



# Cutting Edge

5 August 2009

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

Quick [links](#) to Sections.

## Advertising

### Not at the bottom yet

The advertising industry is still bracing itself for additional falls. WPP had budgeted for a further decline of 2% in 2009 but it is looking more likely to be round the 5.8% mark. In the US total ad spend fell by 10% in the first quarter of the year and predictions look equally bleak. Sir Martin Sorrell's (WPP) views are presented alongside those of other commentators

**The Economist, 1 August 2009, pp58-59**

### Accordion stretch

The normal advertising model has been stretching over the last few years. It has been likened to an accordion "stretching to meet our clients' needs" according to Richard Kirshenbaum. Some agencies are moving into totally different markets; Havas, the French advertising group, acquired a music label, The Hours, and also Cake, a British entertainment and event planning agency. Ogilvy and Mather set up OgilvyEarth, which advises firms on 'greenery' as well as the Recession Marketing Practice, which helps companies to use their marketing budgets wisely. BBH, has even begun designing, marketing and distributing its own products, under the Zag brand.

**The Economist, 1 August 2009, p59**

## Agencies

### Britain's favourite baker

Warburtons has put its ad account out to pitch. Bartle Bogle Hegarty has been with the brand for 12 years.

**Marketing, 29 July 2009, p3**

### VCCP empowered

Npower has awarded VCCP its £15m marketing account. The agency will handle all broadcast, print and online advertising for the company.

Kevin Peake, director of marketing at Npower, said the company wanted an agency that could produce all forms of advertising under one roof, enabling Npower to turn around marketing campaigns more quickly. VCCP will work on the campaign featuring Wallace and Gromit, which launched in January. Npower is only allowed to use these characters to promote energy-saving products and services

**Marketingmagazine.co.uk, 4 August 2009**

### Call for pitch

Parent company Anheuser-Busch InBev has called for a review of the £5.5m advertising for Budweiser in the UK and Ireland. A short list has been drawn up, which includes Fallon which is the current UK agency, and DDB which covers Ireland.

**Campaign, 31 July 2009, p1**

### Pfizer media pitch...

Pfizer has spoken to several media networks to find an agency to handle its pan-European anti-smoking campaign. The mooted budget is £5m and the campaign is to be aimed at consumers to get them to visit their doctor for assistance in giving up smoking.

**Campaign, 31 July 2009, p1**

### ...and in another pitch

Cigarette products company House of Swan is looking for an agency to handle its experiential marketing account. Products include cigarette papers, filters and matches.

**Campaign, 31 July 2009, p36**

## Books

### A new leaf

The Book Depository is about to launch into the £9bn US book market. *Bookdepository.co.uk* already sells to 94 countries but the '.com' launch aims to increase its US sales, which are currently accounted for by just 3% of its revenues. There are still titles, which owing to

pricing and rights, can't be sold on the UK site but will be permitted on the US site. The Book Depository is also considering entering the e-book market very soon.

**Retail Week, 31 July 2009, p6**

## Brands and Branding

### Refreshing wrap

Sony Ericsson is refreshing its brand identity, the first significant change since the joint venture between Sony and Ericsson in 2001. This comes at an ideal time as the company is just finalising an £8m campaign to promote its Entertainment Unlimited proposition.

**Marketing, 29 July 2009, p8**

### A new look

The new CEO of Aeroflot is putting into play a plan to rebrand the airline. This includes renewing the fleet, improving its service and introducing more attractive air stewardesses. There is a commitment that all stewardesses will be eye catching, striking and not exceed a size 48 (British size 12). Air hostesses have often been used as a selling point; American Airlines has stated that "being beautiful isn't enough". Virgin recently had many complaints about an ad campaign featuring a glamorous pack of all-female flight attendants walking through an airport.

**The Independent, 30 July 2009, p3**

### Wyevale takes to the village green...

Wyevale Garden Centres' branding will all but disappear as part of its strategy to 'return to the village green', in order to emphasise its local and horticultural credentials. The company has been renamed 'The Garden Centre Group'. It plans to remove Wyevale branding and to reinstate the former names of the garden centres before they were acquired by Wyevale. Branding has already been removed from 90 centres and only about 10 will retain the Wyevale name.

