



Cutting Edge

9 September 2009

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

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Advertising

ISP-level targeted advertising

Following on from the controversy surrounding BT's trials of Phorm, which targets advertising according to web users' behaviour, TNS undertook a survey. This indicated that 47% of users agreed that 'advertising tailored to their tastes and interest is a good idea'. However 41% of respondents agreed that 'targeted advertising is an abuse of my privacy'. Respondents were previously given a definition of targeted advertising that placed it in an ISP context. Larry Ponemon, of privacy think tank the Ponemon Institute says that trust is a key issue in attitudes towards targeted advertising. Unfortunately the Phorm debate may well have linked ISP-level targeted advertising with privacy infringement in people's minds and consequently companies will have to address this issue.

Information Age, August 2009, p35

ASA's most wanted

The Advertising Standards Authority (ASA) receives 26,000 complaints every year. However there are some advertisers that test its patience more than others. Here *Campaign* names the nine advertisers who keep the ASA the most busy and why: Ryanair, DFS, L'Oréal, Peta, COI, Magners, Paramount Pictures, Tesco and *Daily Express*. Finally the concept of 'Greenwash' - the practice of companies making green claims that bear little relation to reality - comes in for a hammering. An article in *The Independent* discusses the wider issues surrounding the ASA's ban on American Apparel's latest ad campaign.

Campaign, 4 September 2009, pp8-9

The Independent, 7 September 2009, p47

Ad spend up for top FMCG companies

According to new research by Billetts for *The Grocer*, the *Top 100 Biggest FMCG Advertisers*, 51 of the top 100 fmcg brands in the UK increased their ad spend in the year to 30 June, even though the cost of advertising has fallen by between 15% and 20%. The biggest advertiser was Kellogg's Special K, with increased spend of 8%. In second place was Müller with spend rising by 12.4%, followed by Coca-Cola, up by 21%. The main factor seems to be the belief that those who advertise during economic downturns emerge in better shape than those who don't.

The Grocer, 5 September 2009, p5, pp40-46

Political advertising big business

In an article on political advertising in the US *Business Week* states that 'advocacy group' advertising has reached a million dollars a day. Much of it is going into the health care debate (see below) while research suggests that 96% of political spending goes into TV advertising. It seems that in the US political advertising never stops, whatever stage the election cycle has reached.

Business Week, 7 September 2009, p71

Cityjet lounges around London

London's business airline Cityjet has launched its first ad campaign. It targets business and



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premium passengers and focuses on how easy it is to fly from London City Airport compared with Heathrow. The strapline is 'London is our lounge' and shows passengers waiting for a flight at locations across London.

Marketing, 2 September 2009, p4

Marketing Week, 3 September 2009, p7

Agencies

Profits rise for Chime

Chime Communications saw pre-tax profits rise by 4% to £8.52m for the six months to 30 June; it is one of the few marketing services companies to have succeeded in countering the falls in revenue experienced by the larger outfits. Chime owns PR firm Bell Pottinger and VCCP, which was responsible for Aleksandr the Meerkat for *Comparethemarket.com*. Operating income in both Chime's ad services and PR divisions rose by 10%.

The Financial Times, 26 August 2009, p16

PR Week, 4 September 2009, p3

But Aegis down

In contrast Aegis Group has reported a fall in half-year profits of almost 90% to £6.6m. Aegis claims however that its full year profits will be 'in line with market consensus'. A strong performance is expected from Aegis Media.

Campaign, 4 September 2009, p6

Media Week, 1 September 2009, p8

OMD wins back

OMD has regained Vodafone's £800m international media planning and buying account. This means that Carat will lose its £55m UK account with Vodafone, having won the account from OMD just eight months previously. This is the first time Vodafone has brought together its media accounts from different countries where it has a wholly owned business.

