



Cutting Edge

11th February 2009

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

Quick [links](#) to Sections.

Advertising

ASA to police websites

A paper, to be published at the end of March and written by the Digital Media Group, will rule that online advertising should come under the remit of the Advertising Standards Authority (ASA). However the ruling will almost certainly not deem an entire website to be an advertisement, so that only 'promotional areas' of a brand's website will be 'policed'. In addition online advertising to children should be scrutinised under Committee of Advertising Practice non-broadcast rules. The Children & Parenting Institute has called for all areas of brand websites to be treated as advertising, and to be regulated accordingly.

Marketing Week, 5 February 2009, p11

Have ad, will travel

CBS 'Admiles' is a new loyalty scheme for clients based on how far their ads travel. It will reward national advertisers of CBS Outdoor's transport portfolio, according to the value of their advertising spend and the average miles a bus, tube or train travels every day bearing their advertisement. BusMiles will be the first to launch, and the points will be redeemable against CBS Outdoor bus 'inventory'.

Marketing Week, 5 February 2009, p11

Agencies

Agencies' forecast for 2009

The Marketing Communication Consultants Association (MCCA) has unveiled the results of its *Agency Barometer* which represents an analysis of the year ahead for agencies, as they perceive it. Rather surprisingly there is a sense of optimism in the agency world: 56.3% of agencies expect to have more business pitches in 2009 than 2008. Digital is the strongest discipline, with 56% expecting increased spend in this area. Agencies are also forecasting an increase in direct marketing activity and believe that clients are tending towards 'accountable, below-the-line activity in the current climate'. Sales promotion and PR are also predicted

to increase, while a decrease is forecast for sponsorship, media and advertising. 31.3% of agencies actually consider that staff numbers will increase. MCCA agencies tend to comprise fairly flexible businesses, that don't carry the extra baggage of the larger ones. Clients may also be looking at more 'cost effective and responsive solutions' which can be achieved via these outfits. 66 per cent of agencies describe themselves as 'quite optimistic' and 8.3% 'very optimistic'.

Marketing Week, 5 February 2009, p8

Ethnography may be the way

PSFK, the trends and innovation company, has introduced its forums to London: the Good Ideas Salon is designed to help inspire agencies with cutting edge innovative ideas. Here the PSFK speakers put forward their ten best ways to inspire new ideas. Amongst these is the concept of using ethnography; this is something that has been cropping up in the marketing press recently and is a recognition that advertising agencies can no longer just get away with providing gimmicks. In fact they are going to have to work with consumers, in order to understand their lifestyle, habits and whole way of thinking.

Campaign, 6 February 2009, p10

Brands and Branding

Brand Britain

Is 'Brand Britain' worse off than other countries? Even the US has Barack Obama to boost its optimism. John Noble of the British Brands Group and Sally Chatterjee of Visit London, suggest that the decreased value of the pound, together with falling prices, should make the UK more attractive to tourists. Branding has an effect on people's perceptions of countries and the UK's needs to be strengthened. Rune Gustafson of Interbrand thinks that we should look for new business models to achieve long-term success, because brands are built over a period of time.

Brand Strategy, February 2009, p10

Branding during the recession

This article investigates how brands can modify their strategies to cope with the economic situation. Key

points to consider are: to be honest with customers as they will probably prefer trusted brands, communicate the true value of the brand and what makes it better or different, keep communications simple, let the customer know your roots and, finally, deliver on promises. The basics of branding haven't changed and brands need to understand the market and why they are relevant to consumers.

Brand Strategy, February 2009, p24-30.

Colour does make a difference

Scientists monitored 600 people and found that the colour red stimulated attentiveness, while blue fertilised the imagination and inspired more of a risk-taking attitude. The subjects were unaware of what effect the colour was having on them, so findings could be used to great effect for marketing products and services. Background colour in ads can have different effects on a customer. For example, an ad for toothpaste produced more impact for a negative message such as 'cavity prevention' when presented with a red background, while blue created a better impact for a positive message, such as 'tooth whitening'.

The Independent, 6 February 2009, p12-13

Children and Youth

Toying with the recession?

