



# Cutting Edge

4<sup>th</sup> February 2009

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

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## Advertising

### Insight before creativity

At an International Advertising Association lunch recently, Sir Martin Sorrel suggested that WPP should focus on offering the best consumer insight. There seems to be a shift amongst advertisers to produce sharp customer insight before moving on to deal with the creative execution stage. Consumers apparently need more proof than ever that a brand is right for them. The 'insight' must come first as a 'springboard' for creativity, and agencies should consider the possibilities of brain-mapping and neuro-marketing, as part of the advertising process.

**Campaign, 30 January 2009, p11**

### DOOH does well

Posterscope has forecast that digital out-of-home revenue will increase by 28.4% during 2009 and will comprise 10.4% of all out-of-home ad spend.

**Media Week, 27 January 2009, p8**

### ANNA awards

The Awards for National Newspaper Advertising (ANNA) this year pronounced John Lewis the winner for its online work. John Lewis invited consumers to find the right present for the character featured in its ad. This ad also worked well across other media, which made it more accessible to the consumer. But the overall winner of the awards was the Adnams campaign, promoting 'carbon neutral beer from the coast' and picturing a peaceful sea and beach scene.

**Campaign, 30 January 2009, p26-27**

## Agencies

### Agency redundancies

Abbot Mead Vickers BBDO Group, DDB London and TBWA are all planning redundancies in the UK. TBWA will possibly lose eleven, and DDB sixteen, staff.

**Campaign, 30 January 2009, p40**

### Digital a growth area

A study, entitled *Worldwide Partners Inc. Agency CEO Survey*, by the Worldwide Partners, has

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revealed that around 70% of agency chief executives think that their clients will cut their 2009 budgets, and over 83% of that group say those cuts will be by at least 15%. 48 per cent of respondents believe it will take 18 months for conditions in their respective markets to improve. The outlook was more positive with digital media, with half those surveyed considering it to be a growth area in 2009.

**M&mglobal.com, 29 January 2009**

## Books

### Little black book

*Marketing* is about to launch its *Little Black Book* (LBB) of senior marketers. This claims to reveal the 'quirky habits, secrets and contact details' of some big names in the industry, such as which well-known marketer was a TV cameraman, but sacked for being incompetent! A section of *Marketing's* website will be devoted to the LBB.

**Marketing, 28 January 2009, p3**

## Brands and Branding

### Subway won't go under

Upmarket brands, such as maternity business, Blooming Marvellous, and fruit juice producer, Serious Fruit, have gone into administration. Blooming Marvellous had 14 UK shops, while Serious Food makes more than half the smoothies and fresh juices in the UK. Meanwhile Zavvi, the music chain has now lost 826 jobs in total and is being run by administrators, Ernst & Young. At the other end of the scale value brands, such as the Subway sandwich chain, has announced that it will be opening another 600 stores in Britain and Ireland, with the creation of 7,000 jobs.

**The Guardian, 30 January 2009, p32**

### Consumer and brand personality

This article reveals the findings of a study into the relationship between consumer personality and brand personality, in relation to fashion products. Brand personality is a set of characteristics that portray a brand, while consumer personality is described in terms of the 'Big Five' model; this is defined as: neuroticism, extroversion, openness, agreeableness and conscientiousness. It was found

that consumers that have a 'conscientious' personality - organised, hard-working and reliable - have a preference towards 'trusted' brands, whereas those who are 'extrovert' in nature tend towards 'sociable' brands.

**The Journal of Brand Management, January-February 2009, p234-247**

### **Plenty mops up Bounty**

That well-known kitchen towel 'Bounty' is to be rebranded as 'Plenty'. When SCA acquired 'Bounty' from Procter & Gamble in 2007, part of the deal was to rename the brand within a certain timeframe. 'Plenty' is apparently the name that consumers thought most suited to the attributes of the current 'Bounty' name. The new packs will be launched during February accompanied by a TV ad which explains that 'Bounty is now called 'Plenty – same great towel, brand new name'. The household towel category dropped in value slightly, by 0.2% last year. Never mind, the rebranding should absorb the downturn!

