



Cutting Edge

5 August 2008

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

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Advertising

Warnings for alcohol ads

The Department of Health could force all alcohol adverts to feature a health warning as part of its efforts to clamp down on binge drinking. Some advertisers already display such a message voluntarily. However, the Portman Group's Chief Executive, David Poley, is uncertain as to whether the warnings would have any impact, saying "We doubt end frames would be effective in delivering long-term change. This unsubtle approach would not appeal to advertisers or viewers."

Marketing Week, 31 July 2008, p4

Step outdoors

Technology is enabling the outdoor advertising industry to make the most of sites, especially when some sensitivity is needed, eg when advertising gambling websites or alcohol. Partouch Betting, for instance, ran an outdoor campaign that was only visible in the evenings, and Belvedere Vodka ran a campaign after a self-imposed 9pm watershed.

Marketing Week, 31 July 2008, pp27-8

Academic: recall of online ads

The fact that many consumers appear to ignore internet advertising doesn't mean to say they don't take it in. However, measuring the effectiveness of online advertising using traditional cognitive models might be the wrong way to go about discovering ad effectiveness. This research examines "the effects of unconscious processing of Web ads by manipulating the level of attention paid to the ad" and measures memory and attitudes towards the adverts.

Journal of Interactive Marketing, Vol 22(2) 2008, pp2-16

Ad success is confirmed

Online order confirmations received by consumers are the latest advertising medium to be exploited by marketers – and they are effective. Response One Group says 53% of those surveyed don't mind third party adverts on their confirmations, saying they are likely to click on the link. Eighty-two per cent open the confirmation email to make sure the details are correct, while two-fifths of consumers print their order confirmations.

Customer Strategy e-newsletter [Accessed on 30 July 2008]

Ad changes welcomed

Ofcom's changes to television advertising have been met with approval from broadcasters and ad agencies. The changes, due to come in this September, will see 20 minutes between commercial breaks and one break every 30 minutes during films, rather than every 45 minutes. "Films attract a nice young, upmarket audience...The broadcasters are always trying to skew younger and if they can sell more minutes in films, they will show more of them," says Neil Johnston of OMD.

Media Week, 29 July 2008, p8

Branded content more effective

A study by the Online Publishers Association in the US has found that branded content is more effective than "standard forms" of internet advertising. The former shows an improvement of 29% over online advertising, with a purchase intent improvement of 20%.

BtoB daily news alert [Accessed on 30 July 2008]

Agencies

Grand Union for Waitrose

Supermarket Waitrose has hired Grand Union to further develop its website.

Marketing, 30 July 2008, p12

Lanson in bubbly move

Communicator has been hired by Lanson to reposition the champagne brand. The agency will develop new advertising, which will be different to other champagne brands, designed to highlight the product's qualities.

Marketing Week, 31 July 2008, p10

Iris looks further afield

Some ad agencies may have noticed a decline in clients, but Iris is thriving despite the economy. It has signed a deal with banking giant HBOS that will see it expand into emerging economies, such as Brazil and Russia, by buying up some of their agencies.

The Daily Telegraph, 27 July 2008, pB2

Brands and Branding

Kenco moves to ethical stance

Coffee brand Kenco is to reposition itself as an ethical brand, highlighting its venture with the Rainforest Alliance. Kenco buys 75% of its beans from farms that are certified by the alliance, although it hopes to increase this to 100% by 2010.

Marketing, 30 July 2008, p3

Virgin Money in re-launch

Virgin Group is to re-launch Virgin Money with the aim of repositioning it as a banking brand. Insiders claim "the company is disappointed with its brand presence".

Marketing, 30 July 2008, p3

Own brands

What does your brand say about you? As competition for jobs gets harder, personal branding is something to be taken seriously. Branding expert Louise Mowbray says applicants with good skills and qualifications are often overlooked at interviews because they don't present the right brand image – "You're just not memorable," she says. It's time to get out there and start working on your image.

Financial Times, 31 July 2008, p13

Children and Youth

Youth overhauled

The Prince's Trust is to run a PR campaign that will boost the image of young people. The BBC and YouTube will both have a role to play in the campaign, which will get underway this November.

PR Week, 1 August 2008, p1

What the young are thinking

MTV's Well Being survey has found that young Europeans aged 16 to 34 are more likely to seek support from their friends (66%) than their families (37%) or communities (13%). The study also discovered that they are worried about what to do with their lives, putting pressure on themselves from an early age.

