



# Cutting Edge

7 October 2009

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

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## Advertising

### Unbranded campaigns

This article discusses unbranded, or teaser campaigns, and their effectiveness. An example is Fox's Biscuits' spoof campaign from the 'British Biscuit Advisory Board', which claims that 25 million people in Britain have been injured by biscuits. Teaser campaigns associated with films are often more effective because they benefit from the many movie addicts who will engage with them. But in general, are consumers likely to be interested in the identity of the brands behind these types of campaigns?

**Marketing, 30 September 2009, p17**

## Agencies

The 10th *Top 100 Interactive Agencies 2009* guide ranks the digital agency sector according to fee income. For the third year in a row the list is headed by Sapient, with UK fee income of £62.19m. This is followed by EMC Consulting and LBi, while Isobar tops the media agency charts. The biggest challenges for agencies over the past ten years have been budgets and educating marketers to encourage them to invest in online activity. Back in 2000 the online ad market was worth a paltry £50m, now it has reached £1.75bn!

**PR Week, 2 October 2009, p3, pp16-17**

### Mobile ads on Microsoft

Microsoft Mobile Advertising has formed an agreement with Publicis agency Phonevalley, in which the agency will be a preferred partner for Microsoft, offering advertisers mobile ad services in 14 countries. Phonevalley is to

create customised mobile ad campaigns and technology to run on Microsoft platforms such as Bing and MSN.

**New Media Age, 1 October 2009, p12**  
**Media Week, 29 September 2009, p10**

### Saatchi down

M&C Saatchi has reported a drop in pre-tax profits of 32.7% to £5.4m in the first half of the year, but says it will continue to invest in global expansion. UK revenues fell by 6% to £23.8m. Saatchi has attributed this to a fall in clients' ad budgets. No surprises there!

**Campaign, 2 October 2009, p9**

## Brands and Branding

### Brand valuation

Classification of brand valuation techniques is a complex subject because many firms create their own proprietary methodologies for marketing purposes. These are often little more than re-labelling. This article seeks to classify financial brand valuation methodologies in terms of the various approaches and their applications. Twenty-three methodologies are analysed, with the aim of helping brand practitioners and academics.

**Journal of Brand Management, Vol 17 (1), pp39-61**

### NCT rebrands

This article case studies the rebranding of the National Childbirth Trust (NCT) charity, which was founded 50 years ago. The NCT found that its brand was being misinterpreted and its logo was perceived as being religious. The new face of the NCT was launched on the website in 2008. It resulted in a 25% increase in web



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traffic and the organisation now has over 100,000 members, which is partly attributed to the new image. As a result of this success it plans to carry out regular brand audits in the future.

**The Marketer, October 2009, pp20-23**

## Children and Youth

### Brand licensing

Alan Fenwick, vice-president of Turner CN Enterprises EMEA, owner of Cartoon Network amongst others, points out that although parents are spending less on themselves, they are still indulging their children. In fact only 10% plan to cut expenditure on their offspring this year. There is still a solid base of parents and children who will always buy licensed products. This article is part of a special report on brand licensing, which includes a list of the top 20 'most important people' in the licensing industry.

**Marketing, 30 September 2009, p43, pp37-45**

## Cinema

### Re-vamping brands

*New Moon*, the sequel to the vampire movie *Twilight*, is due to be released in the US next month. The film is apparently 'revitalising' brands' reputations. Burger King will be offering *Twilight*-branded meals plus merchandise and Emily Bronte's *Wuthering Heights* has been released with a cover similar to that of *Twilight* and badged as 'Bella and Edward's Favourite Book'. Even Volvo, usually associated with older drivers, has become a cool brand as Edward is seen driving one. Perhaps the strangest link of all is the use of the *Twilight* brand to encourage people to donate blood in the North of England!

**Marketing Week, 1 October 2009, p16**

### Cinema flourishes

Cinema has fared better than all other traditional media this year in relation to advertising, and admissions for the first half of 2009 were 83.5 million, their highest since 2002. The highest-grossing film has been *Harry Potter and the Half-Blood Prince*. Orange has been the largest advertiser, with a 21.7% share of spend, followed by Unilever and Volkswagen. This article contains statistics for cinema admissions, top films, top advertisers and adspend.

**Admap, October 2009, pp6-7**

## Conferences and Events

### Character licensing

There is a trend for film, TV and animated characters to be licensed and to appear around the country in the form of live shows. Examples discussed here include *Walking With Dinosaurs*, which is now touring Europe, *Top Gear Live!*, *Ben Hur* which was recently shown at the O2 arena and *Peppa Pig* for kids. Brands are rethinking their marketing during the recession and live shows can make a big impact. They also bring the brand to life and deliver them to consumers on a local level.

