



Cutting Edge

1 July 2008

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

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Advertising

What do locals think?

The Newspaper Society has released the findings of its 'Local Matters' survey and is now asking advertisers to consider the political, social and behavioural differences between Britain's regions. A website has been created to allow advertisers to view information about the different areas – for example that the West Country is more family-friendly than anywhere else and that Northern Ireland's residents are more optimistic than anyone else.

Marketing, 25 June 2008, p6

New drive for building society

Bradford & Bingley is to tempt consumers with its Rate for Life savings account despite issuing a profit warning a few weeks ago. It is to spend £10 million promoting the account, and says customer service is still at its heart.

Marketing Week, 26 June 2008, p8

Flight information for adverts

JC Decaux Airport is offering air passengers flight information if they agree to receive advertising messages on their mobiles. Texts containing flight information will be tailored and will cover any details of delays, etc. JC Decaux Airport says it will contact advertisers who want to communicate with "young, upmarket consumers".

Marketing Week, 26 June 2008, p14

Outdoor will bounce back

Outdoor advertising companies say things will improve for the medium in Q2 of this year after seeing its biggest adspend fall (6.7% in Q1) in six years. However, smaller outdoor companies are less optimistic than larger ones, with Airport Partners saying the sector didn't perform well in May, and June was "not looking special".

Media Week, 24 June 2008, p8

Doubt is cast

Research for the Advertising Association (AA) has found that peer pressure is more likely to be responsible for binge drinking among young people than advertising. Its study showed that 85% of binge drinkers thought most of their friends behaved the same. However, only 41% of non-binge drinkers thought their friends drank too much. The AA says the research sheds new light on drinking habits that will have to be taken into account if the government plans tougher regulations on the alcohol ad industry.

Campaign, 27 June 2008, p2

Agencies

Agency checks in

Mr and Mrs Smith hotels has hired Greenlight to handle its paid search marketing account. The hotel chain plans to launch a website in the US and publish a new guide aimed at the American market.

Marketing Week, 26 June 2008, p10

Something to Krow about

Krow Communications has been appointed to handle work for the Natural History Museum. It will first create a campaign for the Charles Darwin 200th anniversary exhibition that will open this November. After that, Krow will work on the Darwin Centre, due to open next year.

Campaign, 27 June 2008, p3

Brands and Branding

Think Wimbledon, think Robinsons

Although Robinsons has reduced its association with Wimbledon, most consumers associate the brand more closely with the tennis tournament than any other brand. A survey carried out by Ipsos MORI found that 22% of respondents named Robinsons as

being associated with Wimbledon, followed by Slazenger (6%).

Marketing, 25 June 2008, p3

Bootiful revamp

Bernard Matthews is revamping its 'fresh added value' range as part of a strategy to reverse the company's fortunes. The products' origins will appear on the packaging, as Bernard Matthews says provenance is central to its strategy.

Marketing, 25 June 2008, p8

PlayStation phone on the cards

Sony is believed to be considering a PlayStation-branded mobile phone in time for Christmas next year. However, the move would have an impact on Sony's relationship with Ericsson, but this has already been described as "frosty".

Marketing Week, 26 June 2008, p3

Children and Youth

Vouchers to merge

Tesco is to combine its Computers for Schools and Sport for Schools and Clubs schemes, giving more choice when redeeming the vouchers. A new name will be introduced for the scheme, which will see equipment getting into schools at the start of the academic year.

Marketing, 25 June 2008, p10

New comic book launches

A "premium comic book" for children is being launched by Random House. Parents will be required to register on the publisher's website in order to receive *The DFC*.

Marketing, 25 June 2008, p12

Cinema

Film4 remains

The FrightFest horror film festival will continue to be sponsored by Film4 for another year. The festival takes place over five days in August, and interested parties will be able to watch more than 25 horror and fantasy films at the Odeon West End cinema.

Marketing, 25 June 2008, p6

Customer Relations

Success not due to satisfaction

It seems that we Brits are happy to travel, but are increasingly dissatisfied with the service we receive. British Airways, Ryanair and easyJet have fewer satisfied customers now than two years ago, yet air passenger numbers continue to rise, according to YouGov's Brandindex. It

seems that price is more important than service.

Customer Strategy e-newsletter [Accessed on 24 June 2008]

Experience still lacking

A survey that polled 250 companies worldwide has found that just 12% "are truly mature in their focus on ensuring the optimal customer experience". Ventana says companies are not yet *au fait* with processes and technology that can release their potential when it comes to Customer Experience Management.

