



Cutting Edge

25 November 2008

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

Quick [links](#) to Sections.

Advertising

Straight from the horse's mouth

Sixty-second live adverts are to be aired on Channel 4 before important horse races. The ads will give viewers the latest odds.

Media Week, 18 November 2008, p4

Ads on demand more effective

Channel 4 has found that consumers can recall adverts more easily if they have seen them on its 4oD service than on real-time television. Awareness of adverts was 22% higher among 4oD users compared with non-users. In addition, one-quarter of 4oD users said they would consider buying a brand they had seen compared to just 7% of non-users.

Media Week, 18 November 2008, p5

Ups and downs for outdoor

Spending on outdoor advertising fell by 5.8% during the third quarter of the year, but some sectors have increased their outdoor spending. The Outdoor Advertising Association says the motor industry is pulling out of outdoor, but financial advertisers are spending more. Coca-Cola, Unilever and Samsung all increased their outdoor expenditure.

Media Week, 18 November 2008, p6

Restrictions reined in

The government says it accepts that more restrictions on advertising would harm the industry during the downturn. Although restrictions on junk food and alcohol advertising are "under review", it looks likely that no further measures will be introduced just yet.

Campaign, 21 November 2008, p1

Mobile ads not popular

TNS has found strong resistance to mobile advertising by consumers. They say they would rather pay for a download, usually expected to be free, if it meant they could subsequently opt

out of receiving advertising messages. Even personalised messages are not welcome; although many consumers are happy to receive them online, their phones are just too personal for any type of advertising to make its presence felt.

Admap, November 2008, p6

Agencies

Another for Mediaedge

Having won Orange's UK media account, Mediaedge has now also won its Polish business. The account is worth €60 million.

Media & Marketing Europe, November 2008, p9

Search is over

Rapp has been hired to handle Eurostar's pan-European customer relationship marketing account after a six-month search. Other agencies pitching included EHS Brann and Tullo Marshall Warren.

Campaign, 21 November 2008, p3

Brands and Branding

The show goes on

Now that online video has taken off, brands are increasingly launching their own online TV channels. Seventy-eight per cent of UK internet users watched 3.2 billion online videos in June last year, so the potential to make money is there. Audi, Boots and Bounty are just three companies that have launched branded web channels, but Bounty's Guy Phillips warns that consumers don't want all brands to have a channel, so they should be careful about jumping on the bandwagon.

New Media Age, 20 November 2008, pp31-2

America's most memorable

Mintel's Most Memorable New Product Launch Survey has found that the economic slowdown is affecting people's ability to recall new products from 2008 – 69% of respondents in

the US failed to name a new product launched this year. The reason is because consumers are sticking with brands they know and trust, and the new products that they could recall reflected this; 16% named the iPod Touch, 14% remembered McDonald's Southern Style Chicken Biscuit & Sandwich, and 12%, KY yours + Mine Couples Lubricant – 17% of Americans are having more sex, according to another survey by Faith Popcorn.

Mintel press release [Accessed on 18 November 2008] and Admap, November 2008, p6

The meaning of the brand

This article looks at brand meaning, arguing that the way a brand is positioned isn't necessarily the way it is viewed by consumers – “companies create brand identities, people create brand meaning”. There are two dimensions of brand meaning: Primary Brand Meaning ™ and Implicit Brand Meaning ™. The first refers to the meaning that consumers give to brands without thinking too much about it, such as 'Rolex = luxury' – the immediate, or primary associations spring to mind. Implicit Brand Meaning refers to “the ultimate emotional and psychological implications and significance of a brand”, an example being Disney, which brings magic to childhood. The author explains how to research Implicit Brand Meaning, the relationship between Primary and Implicit Brand Meaning, and the evolution of Brand Meaning.

Admap, November 2008, pp38-40

Children and Youth

Where the money goes

A survey of children has found that they often use their parents' credit cards and PayPal accounts to buy goods online. The research by Dubit found that the under-16s spend around £24 almost seven times a year without their parents' consent – and that tots up to £200 million a year.

Computer Weekly, 18 November 2008, p5

Customer Relations

Service is all-important

We Brits spend more than two hours per week dealing with customer service staff, according to a survey by DHL Express. The level of customer service received has an impact on buying decisions, said 27% of respondents, while women put more emphasis on service than men – 29% compared to 24%. Waiting to be served is a bugbear for 83%, language barriers were cited as problematic by 80% and

lack of product knowledge was frustrating for 74% of those surveyed.

Customer Strategy e-newsletter [Accessed on 19 November 2008]

Consumers voice concerns

Language barriers and long waits to speak to a customer service agent are the two main complaints named by consumers in a poll by Nuance Communications that asked about customer service in call centres. The two problems are so great that callers would rather deal with automated and speech recognition systems. The study also revealed that 82% of respondents thought the quality of service is influential on their perception of the company concerned, 62% would not use a company again having experienced poor service, and that 69% would tell their family and friends about the service they received.

Customer Strategy e-newsletter [Accessed on 19 November 2008]

Internet

More online than ever

People are spending more time on the internet, according to the European Interactive Advertising Association. Consumers are spending 12 hours a week online, but daily use has fallen. Meanwhile, 49% of Europeans have wireless access. The ability to research brands online is also having an impact on buying behaviour, with 41% changing their minds about their original choice after reading other consumers' reviews.

