



Cutting Edge

29 July 2008

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

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Advertising

"Just do it" is 20

Can you believe that Nike's Just do it slogan is 20 years old this year? The sportswear company is celebrating with a global ad campaign that features John McEnroe, Michael Jordan and Oscar Pistorius, all of whom have been sponsored by Nike.

Marketing, 23 July 2008, p2

Supermarkets help TV

Television advertising is likely to be given a boost as supermarkets battle it out for the consumer pound during the credit crunch. Aldi has assigned £3 million to television advertising so far this year despite its small 2.9% share of the market.

Marketing Week, 24 July 2008, p13

Annoying ads are turn-offs

A study by HowTo.tv has found that 73% of web users have deserted their favourite websites because of annoying and intrusive adverts. Ads that are difficult to close, cover up content or that have loud noise were deemed the most unpopular, and Garnier, Halifax and 888.com were among the worst sites. The research also discovered that 97% of internet users would be unlikely to buy a brand advertised on an unrelated favourite website.

New Media Age, 24 July 2008, p9

Agencies

New agency eyed up

Vision Express has appointed Walker Media to handle its media account, ending eight years with Universal McCann.

Marketing, 23 July 2008, p6

'Ello, 'ello, 'ello

Aia has been hired by the Metropolitan Police to handle its recruitment communications. The previous account holder was MCBDB, which won the business in 2004.

Marketing, 23 July 2008, p10

Reforms to be promoted

The Department for Work and Pensions (DWP) is looking for an agency to handle campaigns to highlight changes to benefits. The government wants to introduce a "work for dole" approach that will see people who have been unemployed for two or more years undertake voluntary work if they want to continue to receive their benefits. Incapacity benefit is to be scrapped and replaced with Employment Support Allowance.

Marketing Week, 24 July 2008, p10

Brands and Branding

Brand is reassessed

Changes in the National Health Service have led the Department of Health to review its brand identity. The current identity was introduced nine years ago, but DoH Marketing Director Sheila Mitchell said "This is the year of taking clear decisions around the NHS brand, and we are looking at its naming architecture."

Marketing, 23 July 2008, p1

Measuring luxury's status

Are the status and conspicuousness of luxury brands related? Status refers to "high perceived quality and luxury", and status-laden brands are purchased for self-reward or to signal wealth. Conspicuous brands, on the other hand, are those that are bought only for 'external' reasons – to signal wealth. The authors set out to discover whether the two dimensions are related and offer advice to strategic marketers in the luxury brands market.

Journal of Strategic Marketing, Vol 16(3) 2008, pp189-203

Changes at the top

Superbrands says Google is now the UK's most popular consumer brand, overtaking Microsoft.
New Media Age, 24 July 2008, p4

Employer branding

Exactly what does employer branding entail? Internal marketing, recruitment advertising and university marketing are some of the issues to be addressed, as is corporate social responsibility, something that is often overlooked. A survey by *Personnel Today* found that 44% of those polled would not consider working for an employer with a bad reputation, and nearly half agreed that "CSR policies should be compulsory for brands".

Brand Strategy, July/August 2008, pp28-9

Children and Youth

Books galore

Waterstones is to launch an initiative that will encourage children to swap books with each other. The Big Book Bank will be introduced in September, and will feature Waterstones-branded areas within schools where children can leave books that can then be taken away by other readers.

Marketing, 23 July 2008, p10

Conferences and Events

Ready for conference

The Chartered Institute of Marketing's Annual National Conference will be taking place this November in Birmingham. This year's theme is Marketing in challenging times, and speakers include Karren Brady, CEO of Birmingham City Football Club, and Pierre-Yves Gerbeau, Executive Director of Capital & Regional, and former Chief Executive of the Millennium Dome. Other speakers from organisations such as Experian, O2, and Tyrells Potato Chips will also share their experiences. For full details and to book your place at an early-bird rate, visit www.cim.co.uk/conference2008

Direct Marketing

Spending is up

Although it has been reported that many UK companies are cutting their direct marketing spend, the COI has increased its spending from £29.9 million last year to £33.5 million this year. The news comes as the Direct Marketing Association published figures that show direct marketing expenditure has risen by 9.8% year on year.

Marketing, 23 July 2008, p10

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Permission marketing popular

A study by GI Insight has found that 74% of consumers have given at least one company permission to email them in the last six months, and 39% have given permission "to at least one company they have not yet bought from". Consumers were also asked by GI Insight to rate how well they thought customer relationship management was delivered via e-channels. It transpired that retailers were leaders in this respect, especially supermarkets, while financial services and mobile phone companies were not rated as highly.

