



Cutting Edge

8th April 2009

Welcome to The Chartered Institute of Marketing's weekly analysis of the most useful marketing news.

Quick [links](#) to Sections.

Advertising

Docu ads – honest!

Agencies and advertisers are trying to make their ads appear more believable by creating 'honest' ads. B&Q, NatWest, Sharwoods and KFC are just some of the brands that are producing documentary-style ads. KFC's ad, 'BBH's Secret Ingredient', tries to make people feel good about eating the product. It shows raw chicken being used to prepare the food and KFC staff are employed in the ad. Sceptics say this type of ad could be construed as a 'shameless attempt' to convince consumers that the brand is caring and trustworthy.

The Guardian, 6 April 2009, p8

Online advertising growing...

A report from the IAB, together with PriceWaterhouseCoopers and the World Advertising Research Center has revealed that online advertising's share of UK ad spend was up to 19.2% in 2008 from 15.5% the previous year. Ironically FMCG brands, the biggest-spending global advertisers, had only a 3.8%

share of the advertising market. FMCG companies have said that their spending will be more modest until the industry provides a more reliable measurement of media and advertising effectiveness.

New Media Age, 2 April 2009, pp1-2

... but for how long?

There has been much coverage recently of how online advertising spend continues to grow while other channels are struggling. The survey of the top 100 online advertisers in 2008, conducted for *Marketing* by Nielsen, shows that the top spenders were in media and telecoms, the types of brands that have an 'obvious fit' between their audiences and the internet. The top five spots are occupied by O2

UK, BT, COI, BSkyB and T-Mobile Network. It will be interesting to see if the online sector continues to attract a greater share of ad budgets during the coming year.

Marketing, 1 April 2009, pp28-31

Army campaign

On Monday the Army launched a series of four TV ads in their 'Start Thinking Soldier' campaign. Each ad focuses on one area of Army expertise and aims to attract new recruits. At the end of each film, the viewer is presented with a decision to make and is asked 'What would you do?' from a choice of three options. Once they have gone online they can make a decision and then take part in various challenges, a bit like the video game *Doom*.

Marketingmagazine.co.uk, 6 April 2009

Agencies

Saatchi launches social unit

M&C Saatchi Group has formed Audience Communications, a new PR and social marketing consultancy. It is targeted at organisations wanting to see social change. The agency will focus on public health, arts, criminal justice and youth issues. Saatchi has also reported revenue growth of 11% to £104.4m for 2008.

PR Week, 3 April, p12

Campaign 3 April 2009, p6

Titan Outdoor

Titan Outdoor is planning to lose up to 20 of its 200 workforce across all departments. Titan's portfolio includes 17 Network Rail stations, 90 shopping malls, plus sites on buses and at Morrisons and Asda supermarkets.

Media Week, 31 March 2009, p4

Bartle Bogle Hegarty

Bartle Bogle Hegarty has asked its employees to take nine days unpaid leave a year, which is the same as a 3.5% cut in pay, in order to reduce the need for redundancies. Staff have also been offered sabbaticals of up to 6 weeks.

Campaign 3 April 2009, p5

COI offers its services

The Central Office of Information (COI) has offered to provide services to financial institutions in which the Government holds majority stakes, such as RBS, Northern Rock and Lloyds Banking Group. Currently all three banks are undertaking agency procurement internally. Peter Buchanan, deputy chief executive of the COI has offered to see whether the COI can "provide a range of attractive marketing services" and help to save money. As reported in Cutting Edge for 1st April, the COI is set to become the UK's biggest-spending advertiser.

Marketing, 1 April 2009, p1

Books

Anti-social publishing?

Various authors, including JK Rowling, are trying to get their stories removed from US social publishing site, *Scribd*. The site has been criticised for allowing people to post content from best-selling titles so that others can download and print it. Publishers like Macmillan have also voiced concerns. The site is ad-funded.

New Media Age, 2 April 2009, p13

BCA books agency

Book Club Associates (BCA), the UK's biggest mail order bookseller, is in fierce competition to keep its position against the likes of Amazon. MediaVest Manchester has just won the £4.5m media planning and buying account. BCA spent £4.3m on media in 2008.

Media Week, 31 March 2009, p3

Getting more sophisticated

Publishers believe that it is getting harder for new authors to succeed, but they could be helped with creative marketing. *Time Riders* by Alex Scarrow will be promoted via a book trailer, to be posted on Penguin's website. Meanwhile innovative ideas for book jackets are being developed, since up to 50% of consumers say they buy books because they saw it in a bookshop. *Malice* by Chris Wooding has a 3-D cover.

