



# Cutting Edge

17 June 2008

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

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

## Advertising

### Name that tune

New bands are being invited by Samsung to create the soundtrack for internet adverts for its F400 mobile phones. They can visit [f400share.com](http://f400share.com) to upload their entries.

**Marketing, 11 June 2008, p3**

### Motor industry hits back

Car manufacturers have strongly criticised proposals to include 'emission warnings' on their adverts, saying consumers are already aware of emissions and which cars are more polluting than others. However, the Alliance Against Urban 4x4s believes that drivers do want as much information as possible "and more than the advertising industry would like to give".

**Marketing, 11 June 2008, p4**

### HD and the TV ad

It is predicted that there will be 40 million HD television sets in UK households by 2012, so what does that mean for advertisers? Sky has almost 500,000 subscribers to its HD channels, and, although non-commercial, the BBC has an HD service. However, just two advertisers have created HDTV adverts so far...

**Media Week, 10 June 2008, pp24-6**

## Agencies

### Caring appointment

St John Ambulance has awarded Bartle Bogle Hegarty its advertising account. The agency will now be asked to plan campaigns that will recruit volunteers ahead of the London Olympics.

**Marketing, 11 June 2008, p5**

## Brands and Branding

### Supermarket sweep

Supermarket own brand ready meals are outselling their branded rivals, with sales of

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Birds Eye, Heinz and Findus frozen ready meals falling.

**Marketing, 11 June 2008, p1**

### Speedo swims against tide

Swimwear brand Speedo is to reposition itself as a "lifestyle swimwear brand", moving away from its image as being for serious swimmers only. The company has recently launched an 'oriental' range that was inspired by this year's Olympic Games.

**Marketing, 11 June 2008, p8**

### Release the designer within

There has been so much indignation about the London 2012 logo that the London Olympic Games Organising Committee (LOGOC) could run a competition to find something better. Although a decision is yet to be made, a spokeswoman has said that "a competition of some kind is an option".

**Marketing Week, 12 June 2008, p3**

### Increase brand values

This article takes a look at building a brand and developing brand relations, which can only be done by excelling at customer relations, and looking much further than 'satisfaction' and 'loyalty'. Customers can be divided into four types, from "Fully Engaged" and "Actively Disengaged", and it is emotional connections that are crucial to success.

**Customer Strategy, June 2008, pp26-7**

## Conferences and Events

### Always measure

Live events are a popular way to promote a company or brand, but how often do visitor numbers get measured – and what happens afterwards? Technology is available to measure numbers, but subsequent analysis and use often fail to materialise. Measuring return on investment is important, but many exhibitors

just don't bother to find out how their stand impacts on their bottom line.

**Marketing Week, 12 June 2008, pp31-2**

## Customer Relations

### Happy to pay more

British consumers would rather spend more on goods and services that are handled in the UK than via offshore call centres that make the services cheaper. Only 6% of those surveyed by ICM say they are happy with overseas call centres, and just 1% of Scots were happy. The research also found that women were more likely to be put off by offshore centres than men.

**Customer Strategy, June 2008, p6**

### Mobile CRM

More and more companies are investing in mobile CRM solutions, but the best ones are those that keep things simple. Four considerations are given in this article in order to benefit from mobile CRM, including "focus on real world requirements" and "ease of navigation".

**Customer Strategy, June 2008, pp42-3**

### Directors are out of touch

Genesys Telecom says it has found that "promises made by board-level executives are not always in line with output by customer services". Almost 1,000 companies in different sectors around the world took part in the research, which found that 92% of staff in customer services and 85% of directors agreed that customer care was central to the brand's image. However, 78% of directors believed the company was effective at identifying customer needs, while the figure for customer service staff was 62%.

**B2B Marketing, June 2008, p10**

## Direct Marketing

### The coupon craze

Consumers are using coupons more than ever before thanks to the credit crunch. The economic downturn could make consumers more open to direct mail if there are vouchers and coupons involved, as GfK NOP found that 30% of respondents to its research "were more active in seeking out promotions than a year ago".

**Marketing, 11 June 2008, p4**

## Get facts right

Do consumers respond better to factual or emotional content when it comes to direct mail? The Parkinson's Disease Society is investigating which is more effective by 'testing' donors. One group of donors will receive a letter asking for a regular donation or a one-off gift, along with a leaflet with facts and figures about the charity's work. Another group will receive the same letter, but will also receive a "human touch leaflet" that is designed to make emotional contact with donors.

**Third Sector, 11 June 2008, p7**

## Retailers get it right

Retailers are better than other sectors when using targeted and relevant offers, according to GI Insight. Supermarkets are particularly good at customer communications, with successful targeting related to loyalty programmes.

