



# Cutting Edge

29 April 2008

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

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

## Advertising

### Catch people on the move

Mobile television is set to become a winner for mobile advertisers, says Juniper Research. It predicts that mobile advertising expenditure will reach £505 million this year.

**Marketing, 23 April 2008, p12**

### Finger lickin' good is back

KFC has decided to return to its Finger Lickin' Good strapline after nine years. The intervening years have seen Soul Food and You've got great taste, but KFC says "We're proud of our great tasting food and want to shout about how finger lickin' good it is".

**Marketing Week, 24 April 2008, p5**

### TV makes impact

Figures from the Broadcaster's Audience Research Board show that the number of television impacts rose in the first part of this year, although TV ad spend is falling. Thinkbox says consumers watched 2.5 hours of commercial television a day and is calling upon advertisers not give up on the medium.

**Marketing Week, 24 April 2008, p14**

### Ad guidelines revealed

Guidelines for mobile advertising have been released by the Mobile Marketing Association, which it hopes will encourage take-up of the medium. Messaging and downloads are covered by the *Mobile Advertising Guidelines*.

**New Media Age, 24 April 2008, p3**

## Agencies

### Greenpeace moves in on agencies

Environmental group Greenpeace is to lobby marketing services agencies that do work for Unilever, which uses palm oil in its products. Greenpeace says it is showing agencies that they are "doing Unilever's dirty work for it by

greenwashing its brands". Palm oil production is responsible for the depletion of peatland forests in Indonesia, meaning that orang-utans are threatened with extinction.

**Marketing Week, 24 April 2008, p3**

### Reach out to older generation

An agency that will specialise in marketing to the over-50s is to be established by Robert Campbell and Toby Constantine. It is hoped that the agency, called tgi50, will open for business on 16 August – Madonna's fiftieth birthday.

**Campaign, 25 April 2008, p1**

## Brands and Branding

### B2B branding model

Interest in B2B branding is increasing, and, as a result, ways are needed to assess brand equity. Existing structural models are inappropriate for B2B branding, and so the authors of this research set out to develop "an alternative model and validate it into two B2B target groups".

**Journal of Targeting, Measurement and Analysis for Marketing, Vol 16(2) 2008, pp122-8**

### Finest brand is a winner

Tesco's Finest range is the biggest grocery brand in the UK, with sales reaching £1.2 billion. Launched in 1998, sales have risen steadily, and the range now features luggage and furniture as well as food and drink.

**Marketing, 23 April 2008, p1**

### Time to face up?

Many brands are finding that their applications on Facebook are not finding favour with the site's users. MTV and Warner Bros are just two brands that have attracted very little interest (five daily active users), although Coca-Cola has fared a lot better with 7,000 installations. There is not one brand in the 50 most popular applications, and user-fatigue seems to be at

the heart of the matter as Facebook users become fed up with adverts.

**New Media Age, 24 April 2008, p2**

### **Britain's least trusted**

Social networking sites have been named as the UK's least trusted brands by YouGov. Its survey found that Facebook and YouTube are only seen as trustworthy by 12% of respondents. PriceRunner, which commissioned the survey, says these brands "need to take personal information seriously".

**New Media Age, 24 April 2008, p13**

## Children and youth

### **Pester power in the aisles**

The British Heart Foundation says that 29% of parents don't take their children grocery shopping in order to avoid conflict over junk food. Of those who do take their children along, 29% said they 'bribe' them in order to take their minds off junk food, and 19% actively avoid the confectionery aisles. Foods that children have seen advertised on TV, or that come with a free gift or promotion, are mostly likely to result in 'pestering'.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 25 April 2008]

## Cinema

### **Big screen comes to small screen**

Paramount and Motorola are developing a download store that will allow consumers to watch films on their mobile phones. The download site will be launched at the end of May, and will work for multiple devices, says Paramount.

**New Media Age, 24 April 2008, p1**

## Conferences and Events

### **Visit London revamped**

The website for Visit London has been overhauled with meeting and event organisers in mind. They can now use an advanced search facility when looking for suitable venues, enabling them to search by bed space, venue type and room capacity. A list of the big sporting, public and business events between now and 2012 is also available to view.

[www.citmagazine.com](http://www.citmagazine.com) [Accessed on 23 April 2008]

## Customer Relations

### **Communications for the future**

People will be less likely to contact companies via traditional methods, such as the telephone, in the future, suggests a report called *The Customer of the Future* by ContactBabel. Instead, they will use a variety of communication technologies and platforms, including social networks. Today's children – referred to as the 'silent generation' – will present a challenge for companies, and those that don't respond will fail.

