



Cutting Edge

9 September 2008

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

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

Advertising

Older savers targeted

An ad campaign aimed at the over-50s is to be launched by financial services brand Heritable. A 50-plus account and an internet savings account will be promoted during the push.

Marketing, 3 September 2008, p3

M&S says in is the new out

Marks & Spencer is to promote its range of 'restaurant quality' food in a new ad campaign designed to tempt consumers who enjoy eating out. David Jason has been called in to do the voiceovers for the ads.

Marketing, 3 September 2008, p3

Government goes undercover

A 'secret' review of junk food advertising is to get underway by the government, following suggestions that restrictions are not having the desired effect on children's eating habits and health. Advertisers might be accused of "flouting the 'spirit' of the agreement". McDonald's is one advertiser that will come under scrutiny, but a spokesman for the fast food chain said the company would "love to see the DoH's definition of spirit".

Marketing Week, 4 September 2008, p3

Recognition for Paralympians

It's finally happening – Paralympians are making their mark in the worlds of brands and advertising, and are increasingly being seen endorsing products. Nike and Reebok have both called upon Paralympians for their ad campaigns, as has Visa.

Business Week, 8 September 2008, p70

Ad market up for Poland

Research by CR Media predicts that Poland's advertising market will grow by 10.2% to be worth £1.78 billion this year. Internet advertising

will grow at a quicker rate than any other medium.

Direct Marketing International, September 2008, p7

Mobile works its magic

A report by Dynamic Logic concludes that mobile advertising can increase brand awareness by more than 23%, showing that mobile is useful for brand building activities.

New Media Age, 4 September 2008, p11

Agencies

Sold Out keeps appointment

Concert promoter Live Nation has kept on Sold Out Advertising to handle its media planning and buying in the UK. The account is worth £10 million. Carat, Starcom and MindShare were also involved in the pitch.

Marketing Week, 4 September 2008, p9

Join ABBA

Prospect Swetenhams has joined The Association of B2B Agencies (ABBA), which was established to support agencies and client marketers working in B2B. ABBA's website features short articles covering, for example, branding, planning and campaigns, and a listing of ABBA agencies that can be searched by sector, service and region. Visit abba.co.uk

B2B Marketing, September 2008, p7

Brands and Branding

From hero to zero

Limited edition bottles of Coca-Cola Zero are to be launched to tie in with the new James Bond film. The name is to be changed temporarily to Zero Zero 7.

Marketing, 3 September 2008, p1

Heinz's hero

While many food companies are struggling at the moment, Heinz appears to be performing strongly – so what does it have up its sleeve

that the others are lacking? The answer is a brand of syrupy soy sauce called ABC, an Asian label it bought in 1998 that has now become the world's second favourite soy sauce. Packaging and marketing of the brand have paid off, as it made \$200 million during 2007.

Business Week, 8 September 2008, p28

Children and Youth

Still getting fatter

The Federal Trade Commission has revealed its findings after investigating the amount that food and drinks companies spend on marketing aimed at children. The survey came after it was found that the obesity problem among American children is not improving. The Institute of Medicine had previously put the figure at \$10 billion, but the Federal Trade Commission found total marketing spend to be just \$1.6 billion (£830 million).

Direct Marketing International, September 2008, p41

Conferences and Events

Hear the experts...

...at The Chartered Institute of Marketing's Annual National Conference this November. The speakers will discuss, and share their 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 for more information.

Customer Relations

Don't lose loyal customers

Despite all the research that shows that customer service is critical to business success, many companies are still failing to take note, and marketers aren't listening to their customers' complaints. Communicating with customers is important, especially as it is harder to attract new customers than it is to keep existing ones. A complaint that is resolved quickly and satisfactorily is likely to improve loyalty, but research by Michael C Fina shows that 83% of the 630 people polled were unhappy with companies' apologies.

Marketing Week, 4 September 2008, p27-33

Back to school

Schoolchildren are to be taught about customer service from September next year. New diplomas, such as the one for the hospitality industry, will cover 'meet and greet' and responding to complaints from customers.

Customer Strategy e-newsletter [Accessed on 3 September 2008]

Direct Marketing

New to DM

A new regulator is to oversee complaints from both businesses and the public about inappropriate direct marketing, including email, mail order, online, interactive television and SMS. The Direct Marketing Commission has replaced the Direct Marketing Authority and will regulate the Direct Marketing Association's members, as well as non-members.

Marketing Week, 4 September 2008, p10

Internet

Video to be core

ITV is to put video at the heart of its website and invest more in made-for-broadband content. It had great success with its sporting story *The Gloryhunter*, which was almost as popular as *The X Factor* and *Coronation Street*.

