



Cutting Edge

15 July 2008

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

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

Advertising

Sensory cinema

The first scented cinema adverts could be sniffed in the UK after Nivea trialled them in Germany. The scent of the skincare product was piped via air-conditioning vents in cinemas, increasing brand awareness by 500% among the audience.

Marketing, 9 July 2008, p5

How far can cinema go?

The cinema advertising industry has been performing well lately, with Disney, Orange and car manufacturers all big spenders. Cinema audiences are particularly open to cinema ads because they have usually planned their trip and have spent time looking forward to it. However, ad production costs are expensive despite the benefits, and it seems likely that small brands especially will abandon the big screen in favour of less expensive media.

Marketing, 9 July 2008, p19

Online and on track

Shoppers are more engaged by internet ads than other media, says the Internet Advertising Bureau's Brand Engagement survey. Retail advertising on the web "delivers 40% of total brand engagement", according to the survey, which is more than press advertising (31%) and television (19%).

Media Week, 8 July 2008, p4

Agencies

DDB takes appointment down under

The advertising account for Tourism Australia has been handed to DDB, which will use the forthcoming film *Australia* to help promote the country. The tourism body's media planning and buying account is also under review.

Marketing, 9 July 2008, p4

League tables: design agencies

The top design agencies are listed in this feature, which sees Imagination retain its number one position. An analysis of the sector, that also covers consumers' response to the London 2012 logo, accompanies the tables.

Marketing, 9 July 2008, pp31-9

O&M takes Sprite account

Ogilvy & Mather Frankfurt has won Coca-Cola's Sprite pan-European advertising account. It is thought that the soft drinks brand is to be re-launched. O&M saw off Karmarama and M&C Saatchi Berlin in the pitch.

Marketing Week, 10 July 2008, p10

Brands and Branding

New look for London

A new global identity has been designed for Visit London, which has changed its mind about the image Wolff Olins originally designed. The new look is to be rolled out before the Olympic handover in August.

Marketing, 9 July 2008, p1

Angelina axed

Angelina Jolie is to be replaced by Agyness Deyn as the face of Shiseido. The British model will front the Japanese cosmetics brand's autumn and winter campaign.

Marketing, 9 July 2008, p8

What's in a name?

This article looks at the pros and cons of changing a brand's name, and rolls out PricewaterhouseCoopers as an example that went badly wrong. The article is written with Norwich Union in mind, which is being scrapped to become Aviva in line with other countries.

Marketing, 9 July 2008, pp26-7

Feature: global brands

Are global brands beneficial to developing economies? Almost 80% of respondents to a survey commissioned by SABMiller said that global brands damage local ones, and that big brands that enter developing countries are behaving unethically. The report can be accessed at <http://w3.cantos.com/08/sabmille-807-3o1m3/pdf/sabmiller-report2.pdf>
Marketing Week, 10 July 2008, pp18-9

End of an era

Heinz is to drop the word 'baked' on its tins of beans, renaming them Heinz Beanz instead. The first of the new tins will be sold in August.
www.telegraph.co.uk [Accessed on 14 July 2008]

Children and Youth

Get ahead in motor trade

A digital campaign is being run by City & Guilds to highlight its automotive qualifications. The move comes ahead of the British International Motor Show, which opens on 23 July. Young people aged 14 to 19 are the targets of the campaign.

New Media Age, 10 July 2008, p4

Cinema

Big screen doing well

Cinemas and cinema-goers come under scrutiny in this article. Going to the movies is still a popular activity despite our love of the internet, video games and cheap DVDs, and admissions were up to 162 million last year, according to Mintel. Blockbusters and bad summer weather both played a part in increasing cinema's pull in 2007.

Marketing, 9 July 2008, pp28-9

Conferences and Events

Book places now

The Chartered Institute of Marketing's annual conference takes place this November and has the theme "Marketing in challenging times – what every business needs to know". Speakers have been invited to share their knowledge on four main areas – digital marketing, sustainability, segmentation and employee engagement. Please visit www.cim.co.uk/conference2008 for more information.

Spending is down

Companies are reducing their spend on conferences and events, according to a recent

poll by Summer Eventia. Of the 200 agency, supply and corporate delegates attending its conference, 31% said they were "working with clients whose budgets were decreasing".

