



Cutting Edge

6th May 2009

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

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Advertising

ASA gets tough with loan sharks

The Advertising Standards Authority (ASA) will implement a new code to eliminate irresponsible consumer credit promotions, where TV ads encourage viewers to borrow thousands of pounds in order to sort out their debts. ASA Chairman Lord Smith will use a social responsibility rule from the Broadcasting Committee of Advertising Practice (BCAP) in order to ban some loan ads. The ASA will also be increasing its surveillance of supermarket price comparison ads, which claim that a basket of goods is cheaper than elsewhere. Last year the ASA received a record number of complaints, at 26,433, regarding 15,556 ads. The most complained-about ad was the from Barnados, featuring a girl being slapped by her father; it received 840 complaints.

The Independent, 29 April 2009, p9

Marketing Week, 30 April 2009, p5

Electronic displays to surface anywhere

A new light-emitting ink created by Dai Nippon Printing in Tokyo has the potential to be printed onto almost any surface using an ink-jet printer. It is hoped that the new technology will be ready and marketable within the next five years and could be used on light-emitting posters, clothing and flexible displays.

New Scientist, 2 May 2009, p19

Morrisons ad slammed

The Advertising Standards Authority (ASA) has banned a Morrisons' ad starring Denise Van Outen and Richard Hammond, after complaints from other supermarkets that the ad was misleading. Morrisons claimed that it was the only major supermarket to source and pack fruit and veg from British Farms. Supermarkets, such as the Co-op, apparently process their fresh products in the same way. It also transpires that only 85% of fresh fruit and veg

was sourced, selected and packed by the supermarket, rather than the 100% claimed.

Marketing Week, 30 April 2009, p6

Agencies

GyroHSR

Gyro International has merged with US-based agency HSR, to become GyroHSR, which will be run from London and have combined revenues of \$100m. The new firm will have 17 offices in 9 countries and is looking to further expand into Brazil, Russia, India and China (the BRIC countries). Clients include Amex, Audi, HP, Shell, Sony, T-Mobile and Virgin Atlantic.

Marketing Week, 30 April 2009, p6

Havas environmental tool

Havas Media is launching a Sustainable Futures 09 Venture, which offers clients a way of researching and measuring the impact of their activities in environmental and social terms. It involves a measurement tool, the Sustainability Futures Quotient, which can track and compare the performance of companies. Research from Havas has indicated that 48% of consumers will consider paying 10% more for products produced in a sustainably and socially responsible way.

Campaign, 1 May 2009, p2

Omnicom

Omnicom Group's net income fell in the first three months of this year by 21%, with profits of only \$164m compared with \$209m in the same period last year. Meanwhile Interpublic has also reported a decrease in organic revenue of 5.6% for the first quarter: \$1.33bn compared with \$1.49bn the previous year.

Campaign, 1 May 2009, p6

McCann can!

McCann Erickson, part of the New York-based Interpublic Group, has won the battle to

promote the London 2012 Olympics. It beat Sir Martin Sorrell's WPP Group to the finish, ahead of Chime Communications, which was eliminated two weeks ago. The whole process has been controversial, owing to the Tier Three Sponsorship deal. This means that the winning agency has to supply £10m-worth of marketing services. The contract runs for three-and-a-half years. It is reported that WPP, which hoped to gain the contract because of its British background, lost out by refusing to split the tender for marketing from the tender for market research, which is to be awarded separately.

Marketing Week, 30 April 2009, p5

Campaign, 1 May 2009, p3

The Financial Times, 29 April 2009, p1

Books

Books for schools

The Times, *The Sunday Times* and *First News* have joined forces to promote the 'Books for Schools' campaign. Children's newspaper *First News* will print a 'Books for Schools' token in every issue during the summer term. The tokens can be used by schools in exchange for books

Marketing, 29 April 2009, p6

Abominable deal

Iceland Foods has signed a deal with Orion Children's Books, to give customers a free copy of *Horrid Henry & the Abominable Snowman*. Ice – Snow – oh yes!

