



Cutting Edge

27 May 2008

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

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Advertising

Thinking caps at the ready

Consumers are being asked to create an advertising campaign for fruit and nut bar Eat Natural. A full-page spread with a blank space in which to put ideas will be appearing in women's magazines and Sunday supplements.

Marketing Week, 22 May 2008, p5

Radio boost

The Radio Advertising Bureau is to run a campaign to highlight the effectiveness of the medium for advertisers. The campaign, created by Hooper Galton, uses the line "Radio Adds Bite".

Marketing Week, 22 May 2008, p13

Positive reaction

This research examines the way in which tone and wording in television adverts interact to influence the consumer. It finds that "incongruous matching works best", with "happy ads with negative frames, and sad ads with positive frames" being the most effective.

International Journal of Advertising, Vol 27(2) 2008, pp191-207

Do celebrities have effect?

Celebrity endorsements come under scrutiny in this paper, which examines their effectiveness given that one-quarter of advertising in the US features a celebrity. Celebrity expertise, attractiveness and trustworthiness are all important to consumers, while negative information about celebs is bad news for the brand concerned.

International Journal of Advertising, Vol 27(2) 2008, pp209-234

Agencies

One goes and another begins

Barclays Capital has parted company with Saatchi & Saatchi after just one year.

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Meanwhile, Barclays Premier banking brand has brought in McCann Erickson to handle its launch. Premier branches will open in various countries to serve the super rich.

Marketing Week, 22 May 2008, p10

Brands and Branding

Where next for Mercedes?

Mercedes Car Group comes under consideration in this feature, which asks how the brand can return to its former glory following its years with Chrysler. During that time, other German rivals got on with the job and Mercedes was left behind. Retail sales are down and its smaller cars have struggled. However, the company has announced its intention to rebuild the Mercedes Benz brand, and is attempting to find a younger audience for its cars.

Marketing Week, 22 May 2008, pp22-3

Children and Youth

Fickle youth

A survey by Q Research has found that 46% of young people aged 11-25 would swap to a mobile phone provider that gave free texts and talk time in return for receiving mobile ads. They would also be willing to receive mobile adverts if they received top-up credit (67%), discounts (60%) and free music (51%).

New Media Age, 22 May 2008, p13

Customer Relations

Service still in decline

It now takes an average of 38 seconds for call centre staff to answer the phone, according to a report by Dimension Data. It studied call centres around the world and found that customer service levels in the UK "had fallen 'significantly'". Customers making phone calls are more likely to simply abandon the call if it takes too long to be answered than they were 10 years ago.

Financial Times, 23 May 2008, p4

Direct Marketing

Step into spring

Sainsbury's is sending Nectar card customers a glossy brochure called *The Spring Collection* to promote its seasonal produce. The brochure contains recipes that use fresh produce, and coupons for use in-store.

Marketing, 21 May 2008, p10

Code is published

The Institute of Fundraising has released a new code of practice for charity direct mail campaigns. Incentives that engage with donors are acceptable, say the guidelines, but they should not embarrass people into making a donation. Coins and pens are among the 'gifts' deemed to be acceptable, while umbrellas and T-shirts are no-nos, unless sent as thank you gifts.

Third Sector, 21 May 2008, p3

Internet

Tune into MySpace

Social networking site MySpace is to launch a branded radio show in a deal with Mars Planets. The MySpace Mars Planets Radio show will feature content that MySpace users have selected, which will be presented by Alex Zane on a weekly basis.

Marketing, 21 May 2008, p3

C4 revamps website

Channel 4 has big plans for its website and says it will create a "dynamic showcase" of content from C4. The aim is to attract users before Project Kangaroo is launched.

New Media Age, 22 May 2008, p1

Law

More rules come into force

Marketers making use of product placement techniques online could face fines and imprisonment if they fail to make themselves clear to viewers. For example, Procter & Gamble brands recently appeared in *Kate Modern* on Bebo, but the new rules mean that such product placements must be revealed. The Unfair Trading Regulations also clamp down on buzz marketing and spam. For more information, contact the Library and Information team (details at the end of *Cutting Edge*) and request our Fact File, or visit Marketers making use of product placement techniques online could face fines and imprisonment if they fail to make themselves clear to viewers. For example, Procter & Gamble brands recently

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Marketing Week, 22 May 2008, p13

Loyalty Programmes

Indiana Jones and the loyalty scheme

Competitions are to be run on the ipoints website to promote the new film *Indiana Jones and the Kingdom of the Crystal Skull*.

Marketing, 21 May 2008, p10

Magazines

Users flock to FHM.com

More than 2 million unique users found their way onto FHM.com in April, according to ABCe figures. Publisher Bauer says the increase was partly down to its 100 Sexiest List. This is the biggest increase the magazine's website has ever experienced.

Media Week, 20 May 2008, p4

Marketing

Feel good about frozens

Frozen foods brand Birds Eye is to focus on food waste in a new marketing strategy. It says consumers can reduce the amount of food they throw away if they buy frozen products.