**Marketingmagazine.co.uk, 3 August 2009**

### More to a logo than meets the eye

Logos are central to the visual corporate identity and the company image. Research shows that there is a three way relationship between colour, design and meaning of logos. The results show that consumers do make judgements based on logo design, so if you are planning to alter or create a logo this research could be an essential read.

**Journal of Brand Management, Vol 16 (8), July/Aug 2009, pp545-555**

### Subliminal tricks

New research from Canada suggests that cigarette packaging has a major effect on choice, with consumers picking brands that have bright colourful packets that are suggestive of good health. The authors of the research suggest the only way to avoid this is to have all the packets in the same plain grey.

**New Scientist, 1 August 2009, p5**

## Children and Youth

### Multi-tasking

According to research from Ofcom, young consumers prefer using digital media (internet and mobile phones) to watching television. The in-depth research comprising 400 interviews of 16 to 24 year-olds was compared with Ofcom's panel of adults. Younger people are more likely to use a mobile phone, less likely to listen to the radio, more likely to watch DVDs, more likely to use the internet and much more likely to listen to music on an MP3 player.

**Admap, July/August 2009, Adstats, p7**

## Cinema

### Branchage avoids cinemas

Branchage Jersey International Film Festival, which launched last year, does not use any cinemas but instead shows films at unusual Jersey locations, such as Mount Orgueil Castle, abandoned WWII tunnels and in the opera house. It has chosen Idea Generation to be its first PR agency, in order to target the arts, film and music media. It will also work with the Jersey Tourist Board and the retained agency McCluskeys International.

**Brandrepublic.com, 31 July 2009**

## Conferences and Events

### Premier League Park

The Premier League is planning to promote its brand internationally via a series of exhibition matches around the world. Barclays, which is negotiating the title sponsorship of the Premier League, is also believed to be considering sponsoring the exhibition and tour. There are also plans to include major music artists.

**Marketing, 29 July 2009, p1**

## Customer Relations

### Designing queues

We are known as a race that seems happy to queue but standing in a line has its problems, whether it is fairness, communication, perception of time or just boredom. This article

looks at the design of queues and how hurdles can be overcome. The article examines how Disney, McDonalds and restaurants deal with the issues relating to queuing.

**MIT Sloan Management Review, Summer 2009, p23-28**

### **Customer insight**

According to a survey by KDB, only 43% of senior financial executives believe that companies in their industry sector are accessing and analysing customer data to guide their marketing. In the hospitality and catering industries 72% believe that customer insight is being used while 65% in travel and transport and 50% in banking consider this to be the case. Perceptions of the role of insight are especially low in retail (38%), media and marketing (36%), utilities and telecoms (36%) and healthcare (29%).

**DMweekly.mad.co.uk, 31 July 2009**

### **Pilot being implemented**

Marks & Spencer is implementing a system of customer and staff feedback that it trialled last year. Called Fizzback, it allows feedback via text messaging or on the internet. The comments are analysed to spot trends and allow tailored responses. The system is already in use at Phones 4U and Carphone Warehouse and M&S have also developed the staff feedback stream.

**Retail Week, 21 July 2009, p16**

### **Don't bank on consumer support**

The latest *Concerned Consumer* survey by Populus has found that most consumers want banks to be forced to separate their investment banking arms from their less risky retail operations. In addition around 96% of consumers want to limit the pay and bonuses of bankers. Unfortunately for the banks, as far as consumers are concerned the whole industry is tarred with the same brush and this is reflected in the survey results, where the highest scoring bank is the Co-op with just 56 points out of a possible 100.

**The Times, 4 August 2009, p43**

## **Direct Marketing**

### **I mailing a postcard**

UK Mail is extending its 'imail' service, which was launched last November, by introducing a new tool that will allow marketers to create and customise 'promotional postcards', comprising a branded message on high-gloss paper. The service will enable them to organise and

arrange delivery via a computer. In the autumn UK Mail will be using large-scale direct marketing campaigns to target SMEs, and in particular its existing customers in the financial services, telecommunications and utilities sectors.

