing Week, 28 May 2009, pp18-22

Northern on the rocks

This article looks at the state of Northern Rock. All marketing activity has reportedly 'dried up' over the past nine months and there are no plans for future campaigns. The business is currently without a senior marketer and has no long-term marketing strategy in place, so how can it reinvent itself or is the business to be quietly scaled down? So many questions!

Marketing, 27 May 2009, p17

Social marketing

Campaigns to target certain sectors of the population seem simple, but different segments have specific risks and lifestyles, use various media and respond differently to health messages and branding. Social marketing should be done with the communities, involving

all relevant stakeholders. The starting point is 'health needs mapping', with collaborative research to reveal insights into people's behaviours and how to change them. Primary Care Trusts are starting to improve their social marketing by recruiting people with experience, or hiring healthcare marketing firms.

(The supplement as a whole focuses on patient segmentation.)

Health Service Journal Supplement, 28 May 2009, pp8-9

Newspapers

Why people buy newspapers

Newspapers are a low-cost purchase which doesn't require a long decision-making process. Philip Preston, regional director for The Chartered Institute of Marketing, examines why people buy newspapers. If one can understand this aspect, then product development and marketing can be designed accordingly. He has developed a Purchase Motivation Model, designed to boost sales and comprising nine main points – read, know, look, search, win, save, test, support and dialogue.

InPublishing, May-June 2009, pp8-9

Daily Mail down on adspend

The Daily Mail & General Trust has reported pre-tax losses of £239m, down by 47% for the six months to 29th March. This is attributed to a decline in ad revenues of 31% for regional and 15% for its national divisions.

Media Week, 26 May, 2009, p9

New Media Age, 28 May 2009, p11

Public Relations

CSR still central despite recession...

Corporate social responsibility (CSR) is back on the comms scene despite the recession, as evidenced by the launch of two specialist CSR units. Ogilvy & Mather have just introduced OgilvyEarth, an international and multi-disciplinary division, where PR will play a key part. The Engine Group is launching a new CSR consultancy called Green Mandate, which is currently in talks with clients in the automotive, retail and soft drinks sectors. Lord Chadlington of the Huntsworth Group says CSR is now regarded as a central part of doing business.

PR Week, 29 May 2009, p1

...taking CSR a stage further

Two PR agencies are offering free support to charities, while encouraging the rest of the PR industry to follow suit. Upward Curve has

elected to support The Prince's Initiative for Mature Enterprise (PRIME). It was founded to help people over the age of 50 to set up in business. The agency is promising £10,000-worth of support. Firefly, the digital specialist, will offer up to £60,000 of support for a year. It will focus particularly on social media. It is accepting applications from charities this month

PR Week, 29 May 2009, p10

Radio

Real-time chart show

On 14th June commercial radio's *Big Top 40 Show* will relaunch, replacing the previous *Hit40UK*, to become the first real-time chart show. The top ten is based entirely on the iTunes download chart. During the live show listeners will be able to influence the chart by downloading tracks from the iTunes Store. The top ten positions will be reviewed every hour and the final top ten announced at 7pm.

Media Week, 26 May, 2009, p9

Guardian.co.uk, 27 May 2009

Social Media

Twitter avoids ads

Should *Twitter* continue to reject advertising? Founder Biz Stone is looking at revenue-generating models, but advertising isn't amongst them. Instead he will examine revenue-sharing agreements with the communications networks, especially the mobile sector, and may even sell *Twitter* audience and trend data to third parties. Of course if *Twitter* is acquired by *Google* this may all change. Four industry experts voice their opinions on the matter, but most concur that *Twitter* is right to avoid advertising, as it may 'jeopardise its consumer appeal'.

Campaign, 29 May 2009, p12

MTV invites comments

MTV is the first brand to have sponsored a new channel on *MySpace*. The *MySpace* Comment channel asks members of the site to make themselves heard by taking part in three polls. Every day *MySpace* will post two polls on topical issues, plus a third, to be sponsored by a brand. MTV is asking users for their views on sex education in the UK, as part of its Staying Alive campaign.

New Media Age, 28 May 2009, p9

Libertas launch

The political party *Libertas* has launched a campaign in which users can enter their messages to support the party via social

networking sites. The campaign runs until the European election on 4th June. It uses 'ThisAd', a user-generated ad platform which enables people to tailor ads via integrated customisations, moderation and ad-serving technology. It is the invention of ex-Publicis Ben Carey and Henrik Delehag.

Campaign, 29 May 2009, p5

Networking within the firewall

Companies are concerned about what people are saying about them on social networking sites, but at the same time they want to exploit the media. Some companies are working to bring social networking tools 'behind the company firewall'. These enterprise social networks have huge potential as a searchable, digital archive of events and knowledge within a company. Insurer MetLife has set up internal network *connect.MetLife*. It looks a lot like *Facebook* but the company considers it to be better.

Business Week, 1 June 2009, pp20-21

Samsung Bebo tie-up

Samsung is to sponsor and supply music content for *Bebo's* music homepage. It will also sponsor *Bebo's* website offline via a series of live music events, the Samsung Bebo Nights, held at the Gibson Guitar Studio in London. Samsung is aiming to compete with Nokia and Sony Ericsson.

Marketing, 27 May 2009, p3

A new departure

Transport for London has launched 'online departure boards', which provide live travel information. They can be accessed via computer or mobile phone and can be used for journey planning on the Underground, Docklands Light Railway or River Services.

