



# Cutting Edge

26 August 2008

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

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## Advertising

### **"Drink responsibly" – does it work?...**

Many alcohol advertising campaigns now urge consumers to "drink responsibly" or to exercise moderation on a night out – but is the message getting across and how effective is it? This research from the US suggests that consumers perceive these marketing messages as ambiguous and self-serving, ie marketing focused. This can lead to negative attitudes towards both the brand and corporate credibility.

**Journal of Marketing Communications, Vol 14(4) 2008, pp315-335**

### **...Alcohol 'assault' planned**

Meanwhile, the British government wants all alcohol advertising to carry health warnings, which could become compulsory. The alcohol industry is considering an alliance that would work towards tackling British attitudes towards alcohol and change "drinking culture and behaviour".

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 20 August 2008]

### **Will Howard be silenced?**

Singing bank employee Howard Brown looks set for the chop as HSBC tones down its advertising. Apparently Howard is "too upbeat" and the financial world has changed so much in recent years that it's now time for a change.

**Business Week, 25 August 2008, p13**

### **McDonald calls for guidance**

Jill McDonald, Chief Marketing Officer at fast food chain McDonald's, says she would like to see more regulation for online advertising so brands know what is and what is not acceptable. McDonald says brands don't use internet advertising as a means of getting around codes for offline, although this is how the public sometimes perceives the situation.

**New Media Age, 21 August 2008, p1**

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## Brands and Branding

### **Brand new way to search**

Generic terms such as 'mobile broadband' and 'cheap flights' are on their way out as far as internet searching goes. Users are increasingly likely to search for brand names, says Experian, which found that this way of searching accounts for 88% of all internet searches, which is a 20% rise since 2005.

**Media Week, 19 August 2008, p11**

### **Promoting brands**

Measuring the effectiveness of promoting a portfolio of brands needs careful consideration. The authors of this research propose a model that takes into account the diminishing returns of brand exposure, as well as the effect of the promotion on each brand within the portfolio. They also suggest "which assortments of brands" can be promoted across multiple brand portfolio promotions.

**Journal of Marketing Research, Vol 45(4) 2008, pp391-402**

### **Tesco fights back**

Supermarket Tesco has decided to launch more own-label products that it hopes will entice shoppers who have defected to Aldi and Netto back to its stores. Tesco plans to cut the prices of "hundreds of items" in its own-label offer this autumn.

**Namnews, August 2008, p4**

## Conferences and Events

### **Marketing in challenging times – what every business needs to know**

Hear experts at The Chartered Institute of Marketing's Annual National Conference in Birmingham discuss and share their practical knowledge of four key topics: digital marketing, sustainability, segmentation and employee engagement. Discover essential tips on how to employ the best techniques in these fields and

see their impact on business – demonstrated with real-life case studies. Visit [www.cim.co.uk/conference2008](http://www.cim.co.uk/conference2008)

## Customer Relations

### Relationships more important

Customer relations and retention are to play a more important role than ever as the credit crunch sets in and consumers reduce their spending and shop around. Previously loyal customers could find better prices and service elsewhere, so companies need to differentiate themselves, improving customer experience and finding opportunities for cross-selling.

**Data Strategy, July/August 2008, pp14-6**

### Battle for experience won

Forrester Research says Play.com offers consumers a better experience than other brand websites. Consumers were surveyed about 25 brands and asked to rate them in terms of usability and enjoyment. Play scored 85%, Amazon 82% and John Lewis was third with 77%. The British Gas website was rated worst, scoring just 27%.

**New Media Age, 21 August 2008, p11**

### Consumers win over professionals

Internet users are more likely to put their trust in a review by another user than a professional. Lightspeed Research's study found that just 6% of respondents thought professional reviews were trustworthy, with many believing they are not independent.

**New Media Age, 21 August 2008, p11**

## Internet

### Not so lively after all

Has Google actually failed at something? Its virtual world, Lively, which promised to bring "3-D virtual worlds to the masses" has not lived up to expectations as far as many of its users are concerned. Whereas Second Life offers "commerce and creativity", Lively doesn't appear to have much to offer. However, in its favour, it is simple to use, say Lively's fans.

**The Economist, 23 August 2008, p58**

### Write the novel within

They say everyone has the potential to write a novel, so here's your chance. HarperCollins is to open its Authonomy website to everyone, whether they are writers or critics. The site was previously available by invitation only.

**New Media Age, 21 August 2008, p2**

## Top Gear on the web

BBC Worldwide has launched a *Top Gear* channel on YouTube that will appeal to fans everywhere. Memorable moments from the show will be available to view on the site.

**M&M weekly news digest [Accessed on 18 August 2008]**

## Law

### Living dangerously

British businesses run the risk of alienating consumers and attracting lawsuits, as many are willing to give out their customers' personal details to third parties. StrongMail surveyed 900 data and marketing professionals and discovered that 10% would release customers' religious beliefs, 14% would disclose political leanings and 19% would share customers' credit card details.

**Database Marketing July/August 2008, p4**

## Magazines

### Changes to digest

Reader's Digest may have become rather dated over the years, but October will see big changes for the magazine under new Editor-in-Chief Sarah Sands. She says the magazine has "lost its way", but plans to put that right with a new logo, food, wine and home sections, and columns from "high-profile" writers.

**Media Week, 19 August 2008, p5**

### Sporting switch

Free magazine *Sport* has been given a fresh look and new layout. New content includes sports news from around the world and a guide to the week's sporting highlights in *Instant Expert*.

