



Cutting Edge

22 April 2008

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

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Advertising

Memory lane is good for brands

Some old favourites have been seen on our screens lately, including Paddington (Marmite) and Mr T (Snickers), but is a nostalgia trip always a good idea for brands? Such well-known characters are already in consumers' minds and are likely to stay there long after a campaign ends. However, putting an old character with a new brand won't necessarily work and, in these cases, it may be better to create a new face from scratch.

Marketing, 16 April 2008, pp26-7

Drinks brands under fire

Alcohol brand WKD has been accused of "breaking the 'spirit' of the advertising code" by featuring photos on its websites of consumers who look drunk, and promotional staff in "sexually suggestive poses". Alcohol Concern complained about the website to the Portman Group, which has since issued guidelines to brands concerning the use of photographs on websites.

Marketing Week, 17 April 2008, p3

FMCG should take advantage

Research by PHD and Yahoo has found that consumers who see an integrated advertising campaign for consumer goods are more likely to buy them, compared with consumers who see such ads only on television. The research, which studied a campaign for McCain Home Fries, also found that those who saw the online ads were "8% more likely to have a 'very favourable' opinion of the product" compared with those who only saw the TV campaign.

Media Week, 15 April 2008, p14

Agencies

BMT brought in

East Lancashire Primary Care Trust is to run a campaign that it hopes will raise awareness of health issues. Branded Moments of Truth (BMT) will create the campaigns, the first of which will deal with responsible drinking. A portable pub will be part of the push, where local residents can pick up information and free water while on a night out.

Marketing Week, 17 April 2008, p10

Postgrads sought

A training scheme for postgraduates has been created by 77Agency with the support of Google and Microsoft. The aim is to take on graduates interested in entering the marketing industry and train them over a 10-week period in an effort to address skills shortages. The scheme, called 77Academy, will recruit students from the UK's best business schools, but they must speak at least two languages and pass Google's Advertising Professional Exam.

Media Week, 15 April 2008, p15

Brands and Branding

Jamie cooks up brand ideas

Celebrity chef Jamie Oliver is expanding his brand identity online by appointing Splendid to revamp his website. Online shopping and social networking could become features of the site.

Marketing, 16 April 2008, p3

New look for BBC

The BBC's news services have been rebranded with a "clear and modern" identity across all its news channels and news programmes. The red globe is still being used, but there are a few subtle changes.

Marketing, 16 April 2008, p6

Google is most valuable brand

Millward Brown has named Google as the world's most powerful brand for the second

year running, with a brand value of £43.2 billion. In second place is GE, with Microsoft in third. www.marketingweek.co.uk [Accessed on 21 April 2008]

Children and Youth

Ronald continues to tempt children

Fast food chain McDonald's has once again been handing out vouchers for Big Macs to schoolchildren. One franchisee has said that no advice has come from head office about the practice, but McDonald's says it has communicated with franchises.

Marketing, 16 April 2008, p3

Feature: Marketing to children

The government is to review the impact of the 'commercial world' on young children, examining the effect of the media, brands, websites and sponsorship. Commercialisation has been portrayed as 'making children grow up too quickly', but it has also been accused of damaging children's wellbeing.

Marketing, 16 April 2008, p15

Digital natives

Nokia's Executive Vice-President Anssi Vanjoki believes that young people are digital natives and are born with DNA that means they can use any type of technology intuitively.

M&M weekly digest [Accessed on 18 April 2008]

Conferences and Events

Help available for standard

The British Standards Institution will publish guidance on implementing its BS8901 to help companies wanting to hold sustainable events.

Conference & Incentive Travel, April 2008, p5

Customer Relations

BT to improve service

A recent poll that rated BT as the worst landline provider for customer service has led the company to rethink its customer satisfaction strategy. John Petter, Managing Director of BT's Consumer Division, has vowed to make improvements, saying that customer service is a top priority.

Marketing Week, 17 April 2008, p12

Communication is key

Companies are failing to collect information at a cost of £67 billion a year, says a report by Capgemini. Consumers who contact companies have to repeat time and again what they want due to a lack of communication between

different departments, leading to lost opportunities for business. Capgemini says there are three reasons why business performance is being suppressed: incorrect and incomplete information is used to make decisions; there is more information available than ever, but a failure to share it; and is it hard to find one single version of the 'truth', "causing multiple versions of the same data to be held".

