



Cutting Edge

8 April 2008

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

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

Advertising

Ad is not so sweet

Cadbury's new advert, which it hoped would be as popular as its drumming gorilla, has become part of the Terminal 5 debacle, thanks to bloggers who are drawing comparisons between the ad and T5's opening. Cadbury's has no plans to stop the advert, saying that it hopes the public will see it as a bit of fun. That depends on whether you've been reunited with your case or not!

Marketing, 2 April 2008, p1

Compensation from Heath-slow?

Advertisers who have bought advertising space at T5 could be entitled to compensation if passenger figures continue to fall. More flights are expected to be cancelled, which is bad news for advertisers who have planned six-month campaigns. "They've committed funds as part of a long-term strategy, rather than launching products on the back of T5," says Jonathan Goldsmid-Whyte of Kinetic's airport division Aviator.

Campaign, 4 April 2008, p2

Ad causes criticism

Labour has been accused of flouting the rules after it ran an advert in the newspapers to promote "a new era in policing". The Conservatives say public money was used to produce the ad, which they describe as "thinly disguised political marketing for the Labour Party at taxpayers' expense".

Campaign, 4 April 2008, p5

Interactive earns its place...

The Direct Marketing Association says that interactive television "is the most powerful means of driving a consumer purchase". Field marketing and email marketing were the next most effective means, while television and radio ads generated more retail traffic.

Media Week, 1 April 2008, p6

...While magazines influence

Research by the Periodical Publishers Association has found that magazine advertising "is the most efficient way of reaching influential consumers". The PPA estimates that there are between one and two million 'influentials' in the UK who go on to persuade others to purchase goods.

Media Week, 1 April 2008, p13

Agencies

Pitch runs smoothly

The advertising account for East Midlands Trains has gone to M&C Saatchi following a pitch that also involved Delaney Lund Knox Warren & Partners, and VCCP. Parent company Stagecoach runs mainline services from St Pancras International, and regional train services around the East Midlands.

Campaign, 4 April 2008, p2

Name change for agency

MediaVest Manchester has axed the 'Manchester' part of its name to highlight the fact that it is becoming a nationwide business. It was thought that 'Manchester' could be perceived as "slightly parochial".

Media Week, 1 April 2008, p10

The right relationship

Chopping and changing from one agency to another is an expensive business, but plenty of agency/client relationships go sour. How can you ensure you choose the right agency and that it carries out the work you want? The process begins at the pitch stage, so ensure you are all 'in tune' with each other, and look to the long-term – what does the agency see for the future of your brand? If things do go pear-shaped, don't forget that the TUPE regulations might just see the same people working on your account even though you thought they were gone for good!

the marketer, April 2008, pp32-6

Brands and Branding

Revisit the past

Have brands come so far from their core strategies that they no longer know where they are heading? Companies that have tried hard to differentiate themselves are now returning to old slogans and strategies in a bid to reconnect with consumers. Recapturing the 'magic' is important, as is going back to basics and ensuring that core values are still in place and being communicated.

Brand Strategy, April 2008, pp25-9

Image is everything

Does your fashion label take itself a little too seriously? If so, it could be time for change. Shoppers are looking for 'honest' clothing, not inaccessible labels. This article identifies some of the current issues in the fashion world today, including "labels stepping down from their pedestals", "playfulness in fashion" and a change in consumer attitudes toward fashion.

Brand Strategy, April 2008, pp54-5

Corporate branding

The importance of the corporate brand for B2B companies should not be underestimated, says this paper. This is because business customers use company image and perceptions, including product range and delivery performance, when it comes to making a buying decision.

Marketing Review, Vol 8(1) 2008, pp43-60

Children and Youth

Safety first

Children and parents are to be made aware of the dangers of the internet in a new government campaign. The recently published Byron review has called for a UK Council for Child Internet Safety to be created.

Marketing, 2 April 2008, p3

Young are open to mobile

Mobile phone owners aged 16-34 say they would be willing to receive adverts on their mobiles in return for free content. T-Mobile found that 35% in this age group would be happy for this, but that one-quarter would prefer to choose when to receive mobile ads.

www.mandmglobal.com [Accessed on 3 April 2008]

Cinema

Let's hear it for Colin

Colin Farrell's latest film, *In Bruges*, is to be promoted on Totalfilm.com Film fans can

submit reviews of the movie and download a widget to view some of its scenes.

New Media Age, 3 April 2008, p11

Conferences and Events

What your visitors really think

A new service called Trade Show Spy allows exhibitors to access their visitors' minds in real time. They simply complete an online questionnaire whilst at the stand and the exhibitor can view the results instantly.