**Media Week, 19 August 2008, p11**

### Who's reading what?

The latest ABCs have been published, covering magazine readership from January to June this year. *Media Week's* supplement gives league tables on the top 50 consumer magazines, as well as figures for men's and women's lifestyle magazines, TV listings and titles for children.

**Media Week, 19 August 2008, pp1-15**

## Marketing

### Marketers take gold in China

Two marketers are celebrating success in Beijing, having won gold medals. Mark Hunter, who won gold in Double Scull – Lightweight rowing, holds The Chartered Institute of Marketing's Introductory Certificate in

Marketing, and cyclist Rebecca Romero is a graduate of the CAM Foundation, a subsidiary of The Institute.

**The Chartered Institute of Marketing press release [Accessed on 21 August 2008]**

### **Olympics roadshow**

The Institute's latest Shape the Agenda paper, *The event that dare not speak its name: marketing the 2012 Olympics*, will look at how UK businesses can benefit from the London Olympics, and will be presented at The Chartered Institute of Marketing's headquarters on 25 September as part of The Institute's first national roadshow for the Agenda Papers. The events are free for members of The Institute. To find out your nearest presentation, and to book, call + 44 (0) 1628 427120.

### **Are marketing efforts rewarded?**

This research was undertaken to uncover the effectiveness of individual marketing efforts, such as salesforce, advertising and price, in relation to sales, customer satisfaction and return on investment. The aim is to give marketing managers a better idea when considering resource allocation as to where to spend their budgets.

**Journal of Targeting, Measurement and Analysis for Marketing, Vol 16(3) 2008, pp181-88**

### **Planning communications**

Planning marketing communications is a difficult task, but is even more difficult in B2B "where the usage of different communication activities is often widespread". This paper suggests the use of conjoint analysis as a tool that can measure target audiences' preferences for communication media.

**Journal of Targeting, Measurement and Analysis for Marketing, Vol 16(3) 2008, pp203-13**

## **Newspapers**

### **New look for Belfast**

Belfasttelegraph.co.uk has been revamped and re-launched. The site now has deeper links with its sister title, independent.co.uk

**Media Week, 19 August 2008, p10**

### **Paper prepares for revamp**

Freesheet *The London Paper* is to redesign its website to give more emphasis on user generated content. The paper wants to be "a premier destination for Londoners" and has planned the re-launch for early 2009.

**New Media Age, 21 August 2008, p4**

## **Radio**

### **Virgin goes for personal touch**

Imagine knowing exactly how many people are tuning in to your radio show online all around the world. Virgin Radio has developed software that does exactly this, allowing radio presenters to personalise their programmes.

**New Media Age, 21 August 2008, p3**

## **Sponsorship**

### **How did Nike do it?**

Sports brand Nike won permission from the International Olympic Committee to feature Olympians in its advertising during the 2008 Games even though Adidas was the official sponsor. The IOC's rules say that brands cannot use athletes in ad campaigns while the Games are on, but 'overlooked' this regulation for Nike because it is a member of the World Federation of the Sporting Goods Industry and that allows it to seek such a waiver.

**Marketing, 20 August 2008, p1 and Marketing Week, 21 August 2008, pp18-9**

### **Deal is done for Rugby**

O2 is to continue its sponsorship of the England Rugby Team for another four years. The sponsorship deal is worth £16 million.

**Marketing, 20 August 2008, p4**

## **Television**

### **C4 has something to shout about**

It looks as though *Big Brother* is still a winner for Channel 4, as the broadcaster has outperformed both Five and ITV. *Big Brother* brought in 3.5 million viewers a day, on average, and *Gordon Ramsay's F Word* and *8 Out of 10 Cats* have also proved popular. However, ITV1's autumn schedule has won the approval of media agency TV directors, who are impressed with the mix of programmes. *Everybody Dance Now* and *Britannia High* are just two shows that ITV hopes will be pulling in the viewers.

**Media Week, 19 August 2008, p5 and p8**

### **Plans for broadcaster**

News Corporation is to go head to head with Discovery as it plans to "develop or acquire" a further six channels under its Fox Essentials group. They will be added to Fox's existing channels, which include Real Estate TV and Baby TV.

**Media Week, 19 August 2008, p6**

## On the Move

<b>Name</b>	<b>From</b>	<b>To</b>	<b>New Title</b>	<b>Source</b>
Tom Barrett	Consultant	Christian Aid	Head of Lifestyle Marketing	Marketing Week
Tim Hussain	AOL UK	Sky	Head of Mobile Ad Sales	New Media Age
Sophie Lorge	Rimmel	Christian Dior	Marketing Director, Cosmetics and Fragrances	Marketing Week
Karen Morris	Karen Morris Ltd	Jazz FM	Head of Promotions and Sponsorship	New Media Age
Ruth Ruderham	Friends of the Earth	Christian Aid	Head of Fund Raising	Marketing Week

## Promotions

<b>Name</b>	<b>Company</b>	<b>Previous Title</b>	<b>New Title</b>	<b>Source</b>
Sarah Power	Burger King	Senior Marketing Manager, North West Europe	UK Marketing Director	Marketing
Matthew Reed	Christian Aid	Unknown	Marketing and Supporter Director	Marketing Week

## Sources

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Business Week\*\*

Data Strategy\*\*

Database Marketing

The Economist\*\*

Journal of Marketing Communications\*\* (with a 12-month embargo)

Journal of Marketing Research\*\*

Journal of Targeting, Measurement and

Analysis for Marketing\*\* (with a 4-month delay)

M&M weekly news digest (visit [mandmglobal.com](http://mandmglobal.com))

Marketing\*\*

Marketingweek.co.uk

Marketing Week\*\*

Media Week

Namnews

New Media Age\*\*

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

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