



Cutting Edge

24 June 2008

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

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Advertising

Government falls foul of own regulations

Adverts designed to attract recruits to the armed forces have been attacked as misleading because important information is left out. Brinsley Dresden, Head of Advertising Law at Lewis Silkin, says many of the ads focus on the 'glamour' of being in the forces, but the dangers are ignored. The new Consumer Protection from Unfair Trading rules "ban misleading omissions from any kind in advertising" says Dresden.

Marketing Week, 19 June 2008, p3

Targeting encouraged

The majority of people who use social networking sites would welcome targeted advertising, according to a survey by Prospectiv. Eighty-seven per cent of respondents said current adverts don't match their interests, but 6 out of 10 would like to receive ads from their favourite brands.

Direct Marketing International, June 2008, p8

An ad you can't miss

Betfair is running a 'living' advert made up of plants, including poppies, camomile and clover, to mark the end of Euro 2008. Measuring 1,380m by 316m (62 times larger than Trafalgar Square), the *Guinness Book of Records* has confirmed that the advert is the biggest ever. It can be seen when flying into Vienna International Airport.

www.marketingweek.co.uk [Accessed on 20 June 2008]

Agencies

EHS Brann called to account

Utilities company npower has hired EHS Brann to create direct marketing campaigns for its residential arm. The campaigns will aim to

increase sales and improve customer engagement, says npower.

Marketing Week, 19 June 2008, p10

Co-op makes appointment

Imagination has been appointed by Co-operative Financial Services to handle a branding and media project. The brief was "based on determining the future of Co-op Financial's image", with the pitch also involving Mediaedge:cia.

Media Week, 17 June 2008, p5

Designs on cider

The Foundry has been called in by Bulmers to redesign the cider brand's website. Competitions, sales promotions and news about the brand will feature on the site, and The Foundry will also be involved in creating online campaigns for Bulmers.

New Media Age, 19 June 2008, p4

Brands and Branding

Vodka sees red...

...and turns blue. A blue label has been designed for vodka brand Vlادivar in a bid to differentiate it from rival Smirnoff Red Label. Blue was chosen after research showed that it would appeal to men *and* women.

Marketing, 18 June 2008, p5

Taming Stella

Inbev is to introduce a lower strength Stella in a bid to reverse negative perceptions of the brand. The drink will contain 4% alcohol, and could be launched in Britain this year.

Marketing Week, 19 June 2008, p3

Children and Youth

Kids hooked on classics

Children are to be given an opportunity to watch classic films thanks to Lovefilm.com and a government-funded scheme called FilmClub.

Children can visit filmclub.org to watch movies provided by LoveFilm.

Marketing, 18 June 2008, p6

Will advertisers sign up?

Increasing concerns over children's online safety, as well as advertising on the internet aimed at children, have prompted the government to create the UK Council for Child Internet Safety. The government wants closer links with the marketing industry, but will regulate internet advertising if the industry fails to regulate itself.

Marketing Week, 19 June 2008, p5

There's nothing like a good book

Despite the rise of the internet, most five- to 17-year-olds in the US still love to read. Sixty-two per cent would also rather read a printed book than an e-book.

New Media Age, 19 June 2008, p13

Ireland could see ban

Radio and television food and drinks advertising that targets children could be banned in Ireland. The proposal has arisen in the Broadcasting Bill that would establish a Broadcasting Authority of Ireland "that will govern both state-owned and commercial radio and TV, and set out its duties". However, the "certain children's foods" that would be affected have not been made clear, and there is no mention of a compromise in the form of a watershed.

The Grocer, 21 June 2008, p13

Customer Relations

Still heading overseas

Despite the number of complaints about offshore call centres, companies will continue to outsource support services, such as customer service, overseas over the next few years. This has led analyst Nelson Hall to suggest that customer service is still regarded "as a cost-only activity".

Customer Strategy e-newsletter [Accessed on 18 June 2008]

Direct Marketing

DM stats released

The value of direct marketing reached £43.7 billion in 2006, according to the Direct Marketing Association. Its report also suggests that consumers spend £72 billion due to direct marketing campaigns.

Promotions Buyer, June 2008, p12

Hungary takes action

A new law in Hungary has been introduced requiring that consumers opt in to all direct marketing. Hungary already has strict rules governing direct marketing, but FEDMA is aiming to challenge this one.