Marketing, 21 May 2008, p1

Consolidation on the cards

BT is to bring the marketing for its fixed line phones, broadband and other services together "to integrate the company's offer and improve its customer service".

Marketing Week, 22 May 2008, p3

Newspapers

Boris makes views known

Recently elected London mayor Boris Johnson is to pick up his pen once again for the *Daily Mail*. He is to resume his weekly column, suspended due to his election campaign, and is also to write for some of the capital's freesheets.

Marketing, 21 May 2008, p6

Row erupts over measurement

The Telegraph Media Group's announcement that visitor numbers to its website rose by more than 37% between February and March has led

to disagreement in the industry over audience measurement. Other publishers are challenging the figures and the Audit Bureau of Circulations' ABCe group that provides the stats.

Financial Times, 23 May 2008, p4

Good news for some

Only three national newspapers saw their circulation figures rise in the last year, says new information from the National Readership Survey. The three were *The Sun*, *Daily Mail* and *Daily Record*. Meanwhile, all the Sunday nationals saw their readership levels fall.

Media Week, 20 May 2008, p7

Public Relations

Who's top of the table?

The top 100 PR agencies are listed in this week's *Marketing*, along with figures for total PR income, turnover and staff. In first place is Bell Pottinger Group, which retains the top spot from the previous year.

Marketing, 21 May 2008, pp33-6

Campaign gets straight to the point

A PR campaign is under consideration by the Professional Darts Corporation in order to raise the sport's profile with the media. Darts receives little attention in the press even though it is the UK's most popular indoor sporting event.

PR Week, 23 May 2008, p4

Budgets decline at DWP

The amount of money spent on public relations by the Department for Work and Pensions (DWP) has fallen by £700,000 in the last five years. The fall is described as a 'blip' by Head of News Pete Fitch, who says "It is not a deliberate move away from PR campaigns".

PR Week, 23 May 2008, p7

State of the industry addressed

PR heads in the pharmaceuticals industry have spoken about the need to improve the image of the sector. Pfizer and Roche are two companies whose PROs have helped produce a report with Virgo Health PR. The report calls for greater transparency among pharmaceutical companies.

PR Week, 23 May 2008, p10

Radio

One-week name-change

Radio station Magic 105.4 is to call itself Sex and the City FM for one week, promoting the UK release of the *Sex and the City* film.

Marketing, 21 May 2008, p6

Sponsorship

Cider makes sponsorship moves

Frosty Jack's is to sponsor programmes on MTV's *Fur TV* and ITV2's comedy package over the summer.

Marketing, 21 May 2008, p6

Mars in Virgin deal

Mars and Snickers Real Dairy Ice Creams are to sponsor the *JK & Joel Show* on Virgin Radio. A deal has been signed for six months and will see the Mars brands feature in the station's weekly newsletter, as well as online and on air.

Marketing, 21 May 2008, p6

Music and the brand

This article takes a look at music sponsorship and contains some interesting information. Did you know, for example, that Eurovision Song Contest fans are more likely to visit Starbucks than other coffee shops? Or that people say they could live without their PCs and mobile phones, but they couldn't live without music? Brands that are looking to sponsor music events must ensure the 'fit' is right.

Marketing, 21 May 2008, pp26-9

Television

New for Dave

Men's television channel Dave is to air brand new programmes in an effort to gain a higher market share. So far, Dave's only original programme has been its *World Rally* series, but it is now looking to commission programmes.

Marketing, 21 May 2008, p3

Big Brother makes return

June sees the ninth series of *Big Brother* kick off, and Channel 4 has designed a 'war and order' theme for this year's proceedings. A new logo featuring the *Big Brother* 'eye' in black and red has been unveiled.

Marketing, 21 May 2008, p8

Nostalgia rules

Ever switch on the TV and think 'this looks familiar'? Broadcasters are increasingly turning to old favourites in order to bring in the viewers, with *Dr Who*, *Bionic Woman* and now *Gladiators* just three examples. Why the trip down memory lane? Broadcasters are playing safe, "opting out of innovating by pinning their hopes on past glories" – but will they attract a new generation of viewers?

Marketing, 21 May 2008, p17

On the Move

Name	From	To	New Title	Source
Christopher Bennett	Unknown	Blyk	Commercial Director, Advertising Strategy	Marketing
Claire Gosnell	P&O Group	Clifford Chance	Global Head of Communications	PR Week
Simon Presswell	Citrix	Universal Orlando Resort	Head of Sales and Marketing, Europe	Marketing
Jo Tanner	Coalition for Medical Progress	The Freight Transport Association	Director of Communications	PR Week
Chad Wollen	AOL Europe	ITV	Director of Marketing Strategy	Media Week

Promotions

Name	Company	Previous Title	New Title	Source
Richard Hudson	BMW	General Manager, Marketing and Communications	Marketing Director	Media Week

Sources

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

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Financial Times

International Journal of Advertising**

Marketing**

Marketing Week **

Media Week

New Media Age**

PR Week

Third Sector

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