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

Internet

View footie online

The Football Association is to allow ITV to show highlights from early qualifying FA Cup matches on its website. Several matches can be viewed on ITV Local, ITV.com and TheFA.com

New Media Age, 24 July 2008, p3

Success for CNN

The number of people using CNN's international online edition's video service has risen 250% year on year. CNN says the Chinese earthquake and the US presidential elections were two news items that accounted for the rise in interest.

New Media Age, 24 July 2008, p4

What children really do online!

It appears that many parents have no idea which sites their children visit on the internet, although 87% of those surveyed by the Carphone Warehouse said they know what their children access. The survey found that half of children aged 11-18 lies about online access, and 1 in 3 said there would be trouble if their parents really knew what sort of content they viewed.

New Media Age, 24 July 2008, p9

Law

Court of Appeal rules

Direct Line has won its legal battle with eSure over the latter's use of a computer mouse on wheels in its advertising. Direct Line has a similar mouse and a telephone on wheels, which it has used since 1990. It claimed consumers would be confused between the two companies, and produced its own evidence to this effect. Although the Court of Appeal

dismissed Direct Line's research, it did agree that confusion among consumers was likely.
The Independent, 24 July 2008, p41

Magazines

Titles all in one place

John Menzies is allowing magazine readers to download titles on a one-off basis or from a range of packages from a new website, magazineondemand.co.uk. *Grazia*, *Top Gear* and *Maxim* are just three magazines currently available for purchase from the site.
Marketing, 23 July 2008, p12

Redesign for *Prima*

Women's monthly *Prima* has been revamped in an effort to reverse falling sales. The title will introduce a supplement called *Prima Extra* that features competitions and puzzles, and the original magazine will have 30% more content than before.

Media Week, 22 July 2008, p4

Market Research

If the truth be told

Researchers wanting to uncover the truth about bad behaviour would be advised by researchers at Carnegie Mellon to ask online questions casually. They found that respondents were more open about their misdemeanours when an image of a smiling devil and the words "How BAD are U?" were displayed next to the questions, with 50% saying they cheated on their taxes. However, when the same questions were asked on a more formal website, with privacy and confidentiality assurances, respondents were less forthcoming, with just 25% admitting to cheating the taxman.

Business Week, 28 July 2008, p17

Marketing

B2B utilises search marketing

This article takes a look at search marketing and asks how marketers in B2B can take advantage of automated search marketing tools. The article offers some advice on whether search automation might work for you, and gives tips on how to get started.

B2B Marketing, July 2008, pp28-9

Planning the marketing plan

David Thorp, Director of Research and Information at The Chartered Institute of Marketing, is just one expert who offers advice on creating a marketing plan in this paper. A plan must be in place if marketing is to be

measured – but what exactly should it cover? Some answers are given in this article.
B2B Marketing, July 2008, pp34-5

Mobile marketing responses

The author of this article researches into consumer attitudes towards mobile advertising and advertising's influence on buying behaviour. The research also attempts to uncover whether characteristics such as work schedule and mobile usage influence the acceptability of mobile marketing by recipients.
Journal of Database Marketing & Customer Strategy Management, Vol 15(2) 2008, pp119-125

Marketing education

The marketing of university towns comes under observation in this paper, which says "University 'brands' have much to gain from the attractions of their local towns and cities – and vice versa". Some universities dominate their towns, and smaller or lesser known establishments can learn from them. The author looks at Oxford, Harvard and The Open Universities in particular to get the message across.

Brand Strategy, July/August 2008, pp24-5

Mi pint?

Consumers who own an iPhone have an opportunity to win a pint of Carling. The brand has launched an "iPint application" with a game that can be played on an iPhone.

Marketing, 23 July 2008, p12

Feature: mobile search

This article examines the world of mobile search and predicts that it is about to take off for brands. Five billion people will have an internet-enabled mobile by 2015, says research by Nokia, and the market for mobile search, although still young, is maturing.

Marketing, 23 July 2008, pp31-2

Newspapers

No decline in covermounts

As the number of people reading Sunday papers falls, newspaper publishers are increasingly turning to covermounts in a bid to increase circulation. CDs and DVDs remain popular giveaways, but do such gifts pull in loyal customers? Zed Media's Anthony Gibson-Watt says covermounts do bring in new readers and "can be relevant for certain markets".

Marketing, 23 July 2008, p17

Two join up

Members of LinkedIn will receive a personal experience when visiting the *New York Times* website. The two organisations have signed a strategic deal that will see members of the networking site who read the business and technology pages of NYTimes.com directed to news that is relevant to them. LinkedIn members will also be able to share *NYT* news with others in their network.

