



Cutting Edge

2 December 2008

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

Quick [links](#) to Sections.

Advertising

To Alistair, with love

A Christmas campaign for Schweppes that pokes fun at Alistair Darling has been devised by Mother. The advert shows a bag of chocolate gold coins with a tag addressed to Darling Alistair.

Marketing Week, 27 November 2008, p4

AA adds voice

The Advertising Association has backed the EU Commissioner for Enterprise and Industry Gunter Verheugen and called for deregulation in the pharmaceuticals industry, which would allow companies to advertise prescription drugs. UK and European legislation currently bans such advertising.

Marketing Week, 27 November 2008, p5

TV will see decline

Enders Analysis has predicted that television advertising spend will fall from £3.5 billion last year to £3.3 billion this year.

Marketing Week, 27 November 2008, p11

The race for in-car ads

Is nowhere sacred? People with sat navs could be about to be hit with advertising messages while *en route*. Petrol stations, restaurants and bars are already displayed on GPS devices, but drivers could receive an ad from, say, a clothing store when they drive past.

Gulf Marketing Review, November 2008, pp114-5

Just how effective is advertising?

Advertising junk foods and fizzy drinks may have been restricted, but will this have the desired effect sought by the government – will the nation begin to eat more healthily and avoid certain foods? Advertising is thought to increase market size by “creating desires”, but is this really the case? This research examined winners of the IPA's Effectiveness Awards and

found that few advertisers set out to grow the market and increase share. It also suggests that consumers might switch from one product to another, but they don't consume more. The research concludes that “banning or restricting advertising may be an ineffective instrument of social policy”.

International Journal of Advertising, Vol 27(5) 2008, pp745-70

Agencies

Tango kept on its toes

A campaign to “Save Tango” has been devised for Britvic by Bartle Bogle Hegarty. The soft drinks brand is facing a difficult future as the nation chooses healthier options.

Marketing Week, 27 November 2008, p10

Outdoor account sorted

Gen Outdoor has won Volkswagen's outdoor planning and buying account, which is worth £20 million. It is not known if incumbent MediaCom was invited to repitch.

Marketing Week, 27 November 2008, p11

Brands and Branding

Looks familiar

Placing brands in computer games is becoming big business, but is it effective as a marketing strategy? This research placed both familiar and unfamiliar brands in games, and measured players' attitudes toward the brand and the game. It was found that attitudes toward unfamiliar brands were more favourable than toward familiar brands, and attitudes toward the game itself suffered due to the brand placement.

International Journal of Advertising, Vol 27(5) 2008, pp827-51

Vauxhall in designer look

Car manufacturer Vauxhall has appointed Simon Carter to create limited edition badges for its Insignia marque. There will be 150

badges for sale at £39 each, available at the luxury menswear Manchester and London stores, and Simon Carter's website.

Marketing, 26 November 2008, p10

Find your emotional side

Brands must connect with consumers' emotional side, says Dan Hill, author of *Emotionomics*. People aren't always rational, so brands need to catch on to this if they are to improve customer relations and brand loyalty. This article gives 10 tips for using emotionomics with your brand.

Marketing, 26 November 2008, pp30-1

Adidas set for party

A global brand campaign is to get underway to mark 60 years of Adidas' three stripes. David Beckham and Illie Nastase are just two stars that will make an appearance in an ad campaign that has the strapline "Celebrate Originality".

Marketing Week, 27 November 2008, p3

A way to a consumer's heart

Half of internet users interviewed by Mediaedge:cia say they would be more loyal to brands if they were able to create content for campaigns online. Eighty-two per cent went as far to say that "the greater the participation, the better the perception of the brand". Others would be keen to pass on information about user-generated campaigns.

New Media Age, 27 November 2008, p11

Children and Youth

Healthy message for kids

The British Heart Foundation has designed a campaign aimed at children to encourage healthy eating. Adverts will drive children to a website called yoobot.co.uk where digital versions of the user can be created. The 'Yoobots' can then run and jump, or eat chips, and the characters will 'age' to show how their behaviour affects their lives.

Marketing, 26 November 2008, p5

Internet connection

There are plenty of businesses facing a difficult Christmas, and toy retailers are among them. However, this is an area in which the web can really help to attract attention and encourage parents to buy. Toy retailers need to get children on their websites not only to introduce them to their toys and games, but also to maintain loyalty. This article looks at Disney

and Lego to show how they have used digital means to grab that attention.