Marketing, 29 April 2009, p10

Brands and Branding

BrandZ brand value

According to the *BrandZ* survey Google has become the first \$100bn-brand. Microsoft and Coca-Cola have taken second and third places. The value of the top 100 brands has risen by 2% to \$1.95 trillion over the last year. Eighty-five of the 100 most valuable brands have remained in the top 100 from last year. The UK's most valuable brand is Vodafone, followed by Tesco and HSBC. Consumers have clearly been in search of comfort, since McDonald's, Marlboro, Budweiser and Johnnie Walker all increased their brand value. Overall the most valuable category was the mobile telephone sector, growing by 28% this year, while insurance showed the biggest fall of 48%.

Marketing, 29 April 2009, p1, pp26-27

Brand valuation

The brand has become a valuable business asset and needs to be well managed, since a

strong brand can generate higher sales and build loyalty. There are various ways of approaching brand valuation. Four important components are considered to be: segmentation, financial analysis, brand driver analysis and brand risk analysis. Companies that continue to invest in brands will be better positioned as they come out of the recession than those who have cut brand and marketing budgets. This article takes its examples from the *BrandZ* study, mentioned in the previous article, and the *Millward Brown Optimor* ranking, published annually in the FT. For a more detailed view of global brands see the *Financial Times Global Brands* special report.

Admap, May 2009, pp36-38

The Financial Times, 29 April 2009, Special Report, pp1-4

Obama's brand manager

The Times profiles Desirée Rogers, President Obama's social secretary and a powerful brand manager for the White House. Obama and his family are described as a 'marketer's dream'. Rogers will be planning White House social events in the middle of a recession, so catering will be along the lines of US wines and locally grown produce. But she nevertheless plans to arrange dinners with US icons, including Hollywood stars and Nobel prize winners.

The Times 2, 1 May 2009, pp1-3

Celebrities

Celebrity endorsement

The concept of celebrity endorsement is increasingly being used to raise public awareness of causes. This paper shows the results of a survey of 100 members of the public to evaluate levels of awareness and opinion of celebrity involvement in international development work. Most respondents considered this involvement to be useful in raising the profile of the charities, but only a small number said they were actually influenced by that activity. There was also cynicism as to the motives of the celebrities, who were thought to be serving their own causes, mainly that of publicity, first. Respondents respected celebrities they considered were genuinely committed to their cause.

International Journal of Nonprofit & Voluntary Sector Marketing, May 2009, pp137-148

Charity nets sports stars

Last month David Beckham and Andy Murray teamed up at Wembley Stadium to support the launch of Malaria No More UK, the anti-Malaria

charity. Beckham and Murray played tennis over a net made from blue mosquito net material and then kicked footballs into a goal made from the same material. The charity aims to meet the UN target of getting everyone at risk in Africa a bed net by the end of 2010. Bed nets can be delivered to Africa for just £5.

Third Sector, 5 May 2009, p2

Delebs – cashing in?

This is the use of dead celebrities in branding. The estate of Johnny Cash, who died in 2003, has entered into a licensing deal with agency Greenlight, to use Cash and his wife in advertising, marketing and merchandising. Greenlight has already rebranded 1920s actress Mae West as a 'Sex and the City-type' icon, and also represents other delebs, including Steve McQueen and Albert Einstein. The trend is to integrate delebs into modern situations and, if necessary, put words into their mouths. A 2006 promotion for *BBC Radio 2* showed Elvis Presley introducing his band, which comprised high profile (but not necessarily dead) artists such as Marvin Gaye, Stevie Wonder, Jimmy Page, and the Sugarbabes.

Marketing Week, 30 April 2009, p8

Children and Youth

The Tweens - but where are the boys?

The recent success of the movie premiere of *Hannah Montana* amongst the tweens, the 8 to 14 year-olds, has been exploited by Disney via TV, film, video, magazines, tours and merchandise. The movie is awash with product placement and Disney is benefiting from these 'gimmick-loving' tweens. On the whole these types of shows appeal to girls, but perhaps there is a gap in the market somewhere for 'Guitar Hero/Rock Band-loving boys'.

