



Cutting Edge

28th January 2009

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

Quick [links](#) to Sections.

Advertising

Ad spend...

Research from Nielsen Media has shown that global adspend increased by 2.9% between July and September 2008, year-on-year, but that most growth was seen in the Asia-Pacific region. Europe saw a drop of 5.9%.

Campaign, 23 January 2009, p4

...Globally

Colin Macleod of the World Advertising Research Center (WARC) looks at ad spend for 2009. He provides forecasts for 12 countries across cinema, internet, magazines, newspapers, out-of-home, radio and TV. Five of the twelve countries are likely to see real falls in ad spend; these are France, Italy, Japan, Spain and the UK. The remainder are still growing, but growth will be lower than 2008. Russia and India will see the highest growth. The internet, not surprisingly, will continue to experience significant growth, and in some instances may be the only driver of overall growth in advertising spend.

Admap, January 2009, pp18-21

Agencies

Vodafone provides Carat

Carat has won the UK media and buying account for Vodafone, worth £70m, after winning against incumbent, OMD.

Campaign, 23 January 2009, p1

Agency figures

According to the Institute of Practitioners in Advertising (IPA) Census, there were record numbers of people (20,131) working in its 272 member agencies last year. Employee levels are likely to drop in the near future. The Census also revealed that employees are split almost equally between men and women, but that senior positions are still mainly occupied by men. Around 47.6% of employees are under 30 and only 5% over 50. Only 8.4% of the workforce is non-white, but that percentage is increasing.

Campaign, 23 January 2009, p2

What makes them creative?

Four agencies are asked what helps their creative teams to, well, be creative! Answers range from open plan offices with flying terradactyls and a life-sized plastic Rottweiler to environmental fresh fruit and spring water. Others consider that 'the work should always be cooler than your office' and that there is nothing wrong with huddling around the computer screen 'like a group of excited kids'.

The drum, 16 January 2009, pp20-23

Agencies can help businesses

Research commissioned by the Principle Group amongst 200 business leaders, revealed that 85% believe that creative agencies are essential in helping businesses to 'regain stability'. 65% cited rebranding as an important factor in helping companies get through the downturn, and thought that having a new identity would demonstrate that their business can change and grow.

Admap, January 2009, p6

Now you see it

JCDecaux Airport has created a new division, called Innovate, which will focus on airport campaigns using 3D builds, new printing techniques and digital screens. The launch campaign will be for Cadbury Creme Egg. A touch-sensitive screen at Gatwick South will allow people to play a game 'releasing the goo' from Creme Eggs. Innovate's other new products include 'Projection', a motion sensor and webcam that will change the image displayed when a passer-by walks past the screen.

Media Week, 20 January 2009, p7

Brands and Branding

A happy ending?

This article provides six key global consumer trends for 2009, supplied by *Trendwatching.com's* report. 'Nichetributes' are about developing a product or service that is niche in itself. This sends out the message that the brand understands what the target group is all about and is 'paying tribute' to the lifestyle. 'Luxyoury' is where *you* define what luxury is, while 'Feedback 3.0' is about companies getting their side of the story out to consumers, as opposed

to Feedback 1.0, where angry consumers post complaints. 'Ecoconcieges' help households to go green, while 'mapmania' is the move of consumer-facing brands towards map-based services, or hybrid maps and social networking services. Finally 'happy ending' is the 'umbrella brand' for this year – consumers will decide what really makes them happy and this may not be material concerns. Brands will hope that consumers will stick with those products and services that make them happy!

Gulf Marketing Review, January 2009, pp26-28

Obama's brands

Mark Ritson says that Barack Obama has the 'mother of all celebrity endorsement potential'. He enjoys 100% awareness and 80% approval. The catch is that presidents cannot be bought, so we are left with a few key brands that Obama already associates with. He has been wearing his TAG Heuer watch for 15 years and TAG is already displaying an identical model in its museum. But it is BlackBerry that has really benefited from the publicity. Although White House security says he cannot use it, he may hang on regardless. Most interesting is the news that Obama smokes the occasional cigarette. However he has also mentioned Nicorette gum, in relation to his attempts to stop smoking.

