

18 November 2008

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

[Quick links](#) to Sections.

Advertising

People power harnessed

Consumers are being invited to help create an advert for Cadbury's Wispa chocolate bar. Visit www.fortheloveofwispa.com for more information. Meanwhile, VisitDevon is seeking people who are passionate about the county who are willing to act as brand ambassadors.

Marketing, 12 November 2008, p4

Des in Tesco ditty

Singer and entertainer Des O'Connor has been appointed by Tesco to star in its Christmas adverts. He will wander through Tesco's winter wonderland singing *Chestnuts Roasting*.

www.marketingweek.co.uk [Accessed on 14 November 2008]

Strategy is most important

Advertisers are being encouraged to be more strategic during the downturn because some consumers are recession-proof while others will even find themselves better off. Different types of media should be investigated in order to find the best ways to target consumers, says Charlie Makin of Arena BLM.

M&M weekly news digest [Accessed on 13 November 2008]

Carry on spending

Brand owners are being warned that reducing TV ad spend is not the way to weather the recession. PricewaterhouseCoopers says it is important that brands continue to advertise on television, and failing to do so will cause damage to the brand. PWC goes on to remind brands that their competitors won't go away in an economic slowdown, and "TV continues to drive significant shifts in consumer preferences".

M&M weekly news digest [Accessed on 11 November 2008]

Give social media a miss

Brands are advised to steer clear of advertising on social networking sites – that's the message from YouGov and e-Dialog, which surveyed nearly 2,000 people about this ad strategy. Just 3% said it was all right for brands to contact them via social network email accounts. Meanwhile, 22% stated that they would not respond to this sort of advertising – these email accounts are personal, and brands are not welcome, says the report.

M&M weekly news digest [Accessed on 13 November 2008]

Agencies

BBH for Heineken

Bartle Bogle Hegarty has won Heineken's global advertising account from Red Brick Road. The account is worth £40 million.

Marketing Week, 13 November 2008, p10

Publicis says hello to Tata

Tata Steel has awarded its branding account, which is worth £10 million, to Publicis. The sixth largest steel company in the world is aiming to raise awareness of its brand, and says its branded products, such as Tata Pipes and Tata Bearings, have helped increase its sales revenues over the last few years.

Marketing Week, 13 November 2008, p10

Vizeum cruises in

Carnival Group Cruises has appointed Vizeum to handle its UK media planning and buying account, ending its six years with Starcom. The group's businesses include P&O and Cunard.

Media Week, 11 November 2008, p10

Brands and Branding

Strategies for success

This article gives some insight into how some brands and retailers are beating the credit

crunch. Consumer spending may have fallen, but there are ways and means to get them to buy your brands instead of your rivals'. Sainsbury's, for example, is encouraging shoppers to 'Switch and Save', and change from big brands to its own brands. Meanwhile, Skinny Cow is showing consumers that they can treat themselves without worrying about the cost or their waistlines. By positioning itself as a fun brand, Skinny Cow tells women that life is too short to worry. Other retailers are opening standalone stores – for example, House of Fraser has opened a discount concept shop for its old and excess stock.

Brand Strategy, November 2008, pp26-32

Branding banks

With consumer trust at an all-time low, what can banks do to win back confidence? The looming recession, identity fraud and negative press are big pressures, so it has never been so critical to maintain a strong brand image. Brand management for financial services has three main elements: visibility, image and delivering expectations. This article explains how to achieve all three.

Brand Strategy, November 2008, pp52-3

Brand management, brand performance

Although all companies want to build strong brands, there has been little research so far as to how a brand management system (BMS) impacts on brand performance. This paper seeks to address the issue in both B2B and B2C, looking at the BMS, market orientation and brand performance.

Industrial Marketing Management, Vol 37(7) 2008, pp848-855

Kellogg fights back

Kellogg is encouraging consumers not to switch to supermarket own brands by promoting the quality of its cereal and showing that a bowl of its Corn Flakes only costs 10p. An ad campaign will feature images that have been used on the packaging since launching 100 years ago. The brand is also returning to its original strapline, "None genuine without this signature".

Marketing, 12 November 2008, p3

Conferences and Events

Singapore slings into first place

The Union of International Associations has named Singapore as the world's top international meetings city. Three million business tourists contributed £1.6 billion to Singapore's economy last year, beating Paris

and Vienna, which were in second and third place respectively.