Media & Marketing Europe, July/August 2008, p19

Conferences and Events

Hear the experts...

...at The Chartered Institute of Marketing's Annual National Conference this November. The speakers will discuss, and share their knowledge of, four key topics: digital marketing, sustainability, segmentation and employee engagement. Discover essential tips on how to employ the best techniques in these fields and see their impact on business – demonstrated with real life case studies. Visit www.cim.co.uk/conference2008 for more information.

Customer Relations

Academic: CRM in banking world

This research examines the impact of bank employees on customer relationship management (CRM), and asks bank customers for their views. 'Knowledgeability' and attitude of employees were found to be important for a bank's CRM strategy. The authors make recommendations on improving these factors to further enhance CRM activities.

Journal of Financial Services Marketing, Vol 13(1) 2008, pp52-62

Service 24/7

Business executives are willing to pay extra for a supplier that makes its customer service arm available 24 hours a day, seven days a week, according to a survey by Avaya. The respondents were also asked about their contact preferences and it was found that 70% thought they got the best service over the phone, while email was the next medium via which to get good service (59%), followed by in person (56%). However, they also said they wanted to choose the method of communication that suited them best, and they wanted all communication media to be as well serviced as the others.

Customer Strategy e-newsletter [Accessed on 29 July 2008]

Internet

Cunning move by Fox

Television content from 20th Century Fox is to be made available on iTunes. Programmes on offer include *24* and *My Name is Earl*.

Media Week, 29 July 2008, pp12-3

Google Vs Wikipedia

The world of online information is about to hot up as Google is to launch Knol, a new information service. However, whereas anyone can contribute to Wikipedia, Knol's authors are experts in their fields and will be named.

Media Week, 29 July 2008, p13

Don't miss an episode

Classic television shows such as *Heartbeat* and *On the Buses* are to be available on ITV.com's Catch Up section. Programmes aired on ITV3 will be accessible on the website for 30 days afterwards.

New Media Age, 31 July 2008, p3

Loyalty Programmes

Firms must go further

Frederick F. Reichheld's *The one number you need to grow* article from *Harvard Business Review* (June 2004) comes under examination in this paper, which argues that measuring consumer satisfaction alone is not enough to assess customer loyalty. Also, a customer's willingness to recommend a company "is not always a good correlate of loyalty and growth", says this article.

Winning Edge, July/August 2008, pp38-40

CAM members can also request Reichheld's article from the Information and Library Service

Answers to loyalty question

Members of the AirMiles scheme will be offered the chance to earn points if they take part in market research studies. AirMiles has joined up with e-Rewards, so that 4,000 'opinion points' from the online surveys will translate into 100 AirMiles.

Marketing, 30 July 2008, p2

Scheme to be reviewed

SAS Scandinavian Airlines is to revamp its EuroBonus frequent flyer scheme, which has around 2.6 million members. Launched in the early 1990s, EuroBonus is one of oldest airline loyalty programmes.

Marketing, 30 July 2008, p10

Magazines

One for itchy feet

A Lonely Planet magazine is to be launched by BBC Magazines, which bought the travel guide publisher last year. A website is also planned.

Marketing, 30 July 2008, p6

Tough times for men's mags

Sales of men's monthly magazines are expected to have fallen since the last ABC figures were published. It is thought that *Maxim* will have suffered the most, possibly experiencing a 15% drop in circulation when the new figures are published.

Media Week, 29 July 2008, p3

Market Research

Two into one

ComScore has purchased M:Metrics, the mobile measurement firm that tracks mobile phone and mobile internet usage, and mobile advertising.

Media & Marketing Europe, July/August 2008, p16

Marketing

Change of heart?

Marketers might have thought that Culture Secretary Andy Burnham had ruled out product placement, but he appears to have changed his mind – at least partly. Burnham has asked broadcasters to "persuade him of its merits".

Marketing, 30 July 2008, p3

Regulation, regulation, regulation

Marketers are increasingly affected by regulation, especially if they advertise food, alcohol or cars. The UK advertising industry is already one of the most restricted in the world, but that hasn't stopped consumer groups calling for more legislation. This article looks at the impact that more regulation will have on the marketing industry.

Marketing, 30 July 2008, pp30-3

Academic: insurance loyalty

How can insurance companies entice their customers to remain loyal? This research focuses on the motor insurance market, and asks whether certain types of customers are more loyal than others and whether insurers need to change their marketing strategies in order to attract loyalty.

