

22 July 2008

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

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

## Advertising

### Feature: 40 years on

If you were not sure whether there was a future in account planning then look no further than this double page spread, where five people doing the job tell it how it is. None of them were around 40 years ago when account planning started.

**Campaign, 18 July 2008, pp20-21**

### Call for vicars

A new campaign is being launched by The Church of England in a bid to recruit younger vicars. The campaign will run as a print and poster advert with additional carrier bags and bookmarks. Visuals show vicars in a range of situations, one as a DJ, one in camouflage gear and another in a pub – running a bible studies evening.

**Marketing Week, 17 July 2008, p4**

### A backdoor to advertising

According to a report by *Which?* children are still being targeted by junk food companies through online, mobile phone competitions, film ties, celebrity endorsements and free offers, despite the ban on advertisement of unhealthy foods in TV programs for under 16s. Among the companies criticised in the report are Coca-Cola, Cadbury, McDonald's, Burger King, Nestlé and Kellogg's. A spokesman for the Department of Health said: "If we do not see significant progress in the nature and balance of food promotion, then we will look at how we can make faster progress."

**The Independent, 16 July 2008, p9**

## Agencies

### Agencies being sought

Unite, the student accommodation supplier, is reviewing its consumer marketing account and hoping to appoint three agencies to cover its requirements. The student housing market is estimated to be worth over £46m per year and Unite have over 38,000 students in places across the UK

**Marketing, 16 July 2008, p10**

## Brands and Branding

### Feature: Innovation

Four new products are featured with their innovators. Products covered include the almost waterless washing machine which sounds excellent, one media website, one online magazine and one juice.

**Marketing Week, 17 July 2008, pp24-25**

### Logo recall

Recall of the Freedom Food logo has gone from 22% last October to over 50% now. These findings are from a recent YouGov poll for the RSPCA.

**The Grocer, 19 July 2008, p46**

### Get busy with a fizzy!

Lakeland and SodaStream have worked together to redesign the icon fizzy drinks machine. New drinks flavours are also being launched, aimed at the health conscious market such as Cherry, Apple and Mixed Berry. The machine is appealing to an environmental market as the drinks are made again and again in the same containers so there is no can or bottle to dispose of.

**The Grocer, 19 July 2008, p54**

## Children and Youth

### The ultimate question...

...What foods do children really like? Leatherhead Food International gave food marketers the ultimate in conferences as they arranged for a panel of 12- and 13-year olds to answer the question. Whilst the usual suspects came up there were also many surprises with melon, parma ham and sparkling water being mentioned. Also on their menus are exotic fruit and vegetables (pomegranate and squash) and definitely not on their menus were fish, cereal and 'smelly' cheeses.

**The Grocer, 19 July 2008, p27-28**

### Feeding the youth

This week, *Caterer & Hotelkeeper* has a section on Education. Not education the sector, but the feeding of those in education. A useful story if you are in this market place, as it discusses the brand conscious consumer, the range of food styles required and also a case study of one contract caterer in this area.

**Caterer & Hotelkeeper, 17 July 2008, p35-48**

## Cinema

### Cinema experience

Cineworld Cinemas is aiming for a new look and feel to consumers' experience following the appointment of BD Network. BDN has been appointed to develop a new brand, a new look, and to create a new proposition for the cinema chain rather than the chain relying on the films themselves.

**Marketing Week, 17 July 2008, p10**

## Conferences and Events

### Growing sector

National Meetings Week is to be September 15-21 this year, and will encompass Event UK. According to figures in this article, the industry is worth £9.3 billion and employs over 200,000 people. Add in the accommodation costs and travel, and the sector is worth well over £22 billion.

**Meeting & Incentive Travel, July/August 2008, p16**

## Customer Relations

### Are your customers satisfied?

If you are looking for an agency to help you with customer satisfaction then look no further. *Admap* has a handy guide to the key agencies, giving specialisations, methods and experience.

**Admap, July/August 2008, supplement**

## Bargain hunt

According to figures from Nielsen, special offers are accounting for more than 26.5% of spending in supermarkets, with the increase being put down to the credit crunch. One of the winners is Sommerfield where over 40% is accounted for by special offers.

**The Grocer, 19 July 2008, p8**

## B2B sellers on the spot

According to a new study by Mercuri International, sales forces are failing to keep track of changes in the way their customers make buying decisions. One of the main results of the survey, which took place in Germany, was that every second conversation when dealing with the sellers was highly unsatisfactory. There was a fundamental failure to understand customer needs and the relationship between the businesses selling to the other business was often an unhappy one. The core problem was that sales departments did not know what their customers really wanted.