Direct Marketing International, June 2008, p41

Direct Marketing International, June 2008, pp26-7

Collaborative marketing

Although this technique has been around for some time, it is only just becoming popular in direct marketing. Collaborative marketing "brings together several brands from a similar sector under a single marketing banner", allowing them to reach a wider range of consumers at low cost. Consumers can compare information from various companies in one go, says Ben Allan of Tilt: "Companies using collaborative marketing get a fantastic cost per acquisition rate and that is why it is growing in popularity."

Marketing Direct, June 2008, p8

DM mortgage deals down

The number of mortgage deals sent via direct mail in the US has fallen, according to Mintel Comperemedia. "Fixed rate mortgage pricing stayed stable in direct mail through 2007, but we've seen a huge rate in drops since then," said Mintel's Farah Huq.

Mintel press release [Accessed on 20 June 2008]

Internet

Designs on Kontraband

A new look has been given to Kontraband.com, a website aimed at men. The revamp will be revealed when the site hosts Xbox 360 game *Ninja Gaiden 2*.

Marketing, 18 June 2008, p12

Change of gear

The *Top Gear* website is being revamped and re-launched by the BBC. The programme and its magazine have a large following, but this hasn't translated to online. The site will be promoted as a rival to Pistonheads.com and WhatCar.co.uk

Marketing, 18 June 2008, p12

Two are top

Seventy-nine per cent of all mobile internet search traffic can be attributed to Google and Yahoo! Nielsen Mobile found that Google was the most popular search engine on the mobile

internet, although “mobile searches are similar regardless of search engine”.

New Media Age, 19 June 2008, p4

Law

Spain in trouble

Spanish television channels have been found to be in breach of the Television Without Frontiers Directive for not restricting advertising to 12 minutes per hour. The European Commission has complained to Spanish broadcasters, who may now find themselves called in front of the European Court of Justice.

Direct Marketing International, June 2008, p41

Loyalty Programmes

More from your mobile

Supermarket Tesco is selling advertising space on its Tesco Mobile portal and giving Clubcard holders points if they purchase something from an advertiser. Their mobile number and Clubcard number are matched, allowing the system to add the points to the appropriate shopper's loyalty card.

New Media Age, 19 June 2008, p1

Loyalty on and off the pitch

Can a retailer attract customers who will be as loyal to them as they are to their favourite football team? This article looks at the passion consumers have for football and asks whether retailers can replicate it. Many retailers simply use loyalty schemes for their own purposes, while 56% of consumers say that it takes too long to earn enough points to redeem them for something they really want. Making it easier to collect points will encourage more consumers to take part in loyalty schemes.

Direct Marketing International, June 2008, pp10-11

Magazines

Which? on the newsstands

Consumer group Which? is to launch Which? Car as a newsstand title in Sainsbury's. The magazine was previously only available to subscribers, but Which? says that revenue from sales will be ploughed back into the non-profit's work on other campaigns.

Marketing Week, 19 June 2008, p5

It's a glamorous world

It is thought that publisher Condé Nast has plans to take its *Glamour* magazine global. The title could launch in Australia and Japan this

year, although the magazine failed in both France and Korea.

Marketing Week, 19 June 2008, p11

Market Research

Measuring reactions

The Walt Disney Company is to fund research into biometric reactions to advertising “that takes advantage of the latest technology”. Heart rate and skin conductivity are just two measurements that will be taken while subjects view adverts on mobiles, the internet and television. The research will examine the extent to which these advertising media really engage consumers.

Direct Marketing International, June 2008, p8

Marketing

Marketing spend increase

The Chartered Institute of Marketing's latest Marketing Trends Survey has found that the retail and leisure industries have increased their marketing expenditure from 7.4% of turnover to 10.5%. However, many are worried about the economic situation, with 35% believing the UK will be in recession this year. Meanwhile, marketers in the manufacturing and engineering industries are also pessimistic about the economy but remain optimistic about their own situation. To obtain a copy of the Marketing Trends Survey please email rayjones@cim.co.uk

Disappointment expressed

The news that rules governing product placement won't be relaxed has been met with dismay by the marketing industry. It was hoped that the rules would change to bring the UK in line with Europe, but Andy Burnham's speech did not imply that this would be the case.

