



Cutting Edge

16 September 2008

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

Click [Here](#) for quick links to Sections.

Advertising

Not a celeb in sight

Supermarket Asda is to begin using 'real people' in its advertising, rather than celebrities. Workers from the public sector have been called in to work their own kind of magic in the ad campaigns.

Marketing, 10 September 2008, p5

Ads on the move

Sainsbury's is to offer advertising space on its lorries. One side of its 1,000 delivery lorries will be sold for advertising purposes.

Marketing Week, 11 September 2008, p12

Length is important

The traditional 60-second advert may have got shorter, but is length of ad an issue? This article looks at research into advert duration and compares consumer recall in order to find the best length of time for an advert. It concludes that 30 seconds is enough to "deliver...four peak brand-building moments", while a 15-second advert will only deliver three.

Admap, September 2008, pp45-8

Ads welcome at a price

A survey by Nielsen Mobile shows that 34% of mobile phone owners would be willing to receive mobile adverts if their bill was reduced in return. Consumers aged 15-17 were most open to mobile advertising, followed by 25- to 34-year-olds.

New Media Age, 11 September 2008, p13

Rethink digital media

Companies need to reconsider the ways in which they use digital media if they want to keep consumers' attention. A study by Redshift Research shows that consumers are increasingly keen to access services via their mobile phones, but too few organisations are getting the most from digital media. The

research also indicated that 75% of respondents fast-forward through the ad breaks when watching pre-recorded TV programmes, and that just 62% of television is now viewed in real time. Furthermore, consumers now prefer to receive marketing messages via digital means.

Customer Strategy e-newsletter [Accessed on 10 September 2008]

Agencies

One hired for stroke work

Mediaedge:cia has been appointed by the Department of Health to run a campaign that will raise awareness of strokes. The agency won the pitch in which Manning Gottlieb OMD was also involved.

Marketing, 10 September 2008, p6

M&C Saatchi is identified as winner

The Home Office has appointed M&C Saatchi to raise awareness and highlight the benefits of its National Identity Scheme.

Marketing Week, 11 September 2008, p11

Brands and Branding

Recession? What recession?

Brands can survive, and even prosper, during the economic slowdown if they rethink their strategies. Consumer trust and brand loyalty have fallen during previous downturns, according to Young & Rubicam's Brand Asset Valuator, but brands that focus on values will win out. Strategies to consider include giving customers 'trade-off options' and removing costs while adding benefits.

Admap, September 2008, pp18-21

Children and Youth

Read on

Children are to be encouraged to read more in a new campaign that has the support of Paramount Comedy, Nickelodeon and Viacom Brand Solutions. Leapfrog and the National Schools Partnership will run the campaign, Love to Read, as a joint initiative.

Marketing, 10 September 2008, p6

Sainsbury's gets active

Supermarket Sainsbury's is revamping its Active Kids initiative to ensure it remains fresh and competitive now that customer loyalty is all-important. Sports and cookery equipment has been given to schools, as well as packs called 'Active Kids get cooking' that provide information about food.

Marketing, 10 September 2008, p10

Well-off youth

It is believed that schoolboys aged 10-15 regularly leave home in the morning with £600 worth of "gadgets, clothes and jewellery", such as mobile phones and iPods. Youngpoll.com found that girls carry items costing an average of £345.

The Daily Telegraph, 10 September 2008, p4

Conferences and Events

Better things to do

It's official – meetings are a waste of time. One-third of meetings in the workplace don't accomplish anything, according to a poll by VisitBritain. Meanwhile, employees concentrate for an average of 41 minutes before losing interest, while 52% of the 2,500 respondents expected to attend fewer meetings over the next 5-10 years.

C&IT news tracker [Accessed on 8 September 2008]

Customer Relations

Mind your language

This article examines psycholinguistics – or the art of using language "to manage people's perceptions and influence their subsequent actions". Companies that spend thousands on public relations will find the money goes to waste if the reality of a situation fails to meet with a customer's expectations. Psycholinguistics can actually improve customer satisfaction, increase customer loyalty and reduce complaints.

Customer Strategy, September 2008, pp45-7

Direct Marketing

No contest!