**The Grocer, 31 January 2009, p30**

### **Utilising that website to win customers**

Utility companies are increasingly using the internet to enhance their brand profile, so that customers either remain loyal or will consider their brand when looking to switch. Websites are moving towards customer interests rather than price comparisons and pay-per-click search campaigns. Research indicates that slightly less than half the market has never switched provider, but as gas and electricity bills rose by 42% last year, people might start defecting. British Gas claims that website customer sign-ups increased from 5% in 2007 to 15% in 2008. Water companies are monopolies and therefore can't win customers; their web sites are more informative in nature. This article contains some useful statistics on electricity market customers and UK energy sites.

**New Media Age, 29 January 2009, p19-21**

## **Children and Youth**

### **Child finances**

Family Investments, the Child Trust Fund (CTF), is to launch a website aimed at new mothers. *Money for Mums* will give parental case studies and tips on how to plan the child's finances. Family Investments is the UK's largest CTF and provides funds for Barclays and the Post Office.

**Marketing, 28 January 2009, p8**

## **Cinema**

### **Kylie wins cinema poll**

A poll by Digital Cinema Media asked voters to choose the best cult cinema ad of all time, out of ten ads chosen by a panel of experts. The winner was Kylie Minogue's ad for Agent Provocateur, where Kylie appeared writhing around with a mechanical bull, and wearing skimpy lingerie.

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**Campaign, 30 January 2009, p5**

### **Cinema takes on the redcoats**

In its first cinema sponsorship deal, Butlins will get involved with the Odeon Kids Club. The 'iconic' Redcoat entertainers, synonymous with the Butlins brand, will visit Odeon cinemas during February, and entertain children with a range of characters, including Bob the Builder and Pingu.

**Marketing, 28 January 2009, p6**

## **Customer Relations**

### **Fizzback T's off**

T-Mobile is using The Fizzback Engagement Platform to capture data regarding customer ratings of its service performance. T-Mobile contacts customers via SMS, after a retail, telesales or customer service contact, and the customer can reply by text message. The system is designed to enable the company to contact all its customers, rather than just a sample. The information helps to promote 'a genuine service culture', raise customer satisfaction and improve employee performance.

**Retail Week, 30 January 2009, p14**

### **Social media measurement**

Most marketers are not monitoring what people say about their brands in social media, according to a new survey by the Chief Marketing Officer (CMO) Council, despite having large CRM programmes. But some big marketers are beginning to measure social media. For example Procter & Gamble has a Social Media Lab and last month Unilever held a word-of-mouth conference dedicated mainly to understanding how social media affects its brands.

**Brandrepublic.com [accessed 2 February 2009]**

### **Retailing relations**

A consumer study of attitudes towards retailing, conducted by ICM on behalf of *Retail Week*, revealed that 64% of respondents considered that retailers have a valuable role to play in the UK economy, while 63% thought that retailers made a valuable contribution to local communities. However only 11% considered that retailers are helping consumers through the downturn and 45% of shoppers felt taken for granted. The conclusion is that retailers need to get their messages across better and do a better job of relating to consumers.

**Retail Week, 30 January 2009, p16-17**

### **Sainsburys in customer loyalty strategy**

Justin King, Sainsbury's chief executive, is to announce a new ten-year strategy next month. Sainsbury's suffers from lower sales than its competitors and plans a turnaround that will help it to compete with the likes of Tesco. King plans to assemble a marketing team, including the crucial post of director of customer insight and loyalty: Sainsbury's will be focusing on keeping customers and winning back others.

**Marketing Week, 29 January 2009, p20-21**

### **A load of cobblers**

In the Institute of Customer Service (ICS) *UK Customer Satisfaction Index* cobblers and key-cutters scored 86 out of 100, followed by hairdressers with 84. Local government scored the lowest with 63. ICS Executive Director Richard Crawford says that "customer service is the only differentiator left in business" and cobblers give personal attention.

