



Cutting Edge

10 June 2008

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

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

Advertising

More restrictions?

The government is considering tighter restrictions on alcohol advertising in an effort to stop underage drinking. The Department for Children, Schools and Families recently launched its Youth Alcohol Strategy and is sure there is a link between advertising and young people's urge to drink.

Marketing, 4 June 2008, p3

Internet spend on the up

Spending on online campaigns across Europe is increasing, according to the Interactive Advertising Bureau. Expenditure rose by 40% last year to become worth £8.9 billion, with the most money spent in the UK, Germany and France. These three countries accounted for 65% of online ad spend.

New Media Age, 5 June 2008, p5

Agencies

EHS Brann picks up COI work

EHS Brann has won the COI's direct account for its anti-obesity campaign. The award comes following a four-way pitch. The agency will create a campaign that targets parents, encouraging them to get their children active.

Marketing, 4 June 2008, p4

Group makes appointment

A consortium of mental health charities, including Mind and Mental Health Media, has hired Miles Calcraft Briginshaw Duffy to handle its advertising. Moving People has £7 million to spend on a social marketing campaign.

Marketing Week, 5 June 2008, p10

Brands and Branding

In those we trust

The Reader's Digest Trusted Brands has been published, describing the qualities consumers

look for in a brand and those that they trust the most. Among the most trusted are British Airways, Nurofen and Lloyds TSB.

Marketing Week, 5 June 2008, pp26-9

A first for luxury

Cartier has become the first luxury brand to launch on MySpace, where its Love brand and charitable activities are highlighted.

New Media Age, 5 June 2008, p3

Body Shop top again

Body Shop has been named the UK's 'greenest' brand for the second consecutive year. The 2008 ImagePower Green Brands survey shows that other brands in the top 10 are Marks & Spencer, Dove and the Co-operative Bank.

M&M weekly news digest [Accessed on 4 June 2008]

Children and Youth

Young get better idea

A storyline about mental health is to feature in TV soap *Hollyoaks*. Charity Rethink has advised the scriptwriters on the show about the character Newt developing schizophrenia. The charity hopes that young viewers will gain a better understanding about the illness, as it will be portrayed accurately.

PR Week, 6 June 2008, p8

Stay safe in sun

Teenagers are to be advised about the dangers of getting sunburnt in a campaign by The Teenage Cancer Trust (TCT). Its research found that 81% of teenagers don't always apply sunscreen when they are out in the sun. Text message reminders to put on sunblock will be sent to those who sign up for the service.

PR Week, 6 June 2008, p8

Cinema

Scheme is launched

Downloadable films and games can now receive a rating under the British Board of Film Classification. The scheme is voluntary.

Marketing, 4 June 2008, p13

Customer Relations

Supermarket satisfaction

Consumers are most satisfied when they shop at Waitrose than at any other supermarket. The UK National Customer Satisfaction Index gave Waitrose 82 points out of 100, which was followed by Asda (76), Morrisons (74), Sainsbury's and Tesco (both scoring 71) and Somerfield (63).

Talking Retail e-newsletter [Accessed on 4 June 2008]

Direct Marketing

Just £1 buys both

A direct marketing campaign to encourage people to subscribe to the *Financial Times* and *FT Weekend* has been devised by Tullo Marshall Warren. Businesspeople will have the chance to read both papers for £1 for four weeks. Free delivery is also part of the trial in Europe.

Marketing, 4 June 2008, p10

Internet

Big Brother turns to web

Channel 4's concerns that waning interest in *Big Brother* will badly affect audience figures has led it to try social networking to turn things around. It is launching a *Big Brother 9* application so that videos can be downloaded and shared with friends.

Marketing, 4 June 2008, p3

Sites to show ITN news

Radio station websites owned by Bauer, GCap and GMG are to feature "an ITN breaking-news video service".

Marketing, 4 June 2008, p5

Never miss a match

Football fans will be able to keep up with the Euro 2008 championships thanks to UEFA, which has launched a video website. Visitors can download or stream content from the site.

New Media Age, 5 June 2008, p5

Loyalty Programmes

Be rewarded for watching

If you enjoy *Pushing Daisies*, *Smallville* and *Friends* you could be able to collect loyalty points when purchasing DVDs of the programmes. Warner Brothers is planning a loyalty scheme for its Warner Brothers Home Entertainment brand.

New Media Age, 5 June 2008, p5

Magazines

Game on for title

A new magazine with video games content is to be introduced by Tesco. The free quarterly title will be available in Tesco's larger stores and to those who buy from Tesco.com/entertainment.

Media Week, 3 June 2008, p4

Marketing

Podcasts in pubs are to be part of a campaign by Cobra Beer to highlight that the brand is moving into the pub trade. Comedian Dom Jolly and DJ Danny Wallace will host the 'pubcasts', which last between 10 and 15 minutes.

Marketing, 4 June 2008, p4

Carpet or an iPod?

