



Cutting Edge

12 August 2008

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

Click [Here](#) for quick links to Sections.

Advertising

No comparison

An advert that compared Alliance & Leicester more favourably than Lloyds TSB has been banned by the Advertising Standards Authority. Alliance & Leicester said it was offering better interest rates, but Lloyds TSB argued that the two accounts were different in their offerings.

Marketing Week, 7 August 2008, p8

Standards for online ads

A number of standards relating to online video adverts are to be revealed by the Internet Advertising Bureau. One ruling is to restrict the length of ads to 15 seconds, but some of the guidelines have been met with criticism from agencies, which claim they will restrict creativity.

New Media Age, 7 August 2008, p2

Think about interactive

Thinkbox is to encourage advertisers to consider interactive advertising and has launched a tool that can help estimate its cost. The calculator can be found on the Thinkbox website, which also gives examples of red-button campaigns that have been successful.

New Media Age, 7 August 2008, p4

Mobile advertising

Consumers in Japan who buy certain Toyota marques are being tempted to allow their vehicles to become advertising 'billboards' in return for ¥60,000. The new cars would carry advertising, for a TV channel and an online video delivery service, for 90 days.

Direct Marketing International, August 2008, p17

Packages that fit the bill

Clear Channel Outdoor is offering advertisers wanting to target people who are "fitness-conscious" packages near sports centres and gyms. Clear Channel has launched the

packages after Mintel found that 36% of people in the UK are trying to lose weight.

Media Week, 5 August 2008, p7

Agencies

Publicis celebrates

Kumala Wines' pan-European advertising account has been awarded to Publicis, which has been asked to reposition the wine "as a more premium offering". The agency beat Vallance Carruthers Coleman Priest and Ignito to win the account.

Marketing Week, 7 August 2008, p10

Two wins in one week

MPG has won two accounts within a week – Rightmove.com's media buying account (worth £5 million) and Hugo Boss' global business (worth £35 million).

Campaign, 8 August 2008, p2

Brands and Branding

Water under one brand

Danone is to promote its three Volvic brands under one umbrella, rather than separately. Marketing Director Patrick Kalotis says he plans to develop campaigns for "brand Volvic".

Marketing Week, 7 August 2008, p5

Changes ahead

BSkyB says it is to overhaul its Sky One channel and rebrand it as Sky 1. Its other channels, Two and Three, are also set for the change from the end of this month. Sky 1 will be aimed at the family, Sky 2 will have a sci-fi focus and be aimed mainly at men, and Sky 3 will feature more 'female content'.

Marketing Week, 7 August 2008, p11

Influential internet

The internet is having an impact on consumers when deciding which brands to buy, says a study by the European Interactive Advertising Association. It found that 40% of European

shoppers have changed their minds after researching brands online. The Brits are most likely to be influenced by their research (49%), followed by the Danes (48%) and the Dutch (44%). Those least likely to be swayed are the Italians (27%) and the Spanish (34%).

Direct Marketing International, August 2008, p4

Children and Youth

Children on the move

A roadshow that will promote healthier lifestyles to children is to get underway. Fit for Sport will be hosting events in 10 cities around the country.

Marketing, 6 August 2008, p10

Children are targets

The Association of Teachers and Lecturers (ATL) says more advertising is aimed at children now than five years ago and children are suffering as a result. The ATL's research claims advertising makes consumers more image-conscious, and some children who cannot afford certain brands are being bullied or excluded by their peers.

www.marketingweek.co.uk [Accessed on 11 August 2008]

Conferences and Events

UK businesses are confronted with an increasingly difficult economic climate and can expect a stormy ride over the next couple of years. Professional marketers have a real responsibility in guiding their companies through this uncertain period. Learn from keynote speakers such as Karren Brady, CEO of Birmingham City Football Club, PY Gerbeau, Executive Director of Capital & Regional, and former Chief Executive of the Millennium Dome at this year's Chartered Institute of Marketing Annual National Conference. Book your place at www.cim.co.uk/conference2008

Customer Relations

Service that will survive

Things are never going to be easy in an economic downturn, but companies should remember to focus on giving great service if they want to come through it better than the rest. Some advice, from dynamic service duo Peppers & Rogers, includes managing customer relations – you can't afford for them to break – and listening to customers because this can help innovation.

