

11 November 2008

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

[Quick links](#) to Sections.

Advertising

Retail takes refuge

As retailers gear themselves up for a tough Christmas, what are they planning for their ad campaigns? Tesco spent a lot of money last year on its Spice Girls ad, but is expected to go for a 'value proposition' this Christmas. Similarly, last year's Marks & Spencer extravaganza is unlikely to be repeated this year. Naked's Will Collin says retailers will be creating messages "about value and great prices" that allow consumers to shop, but without going over the top and feeling they have wasted money.

Marketing Week, 6 November 2008, p23

Ad effectiveness measured

The European Interactive Advertising Association and IAB Europe are working together to examine internet audience and traffic measurement techniques. The ultimate aim of the study is to "improve the accountability of the internet as an ad medium". It is hoped that industry standards will be defined, based on the results.

New Media Age, 6 November 2008, p17

Google to find the answers

Search engine Google is to investigate the way in which internet users interact with online advertising and how they consume online video. The results of the study will help advertisers decide on the best course to take when advertising around online video.

Media Week, 4 November 2008, p11

Careful about overkill

Anti-smoking ads often feature some rather grisly scenes, such as fatty deposits oozing from arteries, or frightening scenes, such as someone gasping for breath. However, researchers at the University of Missouri say using both tactics in the same advert could

reduce its impact. Although both types of ad were more effective than those that lacked emotional content, combining grisly and frightening content led to lower recall because subjects' attention wandered. It could be that people are unable to process so much emotion, 'tuning out' what they don't want to see, concluded the research.

Business Week, 10 November 2008, p14

Good reaction to ads

Research by the Advertising Association has found that most consumers view advertising as "a helpful and informative way to find out about new products".

M&M weekly news digest [Accessed on 5 November 2008]

Agencies

Agencies lined up

Honda is inviting agencies to pitch for the launch of its new Insight hybrid model, which will debut in the spring. The car manufacturer wants the launch to be "fresh and innovative", and says a brief has been put out to tender.

Marketing Week, 6 November 2008, p10

Making music

Marketing comms agency Exposure has joined forces with Sony to create an agency that will bring brands and music artists together. SBX will offer services such as product placement in music videos and ad-funded content.

Marketing Week, 6 November 2008, p10

Brands and Branding

Fifty years of Corro

Five British brands are to play a role in *Coronation Street's* fiftieth anniversary celebrations, which are to take place in 2010. Top brands, which are likely to be in the tea, soap, chocolate, bread and coffee sectors, will

see actors from the TV soap in their advertising, and licensed products will also be on offer.

Marketing, 5 November 2008, p1

North-South divide

Research by Kiss Radio has found that consumers in the North and South of the country have different brand loyalties. In the North, consumers are more loyal to gaming brands PlayStation and Xbox, and Adidas and Nike, while southerners are more loyal to Topshop and social networking sites.

Marketing, 5 November 2008, p6

Customer Relations

Blinkered business

Research described as “frankly disturbing” has found that although British businesses are upbeat about the future, few know how satisfied their customers really are. Shape the Future found that 70.3% of companies say they measure satisfaction, but, in reality, they use fairly basic methods. The remaining companies said they didn't bother to measure it at all because customers wouldn't tell them about problems they experience or they were too busy. Some admitted they had never considered it at all. Too many companies believe that a decline in sales is due to a fall in demand – but that isn't necessarily the case.

Customer Strategy e-newsletter [Accessed on 5 November 2008]

Bigger not always better

Research company CFI Group says it has created the first UK National Customer Satisfaction Index for credit card companies. It asked customers to rate their satisfaction with credit card providers and found that smaller companies were rated more highly than the five largest providers. Customers were polled about complaints, satisfaction, CSR and data protection.

Customer Strategy e-newsletter [Accessed on 5 November 2008]

Direct Marketing

DM feels credit pinch

Fewer credit card direct mailings are being sent to consumers in the US as the financial crisis continues. Mintel Comperemedia says just 1.34 billion pieces of credit card direct mail were sent during the third quarter of this year, which is a 28% fall on the same quarter last year.

Mintel press release [Accessed on 6 November 2008]

Internet

Onion heads to Telegraph

Satirical videos from The Onion News Network are to feature on Telegraph.co.uk

Marketing, 5 November 2008, p10

First chance to see

The BBC is to allow people to view clips and images from its forthcoming *Last Chance to See* programme, to be presented by Stephen Fry and Mark Carwardine. The rich-media site follows their journey as the pair seeks out rare and endangered species, retracing the steps of Douglas Adams. The TV series will be broadcast next year.

New Media Age, 6 November 2008, p8

One is online

Fans of the royal family will be able to view videos and previously unseen footage of royal visits in Britain, thanks to ITV. It has launched a royal channel on its ITV Local service, with footage dating back to 1956.

Media Week, 4 November 2008, p4

Loyalty Programmes

Loyalty will win the day

Supermarkets and other retailers that operate loyalty schemes are best placed to beat the economic downturn, according to GI Insight. The research shows that value retailers are getting more return from their programmes, and that the mid-market retailers would be suffering even more if it weren't for their loyalty schemes.

Customer Strategy e-newsletter [Accessed on 5 November 2008]

Magazines

A good digital read

Dennis Publishing says more and more internet users are reading its magazines online – the figure is now 1.4 million people per month. *Monkey* attracts about 283,500 readers, while the recently launched *iMotor* has 108,600 readers, on average.

