



# Cutting Edge

6 May 2008

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

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

## Advertising

### Internet TV turn-off

Consumers who watch on-demand TV have negative feelings towards TV-style adverts before and after the programmes. MindShare says consumers try to 'skip' the ads as much as possible, and would be more receptive to product placement.

**Marketing, 30 April 2008, p3**

### Complaints roll in

More complaints than ever before were made to the Advertising Standards Authority last year, with many concerning environmental claims made by companies (561 complaints about 140 adverts). The advert that received the most complaints was one for the Department of Heath's anti-smoking campaign that showed people with fishing hooks in their mouths.

**Marketing Week, 1 May 2008, p5**

### Banners don't appeal

A study by Ciao Surveys has found that while 6% of internet users click on a banner ad several times a month, 50.2% of UK web users have never bothered with banners. Meanwhile, pop-ups are also unpopular, with 69% never having investigated one, compared with 2.6% who say they click on pop-ups on a daily basis. Just over 40% claimed to click links in marketing emails, but 65% of respondents say television is the most effective advertising medium.

**New Media Age, 1 May 2008, p11**

## Agencies

### CMW lands Eagle account

Lotus has appointed CMW to handle the launch of its Eagle model, its first new car in 10 years. The car will be revealed at this July's London Motor Show, and goes on sale next year.

**Marketing, 30 April 2008, p10**

### NHS open for business

The National Health Service is searching for an agency to handle its NHS Choices account, which allows patients to receive treatment in a hospital of their choosing. It is thought that the brief also covers the NHS Choices website, where visitors can find out more information about the initiative and view statistics that could help them in their decision.

**Marketing Week, 1 May 2008, p10**

## Brands and Branding

### Change of tack for Gucci

Luxury goods brand Gucci is to advertise its mid-range goods in an effort to boost sales and beat the downturn. Whether other luxury brands will follow the strategy is yet to be seen, but some experts warn against the idea, saying it could undermine a brand's credentials.

**Marketing, 30 April 2008, p1**

### Feature: Ethical brands

League tables covering least ethical sectors, ethical brands and most important ethical issues are given in this article, which presents the results of the latest Ethical Reputation Index.

**Marketing, 30 April 2008, pp24-5**

### Fanta on Facebook

Soft drinks brand Fanta is to have its own application on Facebook following Coca-Cola's success with Burn Alter Ego's application. Burn has more than 1,000 daily active users, and it is hoped that this interest can be replicated for Coca-Cola's Fanta brand.

**New Media Age, 1 May 2008, p2**

## Children and Youth

### Cereals reconsidered

The Food Standards Agency says it is re-examining the ban on advertising junk food to

children as far as cereal brands Special K and Bran Flakes are concerned.

**Marketing, 30 April 2008, p3**

### **Join up for alcohol push**

The Portman Group has encouraged retailers, drinks brand owners and media owners to support a campaign that will portray binge drinking among young people as socially unacceptable. Media owners will donate ad space, while retail marketers are being asked to share their expertise.

**Marketing, 30 April 2008, p3**

## Cinema

### **Take your seats**

A film website has been launched that enables users to find out what's on and when at the flicks. They will also be able to book tickets, read actors' biographies and rent DVDs.

**Marketing, 30 April 2008, p12**

## Direct Marketing

### **Is your future secure?**

A direct marketing campaign is planned by HSBC that will encourage consumers to plan their financial future. The mailing will promote the fact that although many consumers think they will be financially secure, few actually have made plans to ensure this is the case.

**Marketing, 30 April 2008, p10**

## Internet

### **Glamour back in vogue**

Both Glamour.com and Vogue.com are soon to be re-launched by Condé Nast. Blogs written by fashion gurus are part of the plans for the flagship sites.

**Marketing, 30 April 2008, p12**

### **Locals get networking**

Local-newspaper publisher Northcliffe Media is launching user-generated facilities on its websites following a successful trial on thisisyourmail.co.uk "Ultra-local" news can be shared in the Your Patch section, and there are also areas called Your Family and All Yours.

**New Media Age, 1 May 2008, p5**

### **Be demanding**

Five Download is to be renamed and re-launched this month. The video-on-demand service will be renamed Demand Five and give users the chance to see programmes for up to 30 days after airing on television on Five, Fiver and Five US.

**Media Week, 29 April 2008, p5**

## Law

### **Fact File: Unfair Commercial Practices Directive**

This new Directive comes into force on 26 May, and will be implemented through the Consumer Protection from Unfair Trading Regulations. Two unfair practices will be specified – "misleading" commercial practices and "aggressive" commercial practices. For more information, please contact the Information and Library Team (details at the end of *Cutting Edge*) and request our Unfair Commercial Practices Directive Fact File.

## Loyalty Programmes

### **Racing results**

Consumers who enjoy horse racing will be able to swap points earned on their Nectar cards for tickets to the gee-gees at Aintree, Epsom and Cheltenham.