The Bookseller, 3 April 2009, p18

Brands and Branding

There are brands and own-brands

The split between brand and own-label isn't as simple as it sounds. Today shop brands are far more credible than they used to be; they are also cheaper and a certain amount of product innovation has gone into their creation. Interbrand's *The Best Retail Brands* states that H&M, Carrefour, Ikea, Tesco and Zara are Europe's top retail brands. M&S's Per Una is just one example of a private label that could survive as a standalone brand. So when does a private label become a brand in its own right?

Retail Week, 3 April, pp30-32

Brand loyalty

This year's *Customer Loyalty Index* by Brand Keys across 444 brands and 26,000 consumers in the US, saw Samsung attain top spot in the DVD player, HDTV and Plasma TV categories, and joint first with Apple iPhone in the wireless handset class. Apple also came top, above Dell in the computer category. Consumers' main driver for brand loyalty was considered to be value.

Admap, April 2009, p7

Liz co-brands with Charles

Liz Hurley is to supply Duchy Originals with organic seasonal meat from her farm in Gloucestershire. Rare breed beef, pork and lamb from the farm is already sold through local farmers' markets. The co-branded range will launch in October. Ms Hurley says that Prince Charles is an inspiration to her because of his belief in organic food and his commitment to protect and sustain the countryside.

The Grocer, 4 April 2009, p38

Children

Child bloggers

The Government has recently proposed that children should learn how to use social networking sites, such as *Twitter*, blogs, webcams and podcasts. Plans drafted by Sir Jim Rose propose that the current school curriculum should be replaced by a new 'hi-tech' version to help children understand ways of communicating online. Dr Jeffery Cole of the University of South Carolina, considers that this fits in well with the new 'digital-minded youths' or 'Generation Z'. These kids are less likely to read a newspaper and will use the internet for research or news. This may well offer brands the opportunity to communicate better with the youth of today.

Marketing Week, 2 April 2009, p10

Cooler campaign

Britvic's new site, fruitshoot.com, encourages children to talk about the brand. Children are asked to enter a competition to create dream bedrooms and holidays, which they could win. The creations can be sent to friends or posted on social networking sites. Everyone who enters receives a branded drinks cooler.

New Media Age, 2 April 2009, p12

Consumer Behaviour

On the up or cutting back?

Consumers have reacted in different ways to the recession. They are divided into eight 'tribes' or patterns of behaviour depending on the financial situation they are in, according to research by the branding consultancy, Clear Research. Overall the research indicates that fewer people feel it necessary to cut back so much this year compared with last, and the mood is generally more optimistic. Nevertheless the 'tribes' range from those 'cutting back' to those 'on the up'. In between there are the 'trading down', 'life on hold', 'trading off', 'occasional treats', 'it's worth it' and 'life goes on' brigades. Marketers need to pay attention to which ones they are targeting.

Marketing Week, 2 April 2009, pp26-27

Get compassionate

The speed with which retail sales have fallen in the US and Europe has shocked both retailers and manufacturers. Companies have tried to respond with a variety of promotions, advertising and so on, but marketers are left wondering how the recession has affected long-term changes in consumer behaviour. John Gerzema of Young & Rubicam says that there will be a need by companies to move from "passion to compassion in marketing". The recession has speeded up the use of social media for purposes of gleaning information about companies and products. People will place more value on recommendations from friends. On one hand this makes it harder for brands to misrepresent facts, but also offers a new channel for testing product strategies and pricing.

The Economist, 4 April 2009, pp66-67

Interest or behaviour

A survey by Coremetrics of 1,000 UK consumers and 100 marketers reveals that whereas 65% of the marketers believe that consumers do not want advertising targeted at them based on their browsing, 45% of consumers are happy with behavioural

targeting, provided they can opt out. This still leaves 41% who are unhappy. Many consumers are oblivious to behavioural targeting, but when asked, can see the benefits. Google has overcome some of the negativity surrounding the method by calling it 'interest-based advertising'.

New Media Age, 2 April 2009, p5

Consumer habits hard to break

This article looks at how brands can change peoples' usage of the internet and TV, which is generally compartmentalised according to whether they are at work or at leisure. BBC Global News Division conducted research into how viewers of BBC World News interacted with *BBC.com*. Two distinct audience groups were identified: the 'mainstreamers' and 'truth trawlers'. Brands with both an online and a TV presence can learn lessons from the research: the mother brand's attributes need to be conveyed to the sub-brands (BBC World News vs *BBC.com*). Brands need to create a compelling call to action, as Diet Coke managed to do with its 'It's 11.30' campaign. Creating a 'Diet Coke style moment' may help to influence peoples' TV and online habits.

