



Cutting Edge

2 September 2008

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

[Quick links](#) to Sections.

Advertising

No more restrictions

The Conservatives have announced that they would not introduce more legislation covering junk food advertising if they win the next election. The party would ask that companies behave responsibly and would encourage them to join schemes that have "responsibility agreements" attached.

Campaign, 29 August 2008, p2

Duo head for Harvey Nicks

An advertising campaign featuring Wallace and Gromit has been devised for retailer Harvey Nichols. Wallace poses in a D&G shirt and Alexander McQueen jacket, while Gromit wears a scarf by Paul Smith.

Campaign, 29 August 2008, p5

Location, location, location

A report by M:Metrics suggests that the time to investigate location-based mobile advertising is here. It has found that more and more people are accessing mobile maps and information about restaurants in their vicinity. Other sectors that are of interest to consumers are sports news, traffic information and the stock market.

New Media Age, 28 August 2008, p13

The future is colour

Newspapers are increasingly offering coloured ad space rather than black and white. *The Sun* saw demand for its coloured advertising up by 16.5% year on year, while it was up by 12.5% for *The Times*.

Media Week, 26 August 2008, p5

Agencies

Singapore brief appointment

The Singapore Tourism Board has hired Touchdown Marketing to rebrand it as "the Asian New York". Singapore is keen to move away from its image as merely a stop-over for travellers, and highlight its shopping, culture and entertainment facilities instead.

Marketing Week, 28 August 2008, p7

New to Zavvi

Music retailer Zavvi has ended its relationship with Manning Gottlieb OMD after 12 years by moving its media planning and buying account into the7stars. The new agency will create integrated campaigns for Zavvi.

Marketing Week, 28 August 2008, p13

Time for tea

Yorkshire Tea is to move away from its regional focus and become a "national 'power' brand" instead. Beattie McGuinness Bungay has been appointed to handle its £2 million advertising account, which covers TV, print and outdoor.

Campaign, 29 August 2008, p3

Brands and Branding

Who's saying what...

Companies are keen to find out what is being said about their brands on the internet, and there are now more tools that enable this. The market for "online reputation and buzz monitoring" in the UK is set to grow by 30% this year to become worth £60 million.

PR Week, 29 August 2008, pp29-33

...and what your brand says

A tool that can "assess brand personality" has been devised by Mediaedge:cia and Millward Brown. The planning tool, called MediaZ, examines 42 'character traits' of more than 180 brands across radio, TV, internet, cinema,

press and outdoor to discover consumer awareness and their levels of engagement, creating a 'personality profile' for the brand.

Media Week, 26 August 2008, p6

MasterChef masterstroke?

A range of branded ready meals and ingredients based on TV show *MasterChef* is to be launched. Spices, purées and ready meals are all part of the range.

Campaign, 29 August 2008, p5

Negative perceptions

A survey by iCD Research has found that 78% of internet users would perceive brands in a negative way if they appeared next to offensive content on a website. Forty per cent thought advertisers should be held accountable if their ad appears next to such content, while 25% said the website itself was responsible.

New Media Age, 28 August 2008, p2

Brands to speak out

Grocery brands are looking at their packaging as a means of grabbing shoppers' attention while they are in the store. The move comes as price conscious consumers compare brands on the shelves, looking for best value. Industry insiders say Pampers, Marmite and Cobra "have been particularly active" when it comes to packaging. "The trick is to create dialogue with your in-store consumer without destroying the integrity of the brand," says Marc Smith of G2 Branding & Design.

Marketing, 27 August 2008, p8

Children and Youth

Which tribe?

British youth culture is coming under the spotlight once more, as Channel 4 is to run a research project on the internet. This will be the second FindYourTribe project.

New Media Age, 28 August 2008, p8

Conferences and Events

Edinburgh must work hard

The city of Edinburgh must have investment if it is to compete on the world stage as a destination for business tourism. The Edinburgh Convention Bureau (ECB) says emerging economies are cashing in on the business tourism market and are subsidising conference venues in order to build their reputations. Edinburgh will suffer if money is not ploughed into the city and its facilities.