Marketing, 29 April 2009, p18

Dishing up ads directly to children

Little Dish, the children's food specialist, is to appear on TV for the first time this month, as it teams up with the Nickelodeon TV network. The ad was filmed with help from Nickelodeon's Viacom Brand Solutions (VBS). VBS is to give Little Dish £100,000 of free ad slots over the next two years in return for a percentage of increased revenue. The brand has become attractive because its food ingredients were deemed healthy enough by Ofcom to pass its rules for advertising to children.

The Grocer, 2 May 2009, p29

Cinema

Cineworld thrives

Cineworld, Britain's' second-biggest cinema chain, has announced box office takings up by 19.1% in the 17 weeks to 17th April, helped along by *Slumdog Millionaire*. From this month 144 of Cineworld's 775 screens are to offer 3-D format; thirteen 3-D films are scheduled for release this year, including *Ice Age 3*. Amazingly the over-priced popcorn and cola sold at cinemas seems not to have lost its attraction, and retail revenues rose by 10.1% at 75 cinemas. The downside is the 24.6% fall in ad revenues experienced over the period, but Cineworld Chief Executive Steve Weiner remains optimistic.

The Times 30 April 2009, p48

Conferences and Events

Corporate hospitality

The recession has seen corporate hospitality moving away from the glitz and champagne, and companies specialising in this area are offering clients something different. This article examines the current trends. For example there is a need for more 'discreet' activities, such as entertaining in private clubs. Brands want more value for money, but with added extras. Some are buying ticket-only packages, without the extra hospitality. Others, who can still afford it, are obtaining packages at a discount and 'ambushing' their competitors' clients.

Marketing Week, 30 April 2009, pp37-39

Consumer Behaviour

Consumers in the US are apparently planning their shopping trips rather than impulse buying. This applies to 60% of respondents who took part in the *Miller Zell/NRN 2009 Shopper Behavior Survey*. Forty-four per cent said they were actually researching their purchases online before buying.

Admap, May 2009, p6

Customer Relations

Market segmentation

There has been little written about the link between market segmentation and Customer Relationship Management. This research is an exploration of segmentation in the services context through twenty-five interviews in five companies in the UK. The results revealed that market segmentation is still necessary for 'customer selection, proposition development and mass communication'. Organisations need to develop an understanding of what customer

insight is and how to use it and link it with market segmentation and CRM. Segmentation is vital for marketing planning, but organisations with rich data on individual customers should consider using propensity modelling systems and customer analytics.

Journal of Marketing Management, Vol 25 (3-4), 2009, pp227-252

Npower selects customers

Npower is testing a new customer loyalty programme, Npower Select, targeted at its dual fuel monthly direct debit customers. They are being offered £100 off their annual fuel bill, or other incentives, such as £120-worth of M&S vouchers or £140 off RAC breakdown cover. The aim is to 'turn customers into fans'; the company claims to offer the largest choice and biggest rewards in the energy industry.

Marketing Week, 30 April 2009, p10

Digital

Financial services in digital marketing

At one time personal finance companies were quite aggressive online marketers, but now they are using digital media to recruit customers and explore relationships. The focus is shifting to eCRM, with branding campaigns such as Barclaycard's YouTube channel and HSBC's Talking Money. Finance has now moved from first to fifth place in the digital advertising sector and the sector's share of digital spend halved between 2006 and 2008.

New Media Age, 30 April 2009, pp18-20

Hot new site

Tabasco is to launch its first UK website, The Tabasco Fan Club, which will appear this month, featuring offers, product information recipes, stockists and a forum. The brand already has a following on Facebook where more than 17,000 people have joined a fan page dedicated to it.

New Media Age, 30 April 2009, p6

Direct Marketing

DM good but Sky suffers churn

BSkyB's pretax profits rose by 13% to £63m for the three months to 31st March as more customers signed up for its digital service, Sky+HD. Sky's main customer acquisition channels are direct mail and door-drops. A high volume door-drop campaign helped promote Sky+HD, and more than one million subscribers are now signed up. Although it added 243,000 customers for Sky+HD, Sky suffers from significant customer churn issues. A loss of

10.6% has left a net gain of 80,000 new customers.