Marketing, 21 January 2009, p20

Brand spend during the recession

Should marketers spend more or less on their brand during a recession? Ford is focusing on its key products that attract most revenue and those that have the potential to do so, while John Lewis has held firm and did not cut prices over Christmas; it was able to 'hold true to the quality of the brand'. After all, this article concludes, a 'marketer's job is to grow brands, and not destroy them'.

Marketing, 21 January 2009, pp26-29

Children and Youth

High-tech kids

Consumer Kids, a book by Ed Mayo and Agnes Nairn, warns that children are victims of sophisticated marketing techniques, as they represent a captive audience sitting in front of the TV or computer screen. It claims that British children spend an average of 5 hours and 18 minutes a day watching TV, playing games or online and children's bedrooms have become 'high-tech media bedsits'. Many websites contain ads that are made to look like content, and 85% of children's favourite websites collect some sort of personal information. This enables advertisers to target individual kids and use 'behavioural tracking'.

The Times, 21 January 2009, p13

Times2, 21 January 2009, pp2-3

Cinema

The cinema factor

Cinema is 'counter-cyclical', which means that it provides comfort and entertainment during bad times and hence audience numbers increase. Through a series of case studies, this article explores how cinema can increase the strengths of a campaign, where advertising is not just a 'schedule-filler'. A key advantage of cinema is the opportunity it provides for sampling while the audience is still fresh to the ad. Cinema benefits from being 'narrowcast' so that ads can be targeted to the audience that is attracted by the film or to the locality. Arriva, the bus company, adopted an area approach to its campaign, which drove over one million extra bus journeys!

Admap, January 2009, pp16-17

Customer Relations

Social media & brand buzz

This discusses how social media can build 'brand buzz'. There are so many platforms out there now, and well-considered social media activities can market a brand to both existing and potential customers. It is a way to promote good relationships, as for example the 'Apple Developer' site, which benefits both user and vendor. It is useful to remember the 'KUDOS' acronym: your social media activities should relate to one piece of 'knowledge' that is 'useful', 'desirable', 'open' and 'shareable'.

Admap, January 2009, pp14-15

Consumers with attitude

Richard Storey of M&C Saatchi describes eight consumer attitudes which become apparent during a recession. These are: the 'crash dieters', who want to cut down on their weekly spending, the 'scrimpers', who downtrade rather than make cuts, the 'abstainers', who postpone big purchases, the 'clothcutters', who might sacrifice one luxury to pay for another, the 'treaters', who cut back but reward themselves with little treats and the 'ostriches' who carry on as usual. But let's not forget the 'vultures', who like a jolly good crisis and are out there searching for bargains. Which one are you?

Admap, January 2009, pp28-30

CRM or PRM?

Companies need to realise that they will lose at least some of their existing customers, so they must attract new ones. But finding 'cold list data' is easier said than done and many people tick the 'opt-out' boxes. Successful customer acquisition lies in Prospect Relationship Management (PRM), which is CRM turning to customer acquisition. In addition to maintaining the most loyal and profitable customers, companies should find more of the same through the correct contact strategy, channel, message and creative. A PRM strategy is the marketer's 'must do' this year.

Database Marketing, January 2009, pp22-23

Digital

Digital out-of-home (DOOH) media

This is apparently gaining in popularity and is flying in the face of the downward ad trend. Many traditional advertising panels are being replaced by digital displays containing a mix of information and advertising. OOH digital sites can be seen in such diverse settings as cabs, ATMs, gyms and hairdressers. According to Screen Digest, net DOOH ad revenues in Western Europe are set to quadruple in the next four years. In the UK, DOOH sales increased by 60% in the first three-quarters of 2008. DOOH offers marketers 'flexibility, scalability and interactivity'.

New Media Age, 22 January 2009, p7

Direct Marketing

Financial services

Mintel Comperemedia data has found that the volume of financial services direct mail for new customer acquisition fell from 13.9bn in 2007 to 10.3bn for the first eleven months of 2008. The financial services industry was forced to cut back on DM owing to the global recession, weak housing market and poor customer confidence. Overall banks decreased their investment mail volume by 5%, while increasing banking volume by the same amount, in the hopes of attracting new customer deposits.

