



Cutting Edge

28 October 2008

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

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Advertising

Discrepancies recorded

Nielsen has found a big difference between its statistics and those released by PWC/IAB by saying the online display advertising sector fell by 5.28% for the second quarter of the year – PWC/IAB had recorded a rise of 31% year on year for the second half of last year, which was the most recent figure available. Simon Mansell of TBG is not surprised by the new figures, saying that financial services were responsible for a lot of the ad spend in this area, but now they are cutting back.

New Media Age, 23 October 2008, p5

Ocean wins ad account

Ocean Outdoor is to provide static and video screens around the new Westfield shopping centre in London. The aim is to mirror the "luxurious" look that the shopping centre will have. All the advertising will be digital at Westfield, Europe's biggest inner city shopping centre.

Media Week, 21 October 2008, p5

Agencies

CADA appointed

Krispy Kreme has brought in CADA to 'localise' its brand in Britain. The work will affect non-doughnut products and will use the line "Baked fresh daily".

Marketing, 22 October 2008, p8

Drink to success

Propaganda has been appointed to handle Boost Drinks' advertising account following a pitch that involved incumbent The Whole Caboodle. Boost aims to increase its marketing spend by 30% next year.

Marketing Week, 23 October 2008, p10

Brands and Branding

Smiles all round at Pepsi

A new logo is to be rolled out at Pepsi that features 'smiles' on the packaging. Diet Pepsi will have a "slight grin", Pepsi, a "full smile" and Pepsi Max will be laughing.

Marketing, 22 October 2008, p1

Children and Youth

Calling all youth

Department store House of Fraser is targeting young people in a mobile marketing campaign. The push is being run with Blyk, which offers consumers free texts and phone calls if they sign up to receive marketing messages.

Retail Week, 24 October 2008, p16

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. Book now at www.cim.co.uk/conference2008

Work together for success

Events teams must work with marketing departments in order to bring brands to life, says Barclays Head of UK Banking Events Sarah Wright. Only by doing this will staff really be able to get under the skin of the brand and convey the right messages.

C&IT news tracker [Accessed on 21 October 2008]

Gen Y need new approach

Conferences will need to change tack if they are to attract delegates from Generation Y, according to Rob Davidson, who was speaking at a recent C&IT Corporate Forum. Gen Y delegates need to be more involved in pre-event work, as the classic conference approach will put many off. Ask them which speakers they would like to hear, where a conference should take place and the type of subjects they want to learn about – then communicate the conference programme using brief, but frequent, messages.

C&IT news tracker [Accessed on 21 October 2008]

Direct Marketing

DMC on the case

Although just one month old, the Direct Marketing Commission (DMC) is to raise awareness of “unethical or inappropriate” direct mail sent by financial services hoping to make money out of the credit crunch. Complaints can be made to the DMC, which is warning consumers to be on their guard.

Marketing Week, 23 October 2008, p11

Digital drive

This article looks at direct marketing and the role it can play in driving consumers online. Offline direct marketing may be in decline and budgets reduced, but the industry can help push people to the web – which is not seeing a fall in ad spend.

Media Week, 21 October 2008, pp20-1

America shows how its done

Delegates at the recent International Fundraising Congress were advised to follow the integrated direct marketing model that is used in the US to attract legacies from supporters. Rich Fox says a combination of direct mail and telephone calls is effective in securing legacies, especially if donors are thanked for their support.

Third Sector, 23 October 2008, p9

Internet

Changes planned for portal

Virgin Media is to reposition its online portal to become an entertainment site. Email and search services will also take a bigger role. The current site has been described as “sterile and cluttered, with no clarity” by Alex Green, Managing Director of Virgin Media Portal.

Marketing, 22 October 2008, p10

Loyalty Programmes

What customers really think

This research examines consumer attitudes toward the trustworthiness of a retailer’s loyalty scheme and the effects of relationship marketing on the quality of customer relations. The results of the survey suggest that ‘fit’ and ‘special treatment’ are important in loyalty marketing when building customer relations. Meanwhile, consumer trust in the intent of a retailer’s scheme moderates relations, meaning that retailers need to investigate consumer perceptions about loyalty programmes and communicate their messages clearly.

Journal of Customer Behaviour, Vol 7(3) 2008, pp215-29

Magazines

Can *Heat* get fired up?

With so many celebrity magazines on the market, how can *Heat* win back readers and its cult status? Readership has fallen to fewer than 500,000 copies a week, but *Heat* is ready to fight back and become a “multiplatform celebrity brand”.

Marketing Week, 23 October 2008, p26

Leaders are readers

A survey by Ipsos MediaCT has found that more business leaders in Europe are reading business magazines such as *The Economist* and *Financial Times*. The study found that 40% more business leaders are reading the international titles, a rise of 9% since 2006.