Conference & Incentive news tracker [Accessed on 26 August 2008]

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Customer Relations

Mobile magic

Consumers appear to prefer marketing messages and special offers via mobile phone to email, says the Direct Marketing Association. Response rates were higher (70%) for SMS messages from a supplier than they were for email messages (30%). However, money-off coupons were unpopular with 72% of those polled by the DMA.

Customer Strategy e-newsletter [Accessed on 28 August 2008]

How will service fare?

Consumers have less money nowadays for spending on non-essential items, and many are tightening their belts accordingly. Smart companies will ensure their service levels are high in an effort to keep customers loyal and stop them going elsewhere. However, in tough times like these it is common for customer-facing functions to reduce their costs...

Customer Strategy e-newsletter [Accessed on 27 August 2008]

Internet

Virgin wins rights to Queen

Virgin Media Television is to show America's on online drama *Prom Queen* that has been designed for broadcast on broadband, mobile and video-on-demand.

Media Week, 26 August 2008, p8

Mobile web ready to take off

Although the mobile internet is relatively new to the US, research suggests that the number of people accessing it will surpass that in the UK sooner rather than later. Bango's research found that the UK is the biggest user of the mobile web (19.35%), followed by the UK (18.88%), India (10.82%), South Africa (8.82%) and Indonesia (4.08%).

M&M weekly news digest [Accessed on 27 August 2008]

Magazines

Football title for kids

A magazine called *Bridge Kids* has been launched by Chelsea FC. Young members of the club will receive the magazine for free, but it will also be sold in shops.

Campaign, 29 August 2008, p5

Publisher flies high

British Airways has appointed Seven Squared to publish five internal magazines. They are *BA News*, which is a weekly tabloid, *In Touch*, *Pit Stop*, *Touchdown* and *Leading Edge*.

Media Week, 26 August 2008, p4

Marketing

Energy companies under fire

The UK's six largest energy suppliers have been criticised for increasing their marketing budgets in the light of higher bills for consumers. British Gas, EDF Energy, Scottish Power, Npower, Scottish and Southern Energy, and Eon spent £58.5 million on marketing collectively during the first six months of the year. Meanwhile, gas prices have risen by 28% and electricity by 20%.

Marketing, 27 August 2008, p1

Watching the pounds

Although marketing budgets are usually the first things to go in an economic downturn, research shows that brands weather the storm better when they continue their marketing activities. This article asks 10 experts for a top tip for marketing during a recession and getting the most from your money.

Marketing, 27 August 2008, p15

Targeting the over-50s

Madonna has recently turned 50, but is showing no signs whatsoever of slowing down – so why should the rest of us? However, most people over 50 believe that advertising aimed at them is old fashioned, patronising and stereotypical. Fewer than 20% think advertising aimed at them treats them as intelligent, while two-thirds of the over-60s do not think that most advertising targeted at them is relevant to their lives at all.

Marketing Week, 28 August 2008, pp22-3

Social networking on the up

B2B marketers in the US are making more use of social networking, advertising on sites such as LinkedIn and Facebook. They are expected to spend \$40 million this year on this medium alone. B2B marketers are also launching their own social networking pages to attract new customers and search for suppliers.

BtoB daily news alert [Accessed on 28 August 2008]

Mind your foreign affairs

This article looks at international marketing, stressing the need for empathy when dealing with foreign markets. Research and more research is the message – Tesco took 20 years to enter the American market, spending that time watching carefully before making any decisions. Culture and local rules are also important and worthy of long consideration before any moves are made.

The Marketer, September 2008, pp35-8

How to market yourself

Self-marketing is increasingly important if you want to climb the career ladder and secure that top job, so this article has some advice on how to approach the subject. Uncover your strengths, work on your CV and don't be shy – it's time to blow your own trumpet.

The Marketer, September 2008, pp41-4

Bluetooth guidelines under consultation

The Mobile Marketing Association (MMA) has unveiled its proposed best practice guidelines for Bluetooth marketing activity. They can be commented on until 26 September – then they will be updated and put into place this October.

