



# Cutting Edge

30 September 2009

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

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## Advertising

### Contextual advertising

This is a trend for brands to become more closely involved with editorial content, a key example being Boots' TV ad which runs during ITV's *The X Factor*. Until product placement is finally an item on UK TV, contextual advertising is as close as many brands can get – and as long as there is no confusion between advertising and editorial, pretty much anything goes.

**Marketing, 23 September 2009, p16**

### Over-50s - a clear target

Clear Channel Outdoor has created two advertising propositions for brands that are targeting the over-50s. It has identified the 'active indulgers' as those 50 to 64 year-olds, who prefer to be active in their leisure time, while the 'comfortably off seniors' are happy with their standard of living and are aged between 65 and 74. Clear Channel has selected specific outdoor ad opportunities near concert halls, theatres, art galleries and grocers, according to their suitability for these two demographic groups.

**Media Week, 22 September 2009, p9**

### Outdoor

Outdoor advertising is not the most popular of marketing channels. Brands prefer media that obtain a direct response from customers and outdoor is unable to deliver 'complex' messages. But outdoor ads have become increasingly sophisticated as a result of digitisation and it is possible to launch a well-targeted campaign relatively cheaply. This

article gives you some useful pointers, as well as a list of 'dos' and 'don'ts'.

**The Marketer, September 2009, pp35-38**

## Agencies

### Top ten agencies adspend

Mediaedge:cia, owned by WPP, was the only top ten media agency to have increased its advertising spend over the past year; it has overtaken ZenithOptimedia to become the sixth-largest spending agency in the UK. The UK's largest agency, MediaCom, experienced a drop in spend of 13% while OMD, in second place, was down by 10%. Carat and Mindshare experienced similar falls in advertising spend.

**Media Week, 22 September 2009, p5**

### Graduate hires

The IPA has predicted that the number of graduates being hired by agencies this year will be around 250, compared with the industry norm of between 500 and 600. The IPA is encouraging agencies to hire college-leavers on short-term contracts in order to allow them to gain experience, with the option for agencies to renew their contracts if appropriate.

**Campaign, 25 September 2009, p1**

### Entrepreneurial founders

In the agency world there is an established pattern of entrepreneurs who found an agency, sell it to a bigger network and then start all over again. Mark Cridge, founder of Glue London back in 1999, has continued to head up the agency even after its sale to Aegis in 2005. Here he talks about how he manages to maintain that 'entrepreneurial feel'.



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## **The Financial Times, 23 September 2009, p18**

### **Books**

#### **Booking interview on Twitter**

An interview with Ant and Dec, set up to promote their autobiography, was hosted by Waterstone's on *Twitter* recently. This is a first for Waterstone's, which has never used the platform for interviews before.

**New Media Age, 24 September 2009, p14**

#### **Authorless tour**

Publishers are trying to be more creative in their book promotions. The idea of dragging authors around the country to various book signings is declining in favour of the authorless book tour, which is a growing trend, especially amongst children's book launches in the US. The tours focus on the books' characters and although more expensive than the author tour, generate more sales. This summer Amulet Books undertook a 20-day Ice Cream Truck reading tour with free scoops of ice cream at 31 city libraries.

**Business Week, 28 September 2009, p19**

## **Brands and Branding**

#### **Finance not best brands**

The *Business Week/Interbrand 100 Best Global Brands index* shows the top five positions remaining unchanged from last year, with Coca-Cola heading the list, followed by IBM, Microsoft, GE and Nokia. It also reveals just how greatly finance brands have been damaged by the downturn. American Express, the biggest brand in the index, has fallen to 22nd place from 15th, while other major institutions – Morgan Stanley, HSBC, UBS, Citigroup and AXA – have all lost ground.

**Business Week, 28 September 2009, pp50-60**

**Marketing, 23 September 2009, p4**

#### **Sub-brands and social media**

Brands are looking for the best way to target consumers online. The latest trend is creating hubs for sub-brands on social networking sites such as *Twitter* and *Ning*. These are not based on the brand's main website. Ford, for example, uses social networks for each of its car models or sub-brands. The Ford Fusion Hybrid page has a different target audience from the Mustang page.