**DMweekly.mad.co.uk, 31 July 2009**

### **Sky campaign appeals to stay-at-home**

BSkyB has benefited from a high volume direct marketing campaign comprising door-drop, inserts and posters promoting its high-definition (HD) TV service. This has helped the broadcaster to sign up 124,000 subscribers in the last three months alone. However the results also reflect a 'recession-driven shift' by consumers as they opt for home entertainment. BSkyB reduced the cost of its HD set-top box by two-thirds in January. BSkyB currently has just over 9.4 million subscribers. It aims to reach 10 million by 2010.

**Marketingdirectmag.co.uk, 30 July 2009**

### **Royal Mail reduces tariffs**

Royal Mail plans to reduce the cost of its 'MailSort 3' tariff by 3% in October. This is the cheapest tariff and is widely used by companies conducting large direct marketing campaigns. The announcement has met with accusations of anti-competitive behaviour from Royal Mail's rivals such as TNT Post, UK Mail and DHL, who are afraid of being priced out of the market.

**DMweekly.mad.co.uk, 30 July 2009**

## **Internet**

### **Internet stats**

Online viewing of videos has fallen by 6.5% to just 79% of adults. The research from Universal McCann, which surveyed 22,729 surfers in 38 countries shows that the UK has fallen below the average of 83%. It was also noted that there was a reduction in the UK of reading and writing blogs. Other stats show that 64% of the respondents belong to a social network, which is a 4% increase on last year.

**New Media Age, 30 July 2009, p5**

### **Increase in traffic**

Online retail traffic is said to have increased by 10% over the last year as consumers search for bargains. The figures from Nielsen Online show that the top 10 retailers are far out-growing the natural growth of the web audience. Amazon remains top of the list with traffic up 20% and Tesco in second place.

**New Media Age, 30 July 2009, p8**

### **Compare and contrast**

Price comparison websites come under the spotlight in this article, which focuses on motor insurance providers. According to research three-quarters of us now check out the comparison websites before renewing; this has created much lower loyalty levels. Figures are provided for the top ten motor insurers, private claims, household car ownership and various data on motor insurance. All we need now is a website to compare all the price comparison websites!

**Marketing, 29 July 2009, pp28-29**

### **Yell opts for video clips**

Yell, the online business directory, has entered into a distribution deal with Videojug. It will enable Yell's 10.7 million monthly unique users to access factual video clips on the site when searching for local businesses. Yell hopes this will encourage people to return to the site.

**New Media Age, 30 July 2009, p11**

## **Law**

### **Misleading baskets**

Comparative baskets comparing Tesco prices to two other supermarkets has been deemed 'ambiguous', 'likely to mislead' and 'misleading' according to the Advertising Standards Authority (ASA) in a partially upheld complaint. The adverts can therefore not appear in their current form again. There is also a question mark surrounding Tesco's use of the phrase 'Britain's biggest discounter' following the ASA ruling, although it was conceded that Tesco could prove that they are 'selling more cheap products than anyone else'.

**Financial Times, 29 July 2009, p2**

**Retail Week, 31 July 2009, p3**

### **Public or private sector**

Who should be entrusted with our private data? The Centre for Policy Research, a right-wing Tory think tank, considers this argument in their report *It's ours: Why we, not the government, must own our data*. The central issue is that the Government has not shown any great aptitude for keeping our information safe, and they have also failed to manage any of the key IT projects that were to house our personal data. In contrast companies such as Google or Microsoft already have products that could achieve what is required. Reactions to this view are given.

**Information Age, July 2009, p11**

## **Loyalty Programmes**

### **DM drive**

Boots Advantage Card is to compete with Tesco Clubcard and Nectar on a range of co-branded campaigns. The move is to be supported by a direct marketing campaign to the 16 million member customer loyalty database.

**Marketing Week, 30 July 2009, p6**

## **Magazines**

### **Need help with decorating?**

Habitat is to launch a digital magazine in an attempt to interact more fully with its customers. It will consist of a monthly email newsletter and a microsite showcasing its range and giving decorating tips.

**Marketing, 29 July 2009, p10**

### **Revamp for Marie Claire**

A major revamp and relaunch is about to happen at *Marie Claire* that will be backed by a £1m campaign. The new look that appeared on shelves on the 30th July has a whole range of new features – and a 10p rise in cover price!