New Media Age, 20 November 2008, p5

Magazines

Two join up

Red Bull and *The Independent* have joined forces to launch a lifestyle magazine. *The Red Bulletin* will launch in January on a monthly basis, with content featuring sport, culture and nightlife news.

Marketing Week, 20 November 2008, p12

Passengers participate

HSBC is to encourage travellers from Heathrow's Terminal 1 to create content for an in-flight magazine. The idea is to raise awareness of HSBC's Premier Card. Passengers will be able to select writers, including Jamie Oliver and Bjorn Borg, to contribute to their own personal magazine, which will be bound in hardback ready to take on board.

Marketing Week, 20 November 2008, p14

Readers go digital

Asda and John Menzies Digital have joined up to launch the ASDA Digital Newsagent where consumers will be able to buy downloads of magazines such as *Grazia* and *Total Film*. In all, 130 magazines will be available.

New Media Age, 20 November 2008, p8

Marketing

Graduation great success

The Chartered Institute of Marketing's graduation ceremony recently took place in Birmingham, and was the largest in many years. Liz Ratcliffe was named the best overall Professional Postgraduate Diploma in Marketing student, top Managing Marketing Performance student and best Strategic Marketing Decisions student. Other awards were given to John Sutherland, Matt Clayton, Nicholas Potter, Anna Johnson, Georgina Singleton, Joanna Claire Scales and Emma Ellis.

The Chartered Institute of Marketing press release [Accessed on 20 November 2008]

Baileys bolsters relations

Diageo is to spend £4 million on relationship marketing for its Baileys brand, launching an online Baileys Lounge in the process. The lounge will be in the style of a 3-D magazine, which will be updated monthly.

Marketing, 19 November 2008, p3

Specsavers slides into action

Opticians Specsavers has launched a viral on YouTube that mimics Barclaycard's waterslide ad. In Specsavers' version, a man finds himself landing in a skip at the end of the chute...Should have gone to Specsavers!

Marketing, 19 November 2008, p5

Field marketing to the fore

Offering consumers a chance to try a product before they buy is becoming more important as the battle for shoppers' wallets continues. However, it isn't enough to merely hand out samples – consumers need an experience they will remember and pass on to others.

Marketing, 19 November 2008, pp33-4

Marketing masstige

This article looks at how marketers can continue to promote life's little luxuries now that consumers are reining in their spending. Innocent has already suffered a fall in sales, as

has Starbucks. However, consumers have got used to treating themselves to masstige products and are unlikely to give them up altogether. If consumer spending is the key to heading off the storm, marketers need to push their goods even harder.

Marketing Week, 20 November 2008, pp22-3

Newspapers

Paper pulls out of NRS

thelondonpaper says it will leave the National Readership Survey because it is misleading. Managing Director Ian Clark has asked the NRS to change the way it samples readers, saying sample sizes are too small. Clark also wants to see online surveys introduced.

Media Week, 18 November 2008, p3

Radio

Listen up, radio fans

Absolute Radio is to attract listeners with a competition. Music fans are being invited to create playlists and could win a radio show that is "dedicated to their favourite singer or band".

New Media Age, 20 November 2008, p11

Sponsorship

Monkey finds support

Chinese beer brand Tsingtao is to sponsor *Monkey: Journey to the West*, which is running at the O2 until 5 December. The BBC used part of the story during its coverage of this year's Olympic Games.

Marketing, 19 November 2008, p4

Struggling to attract sponsors

The International Olympic Committee is finding it difficult to find sponsors, with Lenovo, Johnson & Johnson and Kodak all deciding not to renew their deals. The IOC has asked Hyundai to consider a sponsorship deal, but the car manufacturer has decided against it, staying with FIFA instead.

Marketing Week, 20 November 2008, p3

Television

Get the news where you are

Sky News is to be broadcast on JCDecaux's digital screens in London. The headlines, business, sport and weather updates will be broadcast 24 hours a day at the roadside.

Media Week, 18 November 2008, p6

On the Move

Name	From	To	New Title	Source
Paul Brown	Expedia North America	Hilton	President of Global Brands and Shared Services	Marketing
Jan Gooding	British Gas	Aviva	Marketing Operations Director	Marketing
Simeen Kardi	Forensic Science Service	The Carbon Trust	Interim Group Head of Marketing	Marketing Week
Charles Wasdell	Moveme.com	PropertyFinder.com	Head of Consumer Marketing	New Media Age

Promotions

Name	Company	Previous Title	New Title	Source
Jeff Dubiel	PepsiCo	Vice President, Premium Beverages	Global Vice President, Sports Marketing	Marketing Week

Sources

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Admap

Campaign**

Computer Weekly

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

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

Marketing**

Marketing Week **

Media Week

Mintel press release

New Media Age**

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Contents

To fast forward click on the following links:

[Advertising](#)

[Agencies](#)

[Brands and Branding](#)

[Children and Youth](#)

[Customer Relations](#)

[Internet](#)

[Magazines](#)

[Marketing](#)

[Newspapers](#)

[Radio](#)

[Sponsorship](#)

[Television](#)

[On the Move](#)

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

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