**The Daily Telegraph, 17 July 2008, pA7**

## Direct Marketing

### Stats galore

If you haven't found these pages yet, and you are interested in direct marketing statistics, then perhaps it is about time. Facts covered range from the 14.7m people now registered with the Telephone Preference Service to the top 10 brands sending out mailers in April. Other April facts included are Aviva sending out 21 email campaigns (mainly concentrating on their sponsorship of Norwich Union), and a list of insurance providers with their spend on different channels.

**Marketing Direct, July/August 2008, p10-11**

## Internet

### Feature: Was it worth it?

They paid mega bucks for them but social networking sites seem to be struggling to make their owners any money. This article looks at the main players and the issues that they are facing.

**Marketing Week, 17 July 2008, p18-19**

### Next at the crossroads

According to an ICM survey carried out for Multimaps, 72% of people have used an online map in the last six months. Paper maps only attracted a score of 66% whilst SatNav a score of only 29%. Online maps are free which

explains some of the distance but also the fact that people are beginning to be cautious about where the SatNav will take you.

**New Media Age, 17 July 2008, p11**

### **Brush up that English**

How often have you cringed when reading a retailer's website? Grammatical mistakes, spelling errors and general typos are evident on a whole range of fashion websites according to this two page article. Giving examples of the good, the bad and the ugly, the writer also offers some tips and hints on how to get it right. I am thankful to find that I am not the only pedant about.

**Retail Week, 18 July 2008, pp24-25**

### **More spent but more fraud**

The latest e-retail survey from IMRG and Capgemini says that 17p per £1 spent by consumers is spent online, a rise of 38%. However in another article it states that online credit card fraud has risen by 20%, up to a huge £144m compared with £100m in 2000. So keep your details, and your cards safe.

**Independent, 18 July 2008, p47 and The Times, 18 July 2008, p6**

## **Law**

### **New codes for mobiles**

The Mobile Marketing Association has launched new global codes of conduct for mobile marketers. Devised by their Privacy committee, and encompassing input from their regional boards, the codes aim to provide clear guidance on the use of opt-in and simple opt-out.

**Mad.co.uk [Accessed 17 July 2008]**

### **Call for ban**

The Local Government Association is calling for a ban on local councils being able to sell voters' information to third parties; currently, for those who have not opted out, the data is purchasable. Richard Thomas, the Information Commissioner, is concerned that "It sends a poor message to the public that personal information collected for something as vital as participation in the democratic process can be sold to anyone for any purpose".

**Local Government Chronicle, 17 July 2008, p7**

### **eBay wins fight**

Tiffany has failed in its bid to make eBay responsible for sales of fake jewellery on its site. The case was heard in the US.

**Retail Week, 18 July 2008, p5**

## **Loyalty Programmes**

### **Lowest rate for 10 years**

According to Verdict, shoppers' loyalty is at its lowest ebb for 10 years. The clothing sector has fared worst with an increase of 3.1% up to 25.2% disloyalty. The highest loyalty rate is John Lewis' electricals department with a rate of nearly 91% loyalty.

**Marketing, 16 July 2008, p5**

## **Magazines**

### **New mag for juniors**

Egmont is launching a new magazine aimed at the three-six age group. It is based on a CBeebies show called *Numberjacks* and is an educational aid to help with maths. The initial print run will be 170,000 and it will be on the shelves on the 23 July.

**Media Week, 15 July 2008, p6**

### **Decline brings casualties**

*Precision Marketing* the once fortnightly magazine from Centaur is to go to monthly. It is expected that it will become more supplier focused. The magazine will be distributed with *Marketing Week*, its weekly title.

**Media Week, 15 July 2008, p9**

### **New edition due for launch**

*The Big Issue* is set to launch in India, where there are an estimated 170 million people without homes. Initially in English, it hopes to publish in other local languages later. Originally launched in the UK in September 1991, it now has editions in Australia, Japan, South Africa, Kenya and Namibia.

**The Guardian, 18 July 2008, p21**

## **Market Research**

### **Bringing in expertise**

Primary care trusts are commissioning research to understand the 'social marketing needs' of their local users. According to the trusts, poor data is to blame for the need to go outside for the data on which to base their strategies.

**Health Service Journal, 17 July 2008, pp4-5**

## **Marketing**

### **Feature: Word of mouth rules**

Many companies are utilising word of mouth marketing, especially in electronic arenas. This article highlights a range of campaigns that are about at the moment. It also has a checklist of 10 tips for successful campaigns.