Is the toy industry recession-proof when even Hamleys had to cut prices over Christmas? Can it survive the demise of Woolies? Can Transformer superhero, Optimus Prime, due to star in a film this year, help to boost the industry? Well it seems that parents would rather forego their luxuries than disappoint their children at Christmas and birthdays. Toys are reasonably 'low-ticket' and benefit from impulse buying. Mintel says the industry is 'relatively recession-proof', but the value of the market will fall as parents look for cheaper alternatives. Toy retailers could try new strategies, such as creating fashion and seasonal experiences in their outlets.

The Times, 9 February 2009, p49

Conferences and Events

Fashion show launches dock

Gok Wan, star of Channel 4's *How to look good naked*, was chosen to launch Leeds' regeneration scheme retail development at Clarence Dock, which has been undergoing renovation for the last eight years. The launch involved a fashion show on a floating catwalk. This was a way of getting all the brands on site involved and the event was branded: 'Discover the C'. As the organisers wanted to attract an audience from all over Yorkshire, a microsite was posted on the Yorkshire Post and Galaxy FM website. The total launch cost was £250,000. And there will now be some work to measure return on investment!

Meetings & Incentive Travel, February 2009, p25, 27

Customer Relations

Purrfect relations

In Japan some businesses are improving customer relations by providing brand friendship. Tokyo's Ja La La Café customers can pay £8 an hour to enjoy the company of a cat, which will sit and be petted. Other businesses are renting out beetles and ferrets, for those wanting a pet, but without the commitment. Another version of this is the hiring out of relatives and friends to attend weddings and funerals. Supportive relationships are also being offered by banks – yes you heard right! RBS claims to be offering impartial advice and the Nationwide is inviting people who aren't customers, to come in for financial advice. The hope is that customers will stay with businesses that have helped them. A longer article expands on the theme of brand friendship.

Brand Strategy, February 2009, p8, p16-17

Good relations, but not for all?

This is a pithy piece about customer relations and how to decide which of your customers you would like to keep happy. A company needs to keep its reputation, because every time a customer has a bad experience they will tell people about it. Realistically you cannot offer a great customer care experience to all and sundry, although you can provide customer service of varying quality. So it may be wise to prioritise and consider just who your key customers are and exactly why they are valuable to you.

Training Journal, February 2009, p75

Direct Marketing

Cross-media tools

This paper examines the development of cross-media tools for direct marketers, including website, email and print. It looks at new approaches to marketing and messaging and provides a model for integrated marketing campaigns. Cross-media marketing requires both creative and technical input, as well as project management. These days the technologies required for a successful campaign are available to both large global companies and small local organisations alike.

Journal of Direct, Data & Digital Marketing Practice, January-March 2009, vol 10(3)

DM with prizes gets big results

Fundraising firm CSDM has reported that response rates to direct mail campaigns offering cash prize draws have increased by 50% over the last year. Cash prizes are very attractive to people at the moment because of the recession. The proportion of existing supporters who responded to monthly raffle or lottery mailings also increased, from 10% in January 2008 to 15% in January 2009.

Third Sector, 10 February 2009, p9

DVDs

LoveFilm gets mobile

LoveFilm, the online DVD rental service, has launched LoveFilm Mobile, which shows more than 25,000 cinema and DVD trailers, news and charts. The new mobile service will be promoted to existing subscribers. Lionsgate, Paramount Pictures and Vue Cinemas are to be amongst the first advertisers on the service.

New Media Age, 5 February 2009, p5

Internet

AOL loses jobs

AOL, owned by Time Warner, is to cut 700 jobs, which represents 10% of its workforce worldwide, in response to the downturn in advertising revenues. AOL Chief Executive Randy Falco commented: "online marketers have tightened their ad buying across the board".

Media Week, 3 February 2009, p12

Search engine marketing

The *Search Engine Performance* report by Efficient Frontier revealed that search engine marketing spend rose by 11% in the UK during the last three months of 2008. Google increased its share of the search market from 82.6% to 88.2%.

Campaign, 6 February 2009, p5

Dragon's Den goes online

Dragons Den is to be put online by the BBC. Aspiring entrepreneurs will be invited to upload a video pitch of their idea onto the show's website. A selection of the best ideas will be streamed online. People will then be asked to rate and comment on the applications, the most successful of which could win up to £50,000.