Conference & Incentive Travel, November 2008, p8

Customer Relations

How to value 'free'

Many companies rely on customers who pay little or nothing, subsidised by paying customers. Executives know that 'free' customers are critical to their company, but are often unsure as to how to value their actual worth. They tend to focus on customers who generate revenue, but now a new model has been suggested that measures the worth of free customers, enabling executives to decide whether or not to pursue them. Both direct network effects (how buyers attract more buyers) and indirect network effects (how buyers attract more sellers) need to be considered. By doing this, a company can work out how much each free customer is worth by taking into account how many more customers, free or paying, he or she brings in.

Harvard Business Review, Vol 86(11) 2008, pp102-9

CRM to the fore

A report by Gyro International shows that CRM is becoming more important to businesses as the economy stalls. More than 80% of those surveyed said they were now investing in CRM, and 50% were being proactive in investing in customer loyalty.

Database Marketing, November 2008, p4

Give service with interest

Mystery shopping at 400 UK bank branches has revealed serious flaws in banks' attempts to win more customers. The research found that 60% of staff did not offer customers a chance to open an account, meaning opportunities are being lost, and just one-fifth of mystery shoppers said staff had "excellent" product knowledge. However, Grass Roots did find that 95% of mystery shoppers were greeted by friendly staff and 76% had to wait no longer than three minutes to be served. The survey concluded that if banks are to win the trust of consumers, they must give excellence service.

Customer Strategy e-newsletter [Accessed on 11 November 2008]

Direct Marketing

Wasteful email

The E-Consultancy/Adestra Email Marketing Industry Census 2008 has found that internet

marketers are wasting money because they spend too long on administration and other manual tasks and not long enough on targeting and optimisation.

Precision Marketing, November 2008, p5

Internet

Beeb plans networking attack

News that the BBC's websites are less popular than they were will lead to social networking facilities being introduced on its sites. Although the iPlayer has been a massive success, the BBC has fallen behind other sites when it comes to social media.

Marketing, 12 November 2008, p2

Films for free

Films and television shows are to be available on YouTube, free of charge, thanks to a deal between the website and MGM Studios.

Marketing Week, 13 November 2008, p12

Life goes mobile

The number of people using the mobile web has risen by 3% in the third quarter of the year, according to Nielsen Mobile. Most mobile web fans are aged 15-33, accounting for 52% of users.

New Media Age, 13 November 2008, p5

Unwilling to pay

Online video may have taken off across Europe, but content owners are finding that it is difficult to monetise. Between 10%-15% of online video viewed in the UK is either seen on BBC websites, which can't charge, or is user-generated and viewed on sites such as YouTube. Businesses in the US have managed to make money from the medium by using a different model to Europe's inventory based deals.

M&M weekly news digest [Accessed on 12 November 2008]

Too much information, not enough time

Internet users are suffering from information overload, says a report by Yahoo. Eighty per cent of those surveyed said they 'screened out' irrelevant messages, and four-fifths said they felt overwhelmed by the amount of information they see online. Lack of time was cited as an issue for many people, so they want their time on the web to be 'efficient'. Internet advertising should also offer something in return for consumers' attention, such as being able to learn something new.

M&M weekly news digest [Accessed on 12 November 2008]

Law

Consumer laws harmonised?

British businesses are being asked their opinion on a proposal by the European Commission to harmonise consumer protection laws. If implemented, retailers in Europe would have to offer the same consumer rights. Currently, retailers have options as to which rights they offer and enforce. The proposals would mean a 14-day 'cooling off' period for items bought on the internet, and there would be clear rules for both retailers and customers on returning goods. Businesses have until 2 February 2009 to make their voices heard, says BERR.

Out-law e-newsletter [Accessed on 12 November 2008]

Marketing

How the race was won and lost

This article examines some of the tactics used by the teams surrounding presidential candidates Barack Obama and John McCain during the US presidential election. The internet and text messaging were put to good use by Obama's team, but other memorable moments include the Obama Girl video, the appearance of Joe the plumber, and Sarah Palin's appearance on *Saturday Night Live*.

Marketing, 12 November 2008, pp28-31

Where best to work?

Virgin has lost its accolade as the place where marketers most want to work, with Google taking over the top spot. However, Virgin comes top overall, thanks to its many arms, such as Virgin Atlantic and Virgin Active. Other companies in the top 10 include John Lewis, Nike, BA and Honda.