Marketing, 2 September 2009, p6

Campaign, 4 September 2009, p6

Dulux account up for grabs

Dulux is looking at its advertising account. The incumbent agency is Abbott Mead Vickers BBDO, which has held the position since 1996. Dulux is famous for its ads featuring an old English sheepdog as its brand mascot, but has recently moved towards campaigns targeted at the style-conscious consumer. From 2006 until early 2009 Dulux sponsored *Ugly Betty* on *Channel 4* with its 'We know the colours that go' campaign.

Marketing, 2 September 2009, p1

Books

Daily reader

Sony has unveiled the Daily Reader, which will go on sale in December, priced \$399. It will compete directly with Amazon's Kindle in the electronic book-reader market, which it has dominated since 2007. Amazon has the advantage of its huge online book store, but Sony has teamed up with Google to give users free access to more than a million books. It also has deals with public libraries whereby users can borrow electronic books that disappear as soon as the loan period is up! Some estimates indicate that more people use the iPhone to read digital texts than they do the Kindle.

The Economist, 29 August 2009, p7, p60

Winnie the Pooh returns

Egmont, the magazine and book publisher, is promoting the release on 5 October of *Return to the Hundred Acre Wood*, the first sequel to Winnie-the-Pooh for 80 years. Outdoor marketing will take place in large shopping malls in the South-East in order to encourage people to visit bookshops. There will also be a special microsite and banner ads on sites frequented by mothers, such as *iVillage* and *mumsnet*.

Marketing Week, 3 September 2009, p8

New Media Age, 3 September 2009, p4

Brands and Branding

Brand experience

This article contends that the way consumers experience brands has changed over the past decade and this aspect of brand value needs to be measured effectively. It puts forward a theory of seven brand experience dimensions which can be brought together to form a single Brand Experience Value (BEV) analysis. Examples presented derive from sporting goods, motor manufacturers and beer brands.

Admap, September 2009, pp42-43

Designer barcodes

QR codes are two-dimensional barcodes which link printed graphics to websites via your phone. If the amount of data to be communicated via the barcode is small, then there is space left to add images and these are fast becoming works of art. Takashi Murakami has created one for Louis Vuitton, while other brands, such as Adidas, have also been making use of the technology. Examples of these images are depicted in the article.

Wired, October 2009, p28

Conferences and Events

Ideal owner?

The Ideal Home Show has been purchased from DMG by the publisher, Media 10. This is the first change of ownership in the 100-year history of the show. Media 10 also owns the rights to the Grand Designs Live event.

Campaign, 4 September 2009, p5

In any event there is the General Election

There are predictions that the Government will reduce its expenditure on events from next year, in a bid to cut departmental spending. Competition is fierce and when the COI went out to tender with its three-year events roster, it had responses from 300 agencies and 1,783 separate applications. Meanwhile Simon Hughes, director of live events at the COI, says he has "absolutely no idea" if there will be a slowdown in Government events. After all there will be a general election next year and that has huge implications for face-to-face communications.

Conference & Incentive Travel, September 2009, p18

Consumer Behaviour

Middle classes go for promotions

Research by coupon services provider Valassis has revealed that 31% of consumers across all social classes are looking for promotional offers more than they would have done a year ago. This behaviour is clearly not limited to just those of lower social status. In the AB social class – the middle and upper middle classes – 34% are stocking up on products that are on promotion, while 29% are buying more store-branded goods, and 15% are shopping at discount outlets.

**Incentive & Motivation, Sept/Oct 2009, p7
Admap, September 2009, p6**

Customer Relations

Don't over-target...

Although businesses are traditionally thought to profit from targeting specific customer segments, this article argues that over-targeting and segmentation can be detrimental and companies may not benefit from the social network effects. Traditional segmentation and positioning strategies do not gel with social networks and blogs. Over-targeting can lead to excess product lines, resulting in reduced sales and customer satisfaction. There is also the

danger of being seen as conducting 'push' marketing.

The Marketing Review, Vol 9 (3) 2009, pp243-250

...there is always default choice

'Defaults' are built into business transactions as decisions that the company has already made in order to speed up the customer decision-making process. This can affect customer satisfaction and companies should aim to have well-designed defaults. Daniel Goldstein puts forward his taxonomy of defaults. 'Mass defaults' are those that apply to all customers, without taking into account individual preferences, while 'personal defaults' can be tailored to customer requirements.

