



# Cutting Edge

3 June 2008

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

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

## Advertising

### Heading to Beijing?

Brits who will be travelling to China for this year's Olympic Games are to be reminded that Korea is an ideal place for a stop-over. The Korean National Tourism Organisation is to run an ad campaign at Heathrow Airport.

**Marketing, 28 May 2008, p6**

### Outdoor feels the pinch

The Outdoor Advertising Association says outdoor revenue has "fallen for the first time in five years", as the value of six-sheet posters declines. However, the value of digital screens on the Underground and at Heathrow has risen.

**Marketing Week, 29 May 2008, p11**

### Don't let smoking run in family

The new anti-smoking advertising campaign is to be aimed at parents as research shows that children of smokers are more likely to become smokers themselves. The campaign uses *The Jungle Book* song *I Wanna Be Like You* to show how children imitate their parents, and ends with the line "Smoking. Don't keep it in the family".

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 2 June 2008]

## Agencies

### Island appointment

The Bahamas Ministry of Tourism has hired Fox Kalomaski to create ad campaigns to promote the island to holidaymakers. Different identities will be created for the key islands.

**Marketing Week, 29 May 2008, p8**

### Police examine accounts

The Metropolitan Police Authority is to review its advertising account, currently held by Miles Calcraft Briginshaw Duffy. The move comes as

new London Mayor Boris Johnson said he wants more police on the street.

**Marketing Week, 29 May 2008, p9**

## Brands and Branding

### Try salad cream instead

Heinz Salad Cream is to be positioned as a healthier alternative to mayonnaise as it contains less fat. The brand is to target 25- to 44-year-olds in a new digital campaign.

**Marketing, 28 May 2008, p12**

### Suzanne joins Barbie's cause

Former Hear'Say pop star Suzanne Shaw has become a brand ambassador for Barbie, promoting the doll's new film *Barbie & The Diamond Castle*. Shaw sings the title track and will also promote the film.

**Marketing Week, 29 May 2008, p5**

### Oh, happy days

Although Mr Kipling will still undoubtedly make exceedingly good cakes, they won't be advertised as such. The famous slogan is to change to "Exceedingly happy cakes" in a bid to attract younger consumers.

**The Grocer, 31 May 2008, p5**

## Children and Youth

### Lloyds looks for sporting hopefuls

Young sportsmen and women are to be supported by Lloyds TSB in the next few years until the London Olympics. The company will work with SportsAid in the initiative.

**Marketing Week, 29 May 2008, p4**

### Guide goes online

The 'A-Z' of student life and surviving university is heading for the web. *The Student Guide* handbook provides information for both freshers and graduates, and has a readership of almost 2 million.

**New Media Age, 29 May 2008, p6**

## **BK in trouble**

Children's food campaigners say Burger King's promise not to advertise to children has been broken by its deal with the new Indiana Jones film. The fast food chain is giving away Indiana Jones toys when a meal is bought from its children's menu. Children's Food Campaign's Richard Watts says Burger King has proved that the industry cannot be trusted to regulate itself. Burger King says it won't advertise the promotion on television, only in-store.

[www.marketingweek.co.uk](http://www.marketingweek.co.uk) [Accessed on 29 May 2008]

## **Conferences and Events**

### **Success for Scotland**

Dundee & Angus Convention Bureau says it attracted £48 million worth of event business last year, a rise of £2 million on the previous year. The Bureau has now set its sights on attracting more than £5 million during 2008-09.

[www.citmazine.com](http://www.citmazine.com) [Accessed on 28 May 2008]

## **Customer Relations**

### **How to really care for customers**

It's well known that happy customers become loyal, but how far do businesses have to go in order to ensure their customers are really satisfied? Polite, knowledgeable staff are important, but to gain real insight businesses need to invest in technology. Using technology will uncover how and when customers interact with businesses, and this information is critical. Managing customer touchpoints and using email surveys to gain feedback are just two ways in which technology can help uncover what a customer is thinking.

**the marketer, June 2008, pp32-7**

### **Subscribe to good service**

Giving good customer service might cost money, but giving poor service will cost even more. In the repeat subscriptions market, customer service is critical if customers are to continue buying and reading your magazines. Subscriptions that have been bought as gifts must also be handled correctly so that, for example, the welcome pack is a good customer experience in itself.

**InCirculation, May/June 2008, pp26-8**

## **Direct Marketing**

### **Time for a picnic**

Waitrose is pinning its hopes on a good summer and encouraging shoppers to go on a

picnic. A direct marketing campaign will highlight [Waitrose.com/perfectpicnic](http://Waitrose.com/perfectpicnic) where consumers can choose the food they want for their picnic, the type of occasion and number of guests. This information can then be emailed to the guests, along with the time and place.

**Marketing, 28 May 2008, p10**

### **Dear reader...**

If you want your prospects to buy your products, why not try flattering them in direct mail campaigns? This article takes a look at the ways in which flattery can help tempt consumers to take out magazine subscriptions by appealing to their intelligence and good taste.

**InCirculation, May/June 2008, pp34-5**

## **Internet**

### **New face for Facebook**

Social networking site Facebook is to be revamped, its first overhaul since its 2004 launch. The site will be easier to use and made "more relevant to users".

**Marketing, 28 May 2008, p12**

### **Piper is recalled**

The second series of *Secret Diary of a Call Girl* is to have a section on [ITV.com](http://ITV.com) featuring exclusive content. The series kicks off in September, and ITV has already commissioned a third series from Tiger Aspect.

**New Media Age, 29 May 2008, p2**

### **Look for news online**

Forty-two per cent of internet users in Europe look to the web to find out the news, says Jupiter Research. However, there are large differences between some countries; in Sweden, 66% turn to the internet for the news, while in Italy the figure is just 26%. The figure for the UK is 43%.

