



# Cutting Edge

19 August 2008

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

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

## Advertising

### Fast-forward research

A lot has been made of consumers fast-forwarding through the ad breaks when using a digital video recorder (DVR), but what is their experience compared with viewers of real time adverts? This research used biometric responses to discover what viewers see when the ads flash by, and found that they could remember the adverts at "significantly higher rates than expected". They also spend more time looking at the screen, especially the centre, than viewers who watched the ad breaks in real time.

**International Journal of Advertising, Vol 27(3) 2008, pp425-446**

### X Factor fails to attract

Advertising industry insiders say that brands are unwilling to commit large sums of money to advertising around the next series of *The X Factor* until the auditions and preliminary rounds are over. It seems that brands wanting to save money are waiting until the show really gets under way before paying out for premium slots.

**Marketing, 13 August 2008, p2**

### Dog gets P45

The talking border terrier in the Wall's Sausages adverts is being given the chop as the brand is to be revamped and repositioned. Wall's, which was established in 1786, is to "reclaim its iconic status" through ads that highlight its long history.

**Marketing, 13 August 2008, p1**

### Just how effective?

The in-game advertising industry needs to know how effective the medium is, says in-game advertising network IGA. It is calling for support from games publishers and brand owners, as well as its own rivals, for a standard that will

measure exposure to, and effectiveness of, adverts seen in video games. The amount invested in the medium is set to rise to \$650 million by 2012 in the US, and IGA wants to know whether it will be money well spent.

**Research, August 2008, p10**

## Agencies

### Stella selects

Mother has been appointed to handle the UK launch of Stella's new 4% lager. The agency was awarded the win following a pitch involving Lowe London.

**Marketing, 13 August 2008, p3**

### Agencies do battle

Seven agencies are to pitch for four ad breaks in next year's Brit Awards on ITV. Four 60-second slots are available, during which agencies can show a live advert. The public will then be voting for their favourite.

**Campaign, 15 August 2008, p1**

## Brands and Branding

### When a brand goes too far

Brand extensions come under examination in this article, which asks when does a brand stretch too far? Harley Davidson's cake-decorating kit is one extension that raised eyebrows, but others are more successful. Brands that stick to one thing, such as Red Bull and Intel, are unquestionably successful, but "There are an awful lot of people...looking to try something new, and new variants really capture this market" says Harry Briggs of Firefly Tonics.

**Marketing, 13 August 2008, pp24-5**

### Win back credibility

Brands are finding it difficult to remain credible as consumers become more savvy and demanding, so what can they do to turn things around? Social networking and blogging are just two ways in which consumers are communicating with one another to spread the

negative word about brands. Marketers need to regain credibility for their brands in six ways – trust, authenticity, transparency, listening, responsiveness and affirmation.  
**Research, August 2008, pp28-31**

### **When a rebrand calls**

Sky is to follow in the footsteps of other broadcasters and rebrand, but will it be successful? Dave has increased its audience share since rebranding, so will it work for Sky, which wants to move itself away from the image that it only deals in sci-fi and *The Simpsons*?  
**Marketing Week, 14 August 2008, pp18-9**

### **Boots and Bebo join up**

Boots' cosmetics brand 17 has created a community on Bebo, aimed at teens. They will be invited to design a new lipstick for the range, which will be named after the winner and sold in Boots stores.

**New Media Age, 14 August 2008, p6**

### **Brand strategy for Harrods**

London's luxury retailer Harrods is planning to double its sales of own-branded goods in the next two years. Harrods-branded clothing will be sold at airports and via its direct businesses. It also plans to move into golf and ski accessories, as well as plus-size ranges.

**Retail Week, 15 August 2008, p10**

## **Children and Youth**

### **Ethical advertising**

This research asks the question "When is it fair to advertise to children?" and argues that the debate has mainly focused on the age at which children are able to understand advertising and evaluate its content. This is referred to as "persuasion knowledge", but it has been found that "older children with a greater degree of persuasion knowledge are no less influenced by advertising than are younger children". The authors ask why this should be so.

**International Journal of Advertising, Vol 27(3) 2008, pp447-470**

### **Branding and smoking**

What role does branding play in smoking habits among British teenagers? Now that tobacco advertising and sponsorship are banned, it has become more important for tobacco companies to differentiate themselves using branding as a marketing communications tool. The results show that brand image and brand awareness are strong among young people, and affect their behaviour and intention to buy cigarettes.

This research will, therefore, have implications for marketers involved in anti-smoking campaigns.

**International Journal of Nonprofit and Voluntary Sector Marketing, Vol 13(3) 2008, pp275-285**

## **Conferences and Events**

### **Annual National Conference – 11 November 2008**

Get practical tips and advice from leading practitioners and thinkers who have succeeded in difficult times. Listen to their unique experiences and discover how they turned around their high profile businesses. Also, learn how theory can be put into practice from specialists in four key disciplines: digital marketing, sustainability, segmentation and employee engagement. Take advantage of our early bird rate and book now at [www.cim.co.uk/conference2008](http://www.cim.co.uk/conference2008).