Customer Strategy e-newsletter [Accessed on 24 June 2008]

Direct Marketing

TNT steps in

TNT Post has agreed to help fund the Mailing Preference Service after it was found that new entrants in the postal market have failed to collect money to pay the Advertising Board of Finance (Asbof). Royal Mail collects money from direct marketing spend, which helps fund the scheme, but much direct mail is now handled by private operators that have not contributed to Asbof.

Precision Marketing, 27 June 2008, p1

Internet

Get news on your mobile

Widgets that will keep users up to date with the news via the mobile phones and PCs have been introduced by Telegraph Media Group.

Marketing, 25 June 2008, p6

Parents to have a laugh

An online comedy drama for "new and prospective parents" is planned by iVillage this year. *Parentshood* is about five parents who are adjusting to their new role in 25 to 30 episodes over a 12-week period.

Media Week, 24 June 2008, p5

Loyalty Programmes

More rewards on offer

Online rewards company Pigsback.com has launched a high street loyalty scheme with Reward. Members of Pigsback can now obtain points in Halfords and Superdrug.

Marketing, 25 June 2008, p5

Magazines

All change for title

Illustrated London News is to drop its *Orient Express* magazine after 25 years and replace it with *Sphere*. The quarterly title will be distributed to hotels and tourist areas around the globe.

Marketing, 25 June 2008, p6

Market Research

Tool shows how social we are

Universal McCann has a new way to measure social media usage – Radian6. The tool can aggregate “online conversations from blogs, video-sharing sites [and] review forums...in real time”. This information can then be passed to Universal McCann’s clients.

M&M weekly news digest [Accessed on 24 June 2008]

Marketing

Public sector “most fearful”

Marketers in the UK’s public sector are more pessimistic about the economy than their private sector counterparts. Sixty-three per cent believe the economy will get worse this year, with only 8% hopeful that it will improve. However, when asked about Web 2.0, 47% agreed that it was relevant to their organisation, which is a higher percentage than any other sector in the UK.

The Chartered Institute of Marketing press release

Barriers for B2B

Strategic marketing planning clearly has its place in the marketing industry, but the authors of this paper suggest that there are barriers to its implementation for B2B marketers. The three barriers they find are: organisational infrastructure; the planning process; and implementation. The research findings result in the development of a treatment tool.

Industrial Marketing Management, Vol 37(5) 2008

P&G looks to in-store

Procter & Gamble says it will keep its marketing spend at the same level as last year, but will spend more on in-store marketing than before. Its research has found that consumers make more buying decisions while they are shopping.

Marketing, 25 June 2008, p3

Which car is for you?

Land Rover is to ask 200,000 potential customers to reveal their “personal traits and

opinions” in an effort to find out which of its cars would best suit them. Respondents to the questionnaire will then be offered a test-drive in the ‘matched’ vehicle.

Marketing, 25 June 2008, p10

Where next for product placement?

The rules on TV product placement may not have been relaxed, but marketers are turning to ‘product placement 2.0’ – brand integration, or “trans-media storytelling”. Bebo’s *Kate Modern* featured numerous brands, as did *Sofia’s Diary*, but they weren’t obvious product placements – and that is the secret. Products were woven into the storyline, making the technique more subtle.

Media Week, 24 June 2008, pp24-6

Look to the long term

People who donate to charity are increasingly ‘shopping around’, tending to spread out their donations, says a report by Bluefrog. It examined why donors stopped supporting a charity and found that they are applying “the logic of consumerism to charities”. The report also says that consumers are unwilling to trust any one charity. Shelter’s Alan Gosschalk says charities must sign up donors for the long term and pay close attention to them if they want to keep them on-board, and Mark Astarita of the British Red Cross says “It will be a huge challenge to make the mass marketing approach feel like a one-to-one relationship, but if we are going to survive we need to invest more in fundraising strategies.”

Third Sector, 25 June 2008, p3

Newspapers

Moves at the top

The Mail Online is now the UK’s favourite online newspaper, say new ABCe figures. It recorded 18.7 million unique users in May.

Marketing, 25 June 2008, p6

Public Relations

Mateus sees the light

Mateus Rosé is attempting to ditch its image of a 1970s brand and move into the present day with some PR support. Vertigo PR has been appointed to handle the account, and will position the wine “as the perfect complement to a summer picnic” – and you can still convert the empty bottle into a lamp!