Customer Strategy e-newsletter [Accessed on 4 August 2008]

Direct Marketing

Email shows its value

A survey of direct response marketing by Direct Partners in the US has found email to be the most popular medium. Email is used by 35% of businesses, while traditional mail is used by 25%. Separately, the Direct Marketing Association in the US has found that text messaging now accounts for 70% of responses to mobile marketing.

Direct Marketing International, August 2008, p5

Direct tips for retailing in tough times

Retailers might be finding that consumer spending is at an all-time low, but that doesn't mean to say they can't tempt shoppers back to the high street. Some imaginative direct marketing is what's needed, and knowing which customers are the most valuable is the first step. Customer engagement and lifetime value must also be considered if retailers are to survive these difficult days.

Direct Marketing International, August 2008, pp10-11

Envelope falls foul of regs

The Advertising Standards Authority has told Virgin Media that a direct mail campaign for its broadband service was in breach of advertising rules because it was too plain. The envelope should have made it clear that it contained marketing material.

Direct Marketing, August 2008, p41

Internet

Online video increasingly popular

The number of people accessing online video has risen over the last year, and the BBC's iPlayer is thought to be largely responsible. Fifty-six per cent of those polled by Starcom MediaVest Group said they had watched free video online content, with 73% being satisfied with image quality.

Marketing, 6 August 2008, p6

Good news for 4

Channel 4's website has recorded a rise in unique visitors of 32%, says ComScore. The latest series of *Big Brother* was partly the reason for the increase.

New Media Age, 7 August 2008, p11

Law

Product placement under scrutiny

The US Federal Communications Commission is to discuss whether to introduce new rules that make it clear to viewers when a programme features product placements. Its Chairman, Kevin Martin, believes consumers should be told clearly when items are being advertised, and the FCC is to consider whether current notices to this effect are large enough and long enough. There is also debate as to whether they should be displayed before a programme begins or when it has ended.

Direct Marketing International, August 2008, p41

Promotions given the push?

Proposed rulings covering “irresponsible price-based promotions” could see an end to sampling and point-of-sale promotions for alcohol. A report by KPMG that concludes drinkers are encouraged to buy in bulk due to incentives and bad pricing practice has won the support of the Department of Health.

Sales Promotion, July/August 2008, p8

Mind what you hit

An advert for CoolDiamonds.com that claimed to have more than 5 million hits a month has been banned by the Advertising Standards Authority (ASA). The watchdog says the ad misled consumers because it implied that 5 million people visited the site every month. However, this was not the case because visiting a single page can generate more than one ‘hit’. The Institute of Direct Marketing says hits are misleading – “they are never synonymous with the number of site visitors or page-views.”

www.out-law.com [Accessed on 6 August 2008]
[Accessed on 6 August 2008]

Loyalty Programmes

Best way to loyalty

There’s an awful lot of information to be garnered from loyalty schemes, given that 80% of the British population belongs to at least one. Recent research by Verdict also suggests that consumers are more disloyal these days, so how can marketers make the most of their loyalty programmes? This article provides some advice and contains two short case studies from Mr & Mrs Smith and Tottenham Hotspur FC.

Marketing, 6 August 2008, pp28-9

Green scheme doing well

Loyalty cashback scheme froggybank.co.uk has seen its number of members rise by 64% to

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500,000 in the last six months. Consumers can join the scheme to receive money off their online purchases from retailers that include Tesco, HMV and Currys.

Promotions Buyer, July/August 2008, p10

Magazines

More from *More*

Both *More* and *Top Santé* are to be re-launched by publisher Bauer Media, as it is expected that the two magazines will post declines in readership this month. *More* is to be given new content and more pages.

Marketing, 6 August 2008, p2

Men’s mags under fire

Lads’ mags have come in for some strong criticism by Tory spokesman Michael Grove, who says they are promoting “selfish irresponsibility’ among young men”.

Campaign, 8 August 2008, p5

‘Read’ Square

The Russians love their magazines, and this is especially true in Moscow – 90% of its population buys magazines. The figure is nearer to 60% in other large Russian cities. So what are foreign publishers doing in order to take a slice of the market? Social life in Russia is becoming increasingly important, and celebs are big news. “The Russian market is on the rise and will be on the rise in the next few years,” according to Karina Dobrotvorskaya of Condé Nast Russia.