**The Financial Times, 23 September 2009, p18**

## **Children and Youth**

#### **Fly-posting**

This paper looks at the controversial practice of fly-posting. Research shows that younger people have a positive attitude towards the medium. The illegality and subversive nature of fly-posting actually increases its effectiveness as a mode of communication within this group. Unsurprisingly older respondents hold more negative views of fly-posting. This article warns that the use of illegal guerrilla marketing techniques such as this may lead to negative PR consequences.

**Journal of Marketing Communications, Vol 15 (4), pp209-226**

## **Cinema**

#### **Sony promotes 3D**

Sony Pictures' first 3D animated film, *Cloudy with a Chance of Meatballs*, is being promoted with 3D cover wraps around 37,500 copies of *Metro*. Sony is also promoting the film in 1,000 schools via various science projects and experiments.

**Marketing, 23 September 2009, p6, p10**

## **Direct Marketing**

#### **Make it fast and personal**

According to a study by the Direct Marketing Association (DMA) a quarter of companies are not responding to customer enquiries placed via their websites. The DMA sent an email request for a catalogue to 100 UK companies in 10 different sectors. The average response time was 3.6 days and only 23% sent a personalised reply. The DMA's John Dyson said "It is a proven fact that a fast, personalised reply results in an increase in sales".

**Winning Edge, September/October 2009, p7**

#### **An envelope of opportunity**

This study looks at consumer 'attribution' about direct mail based on the message on the envelope, its characteristics and the recipient's intent to open the mail. The types of messages that are shown to influence the recipient's intention to open the envelope include those that increase feelings of 'importance, non-price incentive and gratitude'. In addition personalised, standardised and official envelopes influence consumers. It is intended that the findings will lead to the development of more effective direct mailings.

**Journal of Marketing Communications, Vol 15 (4), pp247-265**

#### **Marketing an anniversary**

Liverpool Football Club's latest campaign coincides with the 50<sup>th</sup> anniversary of manager

Bill Shankly, who joined the club in 1959. Marketing consists of a direct mailing being sent out to 90,000 Liverpool fans. Eventually the campaign will be rolled out to other countries, as Liverpool wants to create the world's largest football club membership scheme in the world.

**Marketing, 23 September 2009, p10**

## Internet

### DoubleClick open to all

Google has launched DoubleClick Ad Exchange, its display marketplace which allows buyers and sellers to trade ad space in real time. It has now been thrown open to all buyers and sellers, having previously been used on an invitation-only basis.

**Media Week, 22 September 2009, p12**

**New Media Age, 24 September 2009, p13**

### Yahoo! rebrands the internet

Yahoo! is spending over \$100m on a global campaign, with the tagline 'It's You' for its new open platform web portal. The campaign focuses on a new brand positioning which aims to make it easier for visitors to add services and apps from Yahoo! and other providers such as *MySpace* and *Facebook*. The new homepage allows users to access their preferred content from 'virtually any other website' on one central hub. Commentators believe Yahoo! will have a tough time persuading people to access sites via its portal rather than directly.

**Marketing Week, 24 September 2009, p6**

**New Media Age, 24 September 2009, p3**

**Campaign, 25 September 2009, p5**

## Law

### Harrods vs Dixons

*Dixons.co.uk* recently launched a campaign which uses the line: 'dixons.co.uk – the last place you want to go'. The ad refers to a Knightsbridge department store in which 'Piers in the pin-stripe suit' demonstrates an HD flat-screen TV to someone who then goes on to buy it at *Dixons.co.uk*. As a result Harrods' legal reps have written to Dixons asking it to 'substantiate the claims' as the ad gives the impression that Harrods is over-priced.

**Marketing, 23 September 2009, p1**

### Beacon extinguished

*Facebook* is to close its Beacon advertising platform after users filed a lawsuit against it. Beacon, which was introduced in 2007, sends data from external websites to *Facebook*, mainly for the purpose of targeted advertising

and allows users to share their activities with their friends. It has since created considerable controversy over privacy issues.

**Media Week, 22 September 2009, p12**

### Battle of the adwords

Google has won the first phase of its battle against Moët Hennessy Louis Vuitton at the European Court of Justice. It is defending its right to sell brand name keywords for search ads to other brands, under its Adwords service. Google is considered not to have "infringed trademark rights".