**Marketing Week, 1 October 2009, pp19-22**

## Consumer Behaviour

### BOGOFs

According to research from the Advertising Association, buy-one-get-one-free (BOGOF) promotions don't necessarily encourage consumers to buy things they don't want. More than two-thirds of consumers see these promotions as a way of helping out with their finances and only one in five say it encourages them to buy things unnecessarily. However the Chartered Institute of Marketing has pointed out that it is difficult for a brand which has price promoted heavily to return to its former premium positioning.

**Marketing Week, 1 October 2009, p7**

### The power of suggestion

A Dutch study looked at how expectations affected TV viewers' perceptions. Two groups of people watched the same video clip on TV. Half the sample was told to expect a better experience thanks to HD technology. The impression was reinforced by posters, flyers and a thicker cable attached to the screen. The other half expected to view a normal DVD signal. The 'HD' group reported that they had seen sharper and more detailed images on the screen. So there you are - there's no need to rush out to buy that HD TV!

**New Scientist, 3 October 2009, p21**

## Customer Relations

### Targeted promotions

A survey by G2 Data Dynamics asked its panellists which factors would make them more likely to continue buying a product or service. Although the greatest incentive was price (68%), 46% of participants opted for 'promotional offers I receive specifically aimed at me'. This indicates that targeted promotions are one of the best forms of marketing and brands should build a 'two-way' relationship

with their consumers in order to promote brand loyalty.

**Sales Promotion, September 2009, p8**

## Digital

### High-definition ready

This is the label given to the new generation of consumers who are au fait with the multitude of interactive media. According to research by Experian, an HD-ready consumer is anyone who lives a 'savvy and modern life, multitasking with the latest digital channels available to them'. This consumer will simply switch off if a brand delivers a message that doesn't suit them. They are also prone to 'media snacking' to match their multitasking. All this makes for a difficult advertising proposition. Here are some 'top tips' for dealing with the HD-ready consumer, as well as data consumers' propensity to buy when faced with special offers and bargains.

**Marketing Week, 1 October 2009, pp30-32**

## Direct Marketing

### Healthy start

The Department of Health's 'Healthy Start' voucher scheme aims at getting pregnant women and mothers of young children to eat healthily. It provides means-tested families with vouchers for them to redeem against fruit, vegetables and milk. The scheme is to be promoted via a direct marketing campaign, which is likely to focus on monthly voucher mail-outs and will target women in low take-up areas.

**Marketing Week, 1 October 2009, p10**

### Targeting the post-openers

Studies have shown that 90% of 16 to 24 year-olds open all their post. Yet the majority of this age group receive less than one piece of branded direct mail a week. This demographic is also the most responsive to such campaigns: research on behalf of Royal Mail has revealed that 71% have acted as a result of direct mail and 47% have made a purchase as a result of receiving a mailing.

**Sales Promotion, September 2009, p8**

## Internet

### Online overtakes TV

The annual online ad spend report from the Internet Advertising Bureau (IAB), PricewaterhouseCoopers and the World Advertising Research Centre (WARC) reveals that online advertising grew in the first half of 2009 to give it a 23.5% market share. This

means that it has overtaken TV, which has a 21.9% share, to become the UK's largest ad medium. The rise in spend is largely accounted for by search, which comprises 59.9% of online spend and grew by 10.6%.

**New Media Age, 1 October 2009, pp1-2**  
**Campaign, 2 October 2009, p4**

## Law

### EU court exclaims

An EU court has ruled that the clothes and jewellery maker, JOOP! cannot register an exclamation mark as a trade mark because it will be seen by consumers as just 'laudatory advertising or an eye-catching gimmick'. The exclamation mark is not deemed distinctive enough and is unlikely to indicate to consumers the commercial origin of the goods, which is the function of a trade mark. JOOP! had applied to register a trade mark for both a single exclamation mark and a boxed exclamation mark!

**Out-law.com, 1 October 2009**

### Always obtain consent

The Advertising Standards Authority (ASA) has upheld a complaint that a person's image had been used in a marketing communication without that person's written consent. J&S Security Ltd (J&S) had distributed a marketing leaflet featuring a picture of an ex-employee in a fluorescent jacket. He believed that the image was for an identity card and said he had not agreed to it being used for marketing purposes. So if a business wants to use images of members of the public in advertising and promotional material, they should always obtain written consent.

**Swanturton.com, 2 October 2009**

## Loyalty Programmes

### Airmiles 21

Travel loyalty scheme Airmiles, now run by The Mileage Company, is celebrating its 21<sup>st</sup> Anniversary with a TV and digital campaign, using its well-known animated characters. The campaign will promote the simplicity of the Airmiles scheme and is offering members a chance to win 21,000 Airmiles, which is enough for two return flights from London to Australia.