**Customer Strategy e-newsletter [Accessed on 23 April 2008]**

## Direct Marketing

### **DM alive and well**

Despite predictions that email would put an end to direct mail, the industry is performing well, says Mintel. Its research shows that the top five mailing sectors "sent more direct mail offers to customers in 2007 than they did in 2006". However, email is becoming more popular as a customer communications tool, especially as postal rates rise and people spend more time on the internet.

**Mintel press release [Accessed on 23 April 2008]**

## Internet

### **Go nuts online**

Men's magazine *Nuts* is allowing users of its website to upload photos and customise their profile pages in its new MyNuts section.

**Marketing, 23 April 2008, p12**

### **Making music**

A social networking site for musicians is to be launched by urban lifestyle brand RWD. They will be able to sell their music via the site, and upload profiles and pictures. An interactive drama is also planned.

**New Media Age, 24 April 2008, p3**

### **Telegraph thinks local**

The local elections have prompted Telegraph.co.uk to launch a local news and information service that will continue operating after the elections are over. Consulting Editor Rhidian Wynn Davies said "We want this to drive engagement in local elections...but we also want to build it as a great local resource. This is about us being an information provider, not just a news service."

**New Media Age, 24 April 2008, p10**

## Law

### Law to take effect

The Unfair Commercial Practices Directive could be bad news for online retailers, according to 247electrical.co.uk The new rules stipulate that internet retailers must provide “detailed products and consumer rights information” for everything they sell, meaning that customers will have to wade through a lot more information before making their choice – making internet shopping a much more time-consuming experience.

**Customer Strategy e-newsletter [Accessed on 23 April 2008]**

## Loyalty Programmes

### Love the buns

If you like the Fabulous Bakin’ Boys brand, you will soon be able to join its loyalty scheme. Specially coded packs are to be rolled out so that consumers can collect Fab Points. These can then be swapped for treats, such as vouchers for shops and restaurants.

**Marketing, 23 April 2008, p5**

## Magazines

### Don’t loose the thread

An e-magazine has been introduced by the BBC that covers ethical fashion. The magazine, called *Thread*, will look at the fashion industry and its impact on the environment and the implications for human rights.

**Marketing, 23 April 2008, p6**

### New look for scientists

The *New Scientist* website is to be revamped so that features and information are more accessible to users. Code Computerlove has been tasked with the redesign, which was last undertaken in 2004.

**New Media Age, 24 April 2008, p2**

## Market Research

### Online or face-to-face?

This article examines the plan to take GfK NOP’s Financial Research Survey (FRS) online. The survey has run for more than 20 years and is considered to be the ‘industry currency’. GfK undertook extensive research and decided that a mix of face-to-face interviewing and online research was better than either of these in isolation. It therefore introduced an online element to the FRS in January this year.

**Research World, April 2008, pp46-7**

## Marketing

### Croner Reward Survey

Members will shortly be sent details of The Chartered Institute of Marketing’s latest Croner Reward Survey. The survey, conducted for The Institute by remuneration experts Croner Reward, provides a detailed picture of marketing salaries and bonuses across the UK. It would be appreciated if members can take the time (around 15 minutes) to complete the survey, as it will help us ensure that the results truly reflect remuneration for marketing professionals. To complete the survey please visit

[www.croner-reward.co.uk/marketing\\_survey](http://www.croner-reward.co.uk/marketing_survey)

Include your email address to receive a free salary checker.

### Homeowners to be tempted

People who can actually get a mortgage and buy a house are to be targeted by FMCG brands when they move in. The Home Moving Box scheme is being sponsored by Moveme.com and Scottish and Southern Energy, and contains FMCG products and vouchers.

**Marketing, 23 April 2008, p10**

### Feature: Influencer marketing

This article looks at one way in which B2B marketers can persuade decision-makers to say ‘yes’ to their products – by undertaking some influencer marketing, which is defined as “a discipline based on focusing attention on the individuals (influencers) who advise decision-makers”. The article lists various criteria that can be used to measure how successful an influencer might be, and goes on to discuss how to engage with them.

**Marketing, 23 April 2008, pp33-4**

### Staying power

A study by Spencer Stuart has discovered that senior marketers in the US don’t stay in the job as long as their UK counterparts. The average tenure for chief marketing officers is 22.9 months, with only 14% having been in the job for longer than three years. In the UK, average length of stay is 39 months.

**Market Leader, spring 2008, p8**

## Public Relations

### PR working for Tories

The Prime Minister is thought to be worried that the media is turning against him thanks to the Tories’ Communications Director Andy

Coulson; the word 'ditherer' has been uttered several times recently by David Cameron in relation to Gordon Brown. Downing Street also believes that Coulson might be behind rumours that the PM is depressed and thinking of resigning.