**People Management, 29 January 2009, p14**

## **Direct Marketing**

### **Environmental standard**

The Direct Marketing Association, Acxiom, ISBA, Royal Mail and the Telephone Preference Service have produced a direct marketing industry environmental standard, PAS2020, which establishes a set of environmental objectives, and indicators for different environmental aspects of a DM campaign. The indicators provide an indirect measure of a DM campaign's environmental impact on such things as climate change. They can be used by clients and suppliers to show a commitment to more responsible business practices.

**Marketing, 28 January 2009, p10;**  
**BSigroup.com [accessed 1 February 2009]**

## **Film**

### **High School Musical giveaway**

Walt Disney Studios and Amazon.co.uk are to give away a *High School Musical 3* CD-Rom 'yearbook' with each film DVD purchased.

**Marketing, 28 January 2009, p6**

### **Find any film – honestly!**

The UK Film Council has launched a film search engine, *FindAnyFilm*, to enable people to find a film on any platform. The system collates cinema, broadcast, streaming data and download – all legal of course! These link the user through to booking engines. Requests from users will also give the Film Council more insight into consumer interests. The search engine is to be promoted via an integrated marketing campaign, including search activity online.

**New Media Age, 29 January 2009, p11**

## **Internet**

### **Political sites**

According to ComScore there has been a 16% increase in unique users to political sites, owing partly to the huge interest in Barack Obama and also to the financial situation. *BBC News* and *The Guardian Online* experienced user increases of 22% and 36% respectively. The *BBC News* site benefited hugely from the Obama campaign, with 7.3m unique users during the inauguration ceremony. *Labour.org.uk* has doubled its traffic thanks to its David Cameron cabinet meeting spoof, and is

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planning to launch a social networking site called *Labourspace.com*, on 12<sup>th</sup> February. This is inspired by Obama's campaign, with its emphasis on new media. ComScore's top ten political sites for unique users in December 2008 is headed by *BBC News – Politics*, which has a clear lead with 1.01m unique users. This is followed by *Guardian Politics* (165,000) and *Voanews.com*, *Amnesty International* and *Democraticunderground.com*, all with less than 100,000.

**New Media Age, 29 January 2009, p5**

### **Social computing or intranets?**

Before the advent of social computing, associated with Web 2.0 technology, large companies had little idea of knowledge transfer between employees. When a company's employees retire or leave, a lot of valuable information is lost, but blogs and wikis can capture this data. IT industry Analyst Gartner has predicted that by 2010 more than 60% of Fortune 1000 companies will have websites with online communities that are useful for marketing purposes. In addition the information that employees provide via Web 2.0 systems will be greater in volume and value than HR data. In most organisations employees are probably using social computing to interact with employees and customers. However many companies are still wary of, or very casual about, social computing and it is difficult to demonstrate ROI.

**Information Age, January 2009, p48-49**

### **Microsoft Media Network**

Microsoft Advertising has just introduced Microsoft Media Network in the UK, a new service to help advertisers create targeted campaigns on MSN. It will compete directly with AOL's Platform-A and Yahoo! Network. The network will be open to all advertisers and will be touring the country with a series of road shows.

**Marketing Week, 29 January 2009, p11**

### **Google profit fall and...**

Google's global ad revenue rose by 15% to \$5.5bn in the last three months of 2008. However its profits fell for the first time ever in that quarter; revenues from UK operations also fell, by 2%.

**Campaign, 30 January 2009, p6**

### **...Yahoo freezes salaries**

As one of her first acts, new Yahoo Chief Executive Carol Bartz is to freeze the salaries of the company's 13,700 employees. The cost-cutting is in response to a 'difficult' ad market.