### **Greener events**

Live events have a big impact on the environment, what with heating, lighting, plastic cutlery, etc. The events industry has now decided it must do something to offset its carbon emissions and it also has a British Standard (BS8901) for hosting sustainable events. There are some simple ways in which marketers can do their bit, and they needn't involve carbon offsetting at all – using recycled paper and other materials is just one way in which an event can limit its environmental impact, and ExCel London has its own wormery that allows it to recycle 78% of its waste.

**Marketing Week, 14 August 2008, p29**

### **Podcast push**

This year's MPH motor show is to be promoted via video podcasts from the BBC's *Top Gear* team. The podcasts will be available via iTunes, Virgin Radio and the MPH website.

**New Media Age, 14 August 2008, p8**

## **Direct Marketing**

### **Direct drop**

Mortgage providers in the US have cut the amount of direct mail they send by half so far this year. Last year 1.5 billion pieces of direct mail were sent between January and June, but the figure was 750 million pieces in the same period this year, says Mintel.

**Mintel press release [Accessed on 12 August 2008]**

## **DM has work cut out**

Direct mail has come under fire lately for its lack of green credentials, but is this really fair? The industry has more visible waste than, say, a TV ad campaign, but the latter's carbon footprint would be large if the shoot took place half way across the world. The first target of recycling 30% of DM waste by 2005 was met, but "There is every indication that we are not making changes quickly enough," says the Direct Marketing Association's Robert Keitch.  
**Marketing Week, 14 August 2008, p27**

## **Internet**

### **Video online on the up**

The number of UK households watching online videos is rising, according to Deloitte's Digital Index. The figure was 17% in January this year, but now stands at 23%. The research also found that viewers watch just over 12 minutes of clips every day. While money made from online video remains small, its increasing popularity is good news for advertisers.  
**New Media Age, 14 August 2008, p9**

### **Parent power**

A survey by Garlik has found that 72% of parents have logged onto their child's social networking page and spied on them. Meanwhile, 26% of parents admitted to having their own page in order to keep tabs on their children's online behaviour. However, parents can have a clear conscience given that more than 60% of children freely give away private information such as their mobile phone number and the name of their school.  
**New Media Age, 14 August 2008, p9**

## **Law**

### **Companies beware**

The conference and incentive travel industry has been warned that businesses will face huge fines if found guilty of corporate manslaughter. Ed Pugh of insurance company Hiscox warned that "There's a mountain of law descending on companies who break the Act."  
**Conference & Incentive Travel news tracker [Accessed on 13 August 2008]**

### **Online infringement rise?**

The government is to consider raising the fine for copyright infringement online from £5,000 to £50,000, bringing it in line with the fine for physical infringement. Visit [www.theregister.co.uk/2008/08/12/big\\_piracy\\_fine](http://www.theregister.co.uk/2008/08/12/big_piracy_fine) for more information.

## **Loyalty Programmes**

### **Growing loyalty**

There are plenty of ways in which a business can relate customer loyalty to company growth, but the authors of this paper argue that these metrics are ineffective. The Net Promoter Score comes in for scrutiny, but the conclusion is that relying on a metric that reduces complex behaviour to just one or two dimensions will never be successful.  
**MIT Sloan Management Review, Vol 49(4) 2008, pp51-7**

### **New scheme launches**

Foreign exchange brand Travelex has launched a loyalty scheme that rewards customers who take holidays overseas. Frequent fliers and long-stay visitors are the targets of the Global Rewards Card.  
**Marketing, 13 August 2008, p5**

### **Gather points with Nectar**

Loyalty scheme Nectar has joined up with Expedia that will give members reward points when they use Expedia's services. Booking a hotel, car rental and travel packages will all bring in the points.  
**Retail Week, 15 August 2008, p14**

## **Magazines**

### **More seeks older audience**

Women's magazine *More* is to be targeted at older readers from September when the title is re-launched for the second time in one year.  
**Campaign, 15 August 2008, p2**

## **Market Research**

### **Strong words traded**

The Canadian government's announcement that it will cut its spending on public opinion research by one-third has been met with criticism by the Marketing Research and Intelligence Association, which says "you get what you pay for". However, the government is reacting to criticism that it spent too much (C\$31 million) during 2006/07.  
**Research, August 2008, p11**

### **Do research while networking**

Business social networking site LinkedIn has launched a trial that will enable users to undertake market research by asking for the opinions of other site users.  
**Research, August 2008, p13**

## Marketing

### Reaching Gen M

Can mobile marketing reach young consumers? Generation M(obile) is notoriously difficult to reach, but the fact that they are never without their phones spells an opportunity for marketers. This research looks at what influences the acceptance of mobile marketing, designing a campaign across different countries and the role of trust.