**Media Week, 28 July 2009, p5**

## **Market Research**

### **A question of definition**

In the US the Council for Marketing and Opinion Research (CMOR), is asking for feedback on its proposed legal definition of 'research' which goes as follows: "The term 'bona fide opinion and market research' means the collection and analysis of data regarding opinions, needs, awareness, knowledge, views and behaviours of a population, through the administration of surveys, interviews, focus groups, polls, observation, or other research methodologies, in which no sales, promotional or marketing efforts are involved and through which there is no attempt to influence a respondent's attitudes or behaviour."

**Research-live.com, 3 August 2009**

## **Marketing**

### **Hand tips and hints**

A very handy section at the back of this issue looks at 'how to be your own consultant'. Sections covered include where to start in improving your business, thinking about a different way of working, training and efficiencies plus a range of articles which consider what employees want.

**Construction News, 30 July 2009, pp42-45**

### **Phased by numbers?**

This handy article explains balance sheets and gives key definitions of the terms used in suitably simple language. So if you need to read a set of company accounts, or to explain them to someone else, then this article could be a good starting point.

**People Management, 30 July 2009, pp16-20**

### **C stores change for life**

The Change4Life campaign is about to reach a convenience store near you. A pilot had been running at 12 stores in the North-East, which were given funding to buy new chiller cabinets and marketing materials. Fruit and vegetable sales have increased on average by 40% as a result.

**Marketing Week, 30 July 2009, p8**

## **Music**

### **Changing models**

A free music download site, in a world of illegal downloading, sounds pointless, but Spotify seems to be coping. Worldwide sales of CDs and DVDs fell by 15% last year and the revenues gained via digital routes is not making up the shortfall. File sharing has also increased greatly causing much concern in the industry with 'self reported' file sharing rates in Spain topping 33% (perhaps this correlates with the unemployment rate amongst Gen-Y in Spain, see 'Business & Strategy' section). Spotify offers free downloads in return for sending adverts, but they also offer a subscription model which allows you to avoid the adverts. If illegal downloading is really as high as 95% there must be a market somewhere!

**The Economist, 1 August 2009, p57**

### **Musical monkey**

Pay-as-you-go music is being launched by Orange, Universal Music and Channel 4 in a partnership that will see customers able to create playlists and share them on social networking sites. Monkey will be targeted at 16 to 24 year-olds and is being positioned as a 'club' rather than just a free music service.

**Marketing Week, 30 July 2009, p5**

## **New Product Launch**

### **The x cube**

Initially to be launched as a limited edition, the Oxo cube is to be replaced with an x-shaped block. The size and weight of the block is to remain unchanged but the idea is that the notches on each side will enhance the crumble. There is also to be a reduced salt version and

the promotion will include a £2m campaign. Over two million cubes are sold around the world each day. What would the Oxo family make of it?

**The Grocer, 1 August 2009, p26**

**The Times, 3 August 2009, p15**

### **Gadget fix**

Research from *Mintel* shows continuing growth in the gadget market with consumers forgoing nights out in order to be able to buy their gadgets. Sales are forecast to hit £50bn by the end of 2010 and £60bn by 2014 despite the recession. In a separate article there is hope for a consumer-led economy in the IT sector although this is treated with scepticism by some. Intel, Texas and Apple have both reported better than expected earnings.

**Mintel Press Release, 31 July 2009**

**Business Week, 3 August 2009, pp18-19**

### **Pampers enter at bottom of sector**

Pampers are launching a value product to compete with supermarket own brands. There are concerns that this will cannibalise Pampers' other brands in the same sector, but it will also allow the brand to be sold in stores such as Aldi and Lidl where premium brands are not usually stocked. Other consumer marketers are watching with interest to see if this strategy pays off.

**Marketing, 29 July 2009, p2**

### **Apps for all**

For those of us who don't have an iPhone the world of apps is probably a bit of a mystery. So what is an app? An app is a small application that is written about a topic, often by an enthusiast, which can then be loaded on to an iPhone. Sometimes it is free, sometimes a small charge is made. The app may tell you the best carriage to be in when travelling on the Underground in order to be right by the exit, it may be a virtual pint, it could tell you where the nearest bar is or it may create farting noises – yes, there certainly is something for everyone!