**Database Marketing, June 2008, p4**

## Internet

### New drama on the web

Bebo's next online drama is to be called *The Secret World of Sam King*, for which it has joined up with Universal Music. The story features a Universal employee who decides to set up a record label within the company's post room.

**New Media Age, 12 June 2008, p4**

### Influential internet

Harris Interactive and Fleishman-Hillard Research have found that the internet "is the most influential of all media channels" despite the fact that more people watch television. The news also comes as people become more worried about online security, with just 48% of respondents believing it is "very safe to sell and buy things online".

**New Media Age, 12 June 2008, p9**

## Law

### Power is granted

More power has been given to the Information Commissioner (IC) to fine those who breach the Data Protection Act. However, only serious cases will be covered, but the Direct Marketing Association's Chairman, Rosemary Smith, says the IC now has "teeth that have long been lacking".

**Database Marketing, June 2008, p5**

## **Opt in to legal views**

This article examines the issues surrounding opting in and opting out in order to enable marketers to stay on the right side of data protection law. Rosemary Smith suggests that the wording of the opt-in or out statements must be well presented because getting it wrong can mean the difference between “securing a potentially lucrative lead and losing one for the foreseeable future”.

**Database Marketing, June 2008, pp22-4**

## **Bubble is burst**

A four-year legal battle over the use of bubbles in television ads has been won by 3. O2 said that 3 had infringed its bubble trademark, but the European Court of Justice ruled that the use of bubbles is permitted as long as 3 “does not cause consumer confusion”.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 13 June 2008]

## **Loyalty Programmes**

### **B2B scheme launched**

Business insurance company Premierline Direct has introduced a loyalty scheme, signing up partners such as HP and Esso. The scheme’s members will also receive discounts and deals that can be passed on to their employees.

**B2B Marketing, June 2008, p8**

## **Magazines**

### **Magazines across the sea**

This article takes a look at Irish magazines and reading habits. UK titles are making their presence felt, but, despite this, Ireland’s magazine publishers are holding their own – almost 25 million home-grown titles are sold every year.

**Media Week, 10 June 2008, pp16-7**

## **Marketing**

### **Marketing Trends Survey**

The Chartered Institute of Marketing’s latest Marketing Trends Survey has been published and shows that marketers are feeling optimistic about their own future despite the current economic climate. Furthermore, marketing spend is rising (now accounting for an average of 7.7% of an organisation’s turnover) and marketing departments are recruiting, rather than shedding, staff. To obtain a copy of the survey please contact Ray Jones: [rayjones@cim.co.uk](mailto:rayjones@cim.co.uk)

## **Jill McDonald wins award**

McDonald’s Chief Marketing Officer for the UK and Northern Europe has been awarded the title of Marketer of the Year. Jill McDonald won the votes of *Marketing* readers.

**Marketing, 11 June 2008, p1**

## **Targeting dads**

This article looks at marketing to parents, and reports that 1 in 10 fathers stay at home to look after children. Fathers also play a much bigger role in their children’s upbringing than they did before, so are brands targeting this lucrative group? Huggies is actively encouraging dads to get involved with its brand, as is the National Literacy Trust. However, with 1 in 3 families headed by a single mother, brands will have to move with care.

**Marketing, 11 June 2008, pp26-7**

## **Mobile to the fore**

UK banks are turning to mobile marketing this summer in a bid to connect with customers. Lloyds TSB, NatWest, Abbey and American Express are just four financial services companies that are planning a mobile push.

**New Media Age, 12 June 2008, p1**

## **Behavioural targeting uncovered**

Despite the fact that the Search Engine Marketing Professional Organization says that marketers want to invest in behavioural marketing, few are sure where to start. Forty per cent of respondents to its US study said they planned to get involved in behavioural marketing this year, knowing that they will reap the benefits, and B2B marketers are better placed to use the technique because they tend to know more about their target audience than B2C marketers. This article gives nine tips on how to get started.

**B to B, 9 June 2008, p15+17**

## **Web 2.0 moves uncovered**

Can B2B marketers utilise Web 2.0? Research shows that people quickly become fed up with sites like Facebook – then they look elsewhere for something that offers more value, says Shannon Clouston of LinkedIn. This is where a site that has a business or professional focus can step in. This article features two examples, Quark and Universal Music Group, where Web 2.0 has been used effectively in the B2B world.

**B2B Marketing, June 2008, pp20-2**

## Newspapers

### New times ahead

*The Sunday Times* is to be revamped and re-launched next month, making more use of colour. Different content, and new headline and body texts are thought to be on the cards, although there won't be any new sections.