The carpet industry is to run a campaign called "Fun on the floor" in a bid to revive interest in floor coverings. Carpetright's Lord Harris of Peckham is putting up money for the campaign. "It's time to get people's minds on carpets instead of spending money on iPods and TVs," says Lord Harris.

Retail Week, 6 June 2008, p4

Personalise for success

A survey of marketers in the US shows that 85% fail to personalise initial email marketing messages. Return Path's Subscriber Experiences survey found that new email subscribers are not being acknowledged, with 60% of marketers not even sending them a 'welcome' email message.

www.btobonline.com [Accessed on 4 June 2008]

Newspapers

Time for a new look

Readers of *The Times* will have noticed a few changes recently as the paper has updated its look. Colour-coded sections and a new look to *times2* are just two features of the revamp.

Media Week, 3 June 2008, p7

Readership rise

The number of people reading newspapers around the world has increased despite the

internet. Sales rose by 2.57% last year, says the World Association of Newspapers, and if free dailies are taken into account, the figure is 3.65%. This is a rise of 14.3% over the last five years. The biggest markets for daily papers are China, India, Japan and the US.

M&M weekly news digest [Accessed on 4 June 2008]

Vive la Telegraph

The Daily Telegraph and *Sunday Telegraph* are to be distributed in Nantes this summer in a bid to capture the attention of holidaymakers and business travellers. The paper will be the only non-French paper and the only UK paper to be sold in the region.

M&M weekly news digest [Accessed on 4 June 2008]

Public Relations

Eco campaigns alive and well

WPP has suggested that PR campaigns that highlight a company's green credentials will continue to "hit home" in spite of the credit crunch. Its ImagePower Green Brands survey found that more people were worried about the economy than the environment, but that they are still prepared to buy eco friendly goods, spending more, or as much as, they did in 2007. Respondents also indicated that intangible concepts like climate change were regarded as less important than tangible problems such as waste.

PR Week, 6 June 2008, p1

The world catches on

Public relations agencies in the UK have noticed more and more international work coming their way, says the PRCA. International business has risen in the last five years for 36% of agencies, and 8% say that more than 91% of their work has an international focus.

PR Week, 6 June 2008, p2

Head for Brazil

Ogilvy PR has been tasked with tempting more British holidaymakers to Brazil. The country's affordability and diversity are to be central to the campaign, which will get underway at the London Bossa Nova Festival in July.

PR Week, 6 June 2008, p4

Radio

Virgin to go

Absolute Radio says it will scrap the Virgin Radio brand, which it has bought for £53.2 million from SMG. Although the new owner will keep playing the kind of music associated with the station, a new name will be brought in this autumn.

Media Week, 3 June 2008, p5

Loving local

People who listen to local radio spend more time listening than the general population. First Radio Sales' research also discovered that local radio consumers tend to make "key purchases near to their homes".

Media Week, 3 June 2008, p11

Sponsorship

Sponsors failing to get noticed

Official sponsors of Euro 2008 say they will struggle to reach similar levels of awareness that they achieved in 2004 because the UK teams failed to qualify. Only 5% of those polled by Ipsos MORI said they recognised Coca-Cola as an official sponsor, whereas during the 2004 tournament the figure was more than 14%.

Marketing, 4 June 2008, p1

Join the club

A B2B campaign is underway to find sponsors for Surrey County Cricket Club. Decision makers will be sent a cricket bat and information to encourage them to consider signing up as partners.

Marketing, 4 June 2008, p10

Australia fills gap

Bebo's *The Gap Year* will continue to be sponsored by Tourism Australia. A branded community on the networking site provides information about visas and working holidays for those wishing to visit Oz.

New Media Age, 5 June 2008, p6

Women

Cinema and women go hand in hand

The Cinema Advertising Association says that cinema advertising has most impact on ABC1 women aged 35-44. Women in this group are the most regular cinema-goers, followed by ABC1 women aged 44+. It's not just screen advertising that reaches these groups, but also ads in the foyer.

Media Week, 3 June 2008, p11

On the Move

Name	From	To	New Title	Source
Gustavo Antonioni	Consultant	ITV	Commercial Brand Director	Marketing
Matthew Deaves	Bedfordshire County Council	Rugby Borough Council	Corporate Communications Manager	PR Week
Ron DiLeo	American Express	OpenSkies	Senior Vice-President of Marketing and Sales	Marketing
Esra Erkal-Paler	Unknown	Advertising Standards Authority	Director of Communications and Marketing	PR Week
Elisabetta Manzi	Dolce & Gabbana	Camper	Global Brand Director	Marketing Week
Jayne Robinson	Alliance & Leicester	Experian	Principal Marketing Consultant	Marketing

Promotions

Name	Company	Previous Title	New Title	Source
DJ Collins	Google UK	Director of Communications, UK and Ireland	Head of European Communications	PR Week
Matthew O'Mara	Doubledown Media	UK Advertising Agency Manager	UK Advertising Director	Media Week
Rachel Whetstone	Google UK	Head of European Communications	Vice-President of Global Communications and Public Affairs	PR Week

Sources

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

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