Admap, April 2009, pp48-49

Customer Relations

New product surfaces

Microsoft recently unveiled its Microsoft Surface computing platform that responds to hand gestures and real-world objects. One application is a hospitality suite for Microsoft Surface, which integrates with a hotel or other venue's CRM system. Hotels can offer guests an 'interactive, intuitive' way to obtain more information about the hotel's services, make bookings etc. It can also interact with loyalty cards and be personalised to the needs of user and hotel.

Retail Technology, March 2009, p37

Feefo forum

Feefo is an online forum where businesses can register so that its customers are sent a branded email; this directs them to a web page where they can leave feedback. The brand can reply to the customer, so that a two-way conversation is started for all to see. UK retailers, amongst others, have reported that this has kept them informed of problems with products and services and enabled them to deal with the issues.

Retail Technology, March 2009, p37

Digital

Ads without moving site

Sony Ericsson has adopted InSkin Media's video and rich-media platform. This allows ads to be 'wrapped around' photo galleries and video players. Users can pause the video and click on the ad to view it without leaving the site.

New Media Age, 2 April 2009, p12

Direct Marketing

The League Tables

In its *Direct Marketing League Tables, Marketing* comments on the pressure experienced by agencies to cut costs and the fact that the successful agencies are those that have been acquiring a range of capabilities. Iris Worldwide, which heads the league, has a portfolio of advertising, digital, DM, design and experiential marketing. Multi-channel seems to be the answer, as direct marketing has 'slipped down clients' wish-lists'.

Marketing, 1 April 2009, pp36-39

In decline but stabilising

Spend on direct marketing declined by 12% in the first quarter of 2009 but this was the same percentage decline as Q4 in 2008, according to the IPA's latest *Bellwether* survey published on Monday. This suggests that spend is 'plateauing' rather than still falling. The sectors which suffered most were 'main media', including TV advertising, which was down by 33%, and other media such as PR, events sponsorship and market research. Main media advertising experienced the second-steepest decline in the survey's nine-year history. The IPA believes that the decline in marketing spend has slowed and budget-cutting may peak by the last quarter of this year.

Brandrepublic.com, 6 April 2009

Internet

Google restructures

Google is to lose 200 sales and marketing employees, half of which will be outside the US, as it cuts costs. Google says it has "grown very quickly in a very short period of time" and has "over-invested" in some areas, which has meant restructuring.

Marketing, 1 April 2009, p5

New Media Age, 2 April 2009, p12

Yell to upgrade listings

Yell.com aims to become a major information portal for local firms. It is introducing multimedia information pages for each business listed, to

replace the old text-based format. Content can be uploaded by the businesses and aggregated from other places on the internet. This benefits both advertisers and consumers.

New Media Age, 2 April 2009, p6

Yahoo mobilises

Yahoo is to launch a pan-European campaign to drive traffic to its new mobile homepage, in what is believed to be one of the largest ad spends on mobile. It aims at encouraging repeat visits and 'stickiness'.

New Media Age, 2 April 2009, p6

Channel 4 goes ad-free

Channel 4 has revamped its website by creating an ad-free homepage. The style of the website is changing, from magazine-style format to more 'authoritative' information about programming. There will also be a reader's comments feature, encouraging reader interaction and debate. *Five* also cut ads from its home page back in December.

New Media Age, 2 April 2009, p6

Google in China

Google has started up a service in China, providing links to 1.1 million free and legal music downloads. The company is hoping to raise its share of the internet search market in China.

The Economist, 4 April 2009, p8

Google means business

Google is to launch a new channel on YouTube, called *Survival of the Fittest* and will feature business figures such as IPA president Rory Sutherland. The three areas of content will target different business functions: marketing, e-commerce and finance.

Campaign 3 April 2009, p36

Law

Watch out!

A new European ruling, which is an extension of the 2006 Data Retention Directive, came into force on 6th April in order to help deal with criminal and terrorist activity. The Government may now store information on every phone call and email in the UK. In March the Government said it was considering expanding the rules to include messages sent via social networking sites such as Facebook and Bebo. Details of communications, such as who was in touch with whom and for how long, are to be recorded.