Conference & Incentive Travel e-newsletter
[Accessed on 8 July 2008]

Customer Relations

IT for customer relations

The CBI and Nominet say that businesses are more likely to develop their IT facilities in order to focus on customers than for any other reason. Sixty-three per cent of the 500 companies they polled gave "improved customer retention" as their main reason for developing IT, and 60% said "tailoring services to customer needs" was also an important motive.

Computing, 10 July 2008, p6

Direct Marketing

Is your marketing up to standard?

'Green standards' that will be applied to direct marketing materials have been mooted by the British Standards Institute. It is proposing that door-drops, direct mail and inserts are made from 75% recycled paper at the very least. It also wants to discourage marketers from using plastic materials.

Marketing, 9 July 2008, p10

Personalise your post

A stamp that can be personalised for business mail is now available from TNT Post. Businesses will be able to use the stamp to enable their mailings to stand out, improving response rates by nearly 5%.

Direct Marketing International, July 2008, p8

Russian challenge

The author of this article examines the potential for direct marketing in Russia. The DM industry is growing at a quicker rate than advertising generally, and more direct marketers and mail order companies from around the world are entering Russia. As far as B2B is concerned, response rates are usually higher than in Western Europe, but undeliverable mailings are also higher.

Direct Marketing International, July 2008, pp4-5

DM still strong

The report from the Direct Marketing Association shows spending on direct marketing campaigns reached £18 billion last year, and employment in the industry has also

risen. Direct mail is still the favourite, but email marketing is increasingly popular.

Direct Marketing Association news release
[Accessed on 14 July 2008]

Internet

News on tap

Users of the Sky News website will see a few changes, as the site has been revamped. Blogs and interactive video now feature on the website, and more frequent comment will be provided.

Marketing, 9 July 2008, p12

Revamp planned

The *FHM* website is to be overhauled so it better reflects the redesigned magazine. The title and site will be aimed at an older audience, and will have less of an emphasis on girls and more focus on "lifestyle and gaming".

New Media Age, 10 July 2008, p5

Web TV takes off

The IPA's Touchpoints report says that 29% of people under 25 have watched television via the web, while 18% of 25- to 64-year-olds have done so. A separate article examines the IPA's Touchpoints research from the viewpoint that it has had to deal with many big changes in media since its launch in 2006.

New Media Age, 10 July 2008, p6 and Media Week, 8 July 2008, pp247

Law

Data Sharing Review

Information Commissioner Richard Thomas and Dr Mark Walport of The Wellcome Trust have undertaken a review of data protection and the ways in which private information is used by organisations. Their report concludes that there is little accountability and transparency in the way in which organisations use this data, and there is a great deal of misunderstanding about the Data Protection Act. For an overview of the report, visit

<http://www.justice.gov.uk/reviews/datasharing-intro.htm>

Loyalty Programmes

Musical rewards

Loyalty scheme Nectar is to launch a music download service and allow its members to swap points for tracks. The Nectar Music Store is a first for a loyalty programme.

Marketing, 9 July 2008, p3

Magazines

Celebs see slowdown

It is believed that weekly celebrity magazines will see a fall in readership when the new ABC figures are published in August. *Heat*, *Closer* and *Reveal* are all predicted to see a decline.

Marketing, 9 July 2008, p3

Mag in the starting blocks

The International Association of Athletics Federations is hoping to broaden athletics' appeal with the launch of a magazine. *Spike* is being published by Haymarket Network.

Marketing, 9 July 2008, p6

Market Research

Paper still works for Nielsen

Landline based research is being axed by Nielsen in favour of diaries in which consumers can record their TV viewing habits. Nielsen has taken the step because of the increasing number of households that have a mobile phone and no landline.

Research, July 2008, p10

Olympic movement monitored

Sponsorship Intelligence has been hired by the International Olympic Committee to track media output and consumer awareness of the Olympic brand in various countries around the world.

Research, July 2008, p10

What the Irish are up to

Youth lifestyles, behaviour and attitudes are coming under examination in Ireland as OMD, Cawley Nea\TBWA and Amarach Research are joining up for a major research project that will last for three years.

M&M weekly news digest [Accessed on 9 July 2008]

Marketing

Opportunity knocks – but be careful

Marketers have been found to be unaware of the legal issues surrounding the Olympic Games and marketing activity. The Chartered Institute of Marketing's Marketing Trends Survey shows that 40% had "no understanding at all" about the London Olympic Games and Paralympic Games Act 2006, and 46% admitted that their understanding was "very poor or poor". However, 23% of marketers say they are keen to undertake some activity relating to the 2012 Games. Please contact the Information and Library Service for a copy of

our Fact File on marketing and the Olympics. (Details at the end of *Cutting Edge*.)