**Media Week, 27 January 2009, p9**

## **Magazines**

### **Customer Publishing**

This feature on customer publishing looks at what brands are currently doing. John Lewis, for example, is considering a broader branded title, while parts of the luxury market remain strong, and Ferrari regards

a customer magazine as 'an investment in lifestyle marketing'. Customer publishers may be in a better position than other publishers, but there are very few first-time clients around, as the market has matured. Mintel's research for the Association of Publishing Agencies (APA) says that the value of the customer publishing industry will grow in value to £1bn by 2013, but market growth will actually decrease during 2009.

**Marketing, 28 January 2009, p33-39**

## Market Research

### **P&G to reevaluate research methodology?**

Procter & Gamble's (P&G) senior researcher, Kim Dedeker, told an Advertising Research Foundation forum that market researchers need to employ 'softer skills', such as creating persuasive stories or making use of ethnography and online communities. P&G currently spends about 80% of its market research budget on evaluating ideas before launch. Dedeker's ideas could indicate a move towards listening to consumers at the beginning or end of a product launch in order to help generate new ideas or improve products. She also advocated that marketers need to look at using the likes of social media, to gain consumer insights and win back trust.

**Brandrepublic.com [accessed 2 February 2009]**

### **Connected research**

Web technology, Web 2.0, encompasses participation, information sharing, social networking and user collaboration via wikis, blogs, web feeds and so on. The expression 'connected research' is an 'embedded' form of market research that uses such online tools to draw on social interactions between consumers, so allowing for a more 'equal relationship' between the researcher and the consumer. This social aspect is probably one of the largest changes for qualitative market research, since the introduction of online research.

**International Journal of Market Research, Vol 51(1) 2009, p11-27**

### **Traditional tins canned**

John West has introduced the 'No Drain, Less Mess Tuna', which is meant to eliminate the need to drain oil or brine from the can. The company spent 18 months on the new production process, which has resulted in tuna that can be eaten straight from the can. The can was introduced as a result of customer research and will be launched in February with a £3m marketing campaign across TV and outdoor. John West holds a 30% market share in canned fish.

**The Grocer, 31 January 2009, p29**

## Newspapers

### **Sunny outlook**

According to the latest ABCe figures, the *Sun's* website saw an increase of 15.4% unique users during December. This contrasts sharply with the drop in traffic experienced by other national

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newspaper sites over that period. The *Guardian* still maintains its top spot however, with 22.8 million visits.

**Campaign, 30 January 2009, p5**

### **Indy up for grabs?**

There is speculation that the *Independent* could go on sale after its owners, Independent News & Media (IN&M), has said it will shed any 'loss-making businesses'. The Indy is thought to be losing around £10m a year; this is amid reports that Russian businessman Alexander Lebedev is interested in acquiring it. He recently purchased a 75% stake in the *Evening Standard*. IN&M is also trying to sell the German price-comparison site *Verivox* and UK gaming site *Cashcade*.

**Campaign, 30 January 2009, p6**

## Public Relations

### **Broadcast PR**

This article claims that with the convergence of media - print, audio, video, TV and radio - PR agencies need to better understand broadcast techniques. Broadcast people are often frustrated at the apparent lack of understanding displayed by the PR sector. Some agencies, such as The Red Consultancy and Porter Novelli, have hired people with journalistic broadcast experience. Key considerations include the visual impact of the story, which requires knowledge of the media, or the need for a 'local slant' on a story. Broadcasters are very demanding and stories are time-sensitive. TV and radio will only cover a few big stories every day, and there is only a small window of opportunity for PR stories.

**PR Week, 30 January 2009, p20-21, 23**

### **CIPR chartered status**

Last year the Chartered Institute of Public Relations (CIPR) voted in favour of the creation of a new Chartered Practitioner designation. The CIPR can assess and award individual chartered status to its members and is now inviting members to apply online before 31<sup>st</sup> March.