Event, April 2008, p10

Customer Relations

Travel sites to pack their bags

Travel websites aren't delivering when it comes to customer satisfaction. That's according to Webcredible's usability study, which looked at 20 of the top travel websites such as Ryanair and Thomas Cook. Budget airlines Monarch and Ryanair scored the worst because neither displayed a contact telephone number clearly and "error handling was poor". Opodo was declared the most usable site.

New Media Age, 3 April 2008, p13

Direct Marketing

League tables: Direct marketing

The top direct and sales promotions agencies are listed in this article, with Proximity London in the top spot. Despite the rise of digital marketing, and DM's 'junk' label, the direct marketing industry continues to grow.

Marketing, 2 April 2008, pp29-32

DM down for financial services

Mintel has found a further fall in the volume of direct mail sent by financial services providers in the US. Mailings by credit card companies were down by 3% during January (on December), although the industry is "steadily pulling back and readjusting," says Mintel Senior Analyst Lisa Hronek.

Mintel press release [Accessed on 4 April 2008]

Internet

New for news

The BBC's news website has been given a new look, incorporating embedded video. Other changes include wider page designs and more images than before. Meanwhile, the *Doctor Who* website has been redesigned and relaunched, coinciding with the new series.

New Media Age, 3 April 2008, p4

Couch potatoes online

Harris Interactive has discovered that the Brits are a nation of multi-taskers – 69% of adults watch television and surf the web at the same time, while 21% of 16- to 24-year-olds always use the internet when they watch television.

New Media Age, 3 April 2008, p13

Virgin clamps down

Virgin Media has announced that it plans to take consumers who download music illegally to task, making it the first internet service provider to do so. A trial in which letters will be sent to guilty consumers is set to get underway.

Marketing Week, 3 April 2008, p13

Law

Fact File: Marketing and the Olympics

The London Olympic Games are just four years away, so how can marketers make the most of them without breaching the rules? The Information and Library Team has put together a Fact File to help you stay on the right side of the law – please contact the team (details under 'Sources' at the end of *Cutting Edge*) to request a copy.

Magazines

Title for tots

A new magazine called *CBeebies Animals* has launched, aimed at two- to six-year-olds.

Media Week, 1 April 2008, p7

Market Research

What's your view?

Web 2.0 is increasingly being used by market researchers eager to know just what consumers think about brands. Online panels' main disadvantage is that people are offered money to complete surveys, and some people have become 'survey addicts', making the research unrepresentative. Online communities, on the other hand, offer consumers a chance to voice their opinions in a more engaging way.

Marketing Week, 3 April 2008, pp31-7

Marketing

Literacy campaign planned

The government is to target eight- to 16-year-old boys and their fathers in an effort to improve literacy rates. They will be encouraged to make use of their local libraries and visit the website yearofreading.org.uk

Marketing, 2 April 2008, p10

Marketing on the move

Mobile marketing is moving on, with many advertisers asking themselves "What is the best form of mobile marketing to use?" The answer is simple – it must be integrated and relevant. The right message at the right time will be successful, as no one wants mobile marketing to become like email marketing and its associated spam.

Brand Strategy, April 2008, pp36-7

What's the most irritating?

A survey by Pitney Bowes has rated the most annoying forms of marketing among consumers on a scale of 0-10. Top of the table with a score of 9.33 is automated telesales, followed by spam email (9.17) and text message ads (8.39). Other irritations include celebrity endorsements, personalised direct mail and offering incentives to new customers while overlooking existing ones.

Customer Strategy e-newsletter [Accessed on 2 April 2008]

Perfect partners

Affinity marketing is the subject of this article, which suggests that too many marketers see the relationship as a short-term one that boosts sales quickly. Affinity marketing should involve long consideration about finding the right partner – one that has similar customers and culture to your company.

the marketer, April 2008, pp28-31

Public Relations

Vive la difference

The French president Nicolas Sarkozy and First Lady Carla Bruni's visit to Britain has left the British public unimpressed. A survey by GfK NOP found that despite the excessive media coverage and talk of great understanding between the British and French, the British public felt "no difference" towards their Gallic cousins. C'est la vie!

PR Week, 4 April 2008, p1

The glamorous game

The new owners of West London-based Queens Park Rangers Football Club have signed celebrity experts Henry's House to add glamour to revive the club. The owners of the club, F1 tycoons Bernie Ecclestone and Flavio Briatore, bought the club earlier this year and are now planning to capitalise on celebrity fans attending the games.

PR Week, 4 April 2008, p1

Radio

Men to be targets

A new radio station aimed at male listeners is planned by Bauer Radio. The station would be based on its magazines, which include *Empire* and *FHM*. Bauer says there is a gap in the market for a male-orientated radio station, although it is still at a very early stage of the planning process.