PR Week, 27 June 2008, p4

Do androids dream of electric cars?

Tesla Motors has appointed Automotive PR to launch its electric sports car in Europe this year. The car can go from 0 to 60mph in under four seconds, can travel for 220 miles when charged-up for 3.5 hours, and is capable of speeds up to 125mph. The PR agency will handle automotive, consumer and lifestyle magazines, and the car will appear at the Goodwood Festival of Speed.

Marketing Week, 26 June 2008, p6

Sector falls behind

A survey commissioned by GI Insight suggests that the public sector is not as good at communicating with the public as the private sector. Communications from public sector organisations are not as well targeted as they could be, with local government scoring 18% below the average rating. Banks, mobile phone companies and supermarkets were all rated as better communicators, but Hillingdon Council's David Holdstock says the picture is distorted because councils have to speak about hundreds of different services while supermarkets, for example, "are focusing on one venue where you go to do your shopping".

PR Week, 27 June 2008, p15

Can web work for PR?

This article examines the world of web TV and its use to public relations, but warns that there are pitfalls waiting. Online video is becoming a popular communications tool, with 108 videos watched a month per viewer in the UK (according to ComScore). If used correctly, they can be a good PR tool, but "Use limited, subtle branding and use the same high editorial standards as if you were making it for the *10 O'Clock News*," says Catherine Bayfield of Shout Communications.

PR Week, 27 June 2008, pp24-7

Radio

Another face joins up

DJ Paul Oakenfold has become Kiss FM's second brand ambassador, the other being Sam Branson. He will host a series on the history of dance music.

Marketing, 25 June 2008, p6

No date for digital switch

The Digital Radio Working Group has refused to be drawn on a date to switch off analogue radio, but has recommended that national, regional and bigger local radio stations should

be forced to migrate to DAB, leaving FM in use by community and small local stations.

Media Week, 24 June 2008, p4

Record fine is handed out

Ofcom has fined GCap Media £1.1 million for running a competition, The Secret Sound, that entrants could not win. Incorrect answers were aired to delay the prize being won too quickly.

www.marketingweek.co.uk [Accessed on 26 June 2008]

Sponsorship

Setting sights on sponsorship

Channel 4's *Gok's Fashion Fix* is to be sponsored by Specsavers. The optician has already sponsored *How to Look Good Naked*, which is also presented by Gok Wan.

Marketing, 25 June 2008, p4

Waitrose scores with Reading

Supermarket Waitrose is to sponsor a major football team for the first time, having signed a deal with Reading FC. The supermarket name will appear on the team's strips, and some of its food items will be sold in the club's Madejski Stadium.

Marketing, 25 June 2008, p4

Sponsorship success

Television sponsorship can entice consumers to buy a brand, increasing purchase intent by 8%. However, the research by Thinkbox found that just 10% of participants found sponsorship bumpers "thought-provoking" or informative. The results of the survey also suggested that the closer a consumer felt to a television programme, the more effective its sponsorship would be.

Media Week, 24 June 2008, p8

Television

Football makes impact

Viewing figures in the UK for Euro 2008 have been high despite the lack of British teams at the tournament. Spain's match against Italy attracted 10 million viewers, while 9.2 million tuned in to watch Holland versus Russia.

Marketing, 25 June 2008, p4

Changes planned at ITV

ITV says it is to revamp ITV3 and ITV4 and introduce programmes to entice audiences. The programmes might then move to its main ITV1 channel. No date for the overhaul has yet been announced.

Media Week, 24 June 2008, p4

On the Move

Name	From	To	New Title	Source
Sara Bennison	BT Group	Barclays	Director of Marketing and Communications	Marketing Week
Kate Bensley	ValueClick	Hellomagazine.com	Interactive Advertisement Manager	Media Week

Promotions

Name	Company	Previous Title	New Title	Source
Mark Rabe	Yahoo	Vice-President of Global Sales	Vice-President and Managing Director, Yahoo UK Sales	Media Week
Mark Stuart	<i>Evening Standard</i>	Senior Sales Executive	Group Sales Manager	Media Week

Sources

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Campaign**

Chartered Institute of Marketing press release

Customer Strategy e-newsletter

Industrial Marketing Management

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Marketing**

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Third Sector

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

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