Media Week, 21 October 2008, p8

Marketing

The perfect partner

This article looks at affinity marketing, using examples such as Mr & Mrs Smith and Saab, London Fashion Week and Chambord, and Galaxy and the British Book Awards. The partnerships all work because they ‘fit’ with one another. “There is no point linking with other brands just for the sake of it,” says Jo Arden of Iris London – hence 10 top tips for success are listed, such as agreeing creative, valuing brand assets correctly and learning from the partnership.

Marketing, 22 October 2008, pp26-7

Switchover plans strategy

Digital TV is to increase its marketing budget to £30 million next year and £35 million in 2010. Most of the money will be spent during the last few weeks before an area switches to digital

TV, because it is well known that people tend to leave things to the last minute.

Marketing Week, 23 October 2008, p14

Marketers join up

The UK's alcohol marketers are coming together to form a campaign that will encourage sensible drinking. The aim is to stop government regulation and further advertising restrictions from being imposed.

Campaign, 24 October 2008, p5

Think differently

Marketers should consider the fact that people think differently about what makes things similar. Zachary Estes of the University of Warwick says some people are 'categorical' thinkers, eg they link dogs and cats together because they are both animals. Other people are 'thematic' thinkers because they linked dogs with bones. The conclusion is that marketers should display crisps, for example, in both the snacks and beer aisles.

Business Week, 27 October 2008, p18

Family decisions

This research looks at the impact that changing family structures have on buying decisions. It is well documented that children have more say in buying decisions than ever before, but is this true for all types of family? Mothers and children (aged 10-16) were questioned in order to find out what influence children have. It was found that where family relationships were 'simpler', eg in single parent families, children were more involved in purchasing decisions, but they were less involved in 'blended' households that contain stepparents and stepchildren.

Journal of Consumer Marketing, Vol 25(1) 2008, pp45-56

Newspapers

If you really want to know...

...look on your mobile – the *Daily Mirror* has introduced Mirror Mobile, a news service that gives news from the *Mirror's* website – and it doesn't ask users to register or subscribe.

Media Week, 21 October 2008, p8

Public Relations

Toni to become a cut above

Hairdresser Toni Mascolo, founder of Toni & Guy, has appointed Bottle PR to raise his profile and make him a household name. Mascolo is due to be awarded the OBE, and is

to take advantage of this to create some publicity.

PR Week, 24 October 2008, p4

Councils fail to exploit web

Public sector comms teams need to be using the internet if they are to connect with communities. Delegates at the recent CIPR Local Government Conference were told that many council employees are banned from accessing such sites as Facebook, even though the practice is quite commonplace in the private sector. The public sector is therefore missing out on opportunities to monitor blogs and social networking sites.

PR Week, 24 October 2008, p12

Radio

Commercial makes inroads

The number of people listening in to commercial radio is rising, according to Rajar, taking market share away from the BBC. The number of listeners tuning in to BBC stations fell from 33.3 million to 32.9 million in the third quarter of this year, while commercial radio attracted 31.2 million, up from 30.9 million.

Marketing, 22 October 2008, p6

Station wars

Capital Radio has closed the gap on Magic, according to the latest figures from Rajar. Capital now has a 5.4% share of listeners, while Magic is in first place with a share of 5.8%.

Campaign, 24 October 2008, p5

Television

Discover more

People with Freeview will be able to watch a new channel thanks to Discovery. The broadcaster is launching a free-to-air channel, which will feature both new content and programmes from its paid-for service.

Campaign, 24 October 2008, p5

Playing catch-up

The BBC iPlayer has been a huge success so far, and now other broadcasters are taking note. On-demand services are most popular with younger people who are tech-savvy, and it is comedy programmes that are most sought-after when it comes to catch-up services. It seems that many people use the BBC iPlayer to look for something fun, which is something that Channel 4 has also noticed on its 4oD service.

New Media Age, 23 October 2008, pp19-20

On the Move

Name	From	To	New Title	Source
Reeta Bhatiani	Unknown	Egmont UK	Communications Director	PR Week
Joanne Cox	Yahoo!	Adconion Media Group	Global Marketing Director	Media Week
Mikah Martin-Cruz	Unknown	Samsung Electronics UK	Head of Marketing	Marketing
Rick Vlemmiks	HBOS	British Gas	Marketing Director	Marketing Week

Promotions

Name	Company	Previous Title	New Title	Source
Julia Swanston	UKTV	Marketing Manager, Lifestyle Channels	Deputy Channel Head, GOLD and Watch	Marketing
John Teal	Mail Newspapers	Advertising Director, <i>Daily Mail</i>	Group Advertising Director	Marketing Week

Sources

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Business Week**

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C&IT news tracker

Journal of Consumer Marketing

Journal of Customer Behaviour

Marketing**

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Media Week

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Third Sector

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

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