Campaign, 6 February 2009, p5

Search engine optimisers in demand

Search engine optimisers (SEOs) are the people who work out how to make a web site crop up prominently following a search on the likes of Google or Yahoo! Jobs for SEOs are on the increase as the competition increases for 'eyeballs' and advertisers are increasingly on tight budgets. Matt McGowan, publisher of SerachEngine Watch, says that "more and more advertisers want proof that their spending works".

Business Week, 9 February 2009, p16

Rough campaign

Rough Guides, the travel publisher and competitor of Lonely Planet, is to relaunch its website later in the year, increase its presence on social networks and optimise its search activity. It badly needs the search engine optimisation in order to drive people to the site. People are not aware that Rough Guides has a lot of useful site content as well as an online shop.

New Media Age, 5 February 2009, p6

© Copyright 2009 The Chartered Institute of Marketing

Law

The green shoots of marketing

All companies want to be associated with the 'green' campaign, but not all claims to be green are strictly true. Now The Committee of Advertising Practice (CAP) is to announce plans to tighten the codes for green marketing, via a consultation paper expected within the next few weeks. Claims about environmental credentials will have to be verifiable. In 2007 there were 600 complaints to the Advertising Standards Authority (ASA) in relation to unsubstantiated eco-friendly claims. Research by Gyro International has revealed that half of British consumers do not trust companies in their environmental claims.

The Times, 3 February 2009, p37

Magazines

Lads' mags hit the bottom!

Those well-known lads' mags, *FHM* and *Loaded*, are expected to experience falls of 25% in their UK newsstand sales from July to December 2008, according to the next set of ABCs. The more upmarket *Arena* is also predicted to be down by 25%, and *Maxim* down by 58% year on year. Overall sales will be boosted by subscription and bulk sales. The market has apparently "hit the bottom" according to Mindshare's Paul Thomas, and the next step will be for publishers to "kill them off".

Media Week, 3 February 2009, p6

Wallpaper designs site

Wallpaper, the design magazine, has launched a video channel on its website. The videos are posted by celebrities, who are featured giving their opinions on design, fashion and related topics. The channel will go on to include footage from events, fashion shows and design fairs.

New Media Age, 5 February 2009, p9

Market Research

Damned lies and statistics

In his book *The Tiger That Isn't*, Michael Blastland, talks about how easy it is to be misled by numbers and statistics, and how the recent financial crisis has demonstrated this. He is critical of the way we use data in this country; we should be 'more responsible'. But he is an admirer of the Gapminder Foundation, which promotes the better use and understanding of statistics globally. Gapminder's tool, Tendalyzer, provides 'striking visualisations' of global trends and has been acquired by Google to integrate with its other tools.

Research, February 2009, p25, 27

Research to augment analytics

Jane Bloomfield talks about digital marketing, and concludes that analytics have become the 'default' evaluation tool. However, she feels that the marketing industry has missed out on the chance to

put research at the centre of the development of digital communications. Clients have been left with only a small amount of insight and are relying too heavily on behavioural measures. The research industry should start to integrate analytics data with attitudinal surveys, so that clients receive the whole picture.

Research, February 2009, p28-29

Marketing

Aegon gets marketing

Aegon, the Edinburgh—based life insurance and pensions company, is to cut eleven jobs in its marketing department, but hopes that there will be voluntary redundancies. The restructuring includes the appointment of Andy Marchant as marketing director last October, and the creation of new life and pension roles, including head of individual marketing and head of corporate marketing. In 2008 Aegon stated that it would be increasing its marketing spend to more than £10m, in order to compete more effectively with the likes of Axa, Aviva and Standard Life. That's what we like to hear!

Marketing Week, 5 February 2009, p5

Not so rotten butter campaign

Dairy Crest's Great British Butter campaign, featuring John Lydon, aka Johnny Rotten, appears to have helped increase volume sales of its Country Life brand by 85%, and increase value sales by 4%, during the third quarter of its financial year.

Campaign, 6 February 2009, p5

Newspapers

Evening Standard targets freesheets

Free and heavily discounted copies of *The Evening Standard* are to be offered outside train and tube stations, as the first part of a business plan by new owner, Alexander Lebedev, to compete with *theLondonpaper* and *London Lite*. The vendors will be paid to work until after 9pm, and will wear Evening Standard branded uniforms, similar to those worn by freesheet distributors. The varying price policy will be launched in March and will probably take effect in the evening, after 8pm or 9pm, while the 50p price will be maintained during the daytime.

