



Cutting Edge

13 May 2008

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

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Advertising

ASA top 10

Two charity adverts have made their way to top 10 positions in the Advertising Standards Authority's list of most complained about adverts. At number seven was the British Heart Foundation poster campaign showing a naked man in an embrace with a woman on a beach. The ASA ruled against the claim that the nudity was offensive. At number nine was the People for the Ethical Treatment of Animals ad featuring an obese child eating a burger with the line 'Feeding kids meat is child abuse'. The ASA did not sanction this advert.

Third Sector, 7 May 2008, p3

Dual approach best

According to new research from Thinkbox and the Internet Advertising Bureau, when TV and online adverts are used together, consumers are 50% more likely to buy the products. The research did just focus on technically minded consumers, but in that segment, the results show that 52% are influenced by the internet and 75% by TV, showing 46% positivity about a brand when used together.

Media Week, 6 May 2008, p10

Retro fun with serious centre

Christian Aid has created an integrated promotion for launch for Christian Aid week. It spans print, online and TV. Usage of games like Snakes & Ladders bring home the plight of the Angolans and the TV ad is in the style of *The Sims*.

Marketing, 7 May 2008, p10

All a bit bizarre

With the ban on smoking in the workplace, there was an obvious need for waste bins to cope with the cigarette butts outside any office door. And why not advertise on them? Saatchi & Saatchi has taken it one step further and that

is to advertise for Quit, the stop smoking charity. The picture shows the lungs but with an added twist, the centre is transparent so you can see all the cigarette butts inside.

The Independent, 12 May 2008, Media Supplement p14

Agencies

Olympics 2016

Madrid is bidding to host the 2016 Olympic and Paralympics, and will be competing against Chicago, Rio, Tokyo and Doha in June. To help, it has employed Bell Pottinger and its sister company, Fast Track.

PR Week, 9 May 2008, p3

Rebranding of Thomson

Thomson Intermedia is utilising the Billett brand, best known for post campaign analysis, to cover all of its media and advertising services.

Media Week, 6 May 2008, P3

Feature: Top 50 Consumer consultancies

The top slot on the league table has been taken by The Red Consultancy. The highest new entry is Kazoo. Four success stories, The Big Partnership, Publicity, The Red Consultancy and Shine are spotlighted.

PR Week, 9 May 2008, p23-29

Brands and Branding

Assess brand-culture fit

Advice is offered in this paper to brand managers looking to enter new markets around the world. To ignore the culture in a country is fatal because "consumers behave according to the cultural norms of their country". Therefore, undertaking in-depth research is necessary in order to select the right brand strategy. Brand heritage also has an important role to play,

meaning that 'Brand-Culture Fit' must be achieved for maximum success.

Journal of Brand Management, Vol 15(5) 2008, pp312-321

Norwich Union brand to go

In 2000, Norwich Union (NU) merged with CGU creating Aviva. Over 40% of its business is still in the UK and it is a massive job to change the name, but it is felt it is a good time to do it. "It is a message of a company growing and creating value for customers and shareholders...rather than worrying about the credit crunch" says Sally Shire, group development director. You will see NU around for a while however, as the process is planned to take place over the next two years.

Marketing Week, 8 May 2008, p5

Employees' views on internal branding

Companies realise that exceptional customer service is one way in which to differentiate themselves and their brand, but how do internally oriented initiatives affect an organisation's human capital, and how does this affect the brand? The research asks questions such as, "To what extent do employees understand what their organisation's brand represents?" and "What factors are considered by employees to be necessary for them to successfully deliver their organisation's brand promise?" The results indicate that commitment to brand by employees has tangible benefits for the organisation.

Journal of Brand Management, Vol 15(5) 2008, pp358-372

Logo clouds...

An inventor in Alabama has managed to create logos as foamy clouds. Francisco Guerro, who also makes fake snow for Hollywood, can create shapes up to 4ft wide, says his foam is environmentally safe and pops like bubbles when it lands.

The Times, 8 May 2008, p38

Too good to miss

Brands have woken up to the size of the video gaming market and the potential for advertising. The amount of time some gamers spend playing far outweighs the time spent watching TV. According to research from IGA Worldwide seven out of ten gamers believe that contextual ads make the game more realistic and the awareness rate is upwards of 25%.

Marketing, 7 May 2008, p16

Children and Youth

Family life eroding

The idyllic family of the Oxo ads is changing and brands are having to change as well. Iceland seems to have found a winner with Kerry Katona; although disliked by the critics, the adverts have increased its market share to 11.6%. BT's adverts showing the 'step-father-in-waiting' show how technology can help in communicating with ex-family members, whilst Mastercard's new ad shows children sacking their fathers who don't spend enough time with them. More examples are given in this article.

The Guardian, 12 May 2008, Supplement p10

Cinema

Movies work their magic

The UK is one of the world's strongest cinema markets, with audiences continuing to grow since the 1980s, despite video and DVD. Last year saw a rise in ticket sales of 3.7%, but it's not necessarily the Hollywood blockbusters that people want to see; 'speciality' films are becoming increasingly popular, says Tina McFarling of the UK Film Council.