New Media Age, 27 November 2008, pp23-5

Conferences and Events

Transmission ends

Sales of videoconferencing equipment may have risen in the US, but many users say they find the speaker difficult to follow. Research undertaken at Boston University found that doctors "base their evaluation of the meeting on the speaker rather than the content". It is more difficult for the brain to gather information about someone on-screen than in person, so video 'attendees' tend to focus on the speaker more than on what is being said.

Business Week, 1 December 2008, p18

Hong Kong means business

The Hong Kong Tourism Board is investing £13 million to put the region's conference facilities on the map. The UK is one of six countries earmarked by the body to bring in business. Hong Kong's conference industry is already worth £960 million.

C&IT news tracker [Accessed on 25 November 2008]

Customer Relations

Confidence in banks drops

Consumers appear to have more trust in supermarkets than banks, says a survey by McCann Erickson. The research suggests that this is a good time for companies such as Tesco to step in and fill the breach when it comes to offering financial services. Fifty per cent of those polled said they had little trust in banks, saying they are largely to blame for the current financial crisis.

Marketing, 26 November 2008, p1

More bad news for banks

Research by T-systems has discovered that consumers feel their bank is not doing enough to address their fears about financial stability. It appears that, of the UK's top 10 banks, only First Direct has put a message on its website about the downturn and what it means. One in seven customers have switched, or are planning to switch, to a new financial services provider.

Customer Strategy e-newsletters [Accessed on 25 November 2008]

Customer engagement low

While businesses acknowledge that customer engagement is increasingly important, many are unaware of how to implement a strategy, and just 42% have such a plan in place. The Online Customer Engagement Report shows that email newsletters are effective in increasing engagement, but only 13% think "participation in innovation and design" appeals to customers – which is not what Mediaedge:cia discovered in its research (above).

Customer Strategy e-newsletter [Accessed on 24 November 2008]

Internet

Sigh of relief

Regional publishers can breathe freely after the BBC Trust took action to prevent the BBC from launching local news services on the internet. Northcliffe Media's Managing Director, Michael Pelosi, says the BBC would have "taken audience away from commercial publishers" had it been allowed to go ahead.

Media Week, 25 November 2008, p7

Lively dies

Google is to axe its virtual world Lively as it has not made money. It was hoped that Lively would rival Second Life, but it was not to be.

Media Week, 25 November 2008, p9

Law

YouTube ads in trouble

Although advertising claims made in videos uploaded to sites such as YouTube are not subject to Advertising Standards Authority rules, US advertising watchdog NAD says such sites fall within its remit. The announcement comes after a clip released by Cardo Systems showed people popping popcorn kernels, apparently by using their mobile phones. The message in the video clip was deemed misleading because it implied that mobiles are dangerous to use, although NAD admitted that the story portrayed was "implausible".

Out-law news [Accessed on 24 November 2008]

Magazines

Italy, Romania, New Zealand and Ukraine are the next countries earmarked for *Car* magazine, says publisher Bauer Media.

Marketing, 26 November 2008, p8

Travel title on the stands

BBC Magazines has launched travel magazine *Lonely Planet* following a delay. *Wunderlust*

had complained to the BBC as it was planning to launch *Lonely Planet* on the same day as *Wunderlust's* fifteenth anniversary edition. The new travel title features Stephen Fry's *Wild West Road Trip* in its first issue.

Media Week, 25 November 2008, p4

A century for Sport

The one-hundredth anniversary of *Sport* magazine was celebrated recently, with readers voting for their favourite sporting moments from the last 100 years. Memorable sporting moments included England's 1966 World Cup win and Chris Hoy taking three gold medals at this year's Olympics.

Media Week, 25 November 2008, p9

Marketing

Marketers gloomy

The latest Marketing Trends Survey from The Chartered Institute of Marketing shows that marketers are becoming increasingly pessimistic about the UK economy. Seventy-three per cent believe the country will be in recession next year.

The Chartered Institute of Marketing press release

Time to unite

Building societies and friendly societies are being asked to join forces for a marketing campaign designed to show people the benefits of mutuality. The Association of Mutual Insurers is behind the idea, and wants the societies to work together as consumer confidence in high street banks plummets.

Marketing, 26 November 2008, p1

More power from Google

Search engine Google is to allow users to delete results as they look through their search hits. The SearchWiki tool is set to launch this year, and will mean that marketers must ensure their copy is relevant, reflects the brand and is of the most interest to consumers. Users with a Google account will also be able to rank results, and any edits made will be remembered and future searches, adjusted.