M&M weekly news digest [Accessed on 22 July 2008]

Can't get enough of newspapers

Newspaper readership might be declining in the West, but in emerging economies, the sector is booming as literacy rates improve along with the standard of living. Sales of newspapers in Brazil increased by 12% in 2007, with readership up by 22% in the last five years. The figures are even better for India and Pakistan.

The Economist, 26 July 2008, p74

Public Relations

Not just women

PR agency Good Relations has been appointed by the National Osteoporosis Society to highlight the fact that the bone disease doesn't just affect women. The charity says the perception that osteoporosis is a "frail old woman's disease" needs to change because 1 in 5 men are also affected by it.

PR Week, 25 July 2008, p10

Radio

Fox works his magic

Magic's breakfast show, presented by Neil Fox, has become more popular than Heart's show, presented by Jamie Theakston and Harriet Scott. More than 860,000 listeners tune in each week to Fox's radio show, giving it a 5.7% share of London's audience. Heart has a 5.6% share, while Capital's breakfast show attracts 5.2%.

www.marketingweek.co.uk [Accessed on 24 July 2008]

Sponsorship

Cabs called into service

General Electric is beginning its first campaign to highlight its sponsorship of the London Olympic Games. It is to use black cabs that feature motion lenticular technology that makes images look as though they are moving.

Marketing Week, 24 July 2008, p14

Television

Deep-linking issues surface

Television broadcasters are joining forces to find a way to stop websites, such as tvguide.co.uk, deep-linking to their online video streams.

New Media Age, 24 July 2008, p2

See Britain from new angle

The BBC is to air a new series from 10 August called *Britain From Above*, which will be presented by Andrew Marr. Exclusive online content is also planned in what is described as "one of the first true 360-degree productions" from the BBC.

New Media Age, 24 July 2008, p5

Mobile TV rising

More and more people are watching mobile TV in Western Europe, says Screen Digest. The figure was 1.1 million last year and is now 2.7 million, which is an increase of 145%. The number of consumers watching paid-for mobile TV rose by 1 million to 1.9 million.

New Media Age, 24 July 2008, p9

Mitch and Matt take to the road

UKTV Food is to show a programme funded by Young's Seafood that sees Matt Dawson and Mitch Tonks on a "fish-focused road trip" around the country. *Mitch and Matt's Big Fish* begins in November.

Media Week, 22 July 2008, p5

Women

Women over the moon

A new beer, called Blue Moon, aimed at women is being tested by Coors UK.

Marketing Week, 24 July 2008, p4

Opportunity for women

Women who take D to G bra cup sizes are being called upon by Wonderbra to advertise its new range. A viral campaign is the means by which Wonderbra is seeking recruits.

Brand Strategy, July/August 2008, p6

On the Move

Name	From	To	New Title	Source
Matt Coombe	Unknown	Sony	General Manager, Central Marketing	Marketingweek.co.uk
John Irvine	Verizon	GoHello	Chief Marketing Officer	B2B Marketing
Katharine Hulls	SPSS	Experian CheetahMail	Head of Marketing	New Media Age
Phil Marsland	American Express	Vodafone UK	Head of Customer Marketing	New Media Age
Paul Meadows	Disney ABC International Television	LG Electronics	Corporate Marketing Manager	Marketing Week
Juliana Monk	Greenroom Digital	Holler	Marketing Manager	New Media Age
Michael O'Hara	Microsoft	GSMA	Chief Marketing Officer	B2B Marketing
Neil Sawyer	HP	Samsung Electronics	Head of Marketing, European Printing	MandMglobal.com

Promotions

Name	Company	Previous Title	New Title	Source
Gemma Atkinson	Carlton Screen Advertising	Sales Controller	Sales Director	Media Week
Michael Delman	Microsoft	Vice-President of Global Marketing Communications	Vice-President of Global Marketing	Brand Strategy
Linda Hipkiss	General Mills	UK Marketing Director	Vice-President, International Marketing	MandMglobal.com
Spencer McHugh	Orange	Head of Digital and Direct Marketing	Head of Brand Communications	Marketing Week
Mat Sears	Orange	Unknown	Consumer and Corporate Head of Comms	PR Week

Sources

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B2B Marketing

Brand Strategy**

Business Week**

Customer Strategy e-newsletter (visit customer-strategy.co.uk)

The Economist**

The Independent

Journal of Database Marketing & Customer Strategy Management**

Journal of Strategic Marketing

M&M weekly news digest (visit mandmglobal.com)

Marketing**

Marketingweek.co.uk

Marketing Week **

Media Week

New Media Age**

PR Week

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

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