Customer Strategy, March/April 2008, p7

Who cares?

Despite the fact that customer service should be a priority for companies, many are still failing miserably when it comes to customer care. The latest Customer Care Study from the Customer Care Alliance found that 83% of respondents had experienced a problem in the last 12 months, with 72% saying they had been "extremely or very upset" about it. Fifty-two per cent then went on to tell friends about their poor experience. The average time taken to resolve a problem was 18 days, although one-third of those polled didn't feel satisfied that their complaint had been resolved.

Customer Strategy, March/April 2008, pp14-7

Internet

New show for MySpace

The team behind Bebo's *Kate Modern* series has been appointed by MySpace to create 60 webisodes called *I Love Chieftown*.

Marketing Week, 17 April 2008, p12

Where to go for wedding info

Magazine *Wedding* is aiming to become the wedding portal, having relaunched its website. Information on cakes, gowns, honeymoon destinations and venues is listed, with forums and chat facilities to come.

New Media Age, 17 April 2008, p9

Illegal downloading is 'OK'

A survey of 1,000 web users has found that 51% of respondents aged 16-24 don't believe that illegally downloading films and music from the internet is as bad as stealing from a shop.

New Media Age, 17 April 2008, p13

Marketing

NHS needs marketers

The Chartered Institute of Marketing has carried out research within the NHS and is calling for marketing positions to be created for the service. NHS providers can now advertise for patients, and patients can choose where they

wish to be treated – therefore, marketing knowledge needs to be brought to all parts of the Health Service and the benefits of the patient-led approach should be communicated service-wide, says the report. *Marketing's contribution within the NHS* will be presented on 22 May (London) and 3 June (Leeds). Please visit www.cim.co.uk/events to book your place.

B2B on web TV

Web TV is set to become the next big thing, so how can B2B marketers take advantage of it? B2C marketers are already exploiting the medium, but costs are now falling and the technology is improving, so it's time for B2B to get involved. This article gives four reasons why web TV should be considered as part of the marketing mix, including lead generation and brand building, and it gives seven steps to unlocking its potential.

B2B Marketing, April 2008, pp32-3

In person and online

Get more from exhibitions by following the advice in this article, which looks at virtual events and live trade fairs. Exhibitions are a great way to meet customers face-to-face, offering the personal touch, but value can be added through digital media – is it time for the two to be combined?

B2B Marketing, April 2008, pp36-7

Taking downturn in their stride

Forrester Research has discovered that chief marketing officers in Europe are not as worried about the economic downturn as their global counterparts. It seems that Europe is a more stable market than the US, where 85% of marketers say the idea of recession is a real concern.

Marketing, 16 April 2008, p4

Land Rover takes digital route

Internet marketing is to play a central role in Land Rover's new campaign that celebrates its sixtieth year. A website will highlight the way in which the brand has evolved since 1948.

Marketing, 16 April 2008, p12

Making people talk

In a recent paper, INSEAD Professor of Marketing Amitava Chattopadhyay and two co-authors examined how managers can best create positive buzz about an innovative product. They looked at the impact of product usefulness as well as the product's uniqueness and novelty value, and found that uniqueness

drives consumers to speak about a product, but usefulness drives what they say about the product, positive or negative.

Gulf Marketing Review, April 2008, pp34-5

Newspapers

Sales down for Inde

The Independent on Sunday saw a fall in readership of 2.8% between February and March this year despite a price cut for two weeks during March. The news is bad for the paper's new management team, which will be tasked with improving sales. Meanwhile, *The Observer* experienced a rise in sales.

Media Week, 15 April 2008, p12

Feature: The Sunday news

Several of the Sunday papers have been overhauled in the last few months in an effort to tempt back readers – less than 50% of the UK population now reads a Sunday paper, according to figures from the National Readership Survey. Consumers are more likely to go shopping, watch football or even work, leaving little time for reading. In addition to changing lifestyles, Saturday papers have improved and, as a result, become more popular, with consumers viewing them as their 'weekend paper'.

Media Week, 15 April 2008, pp25-6

Sun in email move

An email campaign is underway to encourage more *Sun* readers to register online to receive daily or weekly news alerts. Entertainment, sport and women's news alerts will follow at a later date.