Media Week, 3 February 2009, p3

Public Relations

Reciprocal PR

Caldwell Children, the charity for sick children, has come up with the unique idea of offering PR services to businesses in return for donations. It is currently providing press releases and marketing material for six SMEs. This is an attractive proposition for small businesses which can no longer afford to give to charities, and are experiencing a fall in their marketing budgets. The charity receives just £1000

a month from this activity, but the money has helped to offset a fall in income.

Third Sector, 10 February 2009, p9

Radio

Digital still to take off

The Government has not yet set a plan for digital radio switchover for consumers. Digital Audio Broadcasting (DAB) radio ownership has increased to 29.7% but many digital stations have reported a fall in listening figures. Lord Carter's report states that the rationale for switchover from analogue to digital TV cannot be applied to radio, as digital radio needs the buy-in of car manufacturers, retailers and the BBC to 'increase the attractiveness, availability and affordability'. In addition DAB is not providing the same opportunities for advertising as internet radio.

Marketing, 4 February 2009, p2

Social Media

Social media as influencers

According to Hill & Knowlton's *Tech Decision-makers Study* online, social media are now key influencers of decision-makers in deciding which technology services and products to buy for business, and are as important as traditional media. Technology vendors should use effective monitoring systems to understand what people are saying about their products and to promote blogger recommendation. 67 per cent of those surveyed thought analyst reports influential, while only 47% and 48% respectively thought online sources and industry blogs influential.

PR Week, 6 February 2009, p13

Barclaycard slides

Barclaycard is encouraging people to create spoof versions of its 'Waterslide' TV ad, which promotes Barclaycard's contactless payment service. The winners will get to ride on some of the world's biggest waterslides in Dubai, China, Brazil, Germany and the US. Barclaycard will also launch a spoof version on YouTube.

Marketing, 4 February 2009, p5

Sponsorship

Sponsorship slowdown

Despite its problems, the Royal Bank of Scotland has agreed to carry on sponsoring the Six Nations rugby tournament. As contracts for sports sponsorship come up for renewal there are fears that both sport and the arts will suffer from a lack of financial security. Honda has left Formula One and sponsorship for this high profile event has seen the likes of Credit Suisse, Petrobas and Dell pull out. Sports sponsorship is considered a very effective marketing tool, but companies will have to focus on where their sponsorship spend goes.

Television

Lego Star Wars

Lego's new Star Wars range is to be promoted on cartoon Network as part of a sponsorship deal. The new weekly series, *Star Wars: The Clone Wars*, which begins on 14th February, is central to the sponsorship and targets boys of between four and nine years. A call to action will encourage viewers to visit the *Lego Star Wars* microsite, which offers downloadable wallpaper, a screensaver and a game. The Lego products include themed toys and building packs.

Marketing Week, 5 February 2009, p11

Minder might have younger appeal

Five has produced an updated version of the 1980s *Minder* series, featuring Archie Daley, the nephew of the original Arthur Daley. The series is aired in the post-9pm slot. The show might have been better aired earlier, and aimed at a younger audience, and the humour might appeal more to children than adults, says this article. Advertisers might also prefer to target family audiences.

Marketing, 4 February 2009, p6

New opportunities on TV

The cost of advertising on TV is at its lowest since 1992, which means that smaller brands can afford to appear for the first time. Industry pundits can't agree over whether lesser-known brands will devalue TV advertising. People might switch over if the brands are low interest, while viewers may consider a TV show to be 'prestige' if it is accompanied by an ad break full of premium brands. However consumers tend to trust TV ads and this is an excellent way of introducing new brands.

Marketing, 4 February 2009, p28-29

TV viewing rises

UK TV viewers watched 2.4 billion ads a day in 2008, or 42 each, if figures from the Broadcasters' Audience Research Board are to be believed. TV viewers watched an average of 16 hours and 24 minutes of TV a week in 2008, an increase of 18 minutes over 2007.

Media Week, 3 February 2009, p13

Video

Advertisers happy with Hulu

Hulu, the web video joint venture formed in 2007 by NBC Universal and News Corp, is now fourth in the rankings behind YouTube, Yahoo! and Fox Interactive Media with regard to videos viewed. One of the biggest factors in its success is its support of streamed video with advertising, as an alternative to charging for downloads. The ads are few in number and short, with a countdown timer 'that makes them more bearable'. Sometimes viewers can even choose which ad to watch. Jason Kilar of Hulu claims that people recall ads on Hulu better than they do TV ads, which advertisers obviously appreciate.