**Marketing, 30 April 2008, p10**

## Magazines

### **New look for NME**

Music magazine *NME* has been revamped ahead of a re-launch this month issue. Readers can look forward to new sections, such as Roots, which looks at "the roots of a modern album", and My Music, where artists discuss favourite songs and albums, while Radar will examine new bands on the circuit.

**Media Week, 29 April 2008, p7**

## Market Research

### **Society seeks**

A study is now underway to investigate the way in which different media affect buying behaviour among consumers. The Newspaper Society has launched the project, which involves various stages over the next year. The first results from stage one will be available during the summer.

**Marketing, 30 April 2008, p6**

## Marketing

### **Mature marketing**

This article examines marketing to the over-50s, warning that this sector of the population must be approached carefully. Both poverty and wealth are very much apparent among the over-50s, and many do not think of themselves as 'old' – a fact that Dick Stroud of 20plus30 says that younger marketers often don't appreciate.

**Marketing, 30 April 2008, p14**

## End of an era

Esure has said goodbye to Michael Winner for the second time in three years. He will no longer feature in the insurance company's advertising, and is to be replaced with aliens.

**Marketing Week, 1 May 2008, p6**

## Newspapers

### All change in the middle

The *Daily Mail* is moving away from its 'Middle England' associations and renaming its readers 'MidBritons' instead.

**Marketing Week, 1 May 2008, p13**

### Times and WSJ join up

Times Online says it plans to use its relationship with the *Wall Street Journal* website to cross-sell advertising and "take full advantage of its US readership". Times Online's Zach Leonard believes there is "terrific overlap" between users of *The Times* and *Wall Street Journal* sites.

**New Media Age, 1 May 2008, p3**

## Public Relations

### He'll never walk alone

Tom Hicks, co-owner of Liverpool FC, looks set to hire Freud Communications for a little PR support. Hicks needs to "improve his image" after he was caught arguing with the other owner of the club, Rick Parry, regarding Liverpool FC's future.

**PR Week, 2 May 2008, p1**

### PR hits back

Those working in healthcare PR have criticised a recent report by Datamonitor that suggests they are failing to exploit internet marketing. Ogilvy Health PR's Matt de Gruchy believes the report is misleading, saying the industry has to work within the regulations and is looking to see how best it can use online, which it realises is going to become a more important medium.

**PR Week, 2 May 2008, p10**

## Radio

### Rajar looks online

The body that measures radio audience figures says it is considering an online system as an alternative to the current diary-based system. Rajar's plan is part of a wider review into audience measurement in the future.

**New Media Age, 1 May 2008, p4**

## Sponsorship

### Protests to take their toll

It is thought that the protests over China's hosting of the Olympic Games will devalue their sponsors by half. Sport + Marketing says "No sponsor could possibly exploit the Olympic spirit in their campaigns right now, except in China." However, all is not lost, as the Executive Director of Sport + Marketing, Hartmut Zastrow, realises that the Games have long been associated with discontent, but that there is little impact on a brand's long-term image.

**Marketing, 30 April 2008, p4**

## Television

### Dave seeks out girls

A TV station aimed at women is to be launched by UKTV in a bid to repeat Dave's success. UKTV Gold will be relaunched with women in mind, and old hands Richard and Judy have been drafted in to host the anchor programme.

**Marketing, 30 April 2008, p1**

### Programme pulls it off

Comedy series *iCarly* has been a hit for Nickelodeon, debuting as "the top-rating programme on any children's channel in cable and satellite homes". More than 2 million viewers tuned in for the first episode, giving it a market share 34% larger than *Hannah Montana*, currently the second favourite show.

**Marketing, 30 April 2008, p6**

### Gladiators fight it out again

Sky One is bringing back hit show *Gladiators* this summer. Be prepared to see plenty of muscle in TV and press ads for the programme.

**Marketing, 30 April 2008, p6**

### Find out what's on

An electronic programme guide is to be launched online by Sky. Details of programmes on 600 channels can be searched and viewed a week before they are aired.

**Marketing, 30 April 2008, p12**

## On the Move

<b>Name</b>	<b>From</b>	<b>To</b>	<b>New Title</b>	<b>Source</b>
Crawford Davidson	Unknown	RBS Insurance	Head of Marketing	Marketing Week
Amanda Jennings	O2	London 2012	Head of Brand and Marketing	Marketing
Sheryl May	Scottish Water	The Forestry Commission of Scotland	Head of Communications	PR Week
Angus Porter	Added Value	Thomas Cook Group	Group Strategy Director	Marketing
Peter Sherrard	Ryanair	Football Association of Ireland	Director of Comms	PR Week

## Promotions

<b>Name</b>	<b>Company</b>	<b>Previous Title</b>	<b>New Title</b>	<b>Source</b>
Sinead Finn	Ryanair	Chief Marketer	Director of Commercial Revenue	Marketing
Simon Kohler	Hornby	Brand Manager	Group Marketing Manager	Marketing Week
Philip Ranson	The National Institute for Health and Clinical Excellence	Comms Manager	Associate Director of External Comms	PR Week

## Sources

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Media Week

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