



Cutting Edge

15 April 2008

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

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Advertising

Web weaves way to the top

Internet advertising spend is expected to overtake television advertising in 2009. This is despite the fact that big brands are showing little interest in the medium. The Internet Advertising Bureau and PricewaterhouseCoopers have analysed the figures and found that internet ad revenue increased by 38% last year.

Marketing, 9 April 2008, p1

Keywords war on the web

Google is to allow brands to bid for keywords that have been trademarked by other brands. The move could lead to a 'bidding war' on branded paid-search terms, but Google says the change will give consumers more choice. ISBA says the move "would be a setback for brands" and that they will see Google as "one of the bad boys" now.

Marketing, 9 April 2008, p4 and New Media Age, 10 April 2008, p5

See your content on TV

Radio station Magic 105.4 is to use user-generated content in a television ad campaign. The station's listeners were asked to upload photos of things that made them smile, and these will be used in the "Lift your mood, change your tune" campaign.

Marketing, 9 April 2008, p6

Poster potential

Outdoor advertising has really come of age, thanks to new technology and digital media. David McEvoy of JCDecaux believes that this year "is going to be a watershed year for digital OOH (out of home) media in the UK". Images on its PrimeTime screens can be changed at the push of a button, meaning different people can be targeted at different times of the day.

Marketing Week, 10 April 2008, pp33-4

Agencies

Drink makes appointment

A direct marketing campaign is to be run by Coffee Nation, which has hired Bd-ntwk for the job. The agency won the pitch last year.

Marketing, 9 April 2008, p10

Marketing, 9 April 2008, p10

Hola!

Spanish agency Tapsa has won Vodafone's pan-European account from Bartle Bogle Hegarty. Tapsa has a relationship with Vodafone in Spain already.

Marketing Week, 10 April 2008, p12

Agencies feel the pinch

The annual fees and salary survey from the Marketing Communications Consultants Association (MCCA) has found that average account handling rates have fallen from £116 to £106.44 an hour since 2002, but that salaries have increased (by less than headline inflation). The MCCA also reports that advertising needs to move on from the 30-second TV advert, with creatives having to think about how to engage with consumers now and in the future.

Marketing Week, 10 April 2008, pp26-7

Brands and Branding

Griffin updated

Vauxhall's 'griffin' badge has been given a more contemporary look, its first update in five years. The new-look icon will be unveiled in July, with dealerships using the new badge from August.

Marketing, 9 April 2008, p2

Word of mouth a winner

Zenith Optimedia's TouchPoints ROI Tracker has found that recommendations from family and friends are more likely to influence brand choice than any other medium. Zenith says

word of mouth is 22% more influential than television advertising.

Media Week, 8 April 2008, p7

Apple heads blog table

More people blog about Apple than any other brand, says Prompt Communications. It examined the content of 900 blogs for its research and found that other popular mentions were Marks & Spencer, the BBC and Google.

New Media Age, 10 April 2008, p11

Branding logistics services

This article examines branding in the B2B logistics services sector and asks whether branding can act as a point of differentiation between offerings. The research finds that branding does have a role to play, but that service providers' and customers' perceptions differ as to the part that brand image plays in increasing brand equity.

Industrial Marketing Management, Vol 37(2) 2008, pp218-227

Children and Youth

Revamped advice on offer

The government has redesigned its R U Thinking? website that offers sex advice to teens. It now has two parts – a Lad Pad and a Lady Lounge.

New Media Age, 10 April 2008, p3

Drive 2 survive

Students at the Guildford College were last week greeted by a severely wrecked car and handout cards with safe driving tips. The awareness stunt, developed by PR agency Revelation, was part of Surrey Council and Surrey Police's campaign to encourage safer driving among young people. The campaign will run until May.

PR Week, 11 April 2008, p9

Conferences and Events

Will hotels reduce their rates?

Businesses wishing to hold meetings and events at hotels are pressurising them to lower their costs. Meanwhile, companies based in London are increasingly using local hotels, doing away with the need to pay for travel.

www.citmagazine.com [Accessed on 8 April 2008]

Customer Relations

CRM for B2B

There is plenty of research to show the ineffectiveness of customer relationship management in B2B marketing, so this article sets out to explore the factors that make CRM successful. The authors identify the value drivers and their anticipated effects, and show the benefits of their approach for CRM measurement.