**MIT Sloan Management Review, Vol 49(4) 2008, pp35-41**

### Segments for social marketing

Too much inactivity is leading to an obesity crisis in the US, but little research has been undertaken regarding how to change behaviour. Too much TV and insufficient exercise have been blamed, but how can marketers segment groups to ensure they target the right people? This research found four segments – alert, inactive, action and ideal – and makes suggestions about targeting each group.

**International Journal of Nonprofit and Voluntary Sector Marketing, Vol 13(3) 2008, pp215-226**

### Out in the field

This week's *Marketing* features field marketing league tables, covering agencies by growth, top agencies and top contact centre agencies. Field marketing has developed in recent years, and experiential marketing in particular has attracted a lot of interest from brands. However, small agencies that specialise in experiential may suffer, as many agencies now offer a complete service, including direct marketing and telemarketing as well as experiential.

**Marketing, 13 August 2008, pp29-36**

### The marketer's reality

This article reports the results of a *Marketing Week/YouGov* survey that asked marketers about three issues that are affecting them right now: the economic slowdown, advertising legislation and China. Questions included whether brands that are sponsors of the Beijing Olympics need to be careful about the association, and whether there should be a total ban on marketing to children.

**Marketing Week, 14 August 2008, pp22-3**

### Packaging potential

No longer is a pet considered to be merely a pet – these days they are more like one of the family. With owners thinking this way and wanting to indulge their cats and dogs, the time is ripe for marketers to rethink packaging for pet

foods, and research shows that “petfood packaging shows many of the same trends as packaging for humans”. The market's drivers include ‘convenient treats’, women's influence on packaging and heightened awareness of ingredients. These, and other drivers, should be considered in order to exploit packaging to its full potential.

**Packaging Digest, Vol 45(7) 2008, pp42-5**

## Public Relations

### Boost for boarding schools

The recent news that two British boarding schools are to close has led the Boarding Schools' Association to call in some PR support. The negative image of the schools as “austere and uncaring” is to be addressed head on says agency Clarion, which has won the account.

**PR Week, 15 August 2008, p2**

### Agencies sought for secret pizza

What is Pizza Express planning? The pizza restaurant chain is looking for an agency to promote a mysterious offering. Will it be a new menu or a new flavour of pizza, we wonder...

**PR Week, 15 August 2008, p4**

### PR meets experiential

Experiential campaigns are no longer only designed by specialists, and PR agencies are increasingly discovering their benefits. A live event is fast becoming part of the overall campaign, rather than a mere ‘add on’, but agencies need to be in from the start and not briefed after everyone else. “PR should be recognised as the starting point of the storytelling,” says Clare Myddleton of Cow PR.

**PR Week, 15 August 2008, pp25-7**

## Radio

### Everton expert appointed

Graeme Sharp, former player with Everton FC, has joined Liverpool radio stations City Talk 105.9 and Radio City 96.7 to present their coverage of the next football season.

**Marketing, 13 August 2008, p6**

## Television

### Catch-up has no impact

Television industry body Thinkbox says catch-up services such as the iPlayer are not having much impact on traditional television viewing.

**Campaign, 15 August 2008, p5**

## On the Move

<b>Name</b>	<b>From</b>	<b>To</b>	<b>New Title</b>	<b>Source</b>
Katie Brunt	Manchester Metropolitan University	PRWD	Marketing and Brand Development Executive	New Media Age
Trevor Hunter	Emap Advertising	Digital Stores	Marketing Manager	Research
Ann James	Unknown	Carphone Warehouse	UK Marketing Director	Marketing
Nathan Omare	Yahoo	Experian	Head of Customer Insight	Research
Sarah Robb O'Hagan	Nike	Gatorade Company	Chief Marketing Officer	Research
Orit Peleg	Coca-Cola Enterprises	OgilvyAction	Shopper Marketing Planning Director	New Media Age
Daniel Philpot	DoubleClick	EyeWonder	UK Sales Director	New Media Age

## Promotions

<b>Name</b>	<b>Company</b>	<b>Previous Title</b>	<b>New Title</b>	<b>Source</b>
Lisa Caputo	Citigroup	Unknown	EVP, Global Marketing and Corporate Affairs	Research
Steve Weller	uSwitch	Head of Sales	Director of Sales and Marketing	Marketing Week
Tim Williamson	TUI	Marketing Director	Customer Director	Marketing Week

## Sources

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Campaign\*\*

Conference & Incentive Travel news tracker

International Journal of Advertising\*\*

International Journal of Nonprofit and Voluntary

Sector Marketing\*\* (with a 12-month delay)

Marketing\*\*

Marketing Week \*\*

Mintel press release

MIT Sloan Management Review\*

New Media Age\*\*

Packaging Digest\*\*

PR Week

Research

Retail Week

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