**Marketing Week, 1 October 2009, p8**

## Magazines

### Complementary dating sites

*Men's Health* and *Cosmopolitan*, both Natmag titles, have got together to launch male and female dating sites, *The One* and *Dating*

*Lounge* respectively. Although separately branded, the two sites will use reader demographics to match users from each site: the 'Men's Health hotties' and 'Glamorous Fun-loving females'.

**New Media Age, 1 October 2009, p5**

### **New tech title competes with Beeb**

From the end of the month a new science and technology title called *How It Works*, will be published by Imagine Publishing. It will cover science, technology, space, history and the environment. It targets consumers who watch TV shows such as *QI* and competes with the *BBC Focus* magazine. Marketing will appear on radio, online and outdoor.

**Media Week, 29 September 2009, p5**

### **A New Statesman**

*The New Statesman* has been relaunched to include new sections and columnists, including novelist Will Self, who will make contributions on social phenomena and high street food.

**Media Week, 29 September 2009, pp11**

## **Market Research**

### **Segmentation – changing modes**

There is a trend towards creating new consumer groups accompanied by 'gimmicky names' (see under buzzwords below). In fact most consumers can fall within most segments, depending on what role they are currently in, and behave in different ways depending on their current needs. Researchers and brand managers should be focusing on what leads a consumer to change 'mode' so that they are in the right mode for their product. Here are three steps to achieving that.

**Research, October 2009, pp36-37**

### **Segmentation – LA vs Beijing**

Are young people the same in these two cities in terms of their needs and interests for marketing purposes? In fact they are probably more similar than they were ten years ago because of the ubiquity of communications and entertainment. However the use of geo-demographics and socio-demographics only allows for segments and sub-segments - one also needs to understand cultural differences.

**Springboard, Autumn 2009, p31**

### **Incentives in research**

How much does one offer as an incentive for participating in a focus group? It may depend on how easy the respondent was to recruit; for example a general consumer would be easy to replace if they dropped out, but someone more

specific would be hard to recruit at short notice. The incentive needs to reflect the degree of commitment expected of the respondent. High net-worth individuals almost certainly cannot be bought and more imaginative solutions, such as charity donations, could be the answer.

**Research, October 2009, p67**

## **Marketing**

### **Shopper Marketing**

What is shopper marketing? The Coca-Cola view is that of four key drivers: what need does the consumer want to fulfil, why do they choose a particular shop, what makes them stop at a particular aisle and what makes them choose a particular brand? Procter & Gamble, on the other hand, starts at the shelf and works backwards with its shopper marketing. The concept is discussed here and the various definitions outlined.

**Sales Promotion, September 2009, p16**

## **Newspapers**

### **Decline slows**

Throughout the year The Daily Mail and General Trust's publications have experienced a double-digit fall in ad revenues. However September saw a slight improvement - regional advertising was down by 20% but this was much better than the 31% decline experienced in the year up to August. These days even a small drop in the decline of advertising is perceived as encouraging by media owners and it appears that each quarter is improving in this respect. This also applies to TV and radio revenues. Carat, the media buyer, predicts that a proper recovery will not take place until 2011.

**The Times, 2 October 2009, p69**

### **Evening Standard to be freebie**

London's *The Evening Standard* is to become a free newspaper, in the interests of achieving a wider circulation, despite the loss of £12m in revenues. The plan is to distribute the paper in London high streets, supermarkets and railway stations.

**The Daily Telegraph, 2 October 2009, p29**

**The Independent, 5 October 2009, p45**

## **Public Relations**

### **Online communities are good PR**

*The European Communication Monitor 2009*, a poll of communications directors across 34 countries, reveals that only 30% of respondents consider online communities are important for PR, although 70% believe they will be important in 2010. Forty per cent think that *Twitter* will be

important next year, compared with just 14% who recognised its importance this year. In contrast virtual worlds and wikis have declined in importance since 2008, while blogs and online videos have shown the greatest rise.

**PR Week, 2 October 2009, p3**

### **The tech PR sector**

The increased use of technology by women of all ages and backgrounds has led to changes in how it is marketed to women. The use of pink laptops and other similarly coloured gadgets shows the focus on markets rather than technology; this represents a 'marketing, versus engineering-led approach'. Two female PR experts in the field of technology give their opinions.

**PR Week, 2 October 2009, pp20-23**

## Radio

### **Digital switchover body**

Digital Radio UK is a body that has been formed to represent the interests of the BBC and commercial radio stations, as well as digital multiplex operator, Arqiva. The aim of the group is to manage the expansion of the digital platform before the analogue switch-off in 2015 and to provide a consumer-facing brand, which will market digital switchover. There is some cynicism surrounding the vested interests of DAB players and the switchover is something of a sensitive issue.