Mintel, 21 January 2009

Electoral register opt-out

According to a study by the Callcredit Information Group, in 32.3% of councils more than half of the residents have now opted out of having their names and addresses on the edited Electoral Roll. The nationwide picture sees 43.8% of residents withholding their personal information. However there are wide regional variations for opt-out, with the top being Ealing (82.3%) and the lowest Alnwick (16.4%). Either way this is a blow to marketers who will have to look elsewhere for data.

Data Strategy, January 2009, p10

The demographics of greenness

This month CACI, the market information analyst, has launched *GreenAcorn*, the first classification of individuals based on green attitudes. The system classifies postcodes into seven groups ranging from 'unconcerned' to 'enthusiastic green'. Each group is divided into three carbon footprint bands, which show the consumer's attitude and their impact on the environment. This will help marketers know whether a consumer is likely to be attracted by a product's green credentials.

Database Marketing, January 2009, p5

Marketing in a box

'Marketing in a box' opens up the possibility of direct marketing for small businesses, which wouldn't previously have been able to afford it. A number of

websites are now offering tools that enable companies to upload their logo and associated imagery to a website, add the creative piece, choose their target market from multiple criteria and then do the printing and mailing themselves. The whole can cost as little as 60p per shot, but without the disadvantage of minimum print runs.

Marketing Direct, January 2009, p15

DVDs

LoveFilm celebrates in character

Last week LoveFilm, the DVD-postal-rental service, celebrated its one-millionth subscriber by teaming up with the Royal Mail. The DVDs were delivered by posties dressed as film characters, such as Batman, Shrek and Star Wars storm troopers. LoveFilm, registered its highest number of new subscriptions in December; its subscriptions have risen by 20% in the last six months. Well at least somebody is doing something right!

Brandrepublic.com, 23 January 2009

Internet

Competitive brand bidding

Following on from Google's liberalisation of competitive brand bidding last year in order to increase customer choice and allow competition between brands, Harvest Digital has undertaken a survey of 100 big brands looking at searches on the key brand term. Technology and telecoms companies reported little or no competitive brand bidding on Google Adwords. In contrast the finance and travel sectors saw a lot of competitive activity. Google is apparently 'turning a blind eye' to the use of URLs that include a brand name being targeted by a rival brand.

Marketing Week, 22 January 2009, p20-21

Google vs Yahoo ad tools

Google has introduced *DoubleClick Rich Media Dynamic Ads*, which allows brands to update multiple ads instantly using just one tool. The aim is to make formats as easy to use as possible. Meanwhile Yahoo is dropping the Content Match network, a display advertising process, and will ramp up its rich-media network, *Yahoo Direct Response*. This continues the ongoing rivalry for online adspace.

New Media Age, 22 January 2009, p5

Arabic news mobilises

Al Jazeera, the Arabic news channel, has launched a mobile site, in both Arabic and English.

New Media Age, 22 January 2009, p11

YouTube attracts advertisers

Google aims to recoup some of the \$1.6bn it paid for YouTube in 2006, by offering advertisers the chance to use the 'click-to-play' expandable homepage video ad. This will cost them £32,000 a day. Apparently Cadbury, Barclaycard and Apple have

already trialled the site. Google claims the ads will have 6.5 million views a day, which compares well with TV audiences.

Marketing, 21 January 2009, p1

Direct advice

A new campaign by Directgov, the Government's digital service, will feature a series of ads offering to show people how they can access Directgov via the internet, mobile phones, and digital TV. It will launch in the spring.

PR Week, 23 January 2009, p12

Law

Unfair commercial practices law

The European Parliament has directed that countries, such as the UK, who have implemented the Unfair Commercial Practices (UCP) Directive in a way which denies customers the right to take direct action against businesses, should change their laws. In the UK at present, the Consumer Protection Regulations criminal prosecutions can only be done through the Office of Fair Trading, the local authority Trading Standards Service or Department of Enterprise, Trade and Investment in Northern Ireland. The Parliament asks the Commission and Members of the EU to launch awareness campaigns to inform consumers of their rights.

Out-law.com, 22 January 2009

Magazines

B2B poker

Inside Poker Business is a new quarterly publication, claimed by Dennis Publishing, to be the world's first exclusively B2B poker magazine. The publication will provide industry analysis, City news and recruitment pages.