New Media Age, 4 September 2008, p1

Law

Mobile services scrutinised

PhonepayPlus and the European Commission are to consider new regulation for premium-rate mobile services, and companies that sell wallpapers and ringtones. Complaints from consumers to PhonepayPlus commonly include receiving messages with a charge, although they have not consented to receive them, and consumer details being sold to third parties. Lack of transparency regarding pricing is also an issue, as are subscription charges when buying ringtones and wallpapers.

www.marketinglaw.co.uk [Accessed on 5 September 2008]

Loyalty Programmes

Read for rewards

Consumers are to be tempted to take out subscriptions to *The Times* and *Sunday Times*, which have launched a loyalty scheme. The News International card is called Culture+ and will offer rewards associated with entertainment and the arts.

Marketing, 3 September 2008, p3

More choice for students

Domino's Pizza, EA Sports, Play.com and Express by Holiday Inn are new partners in student loyalty scheme Varsity. The scheme has around 750,000 members.

Marketing, 3 September 2008, p10

Market Research

MR league tables

The credit crunch should be good news for the market research industry, as brands invest in research to ensure they are reaching the right targets. The industry isn't necessarily finding this to be the case, however, and another issue it faces is traditional research methods Vs new media and new research techniques. This article takes a look at the sector and gives a table on the top market research agencies.

Marketing, 3 September 2008, pp30-9

Beware Greeks bearing questionnaires

Greek consumers are the most suspicious in Europe of market researchers, while Romanians have the most trust in researchers, according to GfK's Trust Index survey.

Research, September 2008, p4

Social research to uncover UK

The Economic and Social Research Council is to undertake a longitudinal study of 40,000 UK households. The study will be the largest that the country has ever seen and will "allow targeted analysis" of smaller groups such as people with disabilities and ethnic minorities. The Understanding Society survey replaces the British Household Panel Survey.

Research, September 2008, p10

Marketing

Art or Science?

Is marketing an art or a science? This question will come under debate at a Chartered Institute of Marketing-sponsored event on 27 October. The House of Commons Debating Group will discuss the issue in London at the event, which will be chaired by Theresa May MP. The Institute's President, Sir Paul Judge, will be speaking at the debate.

The Chartered Institute of Marketing press release

Demand generation

Is demand generation the next big thing for B2B marketing? There is no specific definition, but it could be described as "the summation of all the marketing activities conducted to build contact

with customers, and then guide them through the process to closing the sale". Lead generation and lead nurturing are its two main elements, which are brought together to improve effectiveness and efficiency.

B2B Marketing, September 2008, pp20-2

Does your website measure up?

Websites are often a customer's first port of call when contacting a company, so it's important to make sure the design is right to keep them interested. B2B marketers need to be more involved in website design because, as Nick Rhind of CTI Support Network says, "the website is first and foremost a marketing weapon".

B2B Marketing, September 2008, pp30-1

In-game marketing

As more and more consumers begin to enjoy playing video games, are marketers ready to exploit them as an advertising medium? Teenagers spend approximately 10 hours a week playing video games and adults are also rapidly catching on. Sixty per cent of console gamers are male, 67% of casual gamers are over the age of 35, and 23% are 55+. There are plenty of opportunities for marketers here.

Marketing Week, 4 September 2008, pp24-5

Mobile messages

A survey by G2 Data Dynamics has found that only 10% of respondents were more open to mobile marketing messages compared with five years ago, but marketers shouldn't be put off. Of that 10%, the majority were women, and those living in the South East were more receptive than anywhere else. The key is 'mutual marketing' – sending the right message at the right time to the right person.

Direct Marketing International, September 2008, pp26-7

How search affects shopping

Google and Argos have joined forces to uncover the impact of search marketing on footfall in stores. Google says a retailer's website is an important influence on buying decisions, and now Argos wants to find out how and why this is the case.

New Media Age, 4 September 2008, p9

Cataloguing for success

A survey of B2B marketers in the US has found catalogues to be the preferred sales channel. Sixty-two per cent of the 106 respondents said catalogues were the most important medium for

multi-channel activity, whereas 20% said the internet was the most important sales channel.
BtoB daily news alert [Accessed on 3 September 2008]

Newspapers

Access news around the world

Fifty free text messages are up for grabs to new users of the *Daily Mail's* MailTxt service. The texts can be sent anywhere in the world to any mobile network.

Marketing, 3 September 2008, p6

Public Relations

PR needs some PR

It looks as though Patsy's (*Ab Fab*) image is still strong when it comes to journalists' perceptions of public relations. Forty-one per cent of press coverage that mentioned PR was negative, with some journalists referring to it as "PR fluff" and "the art of saying nothing". Thirty-five per cent of coverage was positive, while 24% was neutral.