Business Strategy Review, September 2009, pp24-29

A matter of trust

This article looks at the crisis of consumer confidence in the banking sector. In the past banks had to do little to differentiate their brands as people generally couldn't be bothered to switch banks. With the increased consolidation in the sector, banks will have to improve their branding strategies and focus on winning and retaining customers. Three of the biggest banks – Barclays, NatWest and Lloyds TSB - are positioning themselves as 'enablers', to make things easier for people during the recession. Meanwhile many people are moving to institutions they feel are more trustworthy, such as Tesco Personal Finance.

Marketing, 2 September 2009, pp26-27

Direct Marketing

Land Rover discovers board game

Land Rover's latest direct marketing campaign includes a board game, which is designed to inform the player of the types of activities that the Discovery 4 can lead to, ranging from inner-city roller hockey to sledging for the kids. The message is: 'Explore what's possible with Discovery 4'. The game has seven counters showing that the car can take seven passengers. The pack will be mailed to 55,000 cold UK targets, before being rolled out globally.

Campaign, 4 September 2009, p27

Film

Marvellous acquisition

Disney has purchased Marvel Entertainment for \$4bn. Marvel is famous for its comic-book characters, which have resulted in films such as *Spider-Man* and the *X-Men*. Some of Marvel's

5,000 action heroes will be used in future blockbusters, while the related merchandise will be a lucrative market.

The Economist, 5 September 2009, p8, p73

Internet

NearLondon

This is a social networking, shopping and entertainment site, due to launch in November and will be promoted via DVDs to be distributed with the *Evening Standard*. John Lewis is the first big retailer to sign up; the site will feature a 3D version of Lewis's Oxford Street store.

Marketing, 2 September 2009, p5

A unanimous purchase

Orange has just acquired Unanimis, the online advertising company. This reinforces its ambitions to become the leader in the ad network business after a failed attempt back in 2007. Unanimis will continue using its own brand name and will sell ads across the Orange portal and those of its site partners.

New Media Age, 3 September 2009, p6, p11

Law

Pfizer fined

Pfizer is to be fined \$2.3bn for illegal marketing practices in relation to its prescription drugs, making it the largest criminal fine in US history. The case stems from its misbranding of its now withdrawn arthritis painkiller Bextra and its promotion to doctors for unapproved uses. Doctors were also provided with generous expenses and hospitality. In addition the company is settling claims regarding the marketing of nine other drugs. Regulators in the US set out exactly what claims can be made for each drug and control the wording on the label, but 'off-label' use by doctors is common and pharm companies are keen to promote it.

The Times, 3 September 2009, p49

The Independent, 3 September 2009, p37

Google in competition scrutiny

Google is under investigation by the competition authority in Italy after the Italian Federation of Newspaper Publishers complained about how it makes money from newspaper website searches. The concern is that newspaper publishers do not get their fair share of ad revenues from Google searches.

Campaign, 4 September 2009, p5

Loyalty Programmes

M&S gains loyalty

Marks & Spencer (M&S) is the most improved of food retailers with regard to customer loyalty between 2000 and 2009, according to research by TNS. It has improved its level of customer retention over the period; this is the measure of how likely shoppers are to return and make recommendations to family and friends. M&S is second only to Asda in this respect, and is ahead of Waitrose, Tesco, Sainsbury's, Morrisons and Aldi. Morrisons' and Aldi's customers are less satisfied than they were in 2000.

The Times, 1 September 2009, p43

Getting mileage out of loyalty schemes

Research from The Mileage Company suggests that the recession is encouraging consumers to collect Airmiles from frequent flyer and travel loyalty schemes, to enable them to carry on flying. More than a quarter (28%) of respondents in the research said they were more likely to redeem their air miles for a free flight than they would have a year ago, because of the economic situation.