**Campaign, 25 September 2009, p5**

**The Financial Times, 23 September 2009, p21**

## Magazines

### Taking time-out to refocus

Here, Mark Frith, ex-editor of *Heat* magazine and surprise choice as new editor of *Time Out*, talks about how he plans to revive falling sales. In addition to building on the brand's association with food - he wants to reintroduce the Student Guide - he is focusing on the front cover, which can be responsible for "big fluctuations in sales". His new focus has been popular with readers and advertisers who may be attracted by the themed issues.

**Media Week, 22 September 2009, pp14-15**

### Paying to spectate

*The Spectator* has started to charge for its online content. Those who have not subscribed to the print edition will have to pay £67.50 a year. Only content not in the print edition will be free.

**New Media Age, 24 September 2009, p15**

## Market Research

### Use your adfluentials

Most research methodologies were formulated back in the pre-web days. Now research is struggling because it is not always using social media and web 2.0 effectively. There is a huge amount of untapped information available about consumers, including social data and personal profiles. Researchers should help brands to find their 'adfluentials'; these are consumers with the passion and brand connection to work with them and who have the networks to involve family and friends. Two case studies are presented, of Unilever and Tango, where consumers have engaged with the brands online.

**Admap, September 2009, pp24-25**

## Marketing

### Charity marketing

New research for the Media Trust, entitled *The Marketing and Communications Needs of Charities*, shows that charity marketers believe their work is underfunded and poorly organised, with 'a lack of management and stakeholder support for strengthening spend'. Some of the results are presented in this article, including a list of top priorities for improving marketing performance and for improving performance in digital media and the importance of marketing to charities.

**Third Sector, 29 September 2009, pp14-15**

## Newspapers

### The Blog

*The Blog* is a weekly user-generated newspaper that consists of content from the website, with the most popular posts being published in the printed version. A preview issue was distributed to 3,000 Londoners last week, as well as being sent to agencies and marketers. The idea is to generate interest from advertisers before the full launch in October.

**New Media Age, 24 September 2009, p10**

### Times opts for outdoor campaign

In the second part of its poster campaign *The Times* is asking consumers to think about issues and says: 'be part of the times'. The photography combines strong imagery with interesting facts. One ad claims that the world may run out of seafood in 41 years.

**Campaign, 25 September 2009, p31**

## Public Relations

### Portillo joins Portland

Public affairs and PR specialist Portland has appointed a high level Advisory Council to oversee the company's strategy. In something of a coup it has signed up Michael Portillo to provide strategic advice to the agency's senior management team. Portland is headed up by Tim Allan, previously a deputy communications director at Downing Street under Tony Blair.

**Prweek.com, 24 September 2009**

### Asda pays the price?

In a bit of a PR debacle Asda has dropped Katie Price, aka Jordan, from its breast cancer awareness publicity campaign, after remarks she made on her TV show regarding scars she had after cosmetic surgery, which have upset cancer sufferers. Opinion is divided as to whether Asda has done the right thing by

dropping Jordan or has shown cowardice by not standing by its decision to employ her. Katie herself is reportedly losing the PR battle after her split with Peter.

**PRweek.com, 28 September 2009**

## Radio

### Local advertising more resilient

Radio Advertising Bureau and Ofcom data for the second quarter of 2009 shows that local advertising spend on radio fell by just 6.1% year on year, while national advertising fell by 16%. Branded content continues to become increasingly important for radio and accounted for 20.8% of radio revenue in Q2 this year. Much radio ad spend comes from local retailers and businesses who need their customers to keep coming back.

**Mediaweek.co.uk, 29 September 2009**

## Social Media

### Adoption of social media

A survey was conducted by email training consultancy Mesmo into the adoption of social networking and Web 2.0 amongst IT, marketing and business professionals. It found that 81% of respondents are already using Web 2.0 as an alternative to email and for information-sharing. One of the main drivers for this is the need to decrease volumes of email. Companies are increasingly dealing with customers via tweets, *Facebook* and other social media. The 40% of companies who say they are not using web 2.0 technologies cite security, effectiveness and time as key barriers.

**Winning Edge, September/October 2009, p6**

### Facebook in venture with Nielsen

*Facebook* is to enter a partnership with market research company Nielsen to enable it to provide advertisers with more information about how users are responding to ads. The first joint product is BrandLift, which will allow *Facebook* users to participate in short polls to assess their attitudes and intent to buy after viewing display ads. *Facebook* is the largest social network in the world, with 300 million users. It has recently announced that it is in profit for the first time.