M&M weekly news digest [Accessed on 27 August 2008]

Newspapers

Readership figures revealed

Both the *Financial Times* and *The Independent* saw their readership fall between July last year and June this year. The only paid-for papers to see their readership rise were *The Times* (by 2%), *The Sun* and *Daily Mail* (both up by 3%).

Campaign, 29 August 2008, p5

Readership down for Ireland

Freesheets and the internet are taking their toll on newspapers in Ireland and Northern Ireland, according to the ABC's Island of Ireland survey. Just two of the 16 papers available, *Sunday World* and *The Irish Times*, saw their readership rise during the first half of the year. Publishers are now turning to the internet to halt the decline in circulation.

Media Week, 26 August 2008, p7

Public Relations

Hoover makes selection

Vacuum cleaner brand Hoover has hired Lawson Dodd following a three-way pitch. The agency has been tasked with promoting the brand's domestic appliances. Hoover, now part of Candy, was once the market leader in vacuum cleaners in the UK, but has lost share to Dyson and Panasonic.

PR Week, 29 August 2008, p5

PROs to utilise web

The increasing number of people using the internet to find out about health and pharmaceuticals has led Ogilvy Healthworld to encourage healthcare PROs to exploit the web. Eighty per cent of consumers research ailments on the internet because it is anonymous and convenient, and there is a lot of information available.

PR Week, 29 August 2008, p8

Promotion on a shoestring

VisitBritain is to spend £45,000 on a campaign to promote Britain and Ireland until March next year. The small amount has led to questions being asked, as it is very little compared to other budgets, eg the six-figure budget that New Zealand is spending. PR agency Fleishman-Hillard has been hired for the Best of Britain and Ireland campaign.

PR Week, 29 August 2008, p15

Sponsorship

Cars sponsor football

The Guardian's Fantasy Football is to be sponsored by Renault, which will promote its Megane Sport. The car manufacturer will run ads on the website for one year.

New Media Age, 28 August 2008, p6

Nissan takes multi-channel approach

Car manufacturer Nissan is to showcase its Navara model by sponsoring 'action shows', such as *Ice Road Truckers* and *Born Survivor: Bear Grylls*, on Five, Discovery Networks and Sky One.

Media Week, 26 August 2008, p5

Television

Traditional TV still safe

It looks as though internet television is yet to make its mark, as Deloitte has found that just 4% of consumers agree that it is "very important to receive internet TV". Forty-seven per cent of its respondents said it was "unimportant".

Marketing, 27 August 2008, p6

Can't miss it

PVRs may have made watching television easier, but 42% of 16- to 24-year-olds surveyed by Microsoft's Connected TV Business Group said they still arrange their lives based on the TV schedule. One-third admitted they would stay at home if there was something they really didn't want to miss.

New Media Age, 28 August 2008, p13

More in HD

Sky is planning more HD channels, with seven to launch next month. Six will be for its movie channels and the other will be an HD version of Sky Real Lives.

Media Week, 26 August 2008, p8

Women

Carry on spending

"Life's little luxuries" are still important to women despite the economic slowdown and rising household bills. IPC Media's Origin Panel found that two-thirds of the 7,500 women polled were worried about the economy, but that they intended to carry on spending. Twenty-eight per cent even said they still spent more than they earn.

M&M weekly news digest [Accessed on 27 August 2008]

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

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On the Move

Name	From	To	New Title	Source
David Flynn	Bircham Dyson Bell	The National Deaf Children's Society	Communications Director	PR Week
Neil Gibson	Fox's Biscuits	Vimto Soft Drinks	Head of Marketing	Marketingweek.co.uk
James King	Samsung	Motorola	European Marketing Director	Marketing Week
Peter Newbould	Superdrug	Borders	Head of Marketing	Marketing Week
Carl Nield	Carphone Warehouse	Mothercare	Group Marketing Director	Marketing Week

Sources

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Campaign**

Conference & Incentive news tracker (visit CITmagazine.com)

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

M&M weekly news digest (visit mandmglobal.com)

The Marketer

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Marketing Week **

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New Media Age**

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