Media Week, 17 June 2008, p4

Mushrooms at the ready

An experiential campaign for Pot Noodle based on *Gladiators* is now underway, allowing members of the public to take each other on in a dual using giant tomato and mushroom batons.

Marketing, 18 June 2008, p10

Think local

This article offers some advice when it comes to marketing across Europe. Things to consider include the language of the communication, which payment methods should be offered, and the use of local agencies to create campaigns.

Spend increases

Mobile operators' decisions to extend contracts from 12 to 18 months have led handset makers to increase their marketing spend. Sony Ericsson's marketing expenditure has risen by 40%, while Motorola's has increased by 10%.

Marketing, 18 June 2008, p1

Newspapers

Seek out past events

An archive of every published issue of *The Times* from 1785 to 1985 is now available on Times Online. Articles from *The Sunday Times* are to follow.

Marketing, 18 June 2008, p6

Public Relations

Help sent to UN

The UN Refugee Agency (UNHCR) has won the support of Sir Martin Sorrell (WPP) and Matthew Freud (Freud Communications). Sir Martin will supply £5.1 million worth of communications over the next three years, while Freud Communications will work on a film for UNHCR.

PR Week, 20 June 2008, p3

Improved communications needed

The government isn't doing enough to communicate its patient choice initiative and has been called upon to improve communication with patients. 90Ten-Healthcare's Carole North says patients are still unaware that they can choose where they want to be treated. This is leading to even greater inequalities in the health care system, as the King's Fund found that people with a formal education are more likely to investigate the options and choose better hospitals.

PR Week, 20 June 2008, p12

Sponsorship

Drink to TV deal

Diageo has signed a £5 million deal to sponsor films aired on Channel 4 and its brands over the next 12 months. Viewers tuning in to films on C4, E4, Film4 and More4 will see idents featuring Guinness or Baileys. Films aimed at women will feature the Baileys brand, while those aimed at men will have the Guinness idents.

Marketing, 18 June 2008, p3

Cricket and cider go together

Scrumpy Jack is to be the official cider for npower's Village Cup cricket tournament, which promotes the game at grassroots level. Village teams will play each other for a place in the final, which will take place at Lord's on 8 September.

Marketing Week, 19 June 2008, p6

Carnival time

Sponsors are sought for Notting Hill Carnival's "bespoke packages" that are tailored to brands. There is an opportunity for brands to sponsor Costume Splash, for example, where carnival outfits are on display during the week before the event takes place.

Marketing Week, 19 June 2008, p14

Television

More sports from BBC

The BBC plans to increase its coverage of sports on its interactive service. Minority sports are set for a boost after this summer's Olympic Games.

Marketing, 18 June 2008, p5

Can Calum do it?

A reality TV show called *Totally Calum Best: The Best is Yet to Come* is to air on MTV UK from 27 July. The show will see Best, a star of reality TV shows, attempt to stay celibate for 50 days and ditch his reputation as a playboy.

Marketing, 18 June 2008, p12

Golden opportunity

UKTV is to launch what it calls a "high energy version" of UKTV Gold this October. It will complement Gold and replace Gold+1. UKTV says the success of Dave has led it to rebrand its whole portfolio.

Media Week, 17 June 2008, p10

Women

Goodnight, Knightley

Keira Knightley is being replaced by *Harry Potter* actress Emma Watson as the face of Chanel's Coco Mademoiselle perfume. Watson will front the brand for the next three years.

Marketing, 18 June 2008, p5

Name	From	To	New Title	Source
Lisa Corston	Budget Van Insurance	Comparethemarket.com	Senior PR Manager	New Media Age
Catriona Lougher	Premier Inn	Europcar UK Group	Consumer Marketing Director	Marketing Week
Linda McDougall	Nedstat	Propellernet	Marketing Director	Media Week
Andrew Rayner	Unknown	Nando's	Marketing Director	Marketing Week
Theresa Virani	Yahoo! Search Marketing	I Spy Search	Head of Marketing	New Media Age
David Wells	<i>Financial Times</i>	JP Morgan	Head of Marketing and Comms, EMEA	PR Week

Sources

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

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Customer Strategy e-newsletter

Direct Marketing International

The Grocer

Marketing**

Marketing Direct

Marketing Week **

Marketingweek.co.uk

Media Week

Mintel press release

New Media Age**

PR Week

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