**The Financial Times, 23 September 2009, p26**

**New Media Age, 24 September 2009, p14**

## Sponsorship

### Sponsors wary of cheats

The European Sponsorship Association (ESA) is to advise members to include clauses in their sponsorship contracts to give them extra

protection in the wake of the recent high-profile incidences of cheating in the sporting world. These include Renault F1's race-fixing and Harlequins' rugby union 'Bloodgate'. Rugby Football Union has also just launched a campaign that targets cheating and aggressive behaviour by players and spectators.

**Marketing, 23 September 2009, p1**

### **Amlin scores rugby sponsorship**

Insurance business Amlin is to be the title sponsor of rugby union's European Challenge Cup in a three-year deal with the European Rugby Cup (ERC), which is to be rebranded the Amlin Challenge Cup. Former England captain and London Wasps player Lawrence Dallaglio has also become brand ambassador. The move comes as Amlin aims to develop its business in Europe.

**Marketing Week, 24 September 2009, p10**

### **Beeb drops sponsorship**

The BBC will no longer accept commercial sponsorship for on-air events such as *Sports Personality of the Year*, which is supported by Robinson's, the drinks manufacturer and *Proms in the Park*, sponsored by National Savings & Investments.

**Media Week, 22 September 2009, p12**

### **HP goes to uni**

Hewlett-Packard is to sponsor a series of NME gigs at UK universities. The event, called NME Radio Presents the HP Uni Tour, will include a promotional bus parked on university campuses, enabling students to have a go with the new HP Pavilion laptops.

**Media Week, 22 September 2009, p13**

## **Television**

### **TV tops the poll**

New research has found that 19% of consumers become aware of new products or brands through TV, 11% online, 10% in-store, 9% outdoor and only 5% via the press. TV is the most 'positive' medium for brands according to 59% of consumers and has an intent-to-purchase score of 62%. The research comes from the MESH Planning experience database, TROI, and is based on 65,000 'brand touch points' in the UK.

**Media Week, 22 September 2009, p9**

### **CBS channels through Chellomedia**

CBS is launching its first branded TV channels in the UK, in a 50:50 joint venture with pay-TV broadcaster Chellomedia. Six CBS TV channels will replace Chellomedia's existing six channels.

**Media Week, 22 September 2009, p12**

### **Effectiveness of branded content**

Research for CNBC by Continental Research has revealed that viewers of branded content are more likely to recall the advertising and to purchase or recommend the brand. In addition some 83% of all viewers who took part in the research said they would be more likely to notice a sponsor who was associated with a programme over a period of time than they would one that appeared in an ad.

**Media & Marketing, September 2009, p9**

## **Women**

### **Mum's the word**

This one-pager is packed with data about mothers' attitudes to online advertising, how they stay informed, what sort of sites they look at, purchasing patterns and working mums' habits across six countries. Apparently Mums control 85% of household spending, 55% of them are open to brand messaging and two-thirds notice online ads. Not a bad target audience!

**Media & Marketing, September 2009, p22**

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
Lee Baker	Microsoft	The Association of Online Publishers	Director	New Media Age
Richard Cottrell	Interim Director	Vista Retail Support	Sales & Marketing Director	Winning Edge
Simon Davies	Evening Standard	Independent News & Media	Commercial Director for The Independent & Independent on Sunday	Marketing Week
Brad Garlinghouse	Silver Lake Partners	AOL	President of Internet & Mobile Communications	New Media Age
Kevin B. George	Unilever	Beam Global Spirits & Wine	Senior Vice-President & Global Chief Marketing Officer	Marketing Week
Michael Goodbody	Dresdner Kleinwort	GE Capital	Media Relations Director	PR Week
Derek Rudd	IGN Entertainment	Double Fusion	Senior Vice-President, Advertising Sales	Media Week
David Walmsley	John Lewis	DSGi	Head of Web Selling	New Media Age
Nick Waters	Mindshare	Aegis	Chief Executive, Asia-Pacific	Campaign

## Promotions

Name	Company	Previous Title	New Title	Source
Rita Broe	Mastercard	Head of Marketing, Mastercard UK	Group Head of European Marketing	Campaign

## Sources

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