**New Media Age, 29 May 2008, p13**

## **Magazines**

### **New lifestyle up for grabs**

A 'green lifestyle' magazine is to be launched by Big Spark Publishing. GMTV's *Green Week* presenter Joanna Yarrow will edit *Eco-You*, which will be sold in Tesco and Sainsbury's.

**Marketing, 28 May 2008, p6**

### **Mobile metrics needed?**

An 'ABCe' for mobiles is being considered to measure consumer visits to publishers' mobile sites. The ABCe and GSMA are working together to develop an industry standard, yet to

be agreed. Meanwhile, News Group Newspapers has asked mobile metrics firms to help it measure visitor numbers to its mobile sites for *The Sun* and *News of the World*.  
**Media Week, 27 May 2008, p15**

### Front page news

The front covers of magazines are becoming ever more adventurous in order to stand out on the shelf and grab attention. *FHM* in Germany, for example, featured Pamela Anderson moulded in plastic and fixed to the cover. Sound-cards have also been used, with *Empire* featuring Darth Vader's heavy breathing back in 2005. Lenticular covers are becoming increasingly popular, which makes all sorts of effects possible, such as 3D and morphing.  
**InCirculation, May/June 2008, pp23-5**

## Market Research

### Super sleuth in supermarkets

Shoppers beware – your every movement could be under scrutiny by big business. Procter & Gamble has installed infrared sensors in American supermarkets to see just how consumer behaviour and movement correlate with sales. AC Nielsen has also studied who shops in the hair care and soft drinks aisles, and found that 1.7 million missed the hair care aisle, but visited the soft drinks. One million of those shoppers were women, who are a target market for shampoos and conditioners – so finding a way to attract them down the hair care aisle could result in massive sales.  
**Financial Times, 28 May 2008, p16**

## Marketing

### Marketing's most powerful

The 100 most powerful people in the marketing industry are listed in this feature, which puts Justin King of Sainsbury's in the top spot. Three women made the top 10 – Dianne Thompson (Camelot), Roisin Donnelly (Procter & Gamble) and Jill McDonald (McDonald's).  
**Marketing, 28 May 2008, pp32-45**

### Pricing strategy and 'switcher segments'

This article examines the pricing strategies of retailers that sell "undifferentiated homogenous goods, such as books and music CDs". While some retailers use deep discounting, others set high prices. The authors examine the reasons for using various strategies and look at consumers who compare the prices of different retailers before making a purchase.  
**Journal of Marketing, Vol 72(3) 2008, pp124-142**

### Sales and marketing remain apart

A survey by the Chief Marketing Officer Council in the US has found that more than half of respondents (55%) have yet to align their sales and marketing operations. Just 20% agreed that their departments were "extremely collaborative".

**BtoB daily news alert [Accessed on 28 May 2008]**

## Newspapers

### Mirror Group makes marketing moves

Newspaper publisher Mirror Group is to increase its marketing activity as it aims to turn around its falling circulation. Its *Daily Mirror*, *Sunday Mirror* and *The People* have all seen declines in readership.  
**Marketing, 28 May 2008, p6**

## Public Relations

### Nivea appoints

Skincare brand Nivea has hired Unity to handle its PR account. Unity has been asked to create campaigns for Nivea Body and Nivea Soft, as well as the brand's deodorant range.  
**PR Week, 30 May 2008, p4**

### Sporting chance

Gyro PR has been called in by SportsAid to highlight its work in the run up to the London Olympics. It is hoped that businesses, budding athletes and consumers will better understand what the charity does, and that companies will come forward with sponsorship money for young hopefuls.  
**PR Week, 30 May 2008, p8**

## Telemarketing

### Gordon calling

If you receive a phone call from someone claiming to be the Prime Minister, it might really be Gordon Brown. The PM is cold-calling people who have sent him letters, the aim being to 'humanise' him. However, one person is said to have received a call at six in the morning...  
**PR Week, 30 May 2008, p1**

## Television

### Viewing figures released

Thinkbox has revealed new figures that show that UK TV viewers watched 2.35 hours of commercial television per day during April. If the BBC is taken into account, the hours spent watching TV average 3.75.  
**Marketing Week, 29 May 2008, p11**

## On the Move

Name	From	To	New Title	Source
Jeremy Davies	Abbey	E.on	Director of Brand and Communications	Marketingweek.co.uk
Claudia Giovannoni	S-Cool	Coull	Marketing Director	New Media Age
Keira Lloyd	Momentum	TBWA\Manchester	Marketing Director	New Media Age
Suchi Mukherjee	eBay	Skype	Director of User Experience and Customer Journey	Marketing Week
Jeff Turner	Thomson Directories	Telegraph Media Group	Head of Online Sales	Media Week

## Promotions

Name	Company	Previous Title	New Title	Source
Elizabeth Chambers	Barclaycard	Chief Marketing Officer	Chief Marketing Officer, Barclays Global Retail and Commercial Banking	Marketingweek.co.uk
Rob Grimshaw	<i>Financial Times</i>	Global Online Advertising Director	Managing Director, FT.com	Marketing
Lennard Hoornik	Sony Ericsson UK	Head of Asia Pacific	Head of Global Marketing	Research World
Daryl Jelinek	Coca-Cola	Regional Sales Director, London	General Manager, London 2012	Marketing
Kevin Peake	Npower	Head of Customer Marketing	Marketing Director, Npower Retail	Marketing

## Sources

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Citmagazine.com

Financial Times

The Grocer

InCirculation

Journal of Marketing\*\*

the marketer

Marketing\*\*

Marketing Week \*\*

Marketingweek.co.uk

Media Week

New Media Age\*\*

PR Week

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