New Media Age, 2 April 2009, p12

Out-law.com, 6 April 2009

ASA driven ruling for VW ad

The Advertising Standards Authority (ASA) has called Volkswagen Golf's latest TV campaign 'shocking' and has ruled that it cannot be shown before 9pm when children are watching. It received 1,066 complaints, which makes it the fifth most complained about ad ever. The ad depicts a car designer fighting a series of clones of himself; the violence is deemed to be 'realistic in appearance'.

Marketing Week, 2 April 2009, p4

Campaign 3 April 2009, p3

Magazines

Housekeeping makeover

NatMag's *Good Housekeeping* is experiencing its first overhaul in ten years. Changes include the addition of Aggie Mackenzie as a columnist, best known from *Channel 4's How Clean is Your House?*

Marketing, 1 April 2009, p6

New look

IPC Media's *Look* has a new online ad which shows animations of dresses, make-up and high heels apparently flying out of the computer screen in a 3D effect. The ads are to appear on *Lastminute.com* before going on to the IPC magazine sites.

New Media Age, 2 April 2009, p13

Market Research

Neuromarketing

Neuromarketing studies consumers' conscious and unconscious responses to marketing stimuli, via technology such as fMRI scanning and EEGs. In theory this should provide the ability to create marketing that will appeal to consumers. The techniques are thought to provide better results for market research than traditional methods do. However most of the work to date has been done with advertising. Large companies, such as GlaxoSmithKline and Disney, are looking into the technique and Martin Lindstrom, author of *Buy-ology*, a book on neuromarketing, claims that about half the Fortune 100 are showing an interest. The recession is currently making neuromarketing an expensive option, but if it can measure marketing effectively, then it may have a future.

Marketing Week, 2 April 2009, pp29-30

Focus groups

Much has been written about online focus groups, but this has mainly concentrated on the online typing method. In contrast this study looks at the effectiveness of online audio and

face-to-face (FTF) methods. Results indicate that online audio delivers better quality of answers, more information, more group interaction, satisfaction and openness than in FTF discussions. The same level of equality of participation is found using both methods. However the article concludes that, accepting there may be differences generated by national culture, the online audio method is a good alternative to a traditional focus group.

International Journal of Market Research, Vol 51 (2) 2009, pp219-241

Marketing

Meat marketing

This is a special supplement on the meat, poultry and seafood industries. In particular Jamie Oliver's endorsement of British Pork in his January TV show was a major boost to the industry. However a similar campaign that saw the promotion and subsequent increase in sales of higher-welfare chicken last year has since seen sales decline due to the recession. Various suggestions for promoting pork include the use of viral marketing on social media and for pig farmers to tour the country and to 're-engage' the public with farming.

The Grocer, 4 April 2009, pp49-65

Adidas kicks off

Adidas' Bluetooth marketing campaign, to increase sales of its football boots, starts in its Oxford Street store where shoppers are asked to download an application to find out what sort of football player they are. They are then directed to the Predator, AdiPure or F50 boots. A barcode from the boots is entered into the app so that a free mobile game can be downloaded.

New Media Age, 2 April 2009, p11

Hovis shapes up

Jon Goldstone has occupied the role of marketing director at Hovis for just one year. When he took over the bread brand was in pretty bad shape. In this profile he discusses Hovis' TV ad campaign, which has helped to close the gap between Hovis and market leader Warburtons.

Marketing, 1 April 2009, pp24-25

Newspapers

FT spoof

Fake copies of the *Financial Times* were handed out by anti-capitalist campaigners at

Waterloo station, ahead of the G20 Summit in London last week.

Marketing, 1 April 2009, p6

Free vs paid-for content

Mail Online, *Trinity Mirror* and Future Publishing have stated their intention to remain subscription-free and say they will focus on on-line advertising and paid-for products. This is despite recent indications that the *Independent* and *Times Online* may start charging for content. The *Financial Times* and *Wall Street Journal* already use a subscription model.

New Media Age, 2 April 2009, p11

Outdoor

When is outdoor indoor?

Posterscope has entered into a deal, supposedly the first of its kind, with IGA, the computer and video games company. The agency's billboard ads will appear in more than 80 video games in 'textually relevant locations', at the same time as they appear in the real world. Games include *Football Superstars*, *Race Driver Grid*, and *Guitar Hero World Tour*. Not surprisingly the ads are targeted at a young male demographic, of 16 to 34 year-olds.

Media Week, 31 March 2009, p8

When it's Google

Postar, the audience research body for out of home, has become the first media company to make use of Google's Street View. The Postar website offers subscribers 360 degree images of roadside panels and the surrounding area, before they plan and buy outside space.