Marketing Week, 13 November 2008, pp21-26

Marketers to ensure safety

Secretary of State for Culture, Media and Sport Andy Burnham has described the internet as "ungovernable", and is asking marketers to act responsibly when creating online campaigns. Burnham was speaking at the recent Internet Advertising Bureau Engage conference when he said parents need to know that the content their children access is suitable and that children are safe when they are online.

www.marketingweek.co.uk [Accessed on 12 November 2008]

Open to mobile messages

A survey by the Mobile Marketing Association has found one-quarter of consumers in the US and Western Europe to be interested in

receiving mobile marketing messages. "Text-to-win" and interactive voting campaigns were found to be the most popular forms of mobile marketing among consumers.

M&M weekly news digest [Accessed on 12 November 2008]

Code agreed

A code of conduct has been agreed upon for product placement in television programmes, should this be allowed. The code requires that a logo appear on TV screens to tell viewers that a brand has paid to appear in the programme, and brands would be approached by a non-editorial team, rather than vice versa. Only then will the commercial terms be agreed.

www.bbc.co.uk [Accessed on 17 November 2008]

Public Relations

Labour gets blogging

Supporters of the Labour party are to be encouraged to become bloggers and help turn things around for the political party. The aim is not to counter negative press in the blogosphere, but to change perceptions.

PR Week, 14 November 2008, p4

Dulux in new strategy

Paint brand Dulux is to run a PR campaign to encourage homeowners to revamp their rooms rather than move house. EHPR has won the account, which is thought to be worth in the region of £150,000.

PR Week, 14 November 2008, p4

Radio

Time for takeover talks

Edinburgh's Talk107 radio station has been put up for sale by UTV, despite being overhauled earlier in the year. The station's licence will be returned to Ofcom if no buyer comes forward.

Marketing, 12 November 2008, p6

My mojo ain't working

Digital radio station Mojo is to quit the airwaves after five years. Bauer Media, which owns the

station, says Mojo will last broadcast on 30 November. The "rising costs of broadcasting on Freeview and Sky" are partly to blame for Mojo's demise.

Media Week, 11 November 2008, p11

Sponsorship

Drink takes sponsorship deal

Budweiser has become the official sponsor of London's Proud Galleries, which showcases photographic images of entertainment, culture and music.

Marketing, 12 November 2008, p4

Television

More TV for tots

Five is to launch a digital children's channel, following on from the success of Milkshake. The dedicated channel will take on CBeebies, Cartoon Network and Nick Jr.

Marketing, 12 November 2008, p1

Sky comes to the smaller screen

Sky is to allow customers to subscribe to various channels on their PCs, rather than pay for a TV subscription, via its Sky Player service. The channels on offer include National Geographic, Sky1 and the BBC's channels.

New Media Age, 13 November 2008, p14

TV as popular as ever

Thinkbox says watching television is on the rise, with viewing up by 3.6% in the year up to September.

Media Week, 11 November 2008, p10

Women

99 targets

Carling is to promote its 99 beer to women, advertising in women's magazines for the first time. The beer is ordinary Carling, but is being pushed as a low calorie drink in a bid to attract women who are put off by the number of calories in lager.

Marketing, 12 November 2008, p1

On the Move

Name	From	To	New Title	Source
Martin Braisby	Continental Airlines	Hilton Hotels International	Director of Marketing Services	Marketing Week
Russell Braterman	Consultant	Phones4U	Marketing Director	Marketing Week
Matt Button	Lexus	HMV	Head of CRM	Precision Marketing
Sean Cornwell	Google	eHarmony	Vice-President, International Markets	New Media Age
Paul Coxhill	ABSA	Ukash	Marketing Director	New Media Age
Jan Gooding	British Gas	Norwich Union	Marketing Operations Director	Marketingweek.co.uk
Christine Madden	Thinkbox	Disney Channels UK	Executive Marketing Director	Marketing Week
Hamish Renton	Unknown	Milk Link	Marketing Director	Marketing Week
Matt Tee	NHS Direct	Cabinet Office	Permanent Secretary for Government Communications	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Adam Barnett	LINPAC Packaging	Divisional Marketing Manager	Vice-President of Marketing and Innovation	Direct Marketing International

Sources

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

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BBC.co.uk

Brand Strategy**

Conference & Incentive Travel

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

Database Marketing

Harvard Business Review**

Industrial Marketing Management

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

Marketing**

Marketingweek.co.uk

Marketing Week **

Media Week

New Media Age**

Out-law e-newsletter (visit out-law.com)

PR Week

Precision Marketing**

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

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