Media Week, 1 April 2008, p5

Redesign for Virgin

A new homepage has been created for Virgin radio's website. Visitors to the site will be able to customise it to reflect their own preferences.

Media Week, 1 April 2008, p7

Rebrand on the cards

Global Radio has plans to rename The One Network under its own Heart Brand if it is given the go-ahead to take over the stations from GCap Media. Global originally wanted to acquire Emap Radio, but failed in its bid. Global is looking to expand its flagship Heart brand, say industry insiders, although whether it will rebrand all 42 stations in The One Network remains to be seen.

Marketing Week, 3 April 2008, p12

Sponsorship

Pizza to ditch Homer?

Pizza brand Domino's could end its sponsorship of *The Simpsons* after 10 years. The sponsorship is no longer effective, says Marketing Director Robin Auld.

Marketing, 2 April 2008, p1

You can't ig-Knorr it

Home and Away is to be sponsored by Knorr brands Chicken Tonight and Ragu for a year from 14 April. The TV soap and its website are covered by the deal, as well as the omnibus edition on Five Life.

Media Week, 1 April 2008, p7

Telemarketing

Changes to affect call centres

The Financial Services Authority and PhonepayPlus (PPP) are to run a campaign called Treat Customers Fairly in an effort to encourage some contact centres to change their ways. Consumers will be told the different ways in which they can complain about bad behaviour, and brands will be told that they must change the way in which they do business unless they want to face large fines.

Precision Marketing, 4 April 2008, p1

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Television

Red button scrapped

TV viewers tuning into Five will no longer be able to press the red button for further information and content surrounding its programmes. Five says the service was not cost-effective, and has also withdrawn its iTV advertising service.

Marketing, 2 April 2008, p2

Some good news for Five

Broadcaster Five now has sufficient nationwide coverage – which must be more than 95% of the country – for it to bid for broadcast rights to the big sporting events.

Campaign, 4 April 2008, p5

Beeb sticks with tennis

The BBC has agreed to broadcast the Wimbledon tennis tournament until 2014. Matches will be available to view on BBC iPlayer for up to a week after being aired.

Marketing, 2 April 2008, p6

Digital growth

Digital television can now be found in 86.7% of UK households says Ofcom. The last quarter of last year saw more than 520,000 households make the change from analogue.

Marketing, 2 April 2008, p6

See HD on Freeview

High-definition channels are to be made available on Freeview before 2012 when the change to digital will be accomplished. Ofcom says up to four channels will be accessible, with three by 2009.

www.marketingweek.co.uk [Accessed on 3 April 2008]

Women

Comforting thoughts

Fabric softener brand Comfort Pure is to run a campaign aimed at mothers that will highlight its hypo-allergenic ingredients.

Marketing, 2 April 2008, p5

Stay in the pink

Ladies are being invited to stay in specially designed rooms at Hesperia Hotels. A pink bathroom, a magazine and an eye mask are among the features of the rooms. A stay in one of the rooms will see the hotel chain donate €1 to the Spanish Association Against Breast Cancer.

www.businessstraveller.com [Accessed on 3 April 2008]

On the Move

Name	From	To	New Title	Source
Ash Ali	Caroo Media	Just-eat.co.uk	Marketing Director	Marketing
Jacq Ellis-Jones	Unknown	Limelight Sports	Head of Marketing	Event
Euan Hudghton	ITV1	PHD	Head of New Business and Marketing	Media Week
Puja Khanna	Belowzero	Amora	Marketing Director	Event
Nigel Land	Consultant	Chrysler	Marketing Director	Marketing Week
Paul Latham	CBI	Office of Fair Trading	Head of External Relations	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Lennard Hoornik	Sony Ericsson	Corporate Vice-President	Global Head of Marketing	Marketing
Christophe Parcot	Yahoo! Europe	Vice-President of Small and Medium Business Sales	Vice-President of Sales	Campaign
Simon Thomas	Nissan	Vice-President of Sales Operations, Nissan Europe	Senior Vice-President of Sales and 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>

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Brand Strategy**

Businessstraveller.com

Campaign**

Customer Strategy e-newsletter

Event**

Mandmglobal.com

the marketer

Marketing**

Marketing Review** (with a 12-month delay)

Marketingweek.co.uk

Marketing Week **

Media Week

Mintel press release

New Media Age**

PR Week

To access Business Source Corporate visit www.cim.co.uk/knowledgehub and click on 'World's best journals'. The 'Search now' link will appear when you are logged into the site. Please note that, due to copyright law, the headings used for articles in *Cutting Edge* are *not* the same as the originals; therefore, searching by 'Publication' may be the quickest way to find what you need.

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