PR Week, 5 September 2008, p1

Budgets suffer

There is evidence that the economic downturn is now affecting public relations agencies, as clients are reducing their PR spend. Forty per cent of agencies polled by the PRCA have seen a fall in their clients' PR expenditure.

PR Week, 5 September 2008, p3

Gordon seeks support

The Prime Minister is said to be on the look out for a "politically motivated attack dog" after Alistair Darling's comment that "Gordon needs someone with the confidence and authority to impose a bit of discipline." The news comes as Brown's Chief of Strategy, Stephen Carter, takes on a lower profile position.

PR Week, 5 September 2008, p4

Radio

New name for Virgin

Virgin Radio is to change to Absolute Radio now that it has new owners. It is understood that £15 million will be spent on the rebrand.

Marketing, 3 September 2008, p2

Where are you?

Channel 4 may have bought a licence to introduce digital radio channels last year, but so far the broadcaster has been quiet on the issue.

There are no new stations as yet, so what's going on? This article examines what has gone wrong and how the radio industry is feeling as a result of C4's continuing absence.

Marketing Week, 4 September 2008, pp18-9

Listen again

Fans of Kiss FM will be able to catch up on shows they missed by using the station's new Kube area on its website. Radio shows will be available for seven days after their original airing. Other features of the site include the ability to swap ideas about music and rate songs.

New Media Age, 4 September 2008, p6

Sponsorship

Sports losing out

Lead sponsors are being sought by sporting bodies and events such as the Lawn Tennis Association and Cowes Week, but they are struggling to attract big brands. Interest in the Olympic Games is taking businesses away from smaller sporting events, says Synergy Chief Executive Tim Crow. He says that 90% of recent enquiries have been related to the Olympic Games.

Marketing Week, 4 September 2008, p11

Television

TU TV

The Communication Workers Union is taking to the small screen on Information TV. The union plans to use television to attract new members.

Marketing, 3 September 2008, p5

Women

Time for a rethink

The world has changed a lot in the last 20 years and macho man has definitely left the building – but do marketers realise this? Brands need to become more 'feminine', but that doesn't mean launching items in pink with lots of frills. Forty per cent of cars are bought by women, and two-thirds of computers, but brands that fail to realise this are missing out. Nintendo, Barclays and Skoda are three brands that have taken the female pound into account without being patronising or alienating their male customers.

Marketing, 3 September 2008, pp26-7

On the Move

| Name | From | To | New Title | Source |
|-----------------|------------------|---------------|---|----------------|
| Karen Ancell | Veritas | Symantec | Vice President for EMEA Marketing | B2B Marketing |
| Jocelyn Bull | The Search Works | Steak Digital | Marketing Director | New Media Age |
| Simon Collinson | Unknown | Motorola | Director of Marketing Strategy, Europe, Middle East, Africa | Marketing Week |
| Peter Kubermann | Electrolux | InterfaceFlor | Vice President, Sales and Marketing | B2B Marketing |

Promotions

| Name | Company | Previous Title | New Title | Source |
|------------------|----------------|------------------------------------|---------------------------------------|----------------|
| Paul Cross | Thomson Local | Unknown | Product and Marketing Manager, B2B | B2B Marketing |
| Eleanor Cummings | Tenon | Marketing Manager | Senior Marketing Manager, Tax Service | B2B Marketing |
| Jeremy Morris | Orange | Head of Acquisition, Pay As You Go | Head of Direct Marketing | Marketing Week |

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

B2B Marketing

BtoB daily news alert (visit btobonline.com)

Business Week**

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

Direct Marketing International

Marketing**

Marketinglaw.co.uk

Marketing Week **

New Media Age**

PR Week

Research

To access Business Source Corporate visit www.cim.co.uk/knowledgehub and click on 'World's best journals'. The 'Search now' link will appear when you are logged into the site. Please note that, due to copyright law, the headings used for articles in *Cutting Edge* are *not* the same as the originals; therefore, searching by 'Publication' may be the quickest way to find what you need. Also, there may be a delay between a journal's publication and its appearance on Business Source Corporate. If you have any problems accessing Business Source Corporate, or navigating the website, please contact the CIM Information and Library team.

Contents

To fast forward click on the following links:

[Advertising](#)

[Agencies](#)

[Brands and Branding](#)

[Children and Youth](#)

[Conferences and Events](#)

[Customer Relations](#)

[Direct Marketing](#)

[Internet](#)

[Law](#)

[Loyalty Programmes](#)

[Market Research](#)

[Marketing](#)

[Newspapers](#)

[Public Relations](#)

[Radio](#)

[Sponsorship](#)

[Television](#)

[Women](#)

[On the Move](#)

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

© Copyright 2008 The Chartered Institute of Marketing

The views expressed in *Cutting Edge* are not necessarily those of The Chartered Institute of Marketing.