Range Rover is to use a direct marketing campaign to show consumers that it is the best 4X4. The pack consists of a black envelope that contains a brochure that says "We admit we have some great competitors". However, once the brochure is opened, consumers can see that the 'competitors' include a Ferretti 881 Yacht.

Marketing, 10 September 2008, p10

Code is updated

The Direct Marketing Association has revamped its code of practice to take account of new rules such as the Consumer Protection from Unfair Trading Regulations.

Precision Marketing, September 2008, p4

Internet

Tesco calls the tunes

iTunes could have a serious rival if BBC Worldwide, ITV Worldwide and Fremantle Media sign up with Tesco for a download store.

New Media Age, 11 September 2008, p3

Women on the web

The women of Britain have taken the internet into their homes and their hearts, spending approximately nine hours a month on the web. Thirty-one per cent say they read other people's reviews on a regular basis, and while 26% trust the views of other consumers, only 10% feel the same way about brands' websites.

New Media Age, 11 September 2008, p10

Magazines

Get your *Economist*

London's street vendors are to begin selling *The Economist* as the magazine looks to broaden its appeal.

Marketing, 10 September 2008, p6

Lifestyles on offer

A lifestyle magazine has been launched by *The Wall Street Journal* in Asia and Europe. Advertisers in *WSJ* include fashion, jewellery, wine and financial services brands.

Media Week, 9 September 2008, p11

Marketing

Email will ride the storm

E-consultancy's 2008 *Email Marketing Platforms Buyer's Guide* suggests that the economic slowdown won't affect email

marketing rates as much as other media. It expects email marketing to grow by 24% during the next 12 months. Companies will also be more likely to integrate email into the marketing mix.

Precision Marketing, September 2008, p5

Celebs have had their day

Over-exposure of celebrities and an ageing population mean that marketers who use celebrities to endorse their products should rethink the strategy. Datamonitor has found that consumers are showing signs of fatigue when it comes to celebrity marketing. Instead, products themselves need to be positioned as “the next generation” of celebs.

Winning Edge, September 2008, p6

Surviving the downturn

Sales guru Neil Rackham offers some advice on selling to survive the credit crunch in this article. He points out that fewer than half the people in B2B sales have ever worked in a recession, so there is a lot to learn. Working harder isn't necessarily the answer; it would be better to “focus sales effort where it counts”. Another tip is to plan calls and prepare yourself well, but don't become a ‘talking brochure’. Rackham also strongly believes in ending conflict between marketing and sales departments – this is a time for co-operation.

Winning Edge, September 2008, pp21-3

New puritans

Consumers who are shunning indulgent lifestyles and buying more ethical products instead have become known as the new puritans. They can often afford expensive treats, but are choosing to do without – and are criticising those who still indulge themselves. Marketers need to tread carefully with these consumers, but one strategy would be to promote a product as an occasional treat, such as Magnum's Seven deadly sins campaign does. Other ways to tackle new puritans are to promote ‘healthy hedonism’ (having fun without the guilt) or to act as a ‘health advisor’, as per Flora's Love Your Heart promotion.

Brand Strategy, September 2008, p8

Newspapers

Chips are down for newspapers

August was a poor month for the newspaper industry, with readership figures down for all the nationals. *The Scotsman* suffered in particular – its circulation figures were down by 10.4% year on year. Although some of the drop can be put

down to people being on holiday, some industry experts say the lack of investment in newspapers is showing.

Media Week, 9 September 2008, p8

Executives make their choice

Times Online, *The Times* and *The Sunday Times* are more popular with business executives than any other newspapers, online or off. That's according to Ipsos Mori's *British Business Survey 2008*.

Media Week, 9 September 2008, p10

Public Relations

Operating within the law

Changes to the law on employing immigrants are little understood by PR agencies. The PRCA has found that just 10% of agencies understand the law and how it will affect them. It accuses the government of not doing enough to promote the fact that companies will need sponsorship licences if they want to employ foreign workers. The change in the law comes into effect this November.

PR Week, 12 September 2008, p2

Double whammy

Edinburgh and Glasgow are to run a joint PR campaign that will position the two cities as “European and global centres for business and tourism”. The move follows the success of similar initiatives in Denmark (Copenhagen-Malmö) and Australia (Melbourne-Sydney).