The Economist, 7 February 2009, p65

Viral Marketing

Viral is a long-term strategy

Viral marketing is so much more than just videos on YouTube. An example is the poster campaign for the Batman movie, *The Dark Knight*, which led to 40 separate websites, and further publicity for the film via alternate reality games (ARGs). An effective ARG can greatly enhance a marketing programme. But viral marketing campaigns should be treated as a long-term strategy – they are not a 'short-term gimmick'.

Brand Strategy, February 2009, p44-45

How to recommend

The Royal Mail recently identified the 'recommendation generation'. Its report, by the Future Foundation, revealed that 66% of people regularly make use of online social networks and are more likely to buy something that has been recommended. James Murphy, the editorial director, says that for modern consumers the "ultimate endorsement of a product comes from the lips and clicks of their friends". Although it is important to recognise early adopters, a good brand will attain 'natural spread'. But face-to-face conversation is still prevalent in recommendation: research by Rise shows that 92% recommend via face-to-face, 50% use email, 46% recommend by text messaging and 35% use web postings.

Marketing Week, 5 February 2009, p23-34

On the Move

Name	From	To	New Title	Source
Matt Bailey	I-Level	IAB Affiliate Marketing Council	Chairman	New Media Age
Kay Boycott	Oxford Strategic Marketing	Shelter	Director of Communications	PR Week
Mark Brandon	consultant	IDS	Director, Platforms	Media Week
Kris Dent	Association of Tennis Professionals	2018 World Cup	Director of Communications	PR Week
Jonathan Gillespie	Google UK	GMG Radio	Commercial Director	New Media Age
Michelle Harrison	The Futures Company	BMRB Social	MD, Government & Public Affairs Research	Research
Mike Ironside	various	National Readership Survey	Chief Executive	Research
Michael Johnson	Abbey	Thomas Cook	Brand Director	Marketing Week
Robert Mackenzie	Webswappers	KidsCo	Sales Director	Media Week
Simon Rayner	Zoological Society London	National Union of Students	Director of Marketing & Communications	Third Sector
Katherine Rose	TK Maxx	Reader's Digest UK	Publishing Director	Marketing
Blair Ruelens	Cadbury Schweppes	Information Resources UK	Managing Director	Research
Lucie Russell	Youngminds	Prison reform Trust	Director of Campaigns	PR Week
Gail Scott-Spicer	Rainer Crime Concern	The Scout Association	Director of Marketing & Comms	PR Week
Benjamin Ward	Brunswick Arts	WWF-UK	Head of Press & Media Relations	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Sam Dolan	Arla Foods	Brand Manager, Castello	Brand Manager, Cravendale	Retail Week
Simon Podd	Bebo	Head of Sales UK	VP, Sales & Advertising	Marketing

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 in the World's Best Journals at <http://www.cim.co.uk/knowledgehub>

** Available full text via Business Source Corporate

* Abstract only available via Business Source Corporate

Brand Strategy**

Businessweek

Campaign**

The Economist**

Journal of Direct, Data and Digital Marketing Practice

The Independent

Marketing**

Marketing Week **

Media Week

New Media Age**

PR Week

Research

Retail Week

Third Sector

The Times** (via the UK/Eire Reference Centre)

Training Journal**

To access Business Source Corporate visit www.cim.co.uk/knowledgehub and click on 'World's best journals'. The 'Search now' link will appear when you are logged into the site. 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. If you have any problems accessing Business Source Corporate, or navigating the website, please contact the CIM Information and Library team.

Contents

To fast forward click on the following links:

[Advertising](#)

[Agencies](#)

[Brands and Branding](#)

[Children and Youth](#)

[Conferences and Events](#)

[Customer Relations](#)

[Direct Marketing](#)

[DVDs](#)

[Internet](#)

[Law](#)

[Magazines](#)

[Market Research](#)

[Marketing](#)

[Newspapers](#)

[Public Relations](#)

[Radio](#)

[Social Media](#)

[Sponsorship](#)

[Television](#)

[On the Move](#)

[Sources](#)

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.