Marketing Week, 27 November 2008, p12

Standards to be reviewed

Marketers are being asked to look at the British Standards' proposed standard for accessible internet content. The standard could be launched in April, but marketers are being given an opportunity to preview it during December and January.

New Media Age, 27 November 2008, p8

Mobile marketing a no-no

People aged 16 to 30 say they would not want to receive marketing messages via their mobiles, saying they would be "too intrusive". Tuned In's research discovered that 44% think mobile should not be used in campaigns, and many people are disappointed when they realise a text is a marketing message and not a message from a friend. The research contradicts Blyk's business model that gives free calls and texts to 16- to 24-year-olds in return for marketing messages.

New Media Age, 27 November 2008, p12

Newspapers

Digital readership is up

New ABCe figures show that Guardian.co.uk is still the UK's favourite online newspaper, attracting more than 25 million users. Telegraph.co.uk came in second with almost 23 million online readers, a rise of 1.15% since September.

Media Week, 25 November 2008, p8

Radio

Overhaul for Planet Rock

Digital radio station Planet Rock is to re-launch on 1 December with a range of new features. An audio player will be available on the website, as well as a dating service. Pub owners will also be invited to upload information about gigs they are hosting.

Media Week, 25 November 2008, p4

Sponsorship

Shirts are less valuable

Top football teams across Europe are finding that shirt sponsorship deals are not worth as much as they were last season. The total value of the deals was £345 million last year, and is now worth £334.7 million.

Marketing, 26 November 2008, p7

LG for F1

LG has signed up as a partner to Formula One, and will provide the official live timing service, as well as mobile phones and data processing services to the teams.

M&M weekly news digest [Accessed on 26 November 2008]

Television

Welcome return for dynamic duo

The BBC has lined up Wallace and Gromit for its idents on BBC1 this Christmas. The pair are starring a new short film, *A Matter of Loaf and Death*.

Marketing Week, 27 November 2008, p11

Online TV on the up

The number of people watching broadband TV has risen, according to Thinkbox. However, most of those surveyed said broadband TV was "an extension of their broadcast viewing".

Media Week, 25 November 2008, p8

Sky on your mobile

Customers of mobile phone operator 3 can watch Sky Sports channels, CNN and Sky News on their mobiles. The TV service costs £5 a month or £1 a day.

Media Week, 25 November 2008, p9

Get debts paid

Howard Schultz, creator of *Extreme Makeover* and various reality TV shows, has come up with an idea to help people in debt. He says *Desperate Measures* is a cross between *Millionaire* and *Fear Factor*, and will see people who owe up to \$300,000 compete to have their debts paid off by the TV programme.

Business Week, 1 December 2008, p18

Upwardly mobile

It is thought that revenue from mobile television will reach \$10 billion by 2013. Informa Telecoms & Media expects the market to be driven by South Korea and Japan initially. However, as far as Europe is concerned, only the Italian and Austrian markets will grow in the first instance, while it will take even longer for the US market to catch up.

M&M weekly news digest [Accessed on 24 November 2008]

Women

Saudi women take to the road

Although women are unable to drive in Saudi Arabia, they bought 25,000 cars last year. Women now account for 15% of car buyers in the Kingdom, and are also influential in the buying decisions made by their husbands, brothers and fathers. "They still need to enjoy the ride in their car," says Mona El-Mahdi from VW Middle East, and it would be a mistake for car manufacturers and dealers to ignore them.

Gulf Marketing Review, November 2008, p112

On the Move

Name	From	To	New Title	Source
Colin Clarke	Levi's Europe	Visa Europe	Senior Vice-President, Brand Management	Marketing
Polly Cochrane	Channel 4	Warner Bros UK	Vice-President, Group Marketing	Marketing
Alan Crofts	Moneyextra.com	Moneysupermarket.com	Advertising Director	Marketing Week
Justin Khaksar	Caspian Publishing	Simply Media	Sales Director	Media Week
Jon Rosenblatt	Ubisoft UK	Electronic Arts	European Marketing Director	Marketing Week

Promotions

Name	Company	Previous Title	New Title	Source
Caroline Taluy	Dow Jones International	Unknown	Senior Group Head of Advertising Sales	Media Week

Sources

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Business Week**

C&IT news tracker

The Chartered Institute of Marketing press release

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

Gulf Marketing Review

International Journal of Advertising**

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

Marketing**

Marketing Week **

Media Week

New Media Age**

Out-law news (visit out-law.com)

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