PR Week, 12 September 2008, p4

RMS takes legal work

PR agency RMS is to promote Manchester as a great place to study law. The College of Law says it is the best place outside London to study, and the legal market in the city has grown by one-quarter since 2006.

PR Week, 12 September 2008, p4

Bond does bit for Britain

Tourism body VisitBritain is to use James Bond to promote Britain to foreign bloggers. Fifteen bloggers from around the world have been asked to come to Britain and “live like Bond”. Trips on the Thames in speedboats, martini-making classes and days at the Bond exhibition are all part of the experience that the chosen 15 will blog about.

PR Week, 12 September 2008, p13

Radio

Whale of a time

Radio station LBC 97.3 has recruited James Whale to present a drive-time show that will kick off in November. The show will be broadcast on weekdays.

Media Week, 9 September 2008, p4

Sponsorship

Dell makes music

Dell has signed as a sponsor of this year's MTV Europe Music Awards. Other sponsors already include Sony Ericsson and Espirit.

Marketing, 10 September 2008, p5

Hasbro joins up

Toy brand Hasbro is to sponsor pre-school TV channel Cartoonito for five months. The sponsorship will push Hasbro's Playskool range.

Media Week, 9 September 2008, p6

Phelps makes a splash

American swimming star Michael Phelps could net himself £22 million in sponsorship deals in the next four years.

Brand Strategy, September 2008, p7

Television

Olympics good for mobile TV

Research by Telegent has found that 88% of respondents would like to keep up with results in the Olympic Games via mobile television, suggesting that global events such as the Games could be good news for the mobile TV industry. Meanwhile, 33% said they watch sport on their mobiles, and 60% watch the news.

New Media Age, 11 September 2008, p13

Telly addicts

Television viewing rose during the second quarter of the year (3.57 hours per day) compared with the same quarter last year (3.46 hours), according to the IPA. However, the number of people tuning in to terrestrial channels fell to 61.8% from 63.6%.

Media Week, 9 September 2008, p7

Digital growth

Half of all households around the world will have digital TV by 2013, say figures from Informa. Penetration in the US by the end of this year will stand at 77%, while it will be 63% in Europe.

M&M weekly news digest [Accessed on 9 September 2008]

Women

A ladies' beer

A beer aimed at women is to be launched by SABMiller. The move is just one in a series by the alcohol industry, as Coors has already established a unit called Eve that will be responsible for creating and marketing beers for women.

Marketing, 10 September 2008, p3

Report has final word

A report on how marketing has an impact on sex equality and stereotyping has won the approval of the European Parliament. One recommendation in the report, drafted by the Women's Rights Committee, is for EU states to begin educating people about sex inequalities, with the aim of ending them.

Marketing, 10 September 2008, p4

Women have their say

IPC Media has found that 36% of women over 35 are unhappy with the way in which marketers target them, saying they find advertising patronising. Women who are from an older generation also add that they feel excluded, and that they are fed up with the "enduring obsession with youth".

Marketing, 10 September 2008, pp28-9

On the Move

Name	From	To	New Title	Source
Andy Brent	Department of Health	BSkyB	Group Brand Marketing Director	Marketing Week
Hannah Evershed	Isobar	MindShare	Global Search Engine Marketing Director	New Media Age
Mark Hilton	Warner Music International	Miroma	Marketing Director	New Media Age
James Loader	Unknown	Samsung Cameras	Product Marketing Executive	Marketing Week
Sophie Lorge	Rimmel London	Christian Dior	Marketing Director UK	Marketing
Ken Nathan	PolySpace Technologies	IntelligentComms	Sales Director	Winning Edge
John Scully	News International Group	39 Logistics	Sales and Marketing Manager	Winning Edge
Helen Vaughan	Tesco	Composite Software	Sales Director, Europe, Middle East, Africa	Winning Edge

Promotions

Name	Company	Previous Title	New Title	Source
Jeremy Morris	Orange	Head of Acquisitions	Head of Direct Marketing	New Media Age

Sources

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C&IT news tracker

Customer Strategy

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

The Daily Telegraph

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

Marketing**

Marketing Week **

Media Week

New Media Age**

PR Week

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