Media Week, 31 March 2009, p11

Public Relations

Value PR pitches

The PRCA has set up a working group after research by the organisation revealed that 90% of agencies believe that ideas they have used in their pitches have then been taken up by the client without the agency receiving any remuneration. This also comes in the wake of companies wanting or assuming copyright ownership of agencies' intellectual property. Gerry Hopkinson of Unity says he will be looking into the creation of a commercial framework so that clients can place some value on a concept.

PR Week, 3 April, p2

CIPR responds

The CIPR has drafted a response to the Public Administration Select Committee's report on

lobbying, which proposes a statutory regulation of lobbying. The CIPR wants this to complement the CIPR's own code of conduct. The CIPR will now consult with members.

PR Week, 3 April, p7

PR crisis insurance

Insurer Arnold Fisher is to offer a new crisis management product to tour operators and travel agents. The package will provide £25,000-worth of 24-hour crisis comms support. If there is any incident, such as a death or serious injury, the insured party will not have to wait before calling on PR support, so helping to save the reputation of the company.

PR Week, 3 April 2009, p4

Radio

Embarassing basset

Real Radio has launched a £2m campaign to promote its rebranding from *Century Radio*. The campaign features Barry, the basset hound, who starts to dance when he hears 'All Outta Love' playing on the radio.

Marketing, 1 April 2009, p6

Ads can't look too good

BBC Radio 1's ad to promote DJs has been put on hold for fear that it looks too expensive. The ad was created by Fallon and the Beeb claims that the production costs were in line with other campaigns of a similar size. However a paper by the Centre for Policy Studies has recently called for BBC funding to be cut. The BBC says it works hard to "deliver good value for our marketing spend".

Campaign, 3 April 2009, p1

Social Media

A tweet offering

Twitter and Vodafone are to enable customers of the mobile network to send and receive Tweets free of charge. This deal is supposed to be the first of its kind in the UK, although similar services exist in the US.

Campaign 3 April 2009, p5

Get a second life

This article reflects on the fickle nature of online social media or 'Second Life'. The adoption curve for 'disruptive technologies' starts out with the innovators or early adopters, but then is quickly taken up by mainstream consumers, and finally the laggards. Eventually the 'cool' and influential people, who were in at the beginning of the cycle, move on to pastures new. This is why corporate marketers have

cooled off with regard to a medium where they cannot see any consistent way of making money. Social networks need 100 users to generate the revenue of a traditional media customer.

The Times, 2 April 2009, p32

Ads irrelevant

Eighty percent of internet users under the age of 25 think that ads on social networking sites are 'irrelevant', according to The Participatory Marketing Network, which conducted a study of 220 users in the 18 to 24 age bracket. Although 84% of respondents said they noticed the ads, 74% rarely click on them and 36% said they would never do so. When respondents did sign up to branded content on social networks it was because they wanted information. Brands may have to rethink their social media campaigns.

Admap, April 2009, p7

Sponsorship

Corporate hospitality

Some estimates say that corporate hospitality has fallen by 25% as budgets are cut to reflect the new recessionary mood. Wimbledon, Formula One and Premier League Football are all experiencing a decline in corporate hospitality. Even the Chelsea Flower Show has half the number of sponsored stalls for this year, while Cowes Week has been left without a sponsor at all. In the Open Championship there is a glimmer of optimism as SMEs are taking boxes and filling the gaps left by the big corporate clients, in the hope of raising their own profiles in front of their clients.

The Times, 3 April 2009, p49

Racing towards centralised sponsorship

Experts in the horse-racing fraternity have been arguing for a change in the way sponsorship of the sport is structured. Other sports, such as football and cricket, benefit from centralised marketing functions whereby the sport's governing body sells league or competition sponsorship packages, while clubs look for individual deals. The ability to obtain sponsorship across a number of events could help to keep blue-chip sponsors on board. Last year the Derby suffered from Vodafone pulling out of its sponsorship of the event.

Marketing, 1 April 2009, p3

Quo still rocking on

Rock band Status Quo is on the look out for a sponsor for its 31-date 40th anniversary tour. Despite its absence from the charts, Status Quo's stature as a band means that it is still pulling in audiences of 300,000 people and provides a platform for encouraging brand awareness and loyalty.