**Media Week, 10 June 2008, p6**

### What the Irish are reading

Newspaper readership in Ireland and Northern Ireland comes under the spotlight in this feature, which shows that regional and national papers are battling it out in order to attract advertisers. Half the population reads a newspaper on a daily basis, and, although the number of internet users is rising, three papers in the Republic have steadily increased their readership – *The Irish Independent*, *Irish Examiner* and *The Irish Times*.

**Media Week, 10 June 2008, pp10-11**

## Public Relations

### Not just golf

The Belfry has brought in Cognition to run a PR campaign to highlight its nightclub, hotel and spa facilities. The Belfry also offers leisure breaks, which it wants to promote across the UK.

**PR Week, 13 June 2008**

### Charles appoints agency

Prince Charles' Prince's Rainforest Project has hired Freud Communications and Finsbury to handle its PR activity. The scheme provides practical solutions to problems to challenge climate change and slow down deforestation.

**PR Week, 13 June 2008, p8**

### Right face, right time

Choosing the right person to face the public is critical if the message is to get across. A research project at Columbia Business School found that when dealing with corporate dishonesty, the best person to speak to the public is one with a 'baby face'. However, a mature-faced spokesperson is best when facing the public about a company's incompetence.

**Business Week, 16 June 2008, p20**

## Radio

### More for listeners

A new digital radio station is to launch on 24 June. NME Radio will be accessible via Sky, Virgin Media and [nme.com/radio](http://nme.com/radio)

**Marketing Week, 12 June 2008, p13**

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## Sponsorship

### Swindon signs

Swindon Town FC's shirts are to be sponsored by *FourFourTwo* magazine. A deal, which will also include marketing activity at the County Ground, has been signed for three years between the club and the football mag.

**Marketing, 11 June 2008, p6**

### Women prove their worth

Sponsorship might be big business, but those who are looking for something a bit different are becoming interested in women's sport. England's female footballers qualified for Euro 2009, although the game is a minority spectator sport. Only Paula Radcliff and Kelly Holmes stand out as female athletes who have attracted good sponsorship deals, but tennis players, such as Maria Sharapova, can expect to benefit from the increased interest in the women's game.

**Marketing, 11 June 2008, p16**

### A message from the men

England rugby players are to send messages to fans of the game following matches played in New Zealand during the summer. The messages will be sent to O2 Inside Line service subscribers, as O2 is sponsoring the team.

**New Media Age, 12 June 2008, p3**

## Television

### Football on Five

Five is to broadcast the UEFA Cup between 2009 and 2012, which will give it 15 games a year.

**Marketing, 11 June 2008, p6**

## Women

### Looking for ladies

Media companies in the US are increasingly turning their attention to female executives. The Center for Women's Business Research says that more than 10 million businesses in the US are owned by women. As a result, the *Wall Street Journal Online* and *Forbes.com* have both launched sections dedicated to women.

**B to B, 9 June 2008, p1+49**

## On the Move

<b>Name</b>	<b>From</b>	<b>To</b>	<b>New Title</b>	<b>Source</b>
Steven Day	Virgin	Orange	Chief of Staff, and Brand and Communications	Marketing Week
Joanna Dimsey	RPCushing	Webloyalty	Marketing Manager	B2B Marketing
Paul Evans	InBev	Kimberley-Clark	Media Director, Europe	Marketing
Paul Hannick	Revenue & Customs	The Land Registry	Head of Public Affairs	PR Week
Cristina Hoole	PayPal	LinkedIn Corporation	European Director of PR and Marketing	New Media Age
Elly Hunter	Unknown	Tayto	Group Marketing Director	Marketing
James King	Motorola	Samsung Mobile	Head of UK Marketing	Marketing Week
Ross Klein	Starwood Hotels	Hilton Hotels	Global Head of Luxury and Lifestyle Brands	Marketing
Amar Lalvani	Starwood Hotels	Hilton Hotels	Global Head of Luxury and Lifestyle Brand Development	Marketing
Erik Staaf	Jabra	O2	Head of Own Brand Marketing	Marketing Week
Dean Taylor	Sony Ericsson	Nokia	Head of Sponsorship	Marketing Week

## Promotions

<b>Name</b>	<b>Company</b>	<b>Previous Title</b>	<b>New Title</b>	<b>Source</b>
Tom Gunn	<i>Radio Times</i>	Deputy Circulation Marketing Manager	Marketing Manager	Marketing
Victoria Penman	The Chartered Institute of Management Accountants	Brand Marketing Manager	Head of Brand and Marketing Services	B2B Marketing

## Sources

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

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Business Week\*\*

Customer Strategy

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