Campaign, 23 January 2009, p4

Uncertain times for marketing mags

Centaur Media has indicated that the titles: *Brand Strategy* and *Precision Marketing* are under threat of closure, and has begun redundancy talks with some staff.

Campaign, 23 January 2009, p4

Market Research

Nestlé does in-house Research

Nestlé's Insight and Learning Centre, located in its York factory, contains mock-ups of supermarkets, convenience stores, shops and cash-and-carry layouts. The purpose is to aid understanding of how consumers shop. The shelves contain Nestlé products, as well as those of other manufacturers. Consumers will be invited to visit the centre to help improve understanding of 'drivers of purchase' and how the layout of the shelves can be tailored to shoppers' needs. Confectionery products are bought for a variety of reasons, including hunger, pleasure,

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or as a gift. People shop differently in a supermarket from how they do in a smaller shop or convenience store.

MrWeb.com, 22 January 2009

ICE in consumer research

It is an astonishing fact that 90% of all new products disappear from the retailer's shelf within one year. A consortium comprising Symrise, Noldus Information Technology, Wageningen University and VicarVision are taking part in a new kind of consumer research, called the Inside Consumer Experience (ICE) project. ICE will use situational and observational research methods to study eating and drinking habits in normal situations, such as schools, parties or festivals. Methods will include radio frequency identification (RFID) and GPS to show where the test subjects go, and what they look at. Tools such as *Facereader* can identify expressions of happiness or sadness in people. This should give insight into unconscious decision-making

Soft Drinks International, December 2008, p18

Online surveys

Research from Global Market Insite (GMI) has revealed that online surveys are considered boring, leading to a fall in participation and quality of response. Researchers need to think about the visual impact, repetitiveness and length of questionnaires. If respondents have spent five minutes on a survey, they are likely to complete it, but might drop out if it takes more than twenty minutes.

Admap, January 2009, p6

Snakes and ladders – not just a game

'Snakes and ladders' is an interview technique designed to track the ups and downs of a consumer's purchasing decision. The decision made by the person is at the heart of the research and the buyer acts as a 'witness' to that decision. This enables the researcher to discover subtle influences, such as word-of-mouth, service, reviews or whims and to get to the centre of a buyer's motivations.

Admap, January 2009, pp37-38

Marketing

Suppliers don't Comet to pay up

Comet has informed its suppliers that they will have to pay to have just one of their products on display in its stores. For a small item, such as a kettle or toaster, the fee would be £5,504 but for larger goods, such as a washing machine, the price tag is £15,431. It is understood that many suppliers have refused Comet's terms. Let's see - does this mean we will ultimately be paying more for our goods?

Financial Times, 27 January 2009, p1

Newspapers

Newspaper ads may grow

The *Media in a Recession* report by Arena BLM has found that, although total ad revenues are set to fall, businesses can still benefit from traditional media offering competitive advertising opportunities. Popularity and readership of newspapers grows in a recession as people turn to trusted sources for news and advice. The trends for TV will be for bigger audiences as people stay at home – advertisers will need to take advantage of viewing via digital and interactive TV, through which they will be able to build relationships with customers.

Admap, January 2009, p7

Public Relations

CIPR awards

Last week saw the Chartered Institute of Public relations (CIPR) announce its list of award winners. A few of the winners are featured in this article. One highly successful candidate in the public affairs category is Indigo PR which was brought in to fight the Scottish Government's announcement that it would remove tax breaks and make Scottish charities pay full price for their water from 2010. The PR campaign gained the support of the majority of MSPs and the Government was persuaded to change its mind. Oh the power of PR! For a full list of winners go to prweek.com/uk.

PR Week, 23 January 2009, pp26-27

Radio

Radio prison

A £2m scheme to produce a national radio station in prisons is being supported by The Government. It will be launched jointly by The Prison Radio Association, a charity backed by news presenter Jon Snow, and the Ministry of Justice, headed by Jack Straw

Campaign, 23 January 2009, p4

Social Media

Social advertising?

