

Cutting Edge

22 November 2005

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Marketing Trends & Issues

Advertising

Advertising turns M&S around

Four experts are called upon here to debate whether advertising has reversed the fortunes of Marks & Spencer. It must be working in some areas; that 'sexy' voice extolling the virtues of the Belgian chocolate pudding saw sales of the dessert increase by 3,300% and womenswear sales rose by 3.3% during the Twiggy/Erin O'Connor campaign.

Campaign, 18 November 2005, p23

Internet group formed

The Internet Advertising Sales House (IASH) has been formed by 10 online ad companies to introduce a code of practice. IASH will launch ABCE certificates that will be awarded to those sales houses complying with the standards.

Media Week, 15 November 2005, p7

New tool to examine decisions

A tool for agencies and advertisers that captures consumer preferences before and at the time of purchase is to be launched by Millward Brown. The tool examines which media are most effective in creating a "purchase trigger" and looks at the reasons why consumers buy particular brands.

Media Week, 15 November 2005, p98

Agencies

Carat wins wheels

Carat has been appointed by Esure's women's motor insurance brand Sheila's Wheels to create work for its media account. The agency

created the launch campaign for the brand and is now to handle the account for a longer term.

Marketing, 16 November 2005, p6

How to merge

Agencies Miles Calcraft Briginshaw Duffy and How are to merge. How's Waitrose account, worth £8 million, will be brought to Miles Calcraft in the move.

Marketing Week, 17 November 2005, p11

Dare to go up the creek

Dare is to handle the digital advertising account for wine brand Jacob's Creek. The agency has been tasked with developing a website for the brand, as part of the online strategy. Jacob's Creek is the UK's third biggest-selling wine brand, but sales have fallen since 2002.

Campaign, 18 November 2005, p7

Brands and Branding

Engineering change

A campaign called 'Shape the future' has been launched by the Royal Academy of Engineering to encourage more people to think of the industry as a career. Spencer du Bois has been called in to create a new brand identity.

Marketing, 16 November 2005, p9

A taste of Sweden

Twenty Ikea-branded foods are to be rolled out this year, followed by 30 more in 2006. Unbranded ready meals are also in the offing, as well as a range of organic products.

The Grocer, 19 November 2005, p5

Feature: Extending the brand

A study in 2003 found that just 2% of marketing directors said new brands "would be their main launch method" over the coming few years. Brand extensions appear to have become the

order of the day – but why? This article looks at three different types of extension – ‘range’, ‘line’ and ‘within category’ – and examines successful launches, as well as why some extensions fail.

Admap, November 2005, pp49-51

Children and Youth

Controversy reigns

Children’s educational electronic games maker V-Tech is to launch a games console for the under-threes in a controversial move. The console will be marketed as an educational toy, but is essentially a “gaming console with educational elements”.

Marketing Week, 17 November 2005, p15

Customer Relations

It’s all in the delivery

Research shows that nine out of 10 managers fail to implement and deliver customer service strategies, so what can be done to reverse this situation? This paper gives seven steps to successful service delivery including keep listening and act on feedback, measure success and failure regularly and invest in rewarding your staff.

Customer Management, November 2005, pp65-68

Quality service

Contact centre ‘czar’ Charles Munn has vowed to persuade as many call centre operators as possible to sign up to the Call Centre Association’s customer service standards. He also hopes to take the standards abroad with the aid of the British Standards Institute.

CCF, November 2005, p6

Direct Marketing

DMA to challenge perceptions

The Direct Marketing Association (DMA) has hired TV presenter Alice Beer to front its campaign to change the public’s perceptions of the industry. The DMA’s consumer charter gives six commitments and will be featured on the website mydm.co.uk.

Marketing Week, 17 November 2005, p13

We mean business

B2B email marketing is taking off, but the debate about opt-in continues. The Direct Marketing Association is calling for those in B2B to adhere to a voluntary opt-in code, saying this would secure the future of the medium.

Database Marketing, November 2005, pp21-25

Loyalty Programmes

Txt for offers

A successful trial of a mobile phone-based loyalty scheme ends this month, but the format may be rolled out across the country. Sainsbury’s hopes to sign up three million people in nine weeks if the scheme is rolled out nationwide.

The Grocer, 19 November 2005, p6

Market Research

International standards

Thirty countries have been working together to produce an International Standard for market research, which could be launched in May 2006. The new standard will cover project design and proposal, data collection, coding, reporting and presentation. The final draft has been prepared and will be voted on in February.

Research World, November 2005, pp50-51

Marketing

Feature: POP

This article examines how retailers can reduce queuing times but still communicate with the customer. Cliff Hall of Lowey says: “...there is nothing positive about waiting in a queue. The solution has to be to try to make that time easier for the consumer”. Supermarkets have been busy analysing queues, reducing the time spent waiting but also using the opportunities to sell own-branded services, such as insurance, having done away with confectionery.

Marketing Week, 17 November 2005, p39

Academic: Protect yourself

Australian telephone company Telstra is used here as a case study on how an incumbent saw off new competition using marketing. Telstra used a defensive marketing strategy to protect itself from newcomer Optus. The article describes four types of defensive marketing strategies: positive; inertial; parity; and retarding and goes on to show how Telstra used a combination of all four to achieve its aims.