Industrial Marketing Management, Vol 37(2) 2008, pp120-130

Unhappy customers on the line

Telecoms companies that provide home phone services are out of favour with customers, with BT at the bottom of the list for satisfaction. A survey by uSwitch.com found that paper bill premiums and exit fees were real bugbears for consumers, and 45% said they didn't feel they got value for money from their supplier, despite being told their package was tailored to them. Sky, which hasn't long provided home phone services, was rated top.

Customer Strategy e-newsletter [Accessed on 9 April 2008]

Direct Marketing

Email for value

Marketers are constantly looking for ways in which to improve the lifetime value of their customers. Communication is the key to adding value, says this article, as long as it is interesting and relevant. Email is one way of communicating with customers relatively cheaply, and campaigns can be personalised and segmented for maximum effect. An example of how email can be used is given, using imaginary figures, to show how the medium can add to that lifetime value.

Database Marketing, April 2008, pp40-4

Internet

Music from MySpace

Universal, Sony BMG and Warner Music have announced a deal with MySpace that will see their back catalogues made available via the social networking site. Users will be able to download tracks in a strategy designed to compete with iTunes.

Marketing, 9 April 2008, p5

What's on in Weatherfield

ITV's *Coronation Street* now has an online round-up of events called *The Weatherfield*

Gazette. Fans can sign up to receive it via the ITV website.

Marketing, 9 April 2008, p12

Children make use of networks

Ofcom has found that around half of British children aged eight to 17 have a page on a social networking website. Some of the most popular sites they use are Bebo, Habbo and Club Penguin. Meanwhile, research by the European Interactive Advertising Association shows that parents who have children living at home are bigger web users than parents with no children at home.

Marketing, 9 April 2008, p12 and New Media Age, 10 April 2008, p11

Put your views forward

Football clubs, including Liverpool and Manchester United, are to encourage fans to use blogs on their websites, asking them to generate their own content. Liverpool's new site will launch in time for the new season.

New Media Age, 10 April 2008, p1

Law

ISP in BOGOF move

The Institute of Sales Promotion has retracted its statement that BOGOF promotions would be banned under the new Consumer Protection from Unfair Trading Regulations that come into effect in May. It warned members that they could not use the word 'free' in this way, but would have to rephrase such as promotions as "Two for the price of one". Now the ISP says British authorities will "ignore the implications of the Directive as it applies to the word 'free' unless and until they are made to change their position".

Marketing, 9 April 2008, p3

Feature: Consumer protection

May will see the introduction of new consumer protection law, covering misleading advertising and unfair selling techniques. Businesses should not be fooled into thinking that the new Consumer Protection from Unfair Trading Regulations won't affect them – chances are, they will. This article gives a run-down on what the rules cover, including comparative advertising, pester power and website content risks.

Marketing, 9 April 2008, pp28-9

Court rules for Adidas

Sports brand Adidas can stop other companies from putting stripes on the shoulders of

clothing, but the European Court of Justice says "it cannot block 'fair use' of stripes".

www.marketingweek.co.uk [Accessed on 10 April 2008]

Magazines

Business mag set for launch

Press Holdings is to launch *Spectator Business* in May. The title replaces *The Business*, which folded in February. The new magazine will be distributed to EuroStar's first-class passengers and in London's five-star hotels.

Media Week, 8 April 2008, p14

Men in dating mood

A dating website for men's title *Maxim* is to be launched by Dennis Publishing. The publisher has already launched a dating site, Savage Hearts, for its *Bizarre* magazine. Its success has led Dennis Publishing to extend the idea.

New Media Age, 10 April 2008, p4

Marketing

Move for O2

Telecoms company O2 is to change its strapline from "It's your O2" to "We're better, connected". The aim is to entice consumers who are looking for "more connections than ever before", says Marketing Director Sally Cowdry.

Marketing, 9 April 2008, p5

Read and Spend, spend, spend

People who read newspapers on a regular basis spend more at Christmas than those who watch a lot of television. Newspaper readers spend more on gifts, food and drink, according to the Newspaper Marketing Agency, which is telling brands to seriously consider "well-designed" newspaper advertising around the Christmas period.

Media Week, 8 April 2008, p12

There's more to marketing

The marketer's role has changed over the last three years, according to a study by the Association of National Advertisers and *B to B* magazine. B2B, B2C and hybrid marketers took part in the survey, which showed that marketers were also involved in strategy and innovation, and new business development.

