



# Cutting Edge

23 September 2008

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

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

## Advertising

### Have you heard it on the grapevine?

Levis is to re-launch its 501 jeans and is to advertise the fact via an online film premiere. Four short films, exclusive content and the director's cuts will be available to view on a dedicated site.

**New Media Age, 18 September 2008, p5**

### Which tack to take?

What sort of advertising is most effective for 'quit smoking' campaigns? Smokers were shown two different adverts, one taking a 'self-liberating' approach, and the other, 'consciousness-raising'. Those who said they wanted to stop smoking soon looked more favourably on the 'self-liberating' advert, while the 'consciousness-raising' ad was more effective among smokers who did not want to kick the habit.

**Journal of Strategic Marketing, Vol 16(4) 2008, pp315-25**

## Agencies

### Agency appointment to be made?

Phones4U is holding 'chemistry talks' with various agencies with a view to holding a pitch for its £7 million advertising account.

**Marketing Week, 18 September 2008, p11**

### Souk flying high

Airline Flybe has kept on Souk Communications following a six-way pitch for its advertising account. Souk will now create a campaign for Flybe to attract business travellers and to keep its existing customers. The latter will appear in the adverts, giving testimonials.

**Marketing Week, 18 September 2008, p11**

### Shoes find sole-mate

Upmarket shoe brand Jimmy Choo has hired de-construct to handle its global digital

marketing account. This is the brand's first move into digital.

**New Media Age, 18 September 2008, p3**

## Brands and Branding

### Luxury online

Although luxury brands have been slow to take to the web, it's a medium they can't afford to ignore. Cartier has taken the bold step of launching on MySpace, but this is the exception rather than the norm. Going online could be too 'mass market' for luxury brands, which need to remain aloof in order to protect their image, but some brands have got around the problem by launching items for customers who are "just below the demographic" of their core customers. Meanwhile, Dolce & Gabbana is to launch a networking feature on its .mobi site, which it hopes will attract a younger consumer.

**New Media Age, 18 September 2008, pp23-7**

### The case of Diageo

This case study examines the rebranding of Guinness to Diageo, a strategy designed to separate the corporate name from its product names. A main concern was to protect the company's heritage while keeping the brands fresh and modern.

**Journal of Strategic Marketing, Vol 16(4) 2008, pp283-299**

## Children and Youth

### Brands go back to school

As funding for schools falls, brands are making their presence felt in the classroom. Bird's Eye, for example, is sponsoring educational game *Brain Game Challenge*, supermarkets Tesco and Sainsbury's have their Computers for Schools and Active Kids initiatives, and Kellogg is investing in breakfast clubs at schools. However, there are rules to follow if brands don't want to get into trouble with parents and the authorities.

**Marketing, 17 September 2008, p14**

## Conferences and Events

### Annual National Conference – 11 November 2008

Get practical tips and advice from leading practitioners and thinkers who have succeeded in difficult times. Listen to their unique experiences and discover how they turned around their high profile businesses. Also, learn how theory can be put into practice from specialists in four key disciplines: digital marketing, sustainability, segmentation and employee engagement. Take advantage of our early bird rate and book now at [www.cim.co.uk/conference2008](http://www.cim.co.uk/conference2008).

## Customer Relations

### Know your products

Gone are the days when customers would seek advice from retailers before buying goods. These days they are more likely to search online and read other shoppers' reviews before taking the plunge. So what does this mean for retailers – are they at risk of losing their status as information providers? The problem is particularly tricky when dealing with online consumers, but retailers can get around the issue with knowledge management systems or live chat services, such as Ikea's. Talk Talk has a members' forum where customers can ask one another questions and interact. The trend for consumers to seek information prior to making a buying decision is going to continue, so retailers must ensure they are part of the solution.

**Retail Week, 19 September 2008, pp22-3**

## Internet

### Start a new week

Dennis Publishing is to revamp and re-launch *The Week's* website and make it an extension of the magazine. It is thought that content will be similar to that in the US version, such as arts and leisure, and news and opinion.

**Marketing Week, 18 September 2008, p14**

### Books galore

HarperCollins is set to launch a website where book lovers can go to find out about books that they may like to read. The site, called Book Army, will list all books with an ISBN and will make recommendations to visitors based on books they have already enjoyed.

**New Media Age, 18 September 2008, p1**

### Step back in time

Fans of *Eastenders* will be able to view clips from the last 13 years on YouTube. BBC Worldwide has launched the dedicated channel, following in the footsteps of its *Top Gear* channel that launched last month.

**New Media Age, 18 September 2008, p5**

### Facebook faces backlash

Users of Facebook have been signing a petition to persuade the social networking site not to adopt its new design, which they say is "ugly" and "confusing". However, the petition has not had the desired effect, as Facebook has begun moving users over to the new version. However, the social site is now the second most visited among British internet users. Google remains in first place.

**New Media Age, 18 September 2008, p8 and p15**

## Law

### Consumers in the wrong

Companies are being advised to be eagle-eyed if they run promotions and competitions, as consumers will do their utmost to bypass the rules. The warning comes as consumers have less money to spend and look for ways to take advantage of such competitions – for example, by entering them more than once. Other ways in which consumers can flout the rules is by handing in coupons at supermarkets even if they are not entitled to use them.

**Marketing Week, 18 September 2008, p3**

## Loyalty Programmes

### Going nuts over loyalty scheme

Viewers of Nuts TV will be able to take advantage of an interactive loyalty scheme from Turner Broadcasting. They will need a set-top box into which the loyalty card is inserted. Points will then be added to the card when the TV channel is watched, and when a certain number of points have been accumulated, they will be transformed into a digital voucher that can be spent online.

