



# Cutting Edge

30 September 2008

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

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

## Advertising

### Advertisers join up with UN

Big names in the advertising industry, such as Michael Roth (Interpublic Group), Tom Carroll (TBWA Worldwide) and John Wren (Omnicom) have joined forces with the United Nations in a bid to reduce the effects of climate change. The advertising industry has been called upon to help change consumer behaviour.

**M&M weekly news digest [Accessed on 24 September 2008]**

## Agencies

### Crack open a bottle

MPG has won the pan-European media planning and buying account for the Inter Rhône group. The group is responsible for marketing wines from the Côtes du Rhône and the Rhône Valley. Mediaedge:cia was the previous account holder.

**Marketing, 24 September 2008, p6**

### USwitch makes switch

Price comparison site USwitch has hired Adam & Eve to handle its advertising account, which is worth £6 million. The previous account holder was Miles Calcraft, Briginshaw Duffy.

**Marketing Week, 25 September 2008, p11**

### WPP on the move?

Sir Martin Sorrell could move WPP's tax domicile to Ireland as the UK government plans to tax companies on foreign earnings. The marketing services agency paid £204 million in tax in 2007, but 90% of its business is undertaken outside the UK. Sir Martin says the proposed changes to the tax laws could see millions more in tax having to be paid.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 29 September 2008]

## Brands and Branding

### New look for Five

Television channel Five is to revamp its on-screen image with new idents in different colours. It is to use 'brand bursts' to promote its brand in a bid to increase loyalty among its audience.

**Marketing, 24 September 2008, p3**

### Who's the biggest?

This article looks at the top grocery brands in the UK, providing league tables on take-home brands, own-label and grocery categories. Rising bills and the credit crunch don't seem to be stopping many people from down-grading when it comes to shopping – in fact, 'comfort brands' are doing well, and Cadbury is in the top spot in the take-home grocery brands table. Healthy brands such as Quorn and Weight Watchers are also making their presence felt.

**Marketing, 24 September 2008, pp28-37**

### Name change in telecoms

Mobile operator ONE has rebranded and joined the Orange network. ONE is one of Austria's biggest mobile operators and has a market share of almost 20%.

**M&M weekly news digest [Accessed on 24 September 2008]**

### Aston still cool

Aston Martin remains the UK's coolest brand in the latest CoolBrands list. In second place was the iPhone, followed by Apple in third place.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 29 September 2008]

## Cinema

### Private viewings in Japan...

A cinema in Tokyo is upping its game by offering 'private viewings' of the latest releases. Couples wanting an intimate night out, for example, can book one of two rooms at the

Shinjuku Piccadilly cinema, which have comfy Italian sofas and state of the art sound systems. Also part of the package are free snacks and champagne.

**Business Week, 29 September 2008, p20**

### ...and weddings in Italy

An independent cinema in Italy has found a way to stave off competition from large multiplexes – by screening wedding videos for newlyweds and their friends and family. The Odeon in Molfetta has 50 such wedding video nights booked, each costing around £238.

**The Guardian, 24 September 2008, p17**

## Customer Relations

Consumers in the US are more satisfied with services than their British counterparts, says a study by CFI Group. Its research covered car manufacturing, restaurants and electronic commerce, finding that satisfaction was higher in all three sectors in the US. BMW and Toyota, Greggs and Google were the best rated brands for satisfaction, perceived value and expectations by British consumers.

**Customer Strategy e-newsletter [Accessed on 22 September 2008]**

## Direct Marketing

### Times are changing

New information from CCB fast.MAP's Marketing-Gap Research shows that fewer customers are opening direct mail, with 20% citing lack of time as the most important reason for this. However, consumers responding to the survey said the biggest motivation to open direct mail was communication from a known brand, followed by personalisation. Interest in the product came in third place.

**Database Marketing, September 2008, pp20-1**

### Email excels

A report by MailChimp has found email marketing to generate better response rates than any other marketing medium. MailChimp says email campaigns have an average 'open rate' of 62.28%, with the figure based on 223 million emails.

**Database Marketing, September 2008, p4**

## Internet

### The lives of freshers

Bebo is to begin a new documentary called *Meet the Freshers*, which will uncover what really goes in the lives of those new to university. The documentary is being sponsored

by The Student Room and Itchy City, and iTunes and Pot Noodle have signed as partners.