New Media Age, 17 April 2008, p4

Public Relations

Beware of 'greenwashing'

Chatsworth Communications has warned companies that they face damaging their reputation if they make green claims that they then fail to live up to. In fact, their reputations will be worse than those companies that do not claim to be green at all. Its research named Marks & Spencer as the greenest UK company, but Tesco and BP were accused of 'greenwashing'.

PR Week, 18 April 2008, p1

Turn to Tunisia

The Tunisian National Tourist Office has appointed PR agency Rooster to reposition the country as Mediterranean rather than North African. Tunisia is just two-and-a-half hours from the UK and is an ideal destination for a weekend break.

PR Week, 18 April 2008, p3

There's a moose lose

Scottish landowner Paul Lister is hoping to reintroduce wolves and bears to Scotland, and has called in support from Indigo PR to put people's minds at rest regarding the wild animals. Lister has already released a pair of moose and wild boar on his land and aims to create a "managed Highlands nature reserve".

PR Week, 18 April 2008, p5

Radio

Stations revamped and relaunched

GMG Radio is relaunching the websites for all its radio stations, which include Smooth and Rock. Video applications are to be added to the websites in time for a May relaunch. The move comes following consumer research into what the stations' listeners wanted.

Media Week, 15 April 2008, p8

Sponsorship

Four sign up for Sky

Sky Movies are to be sponsored by Ford, Penn State Pretzels, Christian Dior and Panasonic after the broadcaster negotiated deals with all four. Ford will be sponsoring Sky Movies Modern Greats, Sky Movies Comedy and Sky Movies Family, while Christian Dior has gone for Sky Movies Action. Sky Drama has gone to the pretzels, and Sky Movies Premier, to Panasonic.

Media Week, 15 April 2008, p8

Telemarketing

Benefits of homeshoring highlighted

The contact centre industry is increasingly turning to the idea of homeshoring – contact centre employees working at home. The cost of necessary technology has fallen, and the workforce is more flexible and productive than ever. Staff churn in companies operating in this way has fallen, as have sickness levels.

Customer Strategy, March/April 2008, pp46-7

Television

Catch up on 4

Television viewers will be able to watch programmes on Channel4.com up to seven days after their first airing. The broadcaster is merging its on-demand service with its website, which it planned to do after the launch of Kangaroo. This has now been delayed – hence C4's decision to go ahead with its original idea.

Media Week, 15 April 2008, p4

Women

Specially for you

Clear Channel Outdoor has created a "fashionistas" package, which forms part of its Audience Solutions portfolio. Fashionistas has been designed to target women aged 15-34 who are interested in fashion and who are "49% more likely than the average woman to be high consumers of outdoor media".

Media Week, 15 April 2008, p13

Women head for web

Women who look online for beauty products say it is the "second most trusted source of information". The most trusted source is magazines, according to a poll by OSoYou.

New Media Age, 17 April 2008, p13

Power of the purse

Education and technology are responsible for a societal shift in the role of women in Saudi Arabia. Marketers are increasingly targeting the more educated and wealthier women who are now more involved in household purchasing decisions than in the past. However, there are many challenges in advertising to Saudi women with the many variations in attitude, opinions and beliefs from the ultra-conservative to the modern. These factors have forced marketers onto a safe route, not alienating one or the other, but targeting the lowest common denominator.

Gulf Marketing Review, April 2008, pp63-8

On the Move

Name	From	To	New Title	Source
Sarah Jones	NHS Confederation	Government Olympic Executive	Head of Communications	PR Week
Richard Scott	Nottinghamshire County Council	The Standards Board for England	Head of Communications	PR Week
Daniel Tangen	Redcats UK	Thecomparisons.com	Marketing Manager	New Media Age
Andy Taylor	AI Data Intelligence	InfoUK	Head of Marketing and Product Development	B2B Marketing
David Wells	Pearson Education	Wolters Kluwer	Head of PR	B2B Marketing
Paul Westerman	Unknown	Qedis	Head of Operational Marketing	B2B Marketing

Promotions

Name	Company	Previous Title	New Title	Source
Frank Guernsey	Rockstar Inc Energy Drinks	Director of Marketing	Vice-President, Marketing International	Marketing Week
Belinda Poole	Lexus	General Manager of Operations, Europe	Marketing Director	Marketing

Sources

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Marketing**

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

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