**PR Week, 25 April 2008, p3**

### **Take another look at Denmark**

Hamlet and the Little Mermaid are usually associated with Denmark, but the country has much more to offer; it is to be positioned as 'Denmark – Creative Nation', with a PR campaign highlighting the country's food, design and clean environment. Watch out for Vikings on Oxford Street, says Spreckley Partners' Richard Merrin.

**PR Week, 25 April 2008, p6**

### **PR needs some PR**

A survey by Hotwire has found that the PR industry is failing to sell itself to graduates, who ranked it ninth out of 12 industries in which they would like a career. Banking, marketing, law and advertising all fared better than public relations when students were asked which industries promoted themselves as potential career choices.

**PR Week, 25 April 2008, p6**

### **Blame it on the banks**

Financial services will have to manage their reputations carefully over the next few months, says PRCA Director General Francis Ingham. This is because 65% of top PR consultants believe banks to be "very responsible" for the current house-buying downturn. Thirty-two per cent of those surveyed say banks have at least contributed to the credit crunch.

**PR Week, 25 April 2008, p13**

## **Radio**

### **More listeners needed**

A competition designed to attract more listeners to Capital 95.8 is being run by GCap Media over the next four weeks. London iTest is offering £500,000 if listeners can identify three mystery celebrities who are asked to say the letter 'i'. A wrong guess will see the prize money go down by £1,000.

**Marketing Week, 24 April 2008, p15**

## **Sponsorship**

### **Visa views more**

Visa has decided to look for sponsorship opportunities further afield than sport, as the latter are "not enough". It has held talks with music and film companies about sponsorship, saying it already has the two deals in sport that it wants – the FIFA World Cup and the Olympic Games. Visa also says it cannot ignore the entertainment industry's potential given its "diverse customer base and membership bank network".

**Marketing Week, 24 April 2008, p15**

## **Television**

### **First for Five**

The broadcast rights to *Sofia's Diary*, the internet drama, have been bought by Five. This will be the first time that an online show will make it onto television.

**Marketing, 23 April 2008, p6**

### **BBC readies mobile TV**

Consumers are to be able to watch shows on the BBC via their mobile phones. Television programmes will be 'tagged' with barcodes, which viewers can photograph. This is then "translated into a URL for their mobile phone".

**Marketing Week, 24 April 2008, p16**

### **More for Romania**

NBC Universal Global Networks is to launch "localised versions" of its SCI FI and Universal channels in Romania. It is hoped that Romanians will take the new channels to their hearts as they did with the Hallmark Channel.

**M&M weekly news digest [Accessed on 24 April 2008]**

## **Women**

### **Modern marketing for modern women**

American women are the focus of this article, which looks at the ways in which marketers could target them. A new book called *The 30-Second Seduction* comes under scrutiny, offering advice on reaching this huge and varied demographic. However, while Dove has successfully tried a different tack, traditional appeals to vanity do work, especially when adverts feature young, beautiful women.

**Marketing Week, 24 April 2008, pp30-1**

## On the Move

<b>Name</b>	<b>From</b>	<b>To</b>	<b>New Title</b>	<b>Source</b>
Karl Gregory	Yahoo Search	iProfile	Marketing Director	Media Week
Feryal Hemanda	Discovery Networks Europe	ITV	Marketing Manager, itvmedia.com	Media Week
Nina Jasinski	Leo Burnett	Cossette Communication Group UK	Marketing Director	Campaign
Nicole Lander	Dairy Crest	National Express	Group Comms Director	PR Week
Meyer Reber	Unknown	ITV	Marketing Manager, Events and Hospitality	Media Week
Andrew Sproston	Unknown	Fiat Group Automobiles	Sales Director	Marketing Week
Orlena Yeung	Microsoft Xbox	Lastfm	Vice-President of Marketing	Marketing Week

## Promotions

<b>Name</b>	<b>Company</b>	<b>Previous Title</b>	<b>New Title</b>	<b>Source</b>
Ashley Ferguson	Avon	Senior Manager of Operational Marketing	Head of Category Marketing	Marketing
Richard Marks	TNS	Unknown	Global Sector Head, TNS Media Research	Research World

## Sources

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

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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

Campaign\*\*

Citmagazine.com

Customer Strategy e-newsletter

Journal of Targeting, Measurement and Analysis for Marketing\*\* (with a 4-month delay)

M&M weekly news digest

Market Leader

Marketing\*\*

Marketing Week \*\*

Marketingweek.co.uk

Mintel press release

New Media Age\*\*

PR Week

Research World

To access Business Source Corporate visit [www.cim.co.uk/knowledgehub](http://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.

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