**Media Week, 16 September 2008, p5**

## Marketing

### Recession-proof marketing

Previous downturns have seen some companies maintain their marketing while others have reduced their spend – but which is the best option? The impact on brand health and business performance are analysed in this paper, which concludes that reducing marketing budgets in difficult times will only be profitable

in the short term. Brands that maintain their marketing budgets will see long term profits.

**Market Leader, autumn 2008, pp26-31**

### **Aegon spends more**

Insurance company Aegon is believed to have set aside £10 million for a marketing drive that will raise awareness of the brand. "Ambitious plans" are in the pipeline, says Marketing Director Steve Clode, so that Aegon will compete more effectively against its well-known rivals Axa and Standard Life.

**Marketing Week, 18 September 2008, p5**

### **Time to integrate**

Media fragmentation and the credit crunch mean that marketers need to rethink their strategies – and now is the time to turn to integrated campaigns, especially as Christmas is on its way. Marketers will be fighting hard for the consumer pound, so they need to ensure their brands are at the forefront. An integrated marketing campaign rests on one big idea "which is then translated into every relevant discipline," says David Atkinson of Space.

**Marketing Week, 18 September 2008, pp31-7**

## **Public Relations**

### **Business travellers called to attention**

Travelodge is to pitch itself to the business travel market in a PR campaign. It has sent letters to finance directors of FTSE 100 and FTSE 250 companies, encouraging them to save money by using the budget hotel chain.

**PR Week, 19 September 2008, p4**

### **IOM appoints agency**

Lansons has won the PR account to promote the Isle of Man as a global centre for business and finance. The island's tourism brief continues to be controlled by Weber Shandwick, while Lansons has been hired to deal with non-tourism PR.

**PR Week, 19 September 2008, p2**

## **Radio**

### **Change of heart**

Global Radio is to give 29 local radio stations' names the chop and re-launch them as Heart. Seven stations, including Cardiff's Red Dragon, will keep their names.

**Marketing Week, 18 September 2008, p14**

## **Sponsorship**

### **Someone to love**

Nokia is hoping to re-engage with young people aged 18-24 via a sponsorship deal. It has lost market share among this age group to competitor Sony Ericsson, which sponsors Ibiza Rocks.

**Marketing, 17 September 2008, p3**

### **Spending spree on the cards**

Adidas is to spend £1 million on outdoor advertising sites across London as part of its 2012 Olympics sponsorship. 'adiZones' will appear in each of the host boroughs.

**Marketing, 17 September 2008, p4**

## **Television**

### **4Music not a hit**

Channel 4 and Bauer Media's 4Music may have replaced The Hits, but the music channel has not lived up to expectations so far. Viewing figures are disappointing, falling below those of The Hits, but C4 is not put off, saying it will take time for this "radically different" channel to attract viewers.

**Marketing Week, 18 September 2008, p15**

### **I want my m-TV**

Mobile media is becoming increasingly important to the 'millennial' generation, according to Motorola. Thirty-two per cent of 16- to 27-year-olds say they liked to watch television on their PC more than on a TV set. Furthermore, 81% would like to move content from their set-top boxes to their mobile devices. In addition to this, 61% said they would like to watch three-minute versions of TV shows they enjoy on their mobile phones.

**New Media Age, 18 September 2008, p15**

### **Oh, brother!**

Channel 4 has seen its commercial impacts drop, although its digital channels have performed better. Flagship show *Big Brother* failed to pull in the viewers in the way it used to, so perhaps C4 has relied on the reality show for too long?

**Media Week, 16 September 2008, p3**

## **Women**

### **Reebok has plans**

Sports brand Reebok is to take on Nike in the women's sportswear market. It is to re-launch its reebok.com/women site and run a campaign aimed at women.

**Marketing, 17 September 2008, p1**

## On the Move

<b>Name</b>	<b>From</b>	<b>To</b>	<b>New Title</b>	<b>Source</b>
Emma Dresner	Dow Jones International	Titan Outdoor	Head of Strategy Planning	Media Week
Dominic Rowell	Unknown	Lonely Planet	Global Marketing Director	M&M weekly news digest
Dawn Stockell	Electrolux Major Appliances	Zoombak	Senior Marketing Manager	Marketing Week
Matt Webb	Unknown	Hamleys	Head of Marketing	Marketing Week

## Promotions

<b>Name</b>	<b>Company</b>	<b>Previous Title</b>	<b>New Title</b>	<b>Source</b>
Heather Bowler	Eurosport	Director of international media relations	Global Communications Director, Eurosport Group	M&M weekly news digest
Josi Kytle	Avis	Brand and Marketing Communications Manager, Avis Europe	Head of Marketing, Avis UK	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

Journal of Strategic Marketing\*\* (with a 12-month delay)

Market Leader

Marketing\*\*

Marketing Week \*\*

Media Week

New Media Age\*\*

PR Week

Retail Week

To access Business Source Corporate visit [www.cim.co.uk/knowledgehub](http://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](#)

[Children and Youth](#)

[Conferences and Events](#)

[Customer Relations](#)

[Internet](#)

[Law](#)

[Loyalty Programmes](#)

[Marketing](#)

[Public Relations](#)

[Radio](#)

[Sponsorship](#)

[Television](#)

[Women](#)

[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.