**The Guardian, 29 July 2009, pp4-7**

### **New kid on block?**

Whilst the car industry is in meltdown, Geely, China's largest privately owned car company is going strength to strength. It is developing six new car platforms and is allegedly launching nine new cars over the next 18 months; even more astonishingly it plans up to 42 new models by 2015. But will Geely be able to sell them all? The company presented three sub-brands at the Shanghai motor show - Gleagle,

Emgrand and Shanghai Englon - and rumours are rife that they are taking over a European car company, possibly Saab or Volvo.

**The Economist, 1<sup>st</sup> August 2009, p56**

## Newspapers

### Extension

If you don't already have enough time to read on a Sunday, the Telegraph Media Group (TMG) is adding an additional biannual title called *ST Children's Style*. This is TMG's fourth launch - sister brands are *ST Men's Style*, *ST Fashion* and *ST Design & Interiors*.

**Media Week, 28 July 2009, p3**

### Popularity

Stats for worldwide unique visitors to newspaper websites are available from ABCE and they show that the *Mailonline* has jumped to the top with 29.4 million users, beating *telegraph.co.uk* with 27.2 million and *guardian.co.uk* with 29 million. ABCE is in talks with the publishers about making the audience measurement a daily result, which does sound more logical for an internet medium.

**Media Week, 28 July 2009, p12**

**New Media Age, 30 July 2009, p6**

### Hurrah – they've bin recycling

Camden Council has managed to broker a deal with the free newspaper rivals *London Lite* and *thelondonpaper* to provide 70 recycle bins across their patch. This mirrors a deal with Westminster City Council. The bins will be placed in busy commuter areas.

**Media Week, 28 July 2009, p5**

## Public Relations

### PR 2.0

Digital PR in B2B is not just the utilisation of social networking sites; it also has to encompass other channels including online magazines, viral campaigns and other special interest sites. Useful tips and hints are given for online PR and the convergence with search engine optimisation.

**B2B Marketing, July/August 2009, pp22-24**

### Greening of Norway

Chameleon has been handed the PR account for Innovation Norway and the Norwegian Embassy, in order to promote the country as a model for green living. The campaign will be dual focussed with B2B and B2C elements.

**PR Week, 31 July 2009, p2**

### Flying the kite for lobbying

It seems as if lobbying is about to get a squeaky clean feel, with the voluntary scheme put forward by the APPC, CIPR and the PRCA gaining favour with the Cabinet Office. The suggestion is to create a Council to which the lobbyists would belong and where they would sign up to obtain a 'kitemark'.

**PR Week, 31 July 2009, p7**

## Social Media

### Twitter faring marketing tool

A poll conducted in June amongst 1,015 US advertisers by Harris Interactive, together with LinkedIn, has revealed that although 83% of advertisers are familiar with Twitter, only 31% of web users are. However only 8% of advertisers think that Twitter is a "very effective" marketing tool, 34% said that Twitter was not effective as a marketing tool and 50% agree that Twitter is 'somewhat effective'. Only 8% of advertisers consider that Twitter is not effective at all as a marketing tool.

**Brandrepublic.com, 4 August 2009**

### Good news for charities

Charity text messages have been attracting 15% VAT but from this week charities will be able to allocate a short code to their texts to show that the VAT should not be levied. The phone operators will be responsible for checking that the charities are bona fide. The Institute of Fundraising would like to see mobile companies offer more to charities, for example lower tariffs, but this is at least a start.

**Third Sector, 28 July 2009, p1**

### Health clicks

Health is the subject of this 'Vertical Focus' article. Health possibly receives the most spam emails, but has not been at the forefront of website development. Now the importance of digital services is being recognised and in both B2B and B2C there have been major developments: the British Medical Association has set up a *Twitter* feed for junior doctors as well as a whole range of *YouTube* clips, Bupa's has an online health check, the Good Medical Practice in Action's guidance for doctors and there is of course the much promoted NHS Direct online site. League tables for unique users and case studies complete this article.