Brandrepublic.com, 30 April 2009

BtoB new business tool

Experian has launched its B2B Prospector, an online tool based on Experian's National Business Database (NBD). It allows businesses to obtain leads for campaigns by searching on geography, business type, location and credit risk. The NBD has more than 5.1m business records, based on the Yellow Pages and Thomson Directories. SMEs are likely to benefit from this access to more advanced segmentation and targeting.

Brandrepublic.com, 5 May 2009

Internet

BBC behavioural targeting

BBC.com is using behavioural targeting across global sites outside the UK. It is using targeting firm Audience Science to collect and analyse data on visitors to its sites, in order to deliver ads that are more relevant. In March the BBC used the technology across its UK magazine sites, such as *Radio Times* and *Top Gear*.

New Media Age, 30 April 2009, p12

Internet overtakes TV

A Microsoft report, *Europe logs on: internet trends of today and tomorrow*, has forecast that the internet will overtake broadcast TV as the most used media channel in Europe by the middle of 2010. Internet usage next year will rise to just over 14 hours a week while TV viewing will be around 11.5 hours. However the report also points out that content which would previously have reached the viewer via TV is now being accessed via mobile devices and computers.

Admap, May 2009, p7

Law

Behavioural advertising

Behavioural advertising is based on collecting and segmenting web browsing data in order to supply relevant advertising to the right segment of users. This article describes the range of business models for behavioural advertising via 'first party', advertising networks and other providers. It also talks about the US Federal Trade Commission's (FTC) self-regulatory principles, the Internet Advertising Bureau's (IAB) good practice principles and finally the position adopted by the EU. Although protecting privacy is at the centre of regulations, there

needs to be good practice to engender user trust and advertiser confidence.

Admap, May 2009, p7

Magazines

Taking the burden of the recession

German publisher Burda is to relaunch *Full House!*, a weekly 'real-life' magazine. It aims to appeal to recession-hit readers by reducing the price by 18p to 50p and will contain a 12-page section on how to beat the credit crunch. The magazine's circulation has fallen dramatically in the last three years.

Campaign, 1 May 2009, p5

Portfolio reduction

Condé Nast is abandoning *Portfolio*, the business magazine it launched two years ago, blaming falling advertising revenues as the cause. Ad sales fell by 49% in the first quarter of this year, while the magazine industry as a whole experienced a fall of 20%.

The Economist, 2-8 May 2009, p 7

Market Research

Memory an imperfect tool

Market researchers tend to question respondents about what they have done in the past, in order to measure behaviour. However the human mind is such that with each reinterpretation of an event we 'subtly alter' our memories and there are inherent biases. Market researchers need to broaden the context of their questions in order to create a more 'general response environment'. A direct question may obtain the desired response but it might not be the most accurate one.

Admap, May 2009, pp32-35

Emotional response

This is another article on how the human brain works and how trying to assess a consumer's emotional response from words alone, when conducting research, has many pitfalls. One of the best options of accessing and quantifying the emotional response of consumers to advertising is facial coding. This is compatible with internet testing – 500 million people worldwide have webcams – and allows researchers to see when consumers are 'emoting', thus allowing richer analysis when used in conjunction with a verbal transcript. The downside is that only seven emotions are detectable. Facial coding is in the process of being automated, something that may see development in the next two years.

Admap, May 2009, pp45-47

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Music

Swapping services

Global music sales are forecast to drop by 8% this year, so revenues are tight. Classical band Elyssium III is trying out a new model which involves 'swapping' services, by creating brand partnerships to fund their activities, rather than relying on the traditional backing of a record company. All their deals are customised to the partner in question; for example there is a brand using Elyssium's music in its ads. There will also be a brand providing products and services for touring, performance and album costs. Logos are used on albums and tour publicity, and brand names are mentioned in PR drives. Current brand partners include Land Rover, Strutt Couture and EMI Publishing.

Marketing Week, 30 April 2009, pp20-23

Newspapers

Telegraph eclipses Sun

According to the ABCe results for March, *Telegraph.co.uk* was the most popular newspaper website, replacing the *Sun* as the top online newspaper. The *Sun* is now in fifth place. Unique users of the *Telegraph* site rose by 5.88% to 27.71 million. *Guardian.co.uk* was in second place with 26.24 million unique users.