Journal of Direct, Data and Digital Marketing Practice, Vol 10(1) 2008, pp29-42

Selling and surviving

We can't get away from all the media reports of bad news as far as the economy is concerned, but that doesn't mean sales and marketing people should give up – this is a good time to act and ensure your business stays in customers' minds, which will pay off when the economic gloom lifts. This article is aimed at salespeople, and offers advice such as being proactive, differentiating your offer and demonstrating value for money. There are also "seven steps from 'interested' to 'sold'".

Winning Edge, July/August 2008, pp16-9

Newspapers

Guardian moves up

The *Guardian's* website has regained its position as the most popular newspaper site, having added more than 2 million unique users during June. The Mail Online, which had been the favourite, lost just over 14% of its users in the same month.

Media Week, 29 July 2008, p13

Public Relations

Oops!

Freud's appointment by the government to run an anti-obesity campaign has caused controversy because the agency counts Nestlé and KFC among its clients.

PR Week, 1 August 2008, p12

There's more to Tenerife

The Spanish island of Tenerife is to move away from its 'fly and flop' image and reposition itself as a destination for families, golfers and health tourists. Hume Whitehead is to work with the Tenerife Tourism Corporation to show the island in a new light and as a year-round destination.

PR Week, 1 August 2008, p14

Do more for customers

PR experts say energy companies are not doing enough to "make customers feel comfortable with price rises", after British Gas and EDF Energy both announced price hikes. Consumers are complaining that they get little in return for their money: "The only interaction people have with energy companies is bills" said Paul Charles of Virgin Atlantic.

PR Week, 1 August 2008, pp8-9

Radio

Commercial radio comeback

Figures from Rajar show that commercial radio is closing the gap on the BBC's radio stations. The BBC's lead fell by 2% in the three months to June this year, with Terry Wogan and Chris Moyles both losing listeners.

Marketing, 30 July 2008, p5

Kiss for Apple

Radio station Kiss has launched Kiss 100 on the iPhone. iPhone owners can visit totalkiss.com to listen in.

Marketing, 30 July 2008, p6

Virgin game on offer

The new owner of Virgin Radio, TIML Radio, is to tempt listeners to stay with the station by launching a 'Spot the Virgin' game. Players will win 'kudos' for spotting Virgin branding in video clips, audio and text.

Marketing Week, 31 July 2008, p13

Digital generation of listeners

Figures from Rajar show that 17.9% of people tuning in to radio stations did so via digital platforms during the second quarter of this year.

New Media Age, 31 July 2008, p6

Sponsorship

Sporting values

This week's *Economist* features a special report on the sports business, including a piece on sports sponsorship that lists the biggest deals during 2007 by value. Chinese company Aigo is also featured, showing how it is getting its name out there via F1 team McLaren, as well as other initiatives.

The Economist, 2 August 2008, pp1-16, supplement

Television

No need to interrupt

Sky is to introduce an electronic programme guide that subscribers can use without interrupting their viewing. HD customers will be the first to take advantage of the HD Sky Guide, which features improved search and navigation, such as searching for programmes by title or genre.

Marketing, 30 July 2008, p3

On the Move

Name	From	To	New Title	Source
Sally Assinder	<i>Unknown</i>	Highgrove Food Distribution	Marketing Manager	Winning Edge
Steve Atkinson	<i>The Independent</i>	Clear Channel	Group Sales Director	Media Week
Joanne Blake	Elliott People	Whitbread	Head of Marketing, Table Table and Tay Barn	Marketing Week
Steve Conway	Discovery Channel	Premier Inn	Head of Marketing	Marketing Week
Matt Coombe	Unknown	Sony	General Manager of Central Marketing, UK Division	Marketing
Matt Hayes	H Bauer	Hubert Burda Media UK	Group Advertising Director	Media Week
Mark McCarthy	Forum Europe	Meta-Lucid Ltd	Sales and Marketing Director	Winning Edge

Promotions

Name	Company	Previous Title	New Title	Source
Guillaume Jesel	Mac Cosmetics	Vice-President of Global Marketing	Senior Vice-President of Global Marketing	Marketing Week

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

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BtoB daily news alert (visit btobonline.com)

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

The Daily Telegraph

The Economist**

Financial Times

Journal of Direct, Data and Digital Marketing Practice

Journal of Financial Services Marketing

Journal of Interactive Marketing** (with a 12-month delay)

Marketing**

Marketing Week **

Media & Marketing Europe

Media Week

New Media Age**

PR Week

Winning Edge

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