Marketing Week, 2 April 2009, p9

Television

It's all a big switch off

The UK's analogue signal is preparing for switch-off in favour of digital. The competition is hotting up as different players aim to become the top digital service provider. Freeview is marketing itself on "the amount of education going into the switchover process". Keith Chegwin will be promoting the Freeview Plus digital recorder. In contrast Freesat is focusing on providing customers with low-cost alternatives. Marketing director Will Abbott stresses that Freesat doesn't have the marketing budget of the pay-TV companies. Meanwhile BSkyB is positioning itself as the provider with the best offering for all tastes.

Marketing Week, 2 April 2009, p20

Lots of enthusiasm...

Mike Parker, head of strategic sales and commercial marketing at *Channel 4*, talks about his enthusiasm for TV advertising. Last year he staged the Plannertarium, an event bringing together agency TV planners to examine the potential of TV advertising. He says it is a good time to advertise as media is good value: "it almost allows for a bit of room with experimentation to try and do something different and grab standout".

Media Week, 31 March 2009, p7

But is it effective?

An online survey was undertaken of people aged twenty and above and using four selected TV ads. The most memorable commercials were those that elicited the most positive feelings and were best understood. However none of the ads scored more than three out of five for memorability. The conclusion is that this reflects 'an overload of media exposure in modern society', so that ads have limited impact. Age was found to affect interpretation and emotional experience of an ad.

Journal of Targeting, Measurement and Analysis for Marketing, Vol 17 (1) 2009, pp55-63

On the Move

Name	From	To	New Title	Source
Tom Allison	APCO	Freud Communications	Business Director	PR Week
Linda Bain	Hilton Hotels	Clydesdale bank	UK Head of Media Relations	PR Week
Alex Batchelor	TomTom	Chairman of Management Board	Marketing Society	Marketing
Patrick Behar	Booz & Co	Bain & Co	Head of EMEA Media & Entertainment	Media Week
James Berresford	Northwest Development Agency	VisitEngland	Chief Executive	Marketing Week
Alasdair Farrimond	Travel 2	Tourism Australia	Marketing Manager for the UK, Ireland & Nordic	Marketing
Mark Harrison	BMW	Formula 1	Head of PR	PR Week
Dom McBrien	Arcadia	New Look	E-commerce Director	Retail Week
Donald Macleod	Guardian.co.uk	The Russell Group	Head of Comms	PR Week
Sanchi Murison	Think Consulting Solutions	Dimensions	Head of Marketing & Communications	Third Sector

Promotions

Name	Company	Previous Title	New Title	Source
Simon Bates	Phonepayplus	Acting Director of Standards & Comms	Director of Standards & Comms	PR Week
Alex White	BBC	Launch Director, BBC Worldwide	UK Digital Publisher	Media Week

Sources

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

+44 (0) 1628 427 333 <mailto:library@cim.co.uk>
Charges may apply. Or see Business Source Corporate in the World's Best Journals at <http://www.cim.co.uk/knowledgehub>

** Full text available via Business Source Corporate

* Abstract only available via Business Source Corporate

Admap
The Bookseller
Brandrepublic.com
Campaign
The Economist **
The Grocer
The Guardian
International Journal of Market Research
Journal of Targeting, Measurement & Analysis for Marketing
Marketing**
Marketingmagazine.co.uk
Marketing Week **
Media Week
New Media Age**
Out-law.com
PR Week
Retail Technology
Retail Week
Third Sector
The Times** (via the UK/Eire Reference Centre)

To access Business Source Corporate visit www.cim.co.uk/knowledgehub and click on 'World's best journals'. The 'Search now' link will appear when you are logged into the site. Please note that, due to copyright law, the headings used for articles in *Cutting Edge* are *not* the same as the originals; therefore, searching by 'Publication' may be the quickest way to find what you need. Also, there may be a delay between a journal's publication and its appearance on Business Source Corporate. If you have any problems accessing Business Source Corporate, or navigating the website, please contact the CIM Information and Library team.

Contents

To fast forward click on the following links:

[Advertising](#)
[Agencies](#)
[Books](#)
[Brands and Branding](#)
[Children](#)
[Consumer Behaviour](#)
[Customer Relations](#)
[Digital](#)
[Direct Marketing](#)
[Internet](#)
[Law](#)
[Magazines](#)
[Market Research](#)
[Newspapers](#)
[Outdoor](#)
[Public Relations](#)
[Radio](#)
[Sponsorship](#)
[Social Media](#)
[Television](#)

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

© Copyright 2009 The Chartered Institute of Marketing

The views expressed in *Cutting Edge* are not necessarily those of The Chartered Institute of Marketing.