Campaign, 1 May 2009, p5

New Media Age, 30 April 2009, p13

Outdoor

Setting sights on Piccadilly

McDonald's has launched a new sign at Piccadilly Circus, which consists of a giant LED screen. Images include a birthday cake with candles, a hammer, bowler hat and 'think' bubbles containing McDonald's menus. The aim is to encourage people to have their photos taken with the sign as backdrop and so appear to interact with it. McDonald's claims that this is the first ad of its kind. It is hoped that the photo images will be uploaded onto social sites such as *Facebook*.

Marketing, 29 April 2009, p4

Promotions

ISP accreditation

The Institute of Sales Promotion (ISP) is to launch an accreditation scheme to protect consumers from misleading promotions. It aims to ensure that activities, such as competitions and two-for-one deals, are properly implemented. In 2008 the ISP experienced a 750% rise in complaints relating to digital promotions. An ISP logo will be placed

on any packaging for a promotion that has been passed by the ISP's legal advisory service.

Marketing, 29 April 2009, p3

Public Relations

Democratising PR?

Rob Brown, MD of PR agency Staniforth, has launched a book entitled *Public Relations and the Social Web*. It is about social media for PR and marketing professionals and contains advice on how to reap the benefits of social media as well as avoiding the pitfalls. Brown says that the book is about 'how radically PR is changing but it's about democracy as much as it is about PR' and he refers to the 'democratisation' of communications".

Brandrepublic.com, 30 April 2009

Radio

Kissing goodbye to ads

Radio station *Kiss* has reworked its website and removed all display ads from the home page. The site, which focuses on social media and video, wants to improve the user experience. Channel 4 and Five had previously taken the decision to remove their third-party ads. Head of Digital Bruce Mitchell says, 'Users should feel our partners are brands we value working with, and their message should be presented in a way our users will react well to'.

New Media Age, 30 April 2009, p6

Social Media

BtoB socialises

New research from Social Media Library suggests that nearly 75% of BtoB blogs are about creative industries or marketing. Companies have many ways to convey their messages to consumers, and take-up of social media has increased hugely this year. Now PR people and marketers need to identify the influential people in these groups and enhance brand synergy. This article contains some useful stats on blogger activity.

Marketing Week, 30 April 2009, pp28-31

Fox in YouTube

From 25th April 20th Century Fox took over YouTube's home page in eleven European markets, as it advertised the launch of the film *Wolverine*. This is apparently YouTube's biggest European ad deal.

Media Week, 28 April 2009, p9

Social media – advantages and drawbacks

Social media has become mainstream and Twitter, Facebook and YouTube are all household names. Advantages to brands of taking up social media are: the ability to learn more about customers, brand ambassadors and opinion-formers; marketers can obtain direct feedback; communication is efficient and precise; emotional 'touchpoints' can be created for brands; and measurement and analysis can show where marketing budget can be spent creatively. However there are disadvantages, such as the lack of control, brand criticism and the impact on the organisation as a whole.

Admap, May 2009, pp48-49

Royal Marines

A Royal Marines Commando YouTube channel has been set up to show video content and to attract new recruits. The channel has four sections: RMC Training, Extreme vs Marines, State of Mind and Ambush & Assault. These show life in the armed forces and will feature interviews with Royal Marines. A similar campaign has been launched by the RAF on Bebo, as reported in last week's *Cutting Edge*.

New Media Age, 30 April 2009, p6

Game achieves gravity

The Institution of Engineering and Technology is promoting itself via a viral game, *Cogitate*, which asks users to play against the laws of gravity. The game has spread beyond the physics enthusiasts. It has attracted 403,000 unique users and a 10% click-through, all achieved in less than a fortnight.

