



Cutting Edge

20 May 2008

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

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

Advertising

Online Olympics increase

Olympics related advertising on the internet on the Chinese mainland reached Yuan 133 million (£9.59 million) between January and February this year, according to The Nielsen Company.

Direct Marketing International, May 2008, p8

French farce

A French pressure group that wants billboards around the country to be limited in size has been shown leniency by the police and the courts. The Deboulonneurs (Dismantlers) deface giant posters, which should land them a fine of €75,000 for civil disobedience. Instead, fines of just €1 have been handed out.

Direct Marketing International, May 2008, p41

Radio ads rated

Virgin Radio is to invite listeners to vote for their favourite adverts in a bid to improve the standard of radio advertising. Former Virgin Radio Chief Executive Fru Hazlitt criticised radio ads at last year's Media 360 event, so now it looks as if the station has taken note.

Media Week, 13 May 2008, p5

Agencies

Corgi in safety drive

Gas-safety body Corgi has hired EHS Brann Group to create a campaign aimed at older people and those living in rented accommodation about the dangers of carbon monoxide. The £2 million creative and media account was given to EHS Brann following a pitch involving five agencies.

Marketing, 14 May 2008, p5

Brands and Branding

Fast moves by Reebok

Formula One driver Lewis Hamilton is joining sports brand Reebok as a brand ambassador.

Hamilton's team, McLaren, does not usually let its drivers undertake work for non-sponsors, but has made an exception for F1's hottest star.

Marketing, 14 May 2008, p1

Britain's most wanted

This year's Brands We Love, Brands We Hate survey has been published, and shows that Nokia, Tesco and iPod are our best-loved brands. The survey covers various sectors, including high street shops, gadgets, celebrities in adverts and supermarkets.

Marketing, 14 May 2008, pp26-33

Branding the Briatore way

In this article, Flavio Briatore describes how he plans to reinvigorate football club Queens Park Rangers and make it a global brand to be proud of. Briatore is a co-owner of the club, recently rescuing it from bankruptcy. He now plans to turn its fortunes around, just as he did at Formula One team Benetton.

Marketing Week, 15 May 2008, pp18-9

Own-brand?

Brands are constantly struggling to stand out in today's crowded market, but can bringing a personal touch to a mass market brand help? Kleenex is just one company that is allowing consumers to create something just for them – having their photographs printed on boxes of tissues. In Japan, new parents are rapidly becoming the recipients of bags of rice (dakigokochi), designed to look like a swaddled baby, that weigh exactly the same as their newborn child.

Brand Strategy, May 2008, p8

Children and Youth

Forever blowing bubbles

Cadbury has plans to revive the fashion for bubble gum, last popular in the 1980s. It hopes to tempt teens with gum, saying "There are

opportunities for the delivery of unique taste and eating experiences”.

Marketing, 14 May 2008, p3

Consider a career in health

Young people aged 14-16 are to be enticed into working for the NHS. A campaign that highlights available jobs in the National Health Service has been devised by NHS Careers.

New Media Age, 15 May 2008, p4

Conferences and Events

Keep it short

A senior lecturer at Learning Lab Denmark says conference speakers should only present for 20 minutes at the most if they want to keep their audience interested. Ib Ravn also says meetings need to be more interactive, because “audiences are not empty vessels”.

Meetings & Incentive Travel, May 2008, p10

Customer Relations

Government plays catch-up

Public services are being warned by Deloitte that they must provide better customer service to their users. Its new report, *One Size Fits Few: Using Customer Insight to Transform Government*, suggests that public services could reduce their costs if they improve customer experience. The rush to provide e-services meant that many services forgot to ask basic questions such as “Who are my customers? And what do they want?”

Customer Strategy e-newsletter [Accessed on 15 May 2008]

A lot still to be desired

Although 80% of companies surveyed by Strativity Group agreed that customer strategy was more important than ever, it seems that few design and deliver those strategies. *The Customer Experience Management Global Benchmark* study examined “organisations’ complete customer experience cycle from customer experience definition to customer-centric organisational alignment” and found that customer experience still fails to live up to expectations, and that customers are rarely delighted by the service they receive.

Customer Strategy e-newsletter [Accessed on 15 May 2008]

Direct Marketing

Travel in comfort

Furniture retailer Ikea recently found a novel way to promote itself in Japan – transport advertising with a difference. A commuter train received a makeover with sofas, soft furnishings and curtains, all available to buy at Ikea.

Direct Marketing International, May 2008, p5

Permission granted?

A study by Lyris has found that consumers who invite companies to send them emails often don’t receive them. Almost one in five such emails in the US end up in the spam folder.

