



Cutting Edge

9 December 2008

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

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Advertising

One to watch out for

National Geographic employed the use of a Boeing 727 to record its latest advertising campaign. Experiments are filmed whilst the aircraft is flying parabolic moves simulating weightlessness. The channel is using the ads to promote its Space Week, starting on 4 January.

Marketing, 3 December 2008, p6

One to diarise

Apologies to the younger audience, but I still vividly remember the Morecambe and Wise breakfast sketch – and giggle! At 4pm on ITV, Christmas Day, there will be the PG Tips version with Johnny Vegas and Monkey in their version of the sketch.

Marketing Week, 4 December 2008, p3

Targeted ads on a box near you

By 2011 Sky is planning to be able to offer adverts targeted at particular households. The Sky+ boxes will store the ads that can be broadcast to the individuals during scheduled ad breaks. Its unveiling has brought a mixture of responses from advertisers and agencies. Targeted ads are already being trialled on Virgin Media's video-on-demand service.

Marketing, 3 December 2008, p17

Malls mean business

Shoppers in malls are able to remember adverts more than shoppers on the high street, according to research by Titan Outdoor. Fifty-seven per cent of shoppers surveyed in centres such as Bluewater and the Bullring were able to recall adverts, compared with 51% of consumers on the high street. Shopping centre ads also resulted in higher levels of arousal than those on high streets.

Media Week, 2 December 2008, p8

Agencies

Abbey Well re-launch

Mother has won the business to re-launch Abbey Well mineral water for Coca-Cola. The name will also go with the water returning as Schweppes. Comment is that Coke is planning a tie-in with swimming – perhaps in time for the 2012 Olympics.

Marketing Week, 4 December 2008, p11

Bad news for Universal

European regulators have stopped Pfizer's plans to make Viagra more widely available without a prescription. The block is bad news for agency Universal McCann as it had been appointed to handle the £8 million media planning account for a marketing campaign for Viagra.

Media Week, 2 December 2008, p14

Brands and Branding

That little jingle

Jingles have been around for many years, but brands adopting sonic marques are more recent. Intel, McDonald's and Harley Davidson are all brands that have developed a sonic logo that can be a quick route to identification. This article looks deeper into the work of Bernie Krause, who is a bioacoustician, and how you can start at developing your sonic logo.

Brand Strategy, December 2008, p52-3

Olympic task ahead

The world is now looking forward to the London Olympics – and so are brands. Fiona Blades from MESH Planning discusses how her company is working with Andy Wells, a psychologist at the London School of Economics, to measure emotional engagement that will then enable brands to connect with viewers of the Games. Experiences such as McDonald's Chinese-themed meals and Coca-

Cola's limited edition bottles were popular with consumers, and emotional responses to these, as well as advertising, helped to increase sales for brands during the Beijing Olympics. Brands now need to repeat that success in 2012.

Research, December 2008, pp27-8

Children and Youth

A step too far?

With the development of mobile phone technology, download speeds and pricing strategies, a large market is opening up for marketers – mobile advertising. One mobile operator in the States, Blyk, targets 16- to 24-year-old subscribers and gives them 217 text messages and 43 minutes of call time a month in return for receiving six adverts a day. I'm not sure about this move, but time will tell as to whether it takes off.

The Economist, 29 November 2008, p74

All about youth

This week's *Media Week* features a supplement covering children's TV, magazines, virtual worlds and advertising. The ban on advertising junk food to children has no doubt affected revenues, but some argue it hasn't been as bad as expected. There are also some strong brands operating in the children's TV sector, such as CBBC and Disney, so there are still plenty of opportunities for advertising. Social networking sites are also featured, showing how advertisers can engage with children online.

Media Week, 2 December 2008, pp1-18 supplement

Conferences and Events

Pharma remains important

The pharmaceuticals industry will continue to hold conferences and seminars, but will expect higher levels of service. That's according to Simon Cope, Director of Generation for Growth, who estimates that pharmaceutical companies spend 2% of their annual sales on meetings and events – this equates to \$1 billion a year for Pfizer. Cope also predicts that new products will tend to be launched in domestic markets, rather than globally, in order to reduce costs.

C&IT news tracker [Accessed on 8 December 2008]

Customer Relations

Don't run the risk

Too many customer facing websites make it difficult for consumers to make contact,

meaning companies are unable to give a fast, efficient response to queries, says Eptica. Those companies also risk coming under scrutiny by the EU, which could fine them for failing to display email addresses and web forms.

Customer Strategy e-newsletter [Accessed on 2 December 2008]

Direct Marketing

Affiliate marketing comes of age

Undoubtedly accelerated by the credit crunch, affiliate marketing is making its mark. Defined by the Internet Advertising Bureau as "a relationship whereby an online shop or advertiser has consumers driven to it by adverts on an affiliate website", traffic is created by links on a site, emails to users or pay per click. There are three ways to earn commission: pay per click, pay per sale and per lead registration. An industry estimate suggests that these 'cashback' situations will reach £700 million in 2008. Online vouchers are also doing well, although they have suffered bad press where they have been transmitted outside the intended group.