**Media Week, 15 July 2008, p21-26**

## See things more clearly

Following a debate in London this week, marketers and procurement experts are urged to get a better understanding and increased clarity, or else fail. Greg Nugent, marketing director at Eurostar said that procurement was pivotal in the pitches for campaigns they ran but the roles needed to be better defined.

**Supply Management, 17 July 2008, p10**

## Public Relations

### GLA press outfits

With Boris Johnson almost at the nirvana of 100 days and resignations already happening, this article takes a look at the Mayor's press office and the London Assembly external relations team. Useful if you may want to contact them as they give names and remits.

**PR Week, 18 July 2008, p9**

## Radio

### How effective?

RadioGauge, the Radio Advertising Bureau's free quantitative research tool, currently only covers three campaigns every two weeks. But from now it will be covering six campaigns in two weeks. This will give more data to advertisers to allow them to measure the effectiveness of their campaigns.

**Media Week, 15 July 2008, p6**

## Sponsorship

### Malta promo

Portsmouth Football Club now has an official airline and sponsorship deal for the next two years. All the usual marketing opportunities will be employed including logos for backdrops, website links and pitch side marketing. Air Malta has also renewed a deal with Gary Neville to be the face of the brand. He, of course, plays for Manchester United.

**Marketing Week, 17 July 2008, p13**

### Athletics sponsorship deal

A \$5m deal has been agreed for the sponsorship of UK Athletics by McCain. Sally Gunnell will be front the campaign due to be launched in September.

**Campaign, 18 July 2008, p5**

## Television

### Merchandise launch

Following the success of the relaunched *Gladiators* television programme, BSkyB is launching a range of merchandise, across toys, clothes, publishing and dress-up clothes. It helpfully says at the end of the article that '*Gladiators* originally ran on terrestrial channel ITV in the nineties', just in case it was before your time!

**Marketing Week, 17 July 2008, p4**

### Renaming spurt

Now it has got into the swing of it, and seen how successful it has been, UKTV is having a field day with naming. Last year it renamed UKTV G2, Dave, and now it is changing UKTV Drama to Alibi and UKTV Gold as Go On Laugh Daily, or GOLD.

**Marketing Week, 17 July 2008, p13**

### Online films

WWF, the conservation charity, is partnering Green.tv in the creation of an online site where visitors can watch short films on the work of the charity. Green.tv also has relationships with Greenpeace, Friends of the Earth and the United Nations Environmental Programme.

**New Media Age, 17 July 2008, p5**

## Women

### Bucking the trend

Whilst most companies dread a recession, any companies aimed at pregnant women and young children seem to be holding their own. Official statistics show that more babies are being born in the UK than at any point since the 1970s. Mothercare unveiled a 20.7% rise and Organix rose by 24% last year.

**The Daily Telegraph, 18 July 2008, p9**

## On the Move

Name	From	To	New Title	Source
Nick Adderley	Somerfield	BAA	Commercial Marketing Director	Marketing
Tom Collison	Mediaedge:cia	Initiative	Director of Worldwide Marketing Communications	NMA
Peter Hajjieris	Tesco	Bird's Eye	Director of Sustainability and External Affairs	The Grocer
Katharine Hulls	SPSS	Experian	Head of Marketing	Mad.co.uk
Chris Lawson	Bauer Performance	Absolute Radio	Brand Director	Media Week
Phil Marsland	American Express	Vodafone	Head of Customer Marketing	Marketing
Sean Murray	Tesco head of marketing for clothing	Moss Bros	Head of Marketing and Visual Merchandising	Marketing
Dave Pickup	Hovis	United Biscuits	Sales Director of McVitie's and Hula Hoops	The Grocer
Stephen McNamara	MRPA Kinman	Ryanair	Head of Communications	PR Week
Peter Tucker	Serco	Northgate Information Services	Director of Sales and Marketing	Local Government Chronicle

## Promotions

Name	Company	Previous Title	New Title	Source
Kellie Fernandes	Green & Blacks	Cadbury's category innovation manager	Head of Global Marketing	Marketing
David Rennie	Nestlé	Marketing Director	Managing Director	Marketing
Adrian Serle	Bauer Radio	Sales Director	Commercial Development Director	Media Week

## Sources

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

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Admap

Campaign\*\*

Caterer and Hotelkeeper\*\*

The Daily Telegraph

The Grocer

Guardian

Health Service Journal

The Independent

Local Government Chronicle

Mad.co.uk

Marketing\*\*

Marketing Direct

Marketing Week \*\*

Media Week

Meetings & Incentive Travel

New Media Age\*\*

PR Week

Retail Week

Supply Management

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