**PR Week, 30 January 2009, p2**

## Radio

### **A change of Heart**

On 23 March Global Radio is to rebrand another twelve of its GCap radio stations as *Heart*. The stations are mainly in the south and west of the country, and include Fox FM in Oxford, Severn Sound and 2-Ten FM in Reading. This constitutes the second part of the national roll-out of the *Heart* brand, after nine stations were rebranded in the Anglia region on 5<sup>th</sup> January.

**Media Week, 27 January 2009, p9**

### **Radio raises visibility**

BBC Radio is to extend its tests of visual radio, after successful trials featuring actor Will Smith, and peak

viewing figures of 22,733 during Chris Moyles' show on 15<sup>th</sup> January. Apart from live video, the radio player streamed interactive content, SMS messages, artist images, Wikipedia feeds, polls and information about the music being played. A longer trial in May will include footage of Radio 1 and Radio 5 shows.

**New Media Age, 29 January 2009, p8**

## Social Media

### Social network campaigns benefit charities

This article looks at the benefits of online campaigns for charities. Within hours of a disaster occurring somewhere in the World, a charity can organise a petition. An email campaign is launched and forwarded on by a network; this is much cheaper and faster than a rally or mailshot. One powerful example is Tearfund's ability to persuade Thorntons to stock Fairtrade Foundation products in its shops. This was achieved via the 'Super-badger' campaign on *Facebook* and *Bebo* last October.

**Third Sector, 27 January 2009, p14-15**

### Social networking comes to TV

MySpace, Intel and Yahoo are collaborating to allow users to do social networking through their TVs. Broadcasters, set-top box makers and developers will introduce ways of constructing communities around TV content. The BBC's Rapid Application Development unit can link on-demand content from the iPlayer, linear content and content stored on a personal video recorder (PVR). The technology can change consumers' use of the media and there will be new ways of connecting the brand to the consumer. People relate to PCs and TVs in different ways: "People's approach to brands online is rational whereas TV delivers a more emotive engagement", says Mark Brown of digital agency Weapon7.

**New Media Age, 29 January 2009, p22-23**

### Twittering on the increase

Hitwise UK has reported that traffic to the Twitter micro-blogging social network rose by 974% year-on-year. Traffic sent from Twitter to other websites increased 30-fold.

**New Media Age, 29 January 2009, p13**

### A smarter way of working?

*Bebo* founder Michael Birch, and online entrepreneur, Shaa Wasmund, have joined forces to launch *Smarta*, a business network for start-ups. The initiative has the support of the minister for digital engagement, Tom Watson, and sponsors include Royal Bank of Scotland and Vodafone. Wasmund expects the network to help people looking to start their own businesses, especially in the current economic climate. The site will be promoted via blog, natural search and sponsorship.

**New Media Age, 29 January 2009, p6**

### Do tell!

The '.tel', an innovative top level internet domain, was launched to the public on 3<sup>rd</sup> February. It allows users to store and publish all their contact information, web links and blogs, directly on the internet and under their own unique name. It enables other people to find and interact with them. For the past few months .tel names associated with major trademark names have been up for sale, but now the 'landrush' phase of the launch allows other names to be purchased, at around £200 a pop. In the future the information put on these glorified contact books will be available on mobile devices.

**BBC Radio 4 Today Programme, 3 February 2009; Times, 3 February 2009, p16**

## Television

### PSB – the Ofcom verdict

Public Sector Broadcasting (PSB) is programming produced for the public, and typically encompasses impartial news, current affairs, children's programmes and so on. Ofcom has recently published a blueprint for supporting PSB through the next decade, because the funding of these programmes through advertising is no longer sustainable, mainly owing to competition from digital channels. Ofcom concludes that the BBC should be funded by licence fee and is at the heart of PSB. However Channel 4 (C4) will be the basis for a PSB alternative, which might be achieved through partnerships or mergers, such as C4 and BBC Worldwide, or Five. ITV will be allowed to reduce its PSB commitments and Five will continue to broadcast news and original content. An independent consortium should deliver news to Scotland, Wales and Northern Ireland to replace ITV.

