



Cutting Edge

4 November 2008

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

[Quick links](#) to Sections.

Advertising

Has Tesco got it wrong?

Tesco's idea to position itself as "Britain's biggest discounter" has confused consumers, says branding agency FLB. The supermarket added 350 products that are positioned between its own-label and Value ranges, but customers are unsure as to what they are in relation to the other brands. Also, shoppers don't perceive Tesco as a discounter as they do Aldi and Lidl.

Marketing, 29 October 2008, p8

Orange says 'no' to Phorm...

Phorm's targeted advertising technology will not be used by Orange because of the related issue of data protection. "Privacy is in our DNA... The way it [Phorm] was proposed, the privacy issue was too strong," said Senior Vice-President Paul-Francois Fournier.

Financial Times, 30 October 2008, p21

...but the future is mobile

The Internet Advertising Bureau has found that 62% of agencies expect mobile advertising to form "a standard part of marketing budgets over the next two years". The survey also showed that 76% of respondents would like more information on mobile marketing, but although one-quarter predict mobile search will eventually become more important than PC-based search, 57% "lacked any familiarity with mobile search".

Media Week, 28 October 2008, p5

Agencies

Agency sought for mascot

An agency is needed to design the official mascot of the London 2012 Olympics. The winner must fulfil the brief, "Best of British".

Marketing, 29 October 2008, p4

WPP will survive

Sir Martin Sorrell says WPP will continue to perform well during "very tough" conditions next year, and he will be "very surprised" if revenues drop in 2009. Sir Martin expects emerging markets and new media to offset falls elsewhere.

Financial Times, 31 October 2008, p19

Publicis performs

Agency Publicis has seen its business increase, saying it has experienced a 3.9% rise in organic growth. However, the increase is not so much down to UK business, but more to do with emerging markets and digital business.

Marketing Week, 30 October 2008, p11

Asics makes appointment

The pan-European media account for sports brand Asics has been given to OMD Netherlands.

Marketing Week, 30 October 2008, p13

Brands and Branding

Greener brands?

Consumers are becoming more aware of climate change and the need to act, but do they trust brands that promote themselves as green? Retailers top the list of green brands, but British consumers' attempts to name climate change brand leaders are poor. Furthermore, many consumers are sceptical of brands' claims that they are doing something to address the problem – whereas 30% would buy something from a retailer that claimed to be environmentally friendly, just 16% would buy products if they read that the retailer had been involved in greenwashing.

Marketing Week, 30 October 2008, p26-7

Battle of the brands

Unilever is facing a difficult time as shoppers across Europe turn to supermarkets' own-label brands. Sales in emerging countries are helping the company to grow, but Unilever is losing market share in Europe, which is its biggest regional market.

Financial Times, 31 October 2008, p22

What's in a name?

How can you ensure that your company's name lives up to expectations when a business suddenly takes off? That was something that Angus Thirlwell and Peter Harris had not considered once ChocExpress had become a success – but they soon realised that their product was not seen as the indulgent treat that their business model proposed. The company subsequently became Hotel Chocolat, which has an “escapist quality that evokes thoughts of sanctuary and illicit weekends away,” says Thirlwell.

Financial Times, 31 October 2008, p16

Children and Youth

Read for success

The Children's Society is to promote reading at bedtime as a way of increasing a child's confidence and concentration. Parents are being encouraged to read a book at bedtime to their children.

PR Week, 31 October 2008, p10

Shaun enters games

Shaun the Sheep and Basil Brush are to feature in online games aimed at children. The BBC Tag Team website will be targeting children with the aim of building brand awareness and developing long relationships.

New Media Age, 30 October 2008, p6

Conferences and Events

Marketing in challenging times

Hear experts at The Chartered Institute of Marketing's Annual National Conference in Birmingham discuss and share their practical knowledge of four key topics: digital marketing, sustainability, segmentation and employee engagement. Discover essential tips on how to employ the best techniques in these fields and see their impact on business – demonstrated with real-life case studies. Visit

www.cim.co.uk/conference2008

Customer Relations

Every little helps

Tesco is asking shoppers to comment on their experience in its stores, having launched a feedback service called Every Comment Helps. They can send an email, or a text, phone a dedicated number or complete a form – all of which are free.