B to B, 7 April 2008, p1 + 41

Tough future for pharma

The US market for pharmaceuticals is slowing down due to the number of patented products losing their exclusivity, products being

withdrawn because of safety issues and fewer new products being approved. The industry is facing a difficult future, and marketers must find a way to keep their products in the consumers' minds. As more and more people now turn to the internet to seek health care information, this is the ideal place for companies to market their products. However, direct mail and trade shows are still important, as is internal marketing.

B to B, 7 April 2008, p17

Find your niche

Niche marketing is the focus of this article, with some food for thought from the author – he almost went bankrupt, and learnt about niche marketing the hard way. However, things took a turn for the better and turnover increased practically overnight. To have any chance of success you need to find your market and do your research well. Three niche business models are also offered to help get a business off the ground.

Winning Edge, March/April 2008, pp16-9

Newspapers

WSJ makes London debut

People in central London will be able to pick up copies of the US version of the *Wall Street Journal* from 16 April.

Marketing, 9 April 2008, p6

New look for *Mirror*

The *Daily Mirror* is being revamped with new headline and body copy fonts. The aim is to create a more up-to-date feel for the paper.

Media Week, 8 April 2008, p7

Public Relations

Hockey highlighted

Macesport has been hired by Great Britain Hockey to maximise the profile of Britain's men's and women's hockey teams, which have qualified for the Beijing Olympics. The national and regional media will be targeted to create increased public awareness of the players and the teams.

PR Week, 11 April 2008, p2

BMA in talks with agencies

The British Medical Association (BMA) believes the government is responsible for anti-GP spin in the press. The BMA is now in talks with a range of PR agencies to see "how they would face the challenge". If the campaign is to go ahead, it will begin in May.

PR Week, 11 April 2008, p3

Body Shop blog

Thanks to its focus on sustainability, fair trade and the popularity of social activism, Body Shop has experienced increased sales, and it opened 161 new stores last year. The chain has now hired specialist digital agency Headstream PR to promote its presence online through blogs and social networks.

PR Week, 11 April 2008, p14

Radio

Tune in to culture

Radio 3 is to air *Othello*, starring Ewan McGregor and Chiwetel Ejiofor, as well as Tanika Gupta's *Rudolpho's Zest*.

Marketing, 9 April 2008, p6

Tune in for podcast

Sports fans will be able to access podcasts from Virgin Radio via its website and iTunes. The podcasts will feature in-depth sports news in a 'magazine style'.

New Media Age, 10 April 2008, p5

Sponsorship

Red Stripe rocks

Jamaican beer brand Red Stripe is to sponsor *Rock Feedback Presents* on Channel 4. Red Stripe will sponsor the music show for six weeks.

Marketing, 9 April 2008, p4

Deal is packed

Storage solutions product Vac Pack is to sponsor *Extreme Makeover: Home Edition* until 6 June this year.

Media Week, 8 April 2008, p7

Television

ITV wins rights

ITV2 will be broadcasting this year's Isle of Wight festival, which takes place in June. Channel 4 was the previous broadcast rights-holder.

Marketing, 9 April 2008, p6

On the Move

Name	From	To	New Title	Source
Ash Ali	Caroo Media	Just-Eat-co.uk	Marketing Director	New Media Age
Kylie Evans	Picnic	ITV	Head of Digital Channels Marketing	Marketing Week
Bob Farmer	Unknown	Freeview	Director of Marketing	Marketing
Irfan Hamid	The Carphone Warehouse	SpinVox	Vice-President of Global Product Management	Marketing Week
Sheema Luca	ValueClick	Webgains	International Marketing Director	New Media Age
Liz Reynolds	Unknown	Freeview	Director of Strategy and New Product Development	Marketing
Ching Har Wong	Vodafone	Lovefilm.com	Head of Customer Acquisition	Marketing

Promotions

Name	Company	Previous Title	New Title	Source
Jo Briody	Royal Caribbean	Brand Manager, Royal Caribbean International	Head of Marketing, UK and Ireland	Marketing Week
Jonathan Browning	General Motors	European Vice-President of Sales and Marketing	Vice-President of Global Sales, Service and Marketing	Marketing Week
Joss Mathison	GSK	Director of Corporate Media Relations	Director of Corporate Affairs	PR Week

Sources

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Citmagazine.com

Customer Strategy e-newsletter

Database Marketing

Industrial Marketing Management

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Marketing Week **

Marketingweek.co.uk

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