Business Life, May 2008, p16

Customer Relations

Retention boost

According to a survey from The Chief Marketing Officer Council, only one third of the world's marketers have strategies in place to get back dormant customers. The survey, conducted at the end of 2007 and the beginning of 2008, had 450 respondents. Only 6.8% admitted to having excellent knowledge of their customers and 45.6% admitted to having poor, little or no knowledge of their customer.

BtoB, 5 May 2008, p3, 44

Direct Marketing

Gaining insight in credit crunch

With the financial services industry cutting back on its lending, but still needing to bring in businesses, can direct marketing help to identify those customers worth targeting? Gaining customer insight is to become more important in the months to come, and relying on credit reference information alone isn't going to be useful. Lenders need to look further in order to determine a customer's long-term value. They are therefore seeking the advice of data experts and agencies that can provide a deeper insight into consumers' lives.

Marketing Direct, May 2008, pp49-51

RAC e-development

Seven Squared, which currently publishes *RAC World*, has won the job to publish an e-newsletter for the RAC. The two titles will cross-promote and will include interactive elements and prize draws.

Media Week, 6 May 2008, p5

“What a mistake to make”

Virgin staff are as red as their logo following an email sent in error. The email inviting recipients to The Grove golf resort in Hertfordshire was supposed to go to just a few people – not the thousands of people on the virgin email list. An apology email was sent quickly giving recipients a chance to win one of three places at the event.

Mad.co.uk [Accessed 8 May 2008] and Financial Times, 9 May 2008, p4

SMEs not benefiting

According to a government report, the opening of the postal market to private sector competition in 2006 provided “no significant benefits for smaller businesses and consumers”, while larger companies benefited from the full liberalisation of the postal market with more choice, better quality and lower prices. The main players besides Royal Mail are UK Mail, TNT Post and DX Post, which claim they cannot provide full end-to-end services because of obstruction by Royal Mail and the VAT cost, among other obstacles. The report also concludes that as we see changes in the way people communicate and the rise in stamp prices, Royal Mail will need to modernise its operation or face an “uncertain future”. It has for the first time experienced a loss in the letters business, with a £27 million profit last year turning into a £100 million loss this year.

The Guardian, 7 May 2008, p23, Financial Times, 7 May 2008, p5 and Financial Times, 9 May 2008, p5

Internet

And you thought it was all via PC internet

Social networking is becoming an increasingly competitive world, with an ever increasing overlap of users. To differentiate, networks are looking to the mobile phone for added usage and according to research from Nielsen; the most popular activities are sending messages, reading messages and viewing pictures.

Media Week, 6 May 2008, p14

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Website improvements

Internet services that allow you to compare and contrast flight costs are adding extras to reassert their dominance in the market. Opodo is adding six tools, including mapping and holiday suggestions. Much is in response to BA.com, which has been revamped.

Marketing, 7 May 2008, p4

Global shopping

Soon it won't matter where you are; you will all be able to shop at Reebok's global e-commerce site. The site aims to replicate in-store shopping with the ability to view a product from any angle. Coming soon is the ability to include product ratings and reviews.

Marketing, 7 May 2008, p13

Are you bidding?

Google's controversial move to 'sell' trademark names to the highest bidder is about to get interesting, after the bidding opened on Monday. It seems that many well known brands have agreed with their competitors not to bid. It all seems like the ITV programme, *Golden Balls*; one great big bluffing game!

New Media Age, 8 May 2008, p1

Law

BCAP fresh rules

Ever been deafened when the adverts come on? BCAP has received over 350 complaints over the last two years regarding this problem. The rules now state that no ad can be significantly louder than another ad or program. We'll see then, shall we?

Marketing, 7 May 2008, p3

Magazines

Feature: Combination of channels

Under the radio section, we look at NME stretching to radio, and Talksport stretching to digital magazines. This feature looks at the whole arena of magazines stretching their platforms to reach new users, and the effect that it has on the original product.

Media Week, 6 May 2008, pp24-26

Magazine re-launch for Mothercare

Mothercare is re-launching its biannual magazine with a new publisher, Sunday Publishing. The magazine has a circulation of 210,000 and is distributed in-store and by mail to storecard holders.

Marketing, 7 May 2008, p2

Market Research

Directly green

According to research from Forrester (*Direct marketing needs a green wake-up call*, 2008); direct marketers are rarely feeling green. Seven per cent admitted that they never thought about the environmental impact of marketing decisions

BtoB, 5 May 2008, p14

Marketing

Mobile games step in

As mobile gaming takes off, brands have an opportunity to get noticed. Consumers are becoming fed up with the £5 price tag for mobile games, and the market is stalling already. Adidas, Nissan and Coca-Cola have all launched a branded game, free of charge, while The Sun and McDonald's have run ads within games. T-Mobile recently discovered that 16- to 34-year-olds are happy to receive advertising in return for free content, and this is where brands have a real opportunity to get their name noticed by this elusive group.

Revolution, May 2008, pp52-3

Shortlist announced

The Marketing Society's shortlist for 'Marketer of the year 2008' has been published, with polling open until 22 May. The winner will be announced on the 9 June. The article includes short biographies of the nominees.

