



# Cutting Edge

21 October 2008

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

[Quick links](#) to Sections.

## Advertising

### More in-store, please

Retailers are asking consumer goods companies to spend more on in-store advertising after research by Deloitte Consulting and the Grocery Manufacturers' Association found that consumers responded better to in-store promotions than advertising in the 'traditional' media.

**Business Week, 20 October 2008, p8**

### Let's hear it for radio

Music is often used in radio advertising to accompany the marketing message, but does some music 'fit' the brand better than other music? The authors tested whether music affected attitude toward the brand and attitude toward the advert for both high-cognitive and low-cognitive advertising copy.

**International Journal of Advertising, Vol 27(4) 2008, pp549-68**

### Carry on advertising

The *Financial Times* is urging companies to continue with their ad campaigns during the economic slowdown, saying those that invest in advertising will grow their market share in the long term. The move comes as the IPA's latest Bellwether report shows marketing budgets to have suffered their biggest reduction since the first survey nine years ago.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 17 October 2008] and *New Media Age*, 16 October 2008, p10

### Return varies

Car manufacturers are spending an average of £233 per new car on advertising, but BMW is getting "best sales value" despite spending just £22 per new car. Data analysts Billetts found that Renault was spending £389 and Ford, £114. However, the report suggests that car

brands can expect to pay lower advertising costs next year because ad rates will fall.

**Marketing, 15 October 2008, p2**

### Protecting brands online

A new service that will block adverts for brands from appearing on websites that feature 'unsuitable content' has been devised by Ad Pepper Media. Visa, HBOS and Bernard Matthews have already signed up to SiteScreen.

**Marketing, 15 October 2008, p10**

## Agencies

### How will B2B agencies cope?

B2B marketing agencies performed well last year, but how will they fare now that the credit crunch has set in? This article gives the top 40 communications agencies and the results from a survey that asked about the challenges they face and the state of the market.

**B2B Marketing, October 2008, pp26-8**

### Advertising albums

Rock band Guns N' Roses is looking for an advertising agency to launch its forthcoming album, *Chinese Democracy*. The idea is new to the music industry, which is increasingly shunning traditional methods of releasing albums to encourage people to buy.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 15 October 2008]

### Relief for CHI & Partners

Anadin has awarded its advertising account to CHI & Partners following a four-way pitch involving Leo Burnett, Rainey Kelly Campbell Roalfe/Y&R and Krow. The pitch for the pain relief product was first called in December last year, but has only just been decided.

**Marketing Week, 16 October 2008, p10**

## Brands and Branding

### Enter the dragon

China's booming economy and emerging middle class mean that Western brands can no longer afford to ignore this country. Generation Y Chinese are very brand-driven, but are marketing-savvy, so brands need to be careful in dealing with this section of the population. Few have been as successful as instant messaging company Tencent and China Mobile, which have connected with younger consumers in a big way.

**Brand Strategy, October 2008, pp26-32**

### Name that brand

Product placement in films and television programmes has long been practised and is well documented, but is product placement in novels as effective? Authors who want support from brands should note that naming brands with part of the word missing is more effective than naming a brand 'in full'. This research listed brands on a shopping list within a novel and it was found that a brand name that was fragmented was recalled more often than brand names that were complete.

**International Journal of Advertising, Vol 27(4) 2008, pp495-509**

## Direct Marketing

### Green approach can win customers

Financial services providers in the US that take an environmental stance with their direct marketing are more likely to win customers' hearts, according to Mintel. Paperless statements and offering customers the ability to pay bills online will save money and be seen as doing something for the environment. Citibank is planting a tree for every customer who opts for paperless statements, while other banks are offering rewards to customers who choose to pay their bills electronically. Mintel's Susan Menke says financial services should look beyond the short term and invest in the long term: "We expect 'green living' to affect businesses for years to come," she says.

**Mintel press release [Accessed on 15 October 2008]**

## Internet

### The life of Leon

Bebo has agreed to show *X Factor* winner Leon Jackson's *Leon's Life* ahead of the release of his first album this month.

**Marketing, 15 October 2008, p6**

## Law

### What's the difference between...

...vodka and radio? The answer may be obvious, but vodka brand Absolut is taking Absolute Radio to court over its name. The vodka brand has claimed that the radio station is infringing its trademark. However, Absolute Radio is to fight back, saying it is absolutely certain that consumers will be able to tell the difference between the two brands.

**Marketing, 15 October 2008, p5**

## Marketing

### Educating marketers

This research examines the way in which integrated marketing communications (IMC) is taught on marketing courses around the world. IMC programme directors were asked for their opinions on what constitutes IMC and whether there was consensus on this, but the research specifically asked how IMC is presented to students. It was found that there was little IMC theory and content, and that key writers on the subject were largely excluded from course materials. Therefore there is a gap between best marketing practice and what is being taught, and the issue needs to be addressed.

**International Journal of Advertising, Vol 27(4) 2008, pp511-48**

### The future for finance

With the financial world in turmoil, what can be done to put consumers' minds at rest that their savings and investments are safe? Marketing is certain to continue to be important, but it must take the right tone: "A lot of financial brands will take a good, hard look at themselves....They will have to move away from that razzle dazzle," says one banking executive. Could this be end of Howard on a surfboard?