Incentive & Motivation, Sept/Oct 2009, p8

Magazines

John Lewis goes for gloss

John Lewis launched its new customer magazine – *John Lewis Edition* – on 3 September. Apart from highlighting the John Lewis brand and the products available in-store, it appears to emulate the glossy consumer magazines, as it reflects consumer lifestyles. So will it take readers away from the traditional magazines? Editor Marie O'Riordan wants to provide "added value" for customers. Mintel predicts that the customer magazine market will reach £1bn by 2012, so either way the investment will be worth it.

Marketing Week, 3 September 2009, p10

Marie Claire responds to market

The latest ABCs show women's glossies to be struggling. *Marie Claire* has experienced a fall in readership of nearly 10% over the last year. It has responded by carrying out a research project to find out what educated women of over 25 want from a magazine and the title has consequently been revamped.

PR Week, 4 September 2009, pp16-17

Boris covers fashion

Mayor Boris Johnson will appear on the October cover of *Elle* magazine in the lead up to London Fashion Weekend (LFW) on 24 September. In total 11 different magazine

covers will be used for that month. *Elle* is the media sponsor of LFW

Marketing, 2 September 2009, p6

Market Research

Phone surveys – mobile vs fixed

There is a trend towards the supplement by, or replacement of, traditional telephone surveys by using the mobile phone. This article describes a study where both mobile and fixed line phones were used to collect data for a national survey. The findings showed 'significant' differences between mobile and fixed phone respondents, with regard to both demographic characteristics and some responses to the survey. Data quality also varied in terms of completion times and item omissions.

International Journal of Market Research, Vol 51 (5) 2009, pp613-633

Marketing

The interim marketer

Although marketing budgets have been shrinking, the interim marketer has received on average a 12% increase in pay over the last year. This article provides a useful overview of the burgeoning interim market. It includes some 'vital statistics' - for example a third of interims placed are now women; essential tips - such as sending out regularly updated CVs to agencies and 'the perfect interim' - this includes a personality profile.

Marketing Week, 3 September 2009, pp14-18

Talking turkey

In the run-up to Christmas the British Turkey Federation's marketing committee will be emphasising the message that a whole turkey offers "exceptional value for money". The campaign launches on 1 December when a number of chefs will provide a variety of freshly cooked leftover meat to TV and radio presenters to show what can be done with the remains of the turkey.

Fwi.co.uk, 7 September 2009

New Product Launch

Launching a new brand

This article looks at the difficulties faced by tobacco marketers when launching a new product. Marlboro has just launched its Bright Leaf cigarette, its first new brand in two years. Normally a multi-national company product launch would be accompanied by a huge ad campaign, but owing to the 2003 Tobacco Advertising and Promotions Bill (TAPB),

tobacco company Philip Morris will have to use packaging, branding and price to communicate with the consumer. Implications of the Conservatives winning the next election are discussed and manufacturer market shares are included.

Marketing, 2 September 2009, p2

Newspapers

Paid online content – the debate

It seems that the threat of newspapers charging for online content is to become a reality. Readers have experienced free online news for 10 years and a newspaper that charges will almost certainly endanger its advertising, which accounts for 10% to 15% of revenues. American regional newspapers have adopted the policy of using a 'pay wall' around their articles. This means that print subscribers usually have free access while everyone else has to pay. In reality it is intended to act more as a 'revenue dam' to stop readers and advertisers moving away from the print version. Other payment methods are discussed.

The Economist, 29 August 2009, pp60-61

July's ABCs

The latest ABCs for July have revealed that the *MailOnline* is the most popular online newspaper for the second month running, Express Newspapers is the only publisher to have achieved an increase in daily circulation and Independent News & Media has experienced the largest fall in circulation. Meanwhile *The Sun* remains the largest daily paper in the UK, with a circulation of 3.1 million.

Marketing, 2 September 2009, p6

Campaign, 4 September 2009, p5

New Media Age, 3 September 2009, p9

Ad revenues continue to fall

Johnston Press, the regional newspaper publisher, has experienced a pre-tax loss of £94.2m to 30 June. In total ad revenue fell by 32.7%: print was down by 33.5% and digital by 18.8%.