**Marketing, 30 September 2009, p8**

**Media Week, 29 September 2009, p11**

## Social Media

### **The Twitter business...**

This article takes a look at how *Twitter* could be used for making money in business, with a particular emphasis on publishing. Journalists have made good use of *Twitter* with their '140 character news nuggets', while many magazines have twitterfeeds on their websites, but these are largely automated. The most successful *Twitter* users are the individuals who get involved in conversations, but this takes time. If you've been retweeted however, this means that someone has recommended you and this should be the time to try to turn them into a paying customer.

**InPublishing, September/October 2009, pp42-43**

### **...speaking of which**

Here is another opinion on how social networks can be used for business purposes. The author asks whether the likes of *Twitter*, and *Facebook* are just a fad or the latest addition to the

'marketer's toolbox?' Some of the big brands have their own dedicated site: Lego has set up *My Lego Network* in which it asks for consumer views and tailors products in response to suggestions. Organisations that use social media effectively are those who listen and interact with customers and they are the ones who build up respect and trust in their brands.

**Springboard, Autumn 2009, pp12-14**

## Sponsorship

### **ING crashes out**

ING has abandoned its sponsorship of Renault Formula One team after the 'Crashgate' scandal, where Nelson Piquet Jr was ordered to crash his car. ING had already announced it would not be continuing the sponsorship, back in February.

**Marketing, 30 September 2009, p6**

### **Go Penguin**

Discount retailer Home Bargains is sponsoring Go Penguin, a Liverpool art project. Penguins will be decorated by artists and will be displayed all over the city. Home Bargains is helping to teach school children about environmentally friendly lifestyles. The penguins' Home Bargains backpacks contain environmental fact books.

**The Grocer, 3 October, p15**

## Television

### **BBC says smile**

The BBC has launched a 'What makes you smile?' campaign in the lead-up to World Mental Health Day on 10 October. The campaign aims to show how smiling can improve your state of mental well-being.

**Marketing, 30 September 2009, p8**

### **Children on the loose**

UKTV is promoting its *Tarrant Lets The Kids Loose* programme via a new campaign aimed at 20 to 45 year-old couples. The programme features children who are placed in adult situations such as running a café or radio station. The children only realise they are taking part in a show when they sit in a live studio audience with their families.

**Marketing Week, 1 October 2009, p13**

### **Canvas projected for Christmas**

The long-awaited Project Canvas set-top products should be on sale by Christmas. These are the result of the catch-up digital TV service developed by the BBC, ITV, Five and BT.

**Media Week, 29 September 2009, p11**

### **BSkyB in rebrand**

British Sky Broadcasting is to completely rebrand this month, with the aim of replacing the BBC as the UK's 'most loved and respected source of entertainment'. The new logo will be a more rounded 'S' to denote a more friendly corporate image.

**The Financial Times, 5 October 2009, p17**

### **BA goes for seating fees**

From today British Airways is charging passengers £10 if they want to specify where they sit on flights. Long-haul business-class passengers can expect to pay up to £60 for the privilege of choosing a seat!

**Campaign, 2 October 2009, p7**

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
Michael Barrett	Crown Crest	DBC Foodservice	Sales & Marketing Director	The Grocer
Edward Chatham	iPerceptions	Harris Interactive	Sales & Marketing Director	Research
Chris Edgington	William Hill	Gala Coral	Group Marketing Director	Marketing
Marcus Falconer	Go Ape	Welcome to Yorkshire	Marketing Director	Marketing Week
Angus McKinnon	Nike	Kitcatt Nohr Alexander Shaw	Digital Creative Director	Dmweekly.mad.co.uk
Ben Perreau	BSkyB	Global Radio	Director of Digital Content	Media Week
Nicola Rossi	BT	National Pharmacy Association	Director of Communications	PR Week
James Westhead	BBC	Teach First	Director of External Relations	Third Sector
James Wren	Scout Association	The Zoological Society of London	Head of CRM & Membership	Marketing Week

## Promotions

Name	Company	Previous Title	New Title	Source
Alexis Hanneken	Tesco	Senior Manager, Price & Promotion	Head of Marketing, Telecoms (covering maternity leave)	Marketing
Cheryl Toner	Axa	Strategic Marketing Director	Group Marketing & Communication Director	Campaign
Mike Kelly	Anheuser-Busch Inbev	Director of Corporate Affairs for UK & Ireland	Director of Corporate Affairs for Western Europe	PR Week
Clive Naish	The Central Office of Information	Senior Account Manager	Regional News & PR Director, North-West	PR Week

## Sources

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Admap  
Campaign  
InPublishing  
Journal of Brand Management  
Marketing \*\*  
Marketing Week \*\*  
Media Week  
New Media Age \*\*  
New Scientist  
Out-law.com  
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Swanturton.com  
The Daily Telegraph  
The Financial Times  
The Grocer  
The Independent  
The Marketer  
The Times\*\* (via the UK/Eire Reference Centre)

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