Direct Marketing International, May 2008, p6

Charities must improve

The Direct Mailing Association’s Alex Walsh says charities are often failing to follow best practice guidelines when it comes to direct mail campaigns. The Fundraising Standards Board received more than 8,000 complaints between February 2007 and February 2008, 31% of which related to direct mail. Twenty-two per cent of the complaints were concerned with data protection.

Third Sector, 14 May 2008, p7

Internet

Lifestyles on the web

Hearst Digital has brought together *Country Living*, *House Beautiful*, *She* and *Prima* magazines on a new lifestyle website called Allaboutyou.com

Marketing, 14 May 2008, p13

Know-how on the web

‘How to’ website Videojug is to reposition itself as a “social knowledge network” rather than a video library.

New Media Age, 15 May 2008, p2

Six set off

A reality show is to appear on Bebo now that *Kate Modern* is over. *The Gap Year* will follow the antics and adventures of six people who are travelling around the world.

New Media Age, 15 May 2008, p4

Law

Be careful with buzz

The Consumer Protection from Unfair Trading Regulations, which come into force on 26 May, will tighten the rules on ‘buzz marketing’ (“commercial communication via the internet,

social networking and word of mouth"). The Institute of Practitioners in Advertising's Legal Director, Marina Palomba, says companies could face fines if they originate viral emails that look as though they are from 'ordinary' people, or if they use a blog to promote a brand without making it clear that a business is behind the communication. For more information on this law, please contact the Library and Information team (details at the end of *Cutting Edge*) and request our Fact File.

Direct Marketing International, May 2008, p41

Magazines

Bats about cricket

A new magazine for cricket fans is to be launched by Marylebone Cricket Club. *The Annual's* first edition will feature information about the Lord's ground.

Marketing, 14 May 2008, p6

Time to look again?

IPC is to run a campaign that will highlight its *Look* magazine and "unpack" its content. The aim is to promote *Look's* place in the glossy women's weekly sector and make it "the authority on high street fashion".

Marketing Week, 15 May 2008, p13

Football fans log on

An online magazine is to be introduced by ITV.com to support a series called *Legends* on ITV4. Football legends from the 1980s and 1990s will be taking on teams from Ireland, Scotland and Germany.

New Media Age, 15 May 2008, p4

Market Research

Purchasing in Pakistan

The author of this article relates some of her research into the buying behaviour of consumers in Pakistan, and uncovers three opportunities for business – multinationals in manufacturing (not services), small and medium-sized businesses, and luxury products. Country of origin is important to Pakistani consumers, especially among the elite, and is used to evaluate a product's quality. The author's research found that these consumers are willing to pay more for products made in certain countries, particularly if they are luxury goods.

Direct Marketing International, May 2008, pp24-5

Marketing

Bluetooth for business

Business-to-business marketers should get ready to run Bluetooth marketing campaigns, says the author of this article. Bluetooth was removed from the Information Commissioners Office's list of communication media that requires consumers to opt-in to marketing messages, and debate rages as to whether Bluetooth marketing is ethical. However, there are ways in which the technology can be used without being invasive.

B2B Marketing, May 2008, pp18-20

Take trip down memory lane

Recording studio Abbey Road is to promote its fame and iconic status in a new digital marketing campaign. Many famous bands have recorded there, including The Beatles and Pink Floyd, and this will be showcased on a website created by Saint@RKCR/Y&R. The website will also promote the studio's engineering expertise and other specialist services.

Marketing, 14 May 2008, p13

Handle with care

A survey by Pitney Bowes has found that automated telesales are the most irritating form of marketing as far as consumers are concerned, followed by live telesales and spam emails. Pitney Bowes' David Jefferies says companies need to talk to their customers properly because there are so many competitors who will get it right. "The message here is clear: spend time and effort on data collection and analysis, and build sophisticated customer profiles," says Jefferies.

Direct Marketing International, May 2008, p8

Newspapers

Sun rises

The price of *The Sun* has gone up from 20p to 25p in the South East. The move comes in a bid to increase sales and win back share after the newspaper reduced its price last year.

Marketing, 14 May 2008, p6

Mail wants more

Associated Newspapers is to promote its *Daily Mail* in a bid to boost subscriber numbers. Its websites and newspapers, which also include *London Lite* and *The Mail on Sunday*, reach 45% of the British population.

Marketing, 14 May 2008, p10

Mobile moves afoot

The Guardian is thought to be close to signing an agency to develop a mobile site. Other newspapers have already launched such sites, including *The Times* and *The Sun*. *The Guardian* already has a mobile jobs site, but this is just the beginning, says Head of Commercial Development Steve Wing.