Marketing, 27 May 2009, p10

Olympic microsite

Lloyds TSB has launched a dedicated microsite in support of its sponsorship of the Olympic games. Activities on the site will include the Local Heroes programme, a National Sports week and Lloyds TSB London 2012-branded products. The site aims to show how Lloyds is bringing the Games to local communities – customers can enter postcodes to see what is going on in their local area.

Marketing, 27 May 2009, p10

Sponsorship

Sponsorship still banks on finance

In sports sponsorship banks seem to reign supreme. Barclays sponsors the Premier League, HSBC the British & Irish Lions' rugby tour and Santander backs Formula One's Lewis Hamilton. Many banks are continuing their sponsorship despite the recession and the banking crisis. Bank of America claims to make \$3 of profit for every \$1 spent on sports marketing. In addition a deal can bring in retail custom in the shape of credit cards and automated teller machines dotted around the venue.

The Economist, 30 May 2009, p85

House gets carpet sponsorship

Carpetright, the carpet retailer, has entered a £450,000 sponsorship deal with Sky, to sponsor US medical series, *House*. Carpetright has announced that it is to increase its adspend by 15%, to try to reverse its falling sales.

Marketing, 27 May 2009, p6

Aegon serving to the consumer

Aegon, the pension and investment company, is to promote itself as a consumer brand, as part of its £30m sponsorship deal with the Lawn Tennis Association. Its national press and outdoor ads launch this week for its sponsorship of the Queen's Club tournament in West London. It will demonstrate that the event is now the Aegon Championships, rather than the previous Artois Championships. The campaign aims to raise awareness of the brand rather than advertising specific products.

Marketing, 27 May 2009, p1

Sporty Etihad

Abu-Dhabi based airline Etihad has signed up to sponsor football club Manchester City, replacing Thomas Cook as sponsor. Etihad already sponsors other sports such as Ferrari Formula One and Harlequin's Rugby Football Club.

Marketing, 27 May 2009, p5

Television

Think TV ads

TV marketing body Thinkbox launched its first TV campaign last Sunday evening, with what is termed a 'roadblock' across many commercial TV channels. The ad depicts a man going to a hypnotherapist and revealing an astounding knowledge of advertising lines and jingles. He

does impressions of famous ad characters such as the Sugar Puffs Honey Monster.

Campaign, 29 May 2009, p1

Viewing ad merger

Channel 4 and Sky are in discussions about merging their ad sales teams, in a bid to cut costs. The merger would have the advantages of economies of scale and give them more negotiating power with advertisers. Media agencies are less enthusiastic as they see it leading to more short-term deals and reduced competition. However, with a 15% decline in TV revenue predicted for 2009, consolidation may be the way forward. Channel 4 and Sky jointly comprise 35% of TV viewers, nearly on a par with ITV.

Marketing, 27 May 2009, p2

Marketing Week, 28 May 2009, p11

New ad mechanism

RTÉ, Ireland's national TV and radio broadcaster, has introduced a fixed-price 'mechanism' for its ad rates for all audiences, to take effect in the second half of 2009. Ad rates for adult impacts will be 11% lower than 2008 and the rate for 15 to 34 impacts will be 16% lower. RTÉ is hoping to bolster the declining TV ad market in Ireland. Its TV ad revenue fell by 35% in the first quarter of the year.

Media Week, 26 May, 2009, p6

Ofcom to allow more ad breaks...

Ofcom has decided not to make changes to the rules regarding the amount of advertising on TV, but is to allow more breaks in programmes, which are longer than an hour, on the public service broadcast (PSB) channels: ITV, Channel 4 and Five. This ties in with rules for longer programmes on non-PSB channels. Ofcom is to reassess the rules in 2010.

Media Week, 26 May, 2009, p9

...and teleshopping

In addition commercial teleshopping programmes will be allowed on public service broadcasting channels for the first time, although only between midnight and 6am. The regulator will also relax rules that limit other channels to three hours of teleshopping a day.

The Times, 28 May 2009, p19

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

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
Dave Birss	Poke	OgilvyOne London	Digital Creative Head	Campaign
Simon Carter	Thomas Cook	Fujitsu	Marketing Director, UK Government Division	Marketing Week
Mark Cranmer	Research International	Aegis Media	Chief Executive	Media Week
Ben Dunn	Sport	Telegraph Media Group	Head of Sport Sponsorship	Media Week
Anne Goodman	Microsoft	BBC Worldwide	Vice-President, Enablement & Trade Marketing	New Media Age
Alan Gosschalk	Shelter	Amref UK	Director of Fundraising & Communications	Third Sector
Anji Hunter	Formerly BP	Anglo American	Head of Government & Social Affairs	PR Week
Lazlo Tamas	Lufthansa	Ryanair	Sales & Marketing Manager, UK & Ireland	New Media Age

Promotions

Name	Company	Previous Title	New Title	Source
Ben Page	Ipsos Mori	MD, Social Research Unit	Chief Executive, Ipsos Mori UK	Brandrepublic.com
Sharon Douglas	The National Magazine Company	Director of Circulations & Marketing	Director of Consumer Sales & Marketing	Marketing Week
Lieneke Happel	TNT Post	Various	Marketing & Customer Service Director	Marketing Week

Sources

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