Campaign, 8 August 2008, p19

Celebs pick up the pen

Women’s magazine *Reveal* says it has brought in celebrities to contribute features on money, fashion, travel and home in an effort to differentiate itself from other celebrity titles on the newsstands. Nicky Hambleton-Jones and Martine McCutcheon are just two ‘names’ that have been signed up – watch out for the revamped look from 19 August.

www.marketingweek.co.uk [Accessed on 11 August 2008]

Market Research

Take advantage of troubled times

One industry that is well placed to work through the economic downturn is market research. This is a chance for the industry to prove its worth, as brands need to work out how best to survive the battle for consumers’ cash.

Marketing Week, 7 August 2008, p27

Marketing

Look east

This article examines the marketing potential in emerging economies, with a focus on Russia. Did you know that Russia is now the fourth largest market for luxury goods, or that by 2017, it is predicted to account for 33% of total luxury brand sales? The Russian market may be fragmented, but marketers are overcoming this by taking it into account in their campaigns, says Oleg Azaryev of PHD Russia.

Marketing, 6 August 2008, pp24-5

Sponsorship

Measuring ROI

How can marketers ensure their sponsorship is effective and that they are getting value for money? Measuring return on investment (ROI) is more difficult than first appears because, in addition to financial measurement, it can include brand values and media performance measures. This research examines the pros and cons of various measurement techniques, but suggests that "ROI can be measured very well, if the will and commitment exist to do it and resources are set aside to do the job."

Journal of Sponsorship, Vol 1(4) 2008, pp357-363

McDonald's keeps low profile

Fast food chain McDonald's is playing down its sponsorship of the Beijing Olympics because it doesn't want to become too closely linked with the Tibet question in the eyes of the British. The same cannot be said for its US and Australian Olympics related marketing activities, which are exploiting its sponsorship to the full.

Marketing, 6 August 2008, p1

New at Stamford Bridge

Video game company EA Sports is to sponsor Chelsea FC for a period of three years. It will promote its *FIFA 09* game to Chelsea supporters, and has become the first advertiser to use the LED ad space at the club's stadium.

Marketing, 6 August 2008, p4

Fresh sponsor found

Air freshener brand Ambi Pur Car is to sponsor Five's latest series of *Fifth Gear*.

Marketing Week, 7 August 2008, p4

Where next for BP?

This article analyses BP's sponsorship of the 2012 Olympics, as Head of Sales and Marketing Luc Bardin claims his company has much in common with the Games. However,

the question is asked as to whether BP wants to be seen as 'doing the right thing' or whether it will in fact invest in sustainability.

Marketing Week, 7 August 2008, pp16-7

Television

Cricket for Sky

Sky Sports will be broadcasting live cricket in England and Wales at family friendly times, having won the rights. The deal is from 2010 to 2013. BSkyB has also announced 92,000 more customers have joined its satellite pay-TV service, which takes its customer base up to 8.98 million.

Marketing Week, 7 August 2008, p, 11

Have you got the X factor?

Content from the next series of *The X Factor* is to be made available online and on mobile, says ITV. Exclusive video content is planned and the show will have an even greater interactive element.

New Media Age, 7 August 2008, p3

TV is justified

The Central Office of Information (COI) says the use of television documentaries is justified when it comes to informing the public about its work. Examples of documentaries include *Lifeblood* (for the National Blood Service) and *Beat: Life on the Street* that has followed police community support officers at a cost of £800,000. The COI says the programmes have reached millions of people in the UK.

PR Week, 8 August 2008, p13

On the Move

Name	From	To	New Title	Source
Andy Beattie	Unknown	Castrol	European Marketing Director	Marketing
Helen Kellie	BBC Vision	BBC Worldwide	Director of Marketing	Marketing
Carl Lyons	Unknown	Bauer Media	Brand Director, TIML	New Media Age
Natalie Mead	Unknown	Property Finder	Marketing and Products Director	New Media Age
Clare Want	Johnson & Johnson	Canon UK & Ireland	Marketing Director	New Media Age
Susan Yallop	Rentokil Initial	Adecco	UK and Ireland Marketing Director	Marketing

Promotions

Name	Company	Previous Title	New Title	Source
Matt Walls	Hotels.com	Head of Marketing	Director of Marketing	New Media Age

Sources

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Campaign**

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

Direct Marketing International

Journal of Sponsorship

Marketing**

Marketingweek.co.uk

Marketing Week **

Media Week

New Media Age**

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

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