The Chartered Institute of Marketing press release [Accessed on 9 July 2008]

How to beat the recession

Many marketers believe there is more gloom to come this year and that we could be heading for a recession. This article therefore offers some advice on recession-proof marketing, including using email marketing and social media, gathering customer data and agreeing ROI measurement.

Direct Marketing International, July 2008, pp34-5

Budgets in decline

The Institute of Practitioners in Advertising's (IPA) latest Bellwether report suggests that marketing budgets have fallen for the third quarter running due to economic uncertainty and rising costs. Internet advertising is the only media to avoid budget cuts, with many companies increasing advertising spend in this sector. TV, press, radio and cinema advertising are likely to be the biggest losers.

www.marketingweek.co.uk [Accessed on 14 July 2008]

Public Relations

Everyone for tennis

It is thought that Max Clifford has been appointed by the Lawn Tennis Association (LTA) to reposition tennis as a game that everyone can enjoy, and not just the middle classes. The LTA's charitable arm, The Tennis Foundation, hopes to bring the sport to the masses and persuade local authorities to stop charging for courts around the UK.

PR Week, 11 July 2008, p1

Radio

Can licence be saved?

GCap Media could lose its licence for Classic FM if Ofcom decides not to renew it, but to auction it instead. The licence expires in 2011, and if GCap should miss out, it would be a terrible blow for the company.

Media Week, 8 July 2008, p5

2 makes number one

Radio 2 is the UK's favourite radio station, according to the IPA's Touchpoints survey, followed by Radio 1 and Radio 4.

Campaign, 11 July 2008, p5

Sponsorship

Stirring up sponsorship

Marco's Great British Feast is being sponsored by Knorr Stock Cubes.

Marketing, 9 July 2008, p6

Kia renews

Car manufacturer Kia is to continue its sponsorship of Five's US crime dramas.

Marketing, 9 July 2008, p6

Will a sponsor take the plunge?

A supporter is sought for a skydive from over Mount Everest in aid of Unicef. Several skydives are planned from 22 September until the end of October. Purpose-made diving gear will be needed by participants, who will jump from 29,500 feet.

Marketing Week, 10 July 2008, p14

Life's good for NEC

The NEC Arena in Birmingham is to be renamed the LG Arena in a sponsorship deal with LG Electronics. The company has put up a £28 million funding package that will see revamped bars, restaurants and entertainment areas.

Campaign, 11 July 2008, p5

Television

Dolls in TV battle

Bratz dolls are to find themselves on television as they carry on their battle with Barbie. *Bratz Design Academy* goes on air in October on Nickelodeon, and will see youngsters aged 9 to 14 take part in 'fashion challenges'.

Marketing, 9 July 2008, p2

New way to measure

Channel 4 is to track online forums, blogs and social networking sites in an attempt to measure the impact of its programmes. It is looking to discover the level of engagement that its *Disarming Britain* programme has had.

New Media Age, 10 July 2008, p3

On the Move

Name	From	To	New Title	Source
Amanda Anthony	Microsoft	CondéNet International	Marketing Director	New Media Age
Alex Batchelor	Unknown	TomTom	Chief Marketing Officer	Marketing
Rebecca Ward	Help the Aged	Elizabeth Finn Care	Communications and Media Manager	Third Sector

Promotions

Name	Company	Previous Title	New Title	Source
Jo Cann	AXA	Corporate Benefits Marketing Director	Marketing Director, Traditional Business	Campaign
Linda Hipkiss	General Mills	Marketing Director	Vice-President of Marketing	Marketing Week
Faye Langworthy	Coty Prestige	Unknown	Marketing Director	Campaign
Pierre Woreczek	McDonald's	Corporate Vice-President and Chief Brand and Strategy Officer	Senior Vice-President, Brand Strategy	Marketingweek.co.uk

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>

** Available full text via Business Source Corporate

* Abstract only available via Business Source Corporate

Campaign**

Computing

Conference & Incentive Travel e-newsletter

Direct Marketing Association news release

Direct Marketing International

M&M weekly news digest

Marketing**

Marketingweek.co.uk

Marketing Week **

Media Week

New Media Age**

PR Week

Research

Telegraph.co.uk

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

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