Retail Week, 31 October 2008, p16

Don't lose sight of service

The Institute of Customer Service (ICS) is warning businesses not to adopt a 'slash and burn' approach, which could have a negative impact on customer service. It is increasingly important to listen to customers, says David Parsons, Chief Executive of the ICS. It is also important to retain staff who are in the front line: “Keeping the right people to deliver the services and experiences that customers want is crucial,” says Parsons.

Customer Strategy e-newsletter [Accessed on 29 October 2008]

Direct Marketing

Charity promotes gifts

Save the Children is targeting its supporters in a direct mail campaign to showcase its gift service Wish List. The campaign will carry the line “It's more than a present, it's a future”.

Marketing, 29 October 2008, p10

Internet

Chopped nuts

Nuts TV is to be removed from Freeview and only be available on the internet. The channel is owned by Turner Broadcasting, which in turn is owned by CNN International – CNN now intends to launch a European news channel on Freeview instead.

Marketing Week, 30 October 2008, p13

Read books online

Authors and publishers have agreed a deal with Google that will see their books made available on the web.

Marketing Week, 30 October 2008, p13

Online before on TV

Virgin Media TV is to screen content on its on-demand service before it is aired on television. Viewers will be able to watch an episode of *Go Diego Go!* on the web before it is shown on TV.

New Media Age, 30 October 2008, p5

Loyalty Programmes

Loyalty scheme launch

O2 is to reward loyal customers by introducing the O2 Priority Club for those who spend £35 or more a month. Three 'tiers' of reward will be offered, depending on how much people spend per month, and rewards will include music downloads, free texts and discounts at the O2 and restaurants.

Marketing Week, 30 October 2008, p4

Magazines

Home title is revamped

Country Home & Interiors has been overhauled and given a fresh new look by publisher IPC. New fonts, larger photographs and a focus on contemporary homes are all part of the makeover, which had a readership of more than 87,000 earlier this year.

Media Week, 28 October 2008, p9

Marketing

SMEs find web solutions

This article looks at the way in which small businesses with small marketing budgets can improve awareness and the bottom line – by using search marketing. Search marketing has proved to be effective for many SMEs, but research also shows that there are too many that have websites that are not promoted on the internet. A website is important, but it's not enough – "You have to be where your customers are," says adCenter's Cedric Chambaz, and that means search engine optimisation or search engine management.

Marketing, 29 October 2008, pp33-4

Consumers join in

Inviting the public to come up with a design for your brand's packaging is just one way in which to grab attention and generate interest. Beer brand Brahma has done just that, to great effect, creating an 'emotional link' that could be a difficult task if using traditional marketing methods.

Marketing, 29 October 2008, pp37-9

Right time, right message

With so much customer churn in the telecommunications industry, managers need to identify the right consumers at the right time in order to send marketing messages that will keep them loyal. Marketing managers need to understand the customer lifecycle, and send appropriate messages via appropriate channels. This research discusses how to plan

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and execute a campaign using Business Intelligence methods.

Journal of Database Marketing & Customer Strategy Management, Vol 15(3) 2008, pp147-152

Sustainable and attractive

There is a lot of pressure on companies to think green when it comes to packaging, but given that it takes a consumer between three and seven seconds to notice a product and make a buying decision, packaging also needs to stand out. Therefore, any packaging redesign to make it more environmentally friendly must still promote the brand and its values. Consumer packaged goods company Georgia-Pacific has managed to do just that – this article looks at how this was achieved with Snyder's of Hanover and Honest Tea.

Packaging Digest, October 2008, pp70-4

Salaries revealed

The latest salary survey by The Chartered Institute of Marketing shows that marketers in the public sector are among the worst paid in the industry, with an average basic salary of £28,500 – 10.9% less than the national average. Meanwhile, those employed in manufacturing, production and processing are among the best paid, having an average salary of £36,000.

The Chartered Institute of Marketing press release [Accessed on 31 October 2008]

Newspapers

Times are changing

Consumers who use Ocado's online service are to receive a copy of *The Times* with their groceries. This means the paper will be distributed to 10,000 households every day, and will hopefully reverse a decline in readership.

Marketing, 29 October 2008, p2

FT going mobile?