Campaign, 4 September 2009, p6

Public Relations

Some good B2B PR needed

Sri Lanka is in need of some good PR, following the end of the civil war there. Buffalo Communications has been selected to raise the country's profile with regard to outsourcing. A marketing communications strategy will target the UK and mainland Europe, in particular small

and medium-sized enterprises, for outsourced IT and business process outsourcing.

PR Week, 4 September 2009, p6

Ethnic PR

Rich Visions is based in Stratford, East London, one of the most ethnically diverse areas of the UK. The agency specialises in ethnic PR and in understanding the differences between ethnic groups, so is ideally situated. It will also benefit from Stratford being the primary location for the 2012 Olympics. MD Mavis Amankwah believes that there is still some ambivalence in the mainstream agency world regarding diversity PR, but hopes that when the 2011 census is published business will have a better understanding of the diversity in Britain.

PR Week, 4 September 2009, pp18-19

Radio

Promoting a laid-back image

Classic FM is launching its biggest marketing campaign to reinforce its positioning as the 'relaxation station' where listeners can unwind. The campaign includes posters, TV and press and a branded triple-CD of piano music will be on sale. The latest Rajar figures show that the station increased its listeners by 303,000 in the three months to 30 June.

Marketing Week, 3 September 2009, p10

Radio a sound medium

Over 60% of adults listen to commercial radio – this represents 42.7% of all radio listening compared with the BBC's share of 54.6%. However local commercial radio takes a much higher share of the listening market, which makes it an ideal medium for advertisers. Radio also has the advantage of diversity - 355 commercial radio stations existed in 2008 – which allows advertising to be highly targeted. Ad avoidance is also low in this medium. This article contains data on the top radio advertisers and advertising product categories.

Admap, September 2009, p6

Sales Promotion

My goodness my Guinness!

As part of its 250th anniversary celebrations for the signing of the lease on its brewery in Dublin, Guinness is running three competitions offering extreme prizes: a trip into space aboard Sir Richard Branson's Virgin Galactic spaceline, a drink in the first-ever Guinness deep-sea bar off Norway and a chance to attend a recording session by The Black Eyed Peas. There will be

a global toast to founder Arthur Guinness on 24 September.

**Incentive & Motivation, Sept/Oct 2009, p6
Marketing, 2 September 2009, p4**

Social Media

Social survey for mobile

Phones4U is launching *uBar*, an online survey community which aims to communicate with young people and find out what they require of a mobile phone retailer. It is also hoped that this will provide a testing ground for new products and services.

Marketing, 2 September 2009, p10

Netlog facing the UK market

Now that *Facebook* is being used by all and sundry, it is somewhat losing its 'cool' amongst its younger users. Waiting to take its place is *Netlog*, a social portal targeting 'the European youth'. The EC is using *Netlog* to promote its 'HELP' anti-smoking campaign to the teens in EU member countries. *Netlog* is popular in Belgium, Italy and Switzerland but has yet to take off in the UK. It is launching a UK campaign targeting agencies and brands. However users tend to be loyal to the sites their friends use and the UK is a tough market to crack. UK brands won't be abandoning the more popular social networks just yet.

Marketing, 2 September 2009, p16

The older face of social networking

This article also talks about the so-called 'graying of *Facebook*': membership of the site amongst the over-50s more than doubled in the first half of this year. These older users are attracting new advertisers in the US, such as Dove and *1-800-FLOWERS.com*.

Business Week, 7 September 2009, p20

Putting up a smokescreen

Channel 4 is launching *Smokescreen*, a 13-part adventure game which aims to educate 14 to 16 year-olds about the potential dangers of social networking and to think more about identity and trust online. The game includes instant messages, false profile pages, emails, CCTV footage and puzzle games. It will be promoted by trailers and blogs, but marketing will be mainly via word-of-mouth.

New Media Age, 3 September 2009, p3

A meerkat compares well

Aleksandr Orlov, the meerkat star of insurance price comparison site *Comparethemarket.com*, has 555,000 *Facebook* and 25,000 *Twitter* fans.