**New Media Age, 30 July 2009, pp17-19**

## Sponsorship

### Howzat!

Vodafone is being replaced by Brit Insurance as the lead sponsor of the English cricket team. The four year deal will cover not only the men's and women's teams but also the disability teams and the British Lions. Also included are the naming rights for The Oval - it will become the Brit Insurance Oval - and its sponsorship of Sky's test match coverage. The first time we will see the logo on the shirts is during the 2010 tour of Bangladesh.

**Marketing, 29 July 2009, p3**

**Marketing Week, 30 July 2009, p10**

### No pitch required

*CityAM* has appointed WSM Sponsorship and agency Kodu to be their sponsorship agency – without a pitch.

**Media Week, 28 July 2009, p4**

## Television

### In out in out, shake it all about

A U-turn may be in order for UKTV who are finding it increasingly difficult to line their brands up coherently. Over time some of the developments have been *Dave* (was *UKTV G2*), *Home* (was *Style*), *Good Food* (was *Food*), *Really* (replaced *UKTV Gardens*) and *Yesterday* which replaced *History*. But now it seems that the audience is confused as the idents and names are so disparate. Tom Lucas, marketing director of UKTV, has denied that the UKTV name will be reintroduced, although he is not ruling out some sort of umbrella brand.

**Marketing, 29 July 2009, p17**

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
Paul Armstrong	MySpace	Kindred	Social Media Director	NMA
Chris Bowen		Phyone	UK Sales Manager	The Grocer
Greg Cole	ITV	Digital View	Commercial Director	New Media Age
Carl Eatson	Saatchi & Saatchi	Elvis	Creative Director	Campaign
Lucy Freeborn	Yahoo	Propellernet	Creative Director	NMA
John Frod	Leo Burnett Group	Iris	Planning Director for Europe	NMA
Emma Jones	ITV	Clear Channel	Research and Insight Manager	Media Week
Karen Kaufman	Mindshare	WPP Maxus	Worldwide Business Development Director	Media Week
Alex Lewis	BSkyB	News International	Director of Marketing	Marketing
Tim McCabe	Bauer Media	Global Radio	National Business Manager for Orion Media	Media Week
Christopher Moser	Sony Music Entertainment	MySpace	Head of UK Operations	NMA
Simon Waring	Food from Britain	Green Seed	Managing Director	The Grocer
Scott Wheway	Tesco/Boots	Best Buy	Carphone Warehouse	Retail Week

## Promotions

Name	Company	Previous Title	New Title	Source
David Boyle	EMI	Vice-President of Commercial Development, Catalogue Division	Vice-President of Consumer Insight and Validation, Global Digital Marketing Team	Brandrepublic.com
Lorraine Fraser	Trinity Mirror	Sales and Marketing Director	Marketing Director	Marketing 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. Or see Business Source Corporate [www.cim.co.uk/elibrary](http://www.cim.co.uk/elibrary)

\*\* Full text available via Business Source Corporate

\* Abstract only available via Business Source Corporate

Admap  
B2B Marketing  
Brandrepublic.com  
Campaign\*\*  
Construction News  
Dmweekly.mad.co.uk  
The Economist \*\*  
The Financial Times  
The Grocer  
The Guardian  
The Independent  
Information Age  
The Journal of Brand Management  
Marketing\*\*  
Marketingdirectmag.co.uk  
Marketingmagazine.co.uk  
Marketing Week \*\*  
Media Week  
Mintel Press Release  
MIT Sloan Management Review  
New Media Age\*\*  
New Scientist  
People Management\*  
PR Week  
Research-live.com  
Retail Week  
Third Sector  
The Times\*\* (via the UK/Eire Reference Centre)

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

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

To fast forward click on the following links:

[Advertising](#)  
[Agencies](#)  
[Books](#)  
[Brands and Branding](#)  
[Children and Youth](#)  
[Cinema](#)  
[Conferences and Events](#)  
[Customer Relations](#)  
[Direct Marketing](#)  
[Internet](#)  
[Law](#)  
[Loyalty Programmes](#)  
[Magazines](#)  
[Market Research](#)  
[Marketing](#)  
[Music](#)  
[New Product Launch](#)  
[Newspapers](#)  
[Public Relations](#)  
[Social Media](#)  
[Sponsorship](#)  
[Television](#)  
[On the Move](#)

## Contents