Marketing, 3 December 2008, p31-40

Internet

C4 revamps website

Channel 4's website is to be re-launched in January, becoming "the authoritative source for information and content relating to any Channel 4 TV show". Every television programme will have its own page. Although the homepage will not carry advertising, C4 is considering asking users to sign up to receive targeted ads.

Media Week, 2 December 2008, p5

Law

Interflora on the warpath

Flower delivery company Interflora is suing Marks & Spencer and Flowers Direct Online, saying they have infringed its trade name. The aim is to stop the two companies from bidding on its name on Google Adwords. M&S and Flowers Direct Online have bid for the words 'Interflora' 'Intaflora' and 'Inter-flora', while Interflora itself says it has taken great care to protect its brand name, which is its most valuable asset. However, M&S says "We are extremely surprised that Interflora has taken this course of action. This is industry wide practice and is not unlawful."

www.precisionmarketing.co.uk [Accessed on 8 December 2008]

Magazines

Overhauls on customer mags

Source, the John Lewis magazine, is going to be rebranded as a John Lewis title. Part of a rationalisation process, the title, which is currently for John Lewis' Greenbee brand, is circulated to over 500,000 bimonthly.

Marketing, 3 December 2008, p1

Increase in investment

Royal Bank of Scotland's customer magazine, *Sense*, is to see significant investment, increasing the circulation to over 300,000. Part of its direct mail budget is being moved to enable the investment.

Marketing, 3 December 2008, p6

Market Research

What goes on inside

Biometric technology that tracks emotional responses is being used by a British supermarket to see what shoppers think of the in-store experience. Shoppers will be asked to wear a small device that has sensors to measure skin temperature and galvanic skin responses. Researchers will then analyse the information to discover "emotional peaks and troughs" experienced while shopping.

Research, December 2008, p11

Marketing

Don't let marketing go to waste

The waste management industry has come to the fore in recent years, but firms haven't done much to market themselves. Veolia's Marketing and Communications Director admits that marketing meant having a website and some leaflets, and although the company has rebranded from Onyx, little is still done in the way of promotion. There are 4,000 waste management companies in the UK, with seven controlling 40% of the market. Although they are becoming more widely known, this isn't always down to marketing. However, things are slowly changing and there are plenty of opportunities being presented.

B2B Marketing, November/December 2008, pp22-4

Think about the competition

B2B marketers often forget to undertake some competitor analysis, but it would be wise for them to do so. This article lists 10 things to know about the competition, and goes on to give a five-point plan to make the most of competitor analysis. The plan includes

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identifying rivals, assessing their marketing communications and using the information effectively.

B2B Marketing, November/December 2008, pp36-7

Sponsorship

New platinum sponsors being hunted

The Football League is looking to increase its number of platinum sponsors for the 2009/2010 season. There are currently two sponsors, E.ON and Texaco. Being a sponsor would give the company access to the 72 clubs across three divisions, and the sponsorship will be seen on terrestrial TV for the first time in over 20 years...oh what fun.

Marketing, 3 December 2008, p3

Art sponsors shaken

All forms of sponsorship have taken a hit in the credit crunch, not least art sponsorship in these troubled times – but sponsoring the arts is seen much more as a business relationship, aiming at reaching decision makers, rather than a mass market approach of sport sponsorship. Companies, such as Deloitte, also put employee engagement at the centre of any deals.

Marketing, 3 December 2008, p15

Major tie-ups being untied

Domino's Pizza is synonymous with *The Simpsons*, but after almost 10 years the endorsement is finishing. As is Tiger Woods and GM. But the reasons for each are different - GM has no money, hence the break, and Domino's is caught in the junk food advertising ban. This article discusses the sponsorship market and what bargains may be out there.

Marketing Week, 4 December 2008, p18-9

F1 at risk of losing team

Honda is looking for a buyer of its whole F1 team for next season, as the economic environment means the £341 million that is estimated to have been spent on the UK and Japanese operations is not considered value for money. Since the announcement there have been at least three seriously interested approaches that could secure the 600 jobs that are at stake including that of Jenson Button.

www.bbc.co.uk and www.mad.co.uk [Accessed on 5 December 2008]

On the Move

Name	From	To	New Title	Source
Jill Beraud	Victoria's Secret	PepsiCo	Worldwide Chief Marketing Officer	Marketingweek.co.uk
Rebecca Chiu	Coca-Cola	Nielsen	Director of Consumer Research	Research
Colin Cook	Scottish NHS	Army Recruitment	Marketing Director	Marketing
Lindsay Main	Unknown	Synovate	Associate Director for Marketing Communications	Research

Promotions

Name	Company	Previous Title	New Title	Source
Torsten Schuppe	eBay	UK Marketing Director	Chief European Marketer	Marketing Week
Allan Stenhouse	Warner Brothers	Unknown	Director of Television Marketing	Marketing

Sources

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B2B Marketing

BBC.co.uk

Brand Strategy**

C&IT news tracker

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

The Economist**

Mad.co.uk

Marketing **

Marketing Week **

Media Week

Precisionmarketing.co.uk

Research

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