Media Week, 28 April 2009, p30

Sponsorship

It pays to get shirty

The UK's shirt sponsorship market has increased in value in response to the global expansion of football's Barclays Premier League. However along with the downturn in other areas of sponsorship, shirt sponsorship has suffered a decline. Shirt sponsorship serves many purposes, from brand awareness to customer loyalty. Some clubs have even started to use the space for CSR programmes: FC Barcelona abandoned corporate logos in favour of promoting Unicef. Shirt sponsorship is also a way of retaining customer loyalty: Chelsea FC found that the club's fans were more likely to buy Samsung products after the brand became a shirt sponsor.

Marketing, 29 April 2009, p14

HSBC rugby

HSBC is supporting its sponsorship of the British and Irish Lions Rugby Tour in South Africa through an online campaign. The British and Irish Lions website allows fans to add their names to a huge Lions shirt that is to go on tour with the team. HSBC says they wanted to reach people outside the UK including ex-pats. Online ads will promote the sponsorship.

New Media Age, 30 April 2009, p5

TV sponsorship

Broadcasting law prohibits the use of sponsorship for news and current affairs programmes. But now chief executive of Ofcom, Ed Richards, has opened up the debate. In an interview he said: "We wouldn't close our minds to it. The time is right for a debate" Even the BBC indulges in a bit of indirect sponsorship - its *World News* channel outside the UK allows Credit Suisse to back its financial market reports. Sponsorship of a nightly news programme might well deliver a better and much-needed financial boost for ITV than that of a drama series.

The Times, 1 May 2009, p59

Television

Thinkbox on the box

The marketing body for commercial TV companies, Thinkbox, is to introduce its first TV campaign, in order to promote the benefits of advertising on TV. The TV ad market fell by 4.9% by spend during 2008, although TV viewing is on the increase. Although Thinkbox will advertise across members' channels, Ofcom laws prohibit it from receiving free airtime.

Marketing, 29 April 2009, p3

Product placement

Thirty-nine MPs have signed a Commons Motion asking Culture Secretary Andy Burnham to reconsider the continued ban on product placement in British TV programmes. Tories and Lib Dem front-benchers have also asked for the rules to be relaxed, in line with EU directives. This would help to ease the crisis in commercial broadcasting.

Campaign, 1 May 2009, p1

Sky going green?

Sky is to launch a new ad-platform in June with T-Mobile and Warner Brothers as the launch advertisers. This on-demand so-called 'green-button' advertising is accessed by pressing the green button on Sky remote controls. Viewers can see extended versions of ads or book content to view later on. It is only available at certain times of day and advertisers book time slots on the channel, hence it is cheaper than 'red-button' advertising, which offers content as and when requested.

Media Week, 28 April 2009, p6

STV ads down to pay cuts

Scottish TV franchise STV has warned that its TV ad market will be down by 20% compared with last year. The chief executive, chief financial officer and other members of the board are to take voluntary pay cuts.

Media Week, 28 April 2009, p8

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

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On the Move

Name	From	To	New Title	Source
Jane Chafer	Sheffield University	The University of Plymouth	Director of Marketing & Comms	PR Week
Tim Hunt	Project Kangaroo	Freeview	Director of Marketing Communications	Media Week
Mark Hunter	Euro RSCG London	TBWA\London	Executive Creative Director	Campaign
Edward Kershaw	Nokia	Nielsen Online	VP of Mobile Media	New Media Age
David Murdin	British Airways	Sky	Director of Sports & Marketing	Marketingmagazine.co.uk
Craig Nayman	ITV Local	Friends Reunited	Commercial Director	New Media Age
Richard Orr	Universal Music	Madame Tussauds	Head of Marketing	Marketing Week
Kevin O'Shaughnessy	GE Money UK	Standard Life	Group Director of Digital Marketing	Marketing Week
Owen van Natta	Facebook	News Corporation	Chief Executive of MySpace	Campaign
Liz Showell	Think Consulting Solutions	The Children's Society	Fundraising Director	Third Sector

Promotions

Name	Company	Previous Title	New Title	Source
Xavier Duchemin	Citroën	UK managing Director	Global Marketing & Communications Director	Marketing
Catherine Ind	MeningitisTrust	Events & Individual Giving Manager	Director of Fundraising	Third Sector
Helen Knee	Ofqual	Interim Head of Comms	Head of Comms	PR Week

Sources

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