**Marketing Week, 25 September 2008, p12**

### Can't live without it

Women now account for almost half the UK's internet users (48%), and research by Hearst Digital has now uncovered facts and figures about web usage among different age groups. More than 4,500 women aged 16 to 75+ were surveyed, and it was found that the internet was the most important medium in their lives. Seventy-three per cent of 25- to 34-year-olds use the web at least once a day, and many agreed that the internet made life easier.

**Marketing Week, 25 September 2008, pp24-5**

### Catch it first online

ITV is to launch the first episode of *Britannia High* on the web one week before it is screened on television. The show is set in a school for performing arts.

**New Media Age, 25 September 2008, p15**

### Virgin happy with the stats

Virgin Media says the number of people using its on-demand service has risen dramatically. It is putting the success down to deals in TV, films and music, and new content partners. Sixteen million people used the on-demand service during August, the highest number recorded so far.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 26 September 2008]

## Magazines

### Second time lucky

Bauer Media is to re-launch *More* for the second time in a year. The new look title is hoping to capture the attention of "more sophisticated" readers.

**Marketing, 24 September 2008, p6**

### Customer magazines well placed

Consumer magazines make up 30 of the best-loved magazines in the top 100, according to the ABCs. This looks like one sector that can beat the downturn and survive. Freesheets and digital media will drive the sector onwards and upwards.

**Marketing, 24 September 2008, pp41-50**

### No time like the present

*Time Out* is one magazine that has stood the test of time. Launched in 1968, the title now has 25 international editions, with more planned this

year. However, the credit crunch is taking its toll, and Chairman Tony Elliott is looking for new and innovative ways in which to move things on. A travel guide has been introduced, as 40% of *Time Out* readers take three or four holidays a year, and its digital offering is also to be developed further.

**Marketing Week, 25 September 2008, p23**

### **End of a musical era**

The latest ABC figures are not music to the ears for the publishers of music magazines – *Kerrang's* readership is down by 27.9%, while *NME's* has fallen by 17.4%. Meanwhile *Q* is to re-launch as a lifestyle title, and album reviews will move over and make space for info on film, sport and computer games.

**The Times, 26 September 2008, p67**

## **Marketing**

### **Checking up on coupons**

New barcode technology could be the key to mis-redemption of coupons by consumers, says the Institute of Sales Promotion. There is a major problem with retailers allowing shoppers to use coupons when they haven't actually bought the item to which the coupon applies. The new technology, which is already used in the US, can tell immediately when a coupon has been used and whether the correct item has been purchased.

**Marketing Week, 25 September 2008, p8**

### **Green U-turn**

A survey by Duke University's Fuqua School of Business has found that marketers are reducing their emphasis on green marketing. As consumers prioritise other concerns, chief marketing officers also said environmental issues were last on a list of five priorities for the next year.

**Business Week, 29 September 2008, p8**

### **Mind the gap**

The Chief Marketing Officer Council says it has carried out research into the different ideas and perceptions of marketing and sales teams with a view to ending conflict between the two. Its research found that 90% of salespeople regard "sales materials created by marketing as valueless", while most marketers consider the majority of literature created by sales departments as "diluting the brand or inaccurately positioning the product".

**Database Marketing, September 2008, p21**

### **Marketers link up**

B2B advertising on social networking sites such as LinkedIn is set to rise to \$40 million in the US this year. A report by eMarketer suggests the figure will increase to \$210 million by 2010.

**B to B, 15 September 2008, p6**

### **New media under attack**

Former Britvic marketer Andrew Marsden has criticised marketers for using "so-called new media" and is asking that they consider its true relevance to the industry. Marsden has also queried the role of internet advertising, suggesting that most advertising will still be via traditional media come 2013.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 26 September 2008]

## **Newspapers**

### **Dig deeper**

Publishers of online newspapers can now choose an "enhanced certificate" from ABCe to see whereabouts in the world their readers are, and their age and sex. The information will allow publishers to target their audiences more effectively.

**Media Week, 23 September 2008, p8**

### **Title for Poles**

A newspaper aimed at Poles living in Britain is to be launched by publisher Axel Springer. The weekly paper is called *Fakt for Great Britain*, and is an offshoot of Poland's *Fakt*.

**Media Week, 23 September 2008, p12**

### **Figures make good reading**

Three of the UK's online newspapers have seen increases in users, according to ABCe figures. Guardian.co.uk remains Britain's favourite (23 million unique users), while Telegraph.co.uk saw 22 million unique users visit its site.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 25 September 2008]

## **Public Relations**

### **Pizza kept under wraps**

Shine Communications has been briefed to promote a "top secret addition" to Pizza Express' menu, which launches on 1 October. The pizza restaurant says it wanted a campaign that would grab the attention of foodies and that Shine's pitch was on the mark.