Marketing, 7 May 2008, p28-31

Feature: When it doesn't work

Despite strong marketing campaigns, some products just don't seem to work. Ten brands are reviewed, and views are given on what actually went wrong. Brands include Adez, Gü frozen puddings, Potato Heads and Quinn's.

The Grocer, 10 May 2008, p34

Newspapers

ABCE figure give odd slant

Newspapers are being questioned regarding online versions since it emerged that much of the increase in readership is coming from international readers. Out in the lead is *The Guardian* for both UK visitors and International (7.73m:8.70m), followed by *The Daily Mail*. The *Daily Mail* didn't beat *The Telegraph*, *The Times* or *The Sun* for UK readership, but did for international, with 17.97 million visitors. Different strategies are likely to be seen such

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as tie-ups (*The Times*) or how to monetise the international readers (*The Telegraph*)
New Media Age, 8 May 2008, p12

Public Relations

Libel claims in Thailand

There have been violent protests in Thailand against Tesco opening up a Tesco Lotus Express in Chonburi. Locals claim the supermarket is opening against the wishes of the local community and will sound the death knell for small shops. That sounds like a familiar cry. The opinion of Joanna Blythman in this article, is Tesco beware and remember the trouble McDonalds got themselves into.

The Grocer, 10 May 2008, p27

Radio

New channel

The NME brand is being moved to a new channel with the launch of NME Radio. The station, being launched by IPC, will be available via digital radio and will start fully on the 24 June. This launch will build on NME.com which offers downloads of tracks before they are available in shops.

Media Week, 6 May 2008, p5

And in reverse

Talksport, the speech radio station, is to launch a magazine, albeit digital. This is a reverse move to that of NME (see above). A spokesman said "We are taking the brand values of the station and distilling them in a magazine format".

Media Week, 6 May 2008, p7

Sponsorship

Canon launches viral campaign for Euro 2008

As part of its sponsorship of Euro 2008, Canon has created a game, where 'fans' kick a ball against objects across Europe all the way to the host country, Austria. The campaign endeavours to point out that even though no UK teams are in attendance you can still go to the event.

New Media Age, 7 May 2008, p4

Telemarketing

Feature: Contact centre league tables

The often maligned contact centre sector is covered in this article, with a league table ranked by turnover. The table also gives the

staff size and the mix between inbound, outbound and web.

Marketing, 7 May 2008, p35-

Television

How green are you?

Asda has taken the alternative route of making its own TV documentary showing how green it is. The programme is titled *People, Prices, Planets*, and will air on Information TV, available through Sky Digital. Asda realises that it may be accused of greenwashing, but felt that it was important to explain how it was cutting waste, cutting packaging and sourcing sustainable products. It will also be available on the internet.

The Grocer, 10 May 2008, p12

2012 Switchover

ITV and the BBC have teamed up to launch FreeSat, a digital satellite television service. With a target reach of 98% of UK households, FreeSat will also offer coverage to the estimated 20% of the population who cannot access free digital television through digital terrestrial TV service, Freeview. The FreeSat service plans to offer up to 200 digital TV and radio channels by the end of 2008 and will broadcast the Olympics, Wimbledon and the Euro 2008 football championships in HD this summer.

The Guardian, 7 May 2008, p5

Women

Women-focused channel in India

The first women-focused news and current affairs channel is to be launched by Positiv TV Media in India. It is due to start in June and will be broadcast in Hindi and English.

Media & Marketing, May 2008, p13

On the Move

Name	From	To	New Title	Source
Jean-Michel Boujon	Easyroommate.com	TheLadders.co.uk	Marketing Manager	NMA
Mark Chambers	Lantra	Central Office of Information	Regional news and PR director for West Midlands	PR Week
Jim Cruickshank	Mulitmap	Microsoft EMEA	Director of mapping, local and shopping	NMA
Andrew Davis	Porsche Cars	Boeing Commercial Airplanes	European Comms Chief	PR Week
Stephen Dodman	Hilton Birmingham Metropole	St David's Hotel & Spa	Director of Sales and Marketing	Caterer & Hotelkeeper
Tim Pearson	KLP Entertainment	IPC	Head of Marketing for <i>NME</i> and <i>Uncut</i>	Media Week
David Pinnington	Vodafone	Omnicom Media Group	Director of Sports Marketing	Marketing
Bekkie Sunley	Universal Music Group	LoveFilm	Brand Manager	NMA
James Wood	AON Ltd	UK Sea Fish Industry Authority	Head of Comms	PR Week

Promotions

Name	Company	Previous Title	New Title	Source
Juan Albanell	Pepsi-Co	Various	Vice-President of beverage marketing	Marketing Week

Sources

To receive full copies of many of the articles mentioned, please contact the Information and Library team:

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BtoB

Business Life

The Grocer

The Guardian

The Independent

Journal of Brand Management** (with a four-month delay)

Mad.co.uk

Marketing**

Marketing Direct

Marketing Week **

Media & Marketing

Media Week

New Media Age**

PR Week

Revolution

The Times** (via the UK/Eire Reference Centre)

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