So successful has the advertising been that rival sites, such as *MoneySupermarket.com*, are rethinking their marketing plans. Meanwhile *Confused.com* is citing the meerkat as a reason for the fall in its online business. The meerkat campaign is considered to be a good example of advertising where the ad has nothing to do with the product being advertised – this is a high risk strategy but if it works it really pays off. A similar example in the US was the 1999 campaign by insurance group Aflac, whose ads starred a duck. The Aflac duck has since become famous in the US.

The Times, 4 September 2009, p51

Sponsorship

Mazda gears up with documentaries

Mazda is to sponsor three documentaries, on Channel 4. These are: Jamie Oliver – *Jamie's American Roadtrip*, Kevin McCloud – *Kevin's Grand Tour* and Gordon Ramsey in India – *Gordon's Great Escape*.

Marketing, 2 September 2009, p6

Coke ramps up sponsorship

Coca-Cola has introduced an on-pack promotion to support its sponsorship of the FIFA World Cup 2010. It is offering consumers free tournament tickets, if they use a text message to go on to the *Coke Zero* website and enter the competition.

The Grocer, 5 September 2009, p28

British gas in the swim

As part of its £15m sponsorship of British Swimming announced back in March, British Gas is giving its customers free swimming sessions at their local pool. Customers can download 'free family swim' vouchers from its microsite, *britishgasswimming.co.uk*. The campaign will be promoted via TV and online ads.

Marketingmagazine.co.uk, 7 September 2009

Television

Ads within programming

Gerhard Zeiler, the chief executive of Channel 5-owner RTL, has been speaking at the Edinburgh TV Festival. He has suggested that programme sponsors should be able to display their logos in the corner of the TV screen throughout programming. He said this would help to support advertiser-funded TV stations. Currently broadcasters need permission to put logos on TV screens in the UK and advertising is banned within TV programmes. Andy Burnham, former culture secretary, has rejected the idea of product placement but Zeiler regards it as a 'legitimate revenue stream'.

The Times, 31 August 2009, p37

Theatre

Theatrical app

Queen Theatrical Productions, responsible for the musical *We Will Rock You*, is to launch a free app for the iPhone. This is apparently the first theatrical app and is intended to promote the stage show. Users can simulate producing the show, choosing the cast and co-ordinating marketing.

Marketing, 2 September 2009, p10

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

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On the Move

Name	From	To	New Title	Source
Suzi Clark	Teach First	National Association for Colitis & Crohn's Disease	Director of Marketing & Fundraising	Third Sector
Trevor Datson	Danone	Cadbury	Global Head of Financial Communications	PR Week
Liz Davies	Golley Slater Newcastle	North East Strategic Health Authority	Senior Communications Officer	PR Week
Susie Ember	Virgin Music	Polydor Records	Head of Press	PR Week
Will Ghali	Cobra Beer	Brand Learning	Marketing Capability Director	Marketing
Jonathan Moore	Unilever	Sara Lee	Interim Marketing Director	Marketing
Anil Ranchod	Children's Society	Mencap	Media & Marketing Manager	Third Sector
Catherine Schrier	Mindshare	Global Radio	Client Strategist	Media Week
Jamie Chen Szulc	Kodak Eastman	Levi	Global Chief Marketing Officer	Campaign
Simon Thompson	Lastminute.com	Apple	Online Store Director, EMEA	New Media Age
Mary Walsh	Lloyds	Eurostar	Director of Communications	PR Week
Christine Watts	Asda	Waitrose	Head of Communications	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Salman Amin	PepsiCo UK	President, UK & Ireland	Executive Vice-President, Sales & Marketing	Marketing
Jean-Marc Lévy	British American Tobacco	Director, Western Europe	Group Marketing Director	The Grocer
Kim Underhill	Kimberley-Clark	Marketer	Vice-President, UK & Ireland	Marketing Week

Sources

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International Journal of Market Research
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The Marketing Review
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