New Media Age, 6 November 2008, p17

Turkey attracts

Newsweek has launched in Turkey and is hoping for a circulation of 50,000. It is the first licensed international news magazine to launch in the country.

M&M weekly news digest [Accessed on 5 November 2008]

Marketing

Your views welcomed

The Chartered Institute of Marketing is pleased to be supporting the Marketing Compass 2009 survey – a transnational survey of marketing professionals that aims to find out more about the state of marketing across Europe. Marketers have until 15 December to complete the survey, the results of which will be available early next year.

<http://www.emcoffice.net/europolls/TakeSurvey.asp?SurveyID=mLM193LJ7n64I>

Scottish strategy

Winter is drawing nearer and people are thinking about getting away for a while – but Scotland is probably not the first place they consider for a break. However, VisitScotland is planning to turn things around by promoting the country as the ideal destination for a winter holiday. By focusing on how beautiful the Scottish countryside can be in winter, Visit Scotland has put together a campaign that can't fail to win hearts and minds. This case study examines the strategy, execution and outcome of the campaign.

the marketer, November 2008, pp20-3

Think about good causes

Teaming up with a charity is one way in which a business can build awareness and gain trust among consumers, which is currently rather low. However, businesses need to carefully consider which cause they should support, and need to think about the culture of the two organisations, as well as the geographical distance between the two. This article has more tips on choosing the perfect partner, and uses Age Concern's Great Sunday Lunch and Aunt Bessie's as an example of what works.

the marketer, November 2008, pp32-6

Newspapers

Standards are down

The midday edition of *The Evening Standard* is to disappear. The paper will be published in the morning, and there will be a West End Final edition.

Marketing, 5 November 2008, p6

Makeover for FT website

The *Financial Times* has redesigned its website with the aim of integrating its print and online presence. The homepage will be pink, and have a "clean and uncluttered" look.

www.marketingweek.co.uk [Accessed on 10 November 2008]

Public Relations

Charities to open up

PROs who work for charities need to promote the medical research that the organisations undertake, according to the Association of Medical Research Charities (AMRC). It has found that the public does not understand the relationship between charities and medical research, and says just 22% of those polled by Ipsos Mori believed charities to be "sufficiently open about their research". It is acknowledged that charities are in a difficult position, as they don't want to raise hopes of a miracle cure, but they do need to stress their successes.

PR Week, 7 November 2008, p10

Tough call for Jaguar

Car manufacturer Jaguar Land Rover may have been bought by India's Tata, but the marque is looking to become an iconic British brand. Portland PR has been tasked with taking the brand to the same level as blue-chip companies; the car company is the largest in the UK, but admits that it needs to "start mixing with other British major corporates".

PR Week, 7 November 2008, p1

Radio

Radio that comes to you

A radio player application is planned by Absolute Radio, to be available on Facebook, Google and MySpace. Brand Director Chris Lawson says, "It's about going where the audience is rather than expecting them to come to us." A desktop player is also to be launched for use by Absolute's VIP community online.

New Media Age, 6 November 2008, p3

Sponsorship

Lewis to speak for other brands

F1 World Champion Lewis Hamilton is to appear in an advert for Santander that also features the Bradford & Bingley and Alliance & Leicester brands, which it has recently acquired. The move extends the bank's sponsorship of the McLaren Mercedes team.

Marketing, 5 November 2008, p1

Olympics highlighted

GE is to use moving images on London taxis to promote its sponsorship of the Winter Olympics in 2010 and the London 2012 Games.

Marketing, 5 November 2008, p5

On the Move

Name	From	To	New Title	Source
Susan Brown	Smooth Radio	Global Radio	Head of Marketing, Heart and Capital	Marketing Week
Matt Button	Lexus	HMV	Head of Customer Relationship Marketing	Retail Week
Sarah Wood	Airmiles	Waitrose	Head of Marketing	Marketingweek.co.uk

Promotions

Name	Company	Previous Title	New Title	Source
Mark Loughran	Nokia	Sales Director	General Manager	Marketing Week
Ben Verinder	The Association of Colleges	Media and PR Manager	Comms Director	PR Week
Mark White	Five	Executive Sales Director	Managing Director	Marketing Week

Sources

To receive full copies of many of the articles mentioned, please contact the Information and Library team:

+44 (0) 1628 427 333 <mailto:library@cim.co.uk>

Charges may apply. Or see Business Source Corporate 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

Business Week**

Customer Strategy e-newsletter (visit customer-strategy.co.uk)

M&M weekly news digest (visit mandmglobal.com)

the marketer (also see www.themarketer.co.uk)

Marketing**

Marketingweek.co.uk

Marketing Week **

Media Week

Mintel press release

New Media Age**

PR Week

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](#)

[Customer Relations](#)

[Direct Marketing](#)

[Internet](#)

[Loyalty Programmes](#)

[Magazines](#)

[Marketing](#)

[Newspapers](#)

[Public Relations](#)

[Radio](#)

[Sponsorship](#)

[Television](#)

[On the move](#)

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

© Copyright 2008 The Chartered Institute of Marketing

The views expressed in *Cutting Edge* are not necessarily those of The Chartered Institute of Marketing.