**Marketing Week, 16 October 2008, pp18-9**

### Lawyers take to marketing

The legal profession may not have made as much use of marketing as other professional services, but this is now changing. Although PR and brochures will still play an important role, there is more emphasis on key account management and "client-listening programmes", says Matt Baldwin, Director of Coast Communications. Lawyers are becoming more strategic, but that doesn't mean to say 'traditional' marketing techniques such as personal networking are out of fashion – it's all a question of finding the right balance.

**B2B Marketing, October 2008, pp20-2**

## Newspapers

### **Telegraph goes mobile**

Readers of the *Daily Telegraph* will be able to access the news from their mobile phones next year. Telegraph Media Group is taking telegraph.co.uk mobile in a deal with moneysupermarket.com which will provide financial information.

**Media Week, 14 October 2008, p8**

### **Scotsman flies idea**

An online service that will help Scottish businesses has been launched by *The Scotsman*. Content will cover the news from Scotland, the UK and around the world, allowing businesses to follow the markets.

**Media Week, 14 October 2008, p8**

## Public Relations

### **Coffee credentials promoted**

Starbucks has appointed Edelman to handle its global PR. The agency already works for Starbucks in some countries, such as the UK, but the coffee shop has now “centralised control” to ensure its message is consistent around the world. The move will see Starbucks’ ethical credentials promoted, showing it to be a responsible company in the way in which it sources its coffee and its work in the communities where it operates.

**PR Week, 17 October 2008, p1**

### **PR thinking ahead**

Public relations agencies need to plan ahead so that they are well prepared to face the economic slowdown. NextFifteen recently posted a strong performance, but says it is taking “a conservative approach to running the business”. The agency will be more choosy about its clients and will actively manage staff costs. Edelman European Chief Executive David Brain says the PR industry is yet to experience the downturn, but sees the longer times between pitches and signing of contracts as the beginning.

**PR Week, 17 October 2008, p3**

## Radio

### **Digital radio rise**

An increasing number of us are choosing to tune in to digital radio, which now accounts for more than 18% of all radio listening. Rajar says that listening via the web is also becoming more popular, with internet radio now having a 2.2% audience share.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 16 October 2008]

## Sponsorship

### **Pizza parts with Homer**

Domino’s Pizza is to end its 10-year sponsorship of *The Simpsons* on Sky One. The long-running partnership raised awareness of Domino’s, but it is now time to move on, says Sales and Marketing Director Robin Auld.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 15 October 2008]

### **Nissan targets men**

Nissan is to promote its Navara marque to ‘outdoors men’ in its sponsorship deal with Discovery and Sky 1. The adverts will feature men who drive the 4x4 car during their everyday working lives.

**Marketing, 15 October 2008, p6**

## Telemarketing

### **The solution to silent calls?**

A new device that can detect silent calls has been developed by two men who have spent years working in the call centre industry. TrueCall can detect genuine phone calls, but will also detect ‘scam’ numbers that are then blocked. Unknown numbers are intercepted, and the caller is asked to state their name and purpose of the call – something that silent calls would be unable to do. If the call appears to be genuine, it can be put through and the recipient can decide from a recorded message whether to answer it or not.

[www.customer-strategy.co.uk](http://www.customer-strategy.co.uk) [Accessed on 20 October 2008]

## Television

### **More HD on the way**

Channel 4 and ITV have been granted high definition licences allowing them to broadcast in HD on digital terrestrial television. Ofcom says a fourth HD service will be launched in 2010. Meanwhile, 17 million households with Freeview will need to upgrade their devices if they want to watch the new HD channels.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 17 October 2008]

### **UKTV on a roll**

Next year will see the rebranding of UKTV’s two factual channels, UKTV People and UKTV Documentary. They will become Blighty and Eden respectively. Blighty will feature “the best of Britain”, such as *Coast* and *Who Do You Think You Are?*, while Eden will air programmes such as *Tribe* and *Big Cat Diary*.

**Marketing, 15 October 2008, p6**

## On the Move

| <b>Name</b>    | <b>From</b>                 | <b>To</b>        | <b>New Title</b>                          | <b>Source</b>  |
|----------------|-----------------------------|------------------|---|----------------|
| Megan Ashcroft | Parkham Food Group          | Linpac Packaging | Divisional Marketing Analyst              | B2B Marketing  |
| Rudy De Vis    | Alpro Group Vandemoortele   | Ecover           | International Sales and Marketing Manager | Marketing Week |
| Steve Donovan  | Lorica Consulting           | Heath Lambert    | Group Marketing Director                  | B2B Marketing  |
| Paul Midson    | Experian                    | Clash-Media      | UK Sales Director                         | Media Week     |
| Dawn Stockell  | Electrolux Major Appliances | Zoombak          | Senior Marketing Manager                  | B2B Marketing  |
| Clare Vincent  | Unknown                     | BBC Worldwide    | Vice-President of Marketing               | Marketing      |

## Promotions

| <b>Name</b>        | <b>Company</b> | <b>Previous Title</b>      | <b>New Title</b>                | <b>Source</b> |
|--------------------|----------------|----------------------------|---------------------------------|---------------|
| Katherine Gershon  | bmi            | Interim Marketing Director | Sales and Marketing Director    | Marketing     |
| Richard Waterworth | ITV            | Brand Controller           | Head of Marketing, ITV Consumer | Marketing     |

## Sources

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

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\*\* Available full text via Business Source Corporate

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B2B Marketing

Brand Strategy\*\*

Business Week\*\*

Customer-strategy.co.uk

International Journal of Advertising\*\*

Marketing\*\*

Marketingweek.co.uk

Marketing Week \*\*

Media Week

Mintel press release

PR Week

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