The UK heads of sales for Bebo (Simon Podd) and Facebook (Stephen Haines) discuss advertising as a role in their revenue models, and how social networking integrates marketer needs with consumer conversations. Podd says that Bebo's 'greatest' marketing tool is word-of-mouth while Haines cites the compelling nature of the brand, the

functionality and platform. After all, 'the product markets itself'.

Campaign, 23 January 2009, p13

BBC gets messy

BBC Switch is to introduce a weekly teen drama series, *Proper Messy*, to appear on Bebo, BBC2 Switch site and on mobile phones. There is an interactive mobile element and the Beeb is hoping to sign up 5,000 teenagers to receive SMS, images and videos via their mobiles. It is designed to 'explore and innovate in the mobile space'.

New Media Age, 22 January 2009, p3

New heads to cope socially

This article recalls the debacle, where new Mums were less than impressed by McNeil Health's attempts to market its Motrin painkiller to them. Mothers retaliated through YouTube, Twitter and social networking. Now, several companies, such as Ford, PepsiCo and Dell are creating jobs to prepare themselves for engaging with social media and coping with such crises. These people will bear high-level titles, such as director of social media, head of communities and conversation, V-P of experiential marketing and so on.

Financial Times, 22 January 2009, p12

Hope not hate in social networking

Blue State Digital (BSD), which worked behind the scenes for Obama in the US election, is to team up with the 'Hope Not Hate' campaign, founded by Searchlight in the UK. The campaign aims to counter racism and fascism, and in particular to counter the actions of the British National Party. BSD will be developing messaging, email and a fundraising campaign. The aim is to reach a social network of people, rather than broadcasting to a huge email list. This art was mastered by BSD during the US campaign.

PR Week, 23 January 2009, p4

Television

Monster sponsor

Monster, the recruitment site, is to sponsor *American Idol*, which appears on ITV2. Sponsorship will encompass mobile interactive, online inventory and broadcast sponsorship on TV. This follows on from the recent major relaunch of Monster.

New Media Age, 22 January 2009, p10

On the Move

Name	From	To	New Title	Source
Hilary Ball	Aviva	Online Media Group	Marketing Manager	New Media Age
Carol Bartz	Autodesk	Yahoo	CEO	New Media Age
Declan Boyle	Lloyd James Group	IPC	Ad Director, IPC Innovator	Media Week
Tim Cain	EMAP	Association of Online Publishers	Head of Research & Insight	New Media Age
Clare Frost	COA Solutions	Freedom Communications	Head of Marketing	Winning Edge
Simon Gunning	EMI	BBC	Acting director, BBC Future Media & Technology	New Media Age
Claire Harrison-Church	Alliance Boots	J Sainsbury	Director of Brand Communications	Financial Times
Mark Hunter	Coors Brewers	Incorporated Society of British Advertisers	President	Marketing Week
Graham Jelfs	Advantage Cellular	Hyundai	Head of Marketing & Communications	Marketing Week
Guy Longworth	Marlow Foods	GHD	Marketing Director	The Drum
Fiona McAnena	Pepsico	Bupa	Group Brand Director	Campaign
Duncan McCrum	Channel 4	Viacom Brand Solutions	Head of Digital	Media Week
Andrew Mann	Tesco	J Sainsbury	Director of Customer Insight	Financial Times
James Methven	Mercator London	Electrolux Major Appliances UK	Product & Brand Director	Marketing Week
Sue Moore	Land Securities Trillium	BUPA	Marketing Director, UK Health Insurance	Campaign
Martin Riley	Chivas Brothers	Pernod Ricard	VP of Marketing	Marketing Week
Chris Rhodes	Alliance & Leicester	Nationwide Building Society	Group Product & Marketing Director	Marketing
Mike Wehrs	Nuance Communications	The Mobile Marketing Association	President & CEO	New Media Age

Promotions

Name	Company	Previous Title	New Title	Source
Stuart Bowden	Mediaedge:cia	Strategy Director	Head of Strategy	Campaign
Bobby Brittain	Coca-Cola GB	Brand Director for Enjoyable Daily Refreshment	VP for Sparkling Beverages, Coca-Cola, Canada	Marketing Week

Sources

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Intel
MrWeb.com
New Media Age
Out-law.com
PR Week
Soft Drinks International
The Times

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