**Media Week, 27 January 2009, p4;**

**The House Magazine, 26 January 2009, p19-30**

### Speaking of which...

Five is planning to cut as many as 90 jobs, out of a workforce of about 270, as a result of a huge decline in advertising revenues. Revenues this year are forecast to fall by as much as 20%. Five has already signed up to some expensive long-term contracts, such as *Neighbours* and *Home and Away*, but it has never made a huge profit, since its inception in 1997.

**Times, 28 January 2009, p42**

### ...which is strange considering...

TV viewing in 2008 was up by nearly an hour a week compared with 2007, according to the Broadcasters' Audience Research Board.

**The Independent, 28 January 2009, p42**

### The sky's the limit

Or so it seems with Sky, whose drive to get customers to sign up to HD TV is the largest marketing campaign for the broadcaster since its

broadband launch in 2006. It is to recruit about 600 engineers and 400 call centre staff for a customer centre in Leeds, and claims to have attracted 171,000 new customers in the last quarter of 2008 alone!

**Guardian, 29 January 2009, p29**

#### **UKTV in total rebranding**

The latest publicity for the *Eden Channel* is a five-metre high sculpture of a polar bear and cub on an iceberg floating down the Thames. This is part of UKTV's rebranding of all its channels, in which the UKTV logo will disappear. The three names in this

launch are: *Blighty, Eden and Yesterday*. *Blighty*, to be relaunched on 17 February, is a celebration of 'all that is great, unique and inspirational about Britain' and *Yesterday* replaces *UKTV History*. *UKTV Gardens, UKTV Food* and *UKTV Style* will be rebranded in the spring. But can the change of name alone make the channels more visible on the programming guide?

**Independent 2 February 2009 p47**

## On the Move

<b>Name</b>	<b>From</b>	<b>To</b>	<b>New Title</b>	<b>Source</b>
Roland Agambar	The Sun & News of the World	Associated Newspapers	Chief Marketing Officer	Media Week
Eric Benoist	Martell Mumm Perier-Jouet	Chivas Brothers	International Marketing Director	Marketing Week
Nick Garland	Beam Global	Whyte & Mackay	Global Sales & Marketing Director	Sales Promotion
Steve Grout	Rapp Collins	Targetbase Claydon Heeley	UK Chief Executive	Marketing Week
Claire Harrison-Church	Boots	Sainsbury	Director of Brand Communications	Marketing
Neil Jones	Carat	News International	Director of Commercial Strategy	Marketing
Gary Leih	Ogilvy Group	Think London	Director	Campaign
Abbey Lovell	Metropolitan Police	Make-A-Wish Foundation	PR & Celebrity Manager	Third Sector
Jeremy Schwartz	L'Oreal	News International	Chief Marketing Officer	Marketing
Chris Wyatt	Blockbuster	BCS Outdoor	Interim Chief Executive	Media Week

## Promotions

<b>Name</b>	<b>Company</b>	<b>Previous Title</b>	<b>New Title</b>	<b>Source</b>
Elena Ford	Ford	Credit division	Director, Global marketing, sales & service Operations	M&M Weekly News Digest
Martyn Gibbs	Game UK	Head of Gamestation	Group Customer & Brand Director	Retail Week
Sarah Linfoot	Guardian News & Media	n/a	Digital Innovation Manager	Media Week
Philip Rinn	Ebay	Director for eBay Advertising International	Director of Advertising Partnerships	Campaign

## Sources

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BBC Radio 4  
Brand Republic  
BSI Group  
Campaign\*\*  
The Grocer  
The Guardian  
House Magazine  
Journal of Brand Management  
The Independent  
Information Age  
International Journal of Market Research  
M&MGlobal.com  
Marketing\*\*  
Marketing Week \*\*  
Media Week  
New Media Age  
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Third Sector  
The Times\*\* (via the UK/Eire Reference Centre)

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