The *Financial Times* is closely monitoring take-up of the iPhone and Android to see whether it should launch a mobile application. The newspaper has seen an increase in the number of visitors to its website over the last few months, as consumers search for information about the economy, so the time could be right to introduce a mobile app.

New Media Age, 30 October 2008, p9

Figures make good reading

The Guardian is still the nation's favourite newspaper website, but *The Independent's* site

saw a rise in unique users of 20.6% during September. The only online paper to experience a fall in unique users was Mirror Group Digital, which saw a drop of 5.7%.

Media Week, 28 October 2008, p9

Public Relations

Support for CBC

The Commonwealth Business Council (CBC) has appointed Saffron Chase to highlight its work with private companies and emerging economies. The companies that fund the CBC would like to see more press coverage that will highlight the opportunities available in developing countries.

PR Week, 31 October 2008, p8

Plan now to capture students

Universities are being warned that they will need to invest in PR if they are to attract students in the future. The number of young people in the population is falling, and the number of 18- to 20-year-olds is expected to drop by 100,000 between 2009 and 2020. Universities will therefore be competing to attract a limited number of British students, so international and postgraduate students may become even more important.

PR Week, 31 October 2008, p12

Comms directors reveal all

A survey by *PR Week* and Brands2Life has asked communications directors to talk about their responsibilities and what keeps them awake at night. It looks as though digital marketing and overseas aspects of businesses are now coming under their remit. In addition, they believe that PR is taken more seriously these days and that their jobs are more strategic.

PR Week, 31 October 2008, pp22-5

Radio

Is Radio 1 out of order?

The BBC Trust has received a complaint that Radio 1 is taking audience share from commercial radio by 'breaching its remit'. The latest figures from Rajar show that the average age of Radio 1 listeners is 33 – but its licence says it must appeal to listeners with an average age of 22.

Marketing, 29 October 2008, p6

Sponsorship

Get brains working

Blackberry and *NME* are to sponsor the *NME* Big Quiz that will be held in student unions across the country. Blackberry handsets are to be offered as prizes, along with music downloads and Ticketmaster vouchers.

Marketing, 29 October 2008, p5

B&Q takes residence

DIY retailer B&Q is to sponsor Channel 4's property programmes from January next year. The deal is worth around £5 million.

Marketing Week, 30 October 2008, p4

Breath of fresh air

Ambi Pur is to sponsor Absolute Radio's Geoff Lloyd Hometown Show from 3 November. The sponsorship will promote the air freshener's "And Breathe" positioning and also includes a "Fresh Track" that will help commuters have a more pleasant journey home.

Marketing Week, 30 October 2008, p14

Television

Is ITV gearing up for relaunch?

ITV's video-on-demand service could be relaunched as it plans to overhaul its online activity to generate more revenue. ITV's service was available before the BBC's iPlayer, but is said to be less consumer-friendly.

Marketing, 29 October 2008, p3

Turning off TV

Pay-for TV could suffer next year as Continental Research says one-fifth of viewers plan to reduce their spending on subscription services.

Media Week, 28 October 2008, p9

Women

Capturing Gen Y mums

There are some big differences between Gen X and Gen Y mothers, and these should be noted by marketers looking to target women, according to NewMediaMetrics. While Gen X mothers are interested in using the internet to shop, organise their photographs and research products, Gen Y mums use it to interact with other mothers, so interactive media, such as video-sharing sites, are important to them.

Gulf Marketing Review, October 2008, p18

On the Move

Name	From	To	New Title	Source
Joanne Cox	Yahoo Blue Lithium	Adconion	Global Marketing Director	New Media Age
Rob Francis	Admedia	News International	Head of Trade Marketing	Media Week
Clare Rees	Macromedia	Second Life	European Marketing Director	Marketing Week
Josh Rosenstock	Misys	Rolls-Royce	Head of Corporate Communications	PR Week
Kasia Suswillo	Unknown	JCDecaux	Head of Marketing Communications	Media Week

Promotions

Name	Company	Previous Title	New Title	Source
Luisa Fulci	Royal Mail	Director of Commercial Pricing and Policy	Director of Marketing Services	Marketing Week

Sources

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

Financial Times

Gulf Marketing Review

Journal of Database Marketing & Customer Strategy Management**

Marketing**

Marketing Week **

Media Week

New Media Age**

Packaging Digest**

PR week

Retail Week

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

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