**PR Week, 26 September 2008, p4**

### **Need PR support?**

Charities that cannot afford to pay for PR campaigns can now call upon an agency staffed by volunteers who will help them. Bright One has been formed to help small charities and social enterprises learn the basics of public relations and dealing with the media, as well as providing support.

**PR Week, 26 September 2008, p10**

### **Messing around on the water**

Britain's rivers and canals are to be given a boost by British Waterways, which has appointed Band & Brown to this effect. The public will be invited to visit their local waterway, and canal-side watering holes will also be given a push.

**PR Week, 26 September 2008, p12**

## **Radio**

### **Forming a bond with Radio 1**

The new James Bond theme song has resulted in a rise in the number of visits to the Radio 1 website. Hitwise UK says traffic was at an all-time high on 18 September, which was when the song was released.

**New Media Age, 25 September 2008, p15**

### **Two sign up**

Trafficlink UK and UBC Media have agreed to provide Jazz FM's traffic and travel news for the next three years.

**Media Week, 23 September 2008, p12**

## **Sponsorship**

### **FA Cup support sought**

Setanta Sports is on the look out for a sponsor after E.on announced it was no longer interested in supporting FA Cup coverage on the television channel.

**Marketing Week, 25 September 2008, p12**

### **Naming rights up for grabs**

Five sporting and leisure venues in Sheffield are waiting to find sponsors. The Sheffield Arena and Don Valley Stadium are just two of the venues that are offering naming rights to sponsors. Sheffield International Venues hopes to net £2.5 million a year over the next 10 years in the deals.

**Marketing Week, 25 September 2008, p13**

## **Calling all sponsors**

BT is giving local councils until 1 November to find sponsors of red telephone boxes, otherwise they will be removed from our streets forever.

**Local Government Chronicle, 25 September 2008, p7**

## **Television**

### **Boxer takes to TV**

Ricky Hatton is to host a weekly chat show on Nuts TV in the run-up to his fight against Paulie Malignaggi in November.

**Marketing, 24 September 2008, p4**

### **Highlights available**

Football fans who were unable to watch England's World Cup qualifier against Croatia because it was shown on Setanta will be pleased to know that highlights from the remaining games can be seen on ITV.

**Marketing, 24 September 2008, p6**

## **Women**

### **Coke gets in women's minds**

A mobile portal is to be launched by Diet Coke, which has teamed up with *Heat* magazine for gossip, getlippy.com for fashion news and Green Things for eco tips and ideas. The Diet Coke Silver Room will also direct visitors to reward scheme Coke Zone.

**Marketing, 24 September 2008, p10**

### **Will women be wooed by Fiesta?**

Ford's new ad for its latest Fiesta is well and truly aimed at women, but will it put off male drivers in the process? The Ford brand is perceived as 'masculine', so the company may well pull it off, but Mazda's Mark Cameron says "If the ad isn't too blokey, women won't be turned off. But if an ad is remotely feminine, you can turn off men."

**Marketing, 24 September 2008, pp14-5**

## On the Move

<b>Name</b>	<b>From</b>	<b>To</b>	<b>New Title</b>	<b>Source</b>
Julian Baker	Ann Summers	TK Maxx	Vice-President of Marketing	Marketing
Catherine Cooper	Eye	JC Decaux	Director of Product Marketing	Marketing Week
Sophie MacLaren	Lastminute.com	Qype UK	Marketing Director	Marketing Week
Dominic Rowell	Carphone Warehouse	Lonely Planet	Global Marketing Director	New Media Age

## Promotions

<b>Name</b>	<b>Company</b>	<b>Previous Title</b>	<b>New Title</b>	<b>Source</b>
Andrew Berks	easyJet	Brand Communications Manager	Head of Marketing Services	Marketing Week
Paul Cross	Thomson Local	Unknown	Product and Marketing Manager, B2B Data Marketing Division	Database Marketing

## Sources

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

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B to B\*\*

Business Week\*\*

Customer Strategy e-newsletter (visit [customer-strategy.co.uk](http://customer-strategy.co.uk))

Database Marketing

The Guardian

Local Government Chronicle

M&M weekly news digest (visit [mandmglobal.com](http://mandmglobal.com))

Marketing\*\*

Marketingweek.co.uk

Marketing Week \*\*

Media Week

New Media Age\*\*

PR Week

The Times\*\* (via the UK/Eire Reference Centre)

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