New Media Age, 15 May 2008, p4

Poland wins support

England's absence from this year's Euro 2008 football championships will see *The Sun* support Poland instead. It is believed that News International will publish *Polski Sun*, a Polish version of the newspaper, on the days that Poland plays during the tournament.

Media Week, 13 May 2008, p4

Public Relations

New Zealand in new stance

PR agency Henry's House is to reposition New Zealand as "the youngest country" in a move away from the boost it received from *The Lord of the Rings* films. "It was the last country to be settled by mankind, so they've got a different approach to the world" says Tourism New Zealand's Gregg Anderson. Henry's House has been tasked with developing the country's personality over the next six months.

PR Week, 16 May 2008, p3

007 appoints

Way to Blue is to promote this year's new James Bond film, due for release in the autumn. *Quantum of Solace* sees Daniel Craig stepping out as Bond for the second time. Way to Blue will use blogs and social networks to promote the film.

PR Week, 16 May 2008, p3

Fight back begins

A PR campaign to promote British Gas is soon to get underway. The move comes following the company's recent bad press and the media's prediction that household gas bills will rise due to the increasing wholesale price of fuel. British Gas says it isn't the only company that has put its prices up.

PR Week, 16 May 2008, p4

Radio

Last.fm revamped and re-launched

Radio station Last.fm is overhauling its website before re-launching in July. The revamp will cover its 12 local language versions, and the site will be easier to navigate.

New Media Age, 15 May 2008, p2

Sponsorship

Put money on the marathon

Virgin Money has announced that it is to sponsor the London Marathon for the next five years. The deal, worth £17 million, sees Virgin Money take over from Flora, which sponsored the race for 14 years.

www.marketingweek.co.uk [Accessed on 16 May 2008]

Anyone for polo?

Ralph Lauren is to take advantage of the increasing interest in polo in the US by sponsoring matches. The company hopes to attract affluent consumers by signing a sponsorship deal with the Mercedes-Benz Challenge tournament.

Brand Strategy, May 2008, p6

Television

No picnic yet

Ofcom's investigation into the pay-TV market has led BSkyB to delay the launch of its Picnic package.

Marketing Week, 15 May 2008, p13

Women

Stay safe in sun

Women are to be the targets of a campaign by Piz Buin and radio stations Heart and Galaxy. The Heart Ground Patrol will promote the suncream brand by encouraging people to have fun in the sun while staying safe.

Marketing Week, 15 May 2008, p13

On the Move

Name	From	To	New Title	Source
Matt Benson	Electronic Arts	Ubisoft	Brand Manager	Marketing Week
Adam Cheesman	UCB Home Loans	Prospect Swetenhams	Digital Marketing Executive	Direct Marketing International
Sarah Courbet	SunGard Availability Services	ProtoCall	Marketing Manager	B2B Marketing
Wendy Egan	Aegon Scottish Equitable	Tenon	National Financial Services Marketing Manager	B2B Marketing
Stuart Howden	i2	Signify	Marketing Manager	B2B Marketing
Zoe Levey	<i>Vanity Fair</i>	<i>Woman & Home</i>	Head of Marketing	Marketing
Arezo Shephard	EduAction	Relate	Director of Marketing and Fundraising	Third Sector
Ronald Van Hees	HP-Indigo	Pitney Bowes	Director of Marketing	B2B Marketing
Chad Wollen	AOL	ITV	Director of Marketing Strategy	Marketing

Promotions

Name	Company	Previous Title	New Title	Source
Jeff Berman	MySpace	Executive Vice-President, Content and Marketing	President of Sales and Marketing	Brand Strategy
Andrew MacKenzie	Neopost	Strategic Marketing Director	UK Marketing Director	Direct Marketing International

Sources

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

+44 (0) 1628 427 333 <mailto:library@cim.co.uk>

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

B2B Marketing
Brand Strategy**
Customer Strategy e-newsletter
Direct Marketing International
Marketing**
Marketing Week **
Marketingweek.co.uk
Media Week
Meetings & Incentive Travel
New Media Age**
PR Week
Third Sector

To access Business Source Corporate visit 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.

Contents

To fast forward click on the following links:

[Advertising](#)
[Agencies](#)
[Brands and Branding](#)
[Children and Youth](#)
[Conferences and Events](#)
[Customer Relations](#)
[Direct Marketing](#)
[Internet](#)
[Law](#)
[Magazines](#)
[Market Research](#)
[Marketing](#)
[Newspapers](#)
[Public Relations](#)
[Radio](#)
[Sponsorship](#)
[Television](#)
[Women](#)
[On the Move](#)

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

© Copyright 2008 The Chartered Institute of Marketing

The views expressed in *Cutting Edge* are not necessarily those of The Chartered Institute of Marketing.