Harvard Business Review, Vol 83(11) 2005, pp150-157

Figure it out

It is accepted that field marketing will increase sales of a product, but marketers taking this route will need to do a balancing act with the figures. There are expenses attached to field marketing that are easy to forget about, such as equipment hire and uniforms. Toby Knightley-Day of TKD Europe says: “When you take a

product out of its normal environment you must ensure the brand values are still conveyed." That may mean spending more money than you think, and this should be appreciated in the evaluation of the campaign.

Marketing Week, 17 November 2005, pp41-44

The power of dreams

Honda has redesigned its website to launch a service that will "deliver on the more 'emotional' side of motoring". Video footage of all its cars is featured on the site, along with the facility for consumers to book test drives on a particular date at a convenient time.

New Media Age, 17 November 2005, p2

AXA is watching you

A *Big Brother*-style campaign involving 20 households is to be launched by AXA Insurance. The spending habits of the 20 families can be followed by consumers, the idea being that "...it'll kick-start a debate about financial planning," according to an AXA spokeswoman.

New Media Age, 17 November 2005, p4

Public Relations

Yo! Boyashaka

A desire to put some distance between streetwear brand Fubu and Ali G has led the company to bring in P&M Creative Consultancy for some PR support. Fubu is repositioning itself "to appeal to more discerning customers".

PRWeek, 18 November 2005, p3

Stringfellow pulls in PR

A PR campaign for Peter Stringfellow's online retail arm has been launched, with Coalition Total Communication in the driving seat. Stringfellow's Retail sells massage oils, lingerie and 'unmentionables'.

PRWeek, 18 November 2005, p4

Sponsorship

Powerade becomes official drink

Coca-Cola's energy drink Powerade has become the official refreshment of the England Rugby Football Union (RFU) team. Powerade has taken over from Lucozade Sport, which has partnered the RFU for more than 10 years.

Marketing, 16 November 2005, p5

First for ITV4

Cobra Beer has been announced as the first brand to sign up and sponsor ITV4. It is also renewing its sponsorship deals with ITV2 and ITV3 for another 12 months. The idents will be

provided by viewers sending in short films they have made.

Marketing, 16 November 2005, p6

The big freeze

An outdoor ice rink at the Natural History Museum is to be sponsored by EDF Energy. Get your skates on; the rink will only be open until the middle of January.

Marketing Week, 17 November 2005, p14

Telemarketing

Countdown has begun...

'Cold calling death day' will be on 1 June 2007, according to Mike Harvard, Insight Director at CM. Speaking at the recent MM Teleperformance Executive Forum, he predicted that the whole UK population will have joined the Telephone Preference Service (TPS) by this date, spelling the end of telemarketing.

Precision Marketing, 18 November 2005, p1

...But can it be saved

The Telemarketing Association has been formed "to lobby for a review of the Telephone Preference Service". Founding member Richard Webster argues that only in understanding the reasons behind the massive numbers signing up to the TPS will we be able to find the antidote. The problems lie with companies that refuse to comply with regulations and it is these that should be dealt with, leaving reputable companies operating within the law to continue working to best practice.

CCF, November 2005, p16

Business & Strategy

Feature: Designed and made in China

Although China is a major manufacturer of consumer electronics, they are rarely designed there. However, this is changing, as the Chinese take more interest in design with the aim of increasing profits by making goods specifically for target markets. Foreign companies are also getting in on the act, with Sony, Motorola and Nokia all employing designers in China who understand the market.

BusinessWeek, 21 November 2005, pp66-73

A little motivation

What is the best way to motivate staff to ensure they stay in your organisation, giving good customer service? Vouchers are a popular choice, with 40% being sold to companies for

motivation purposes. Ten tips for a successful motivation scheme are presented in this paper. **Customer Management, November 2005, pp80-88**

Lifespan declines

Corporate life expectancy is decreasing, but it's not just small companies that are facing this situation. Certain factors are causing large organisations to falter and a new book, *Why Good Companies Fail*, analyses why this should be the case. Much of the bad news is down to poor mergers and acquisitions, but other factors also play a role. Bureaucracy takes over and there is no incentive to change, and internal conflicts become destructive, negatively affecting staff. External conditions can also change, affecting the company. Managers who are not afraid to reorganise are needed in order for the organisation to survive. **The Times, 17 November 2005, p9 Careers**

Start up and stay in business

It is a sad fact that so many business start-ups fail, often within months. Around half the companies set up in 2001-2002 are not in business in 2005, says research by Barclays. However, there are steps that can be taken to ensure your business doesn't become a casualty; this article gives six reasons why some start-ups fail and gives advice on how not to become a statistic.

Financial Times, 16 November 2005, p14

Stressed out?

If you are feeling burnt out, this paper may be just the tonic you need. The American Institute of Stress argues that about 60% of visits to the GP are due to stress-related conditions and these affect productivity, leading to lost revenues. But can stress be useful? *HBR* interviews Herbert Benson, author of the best-seller *The Relaxation Response*, who argues that there are positive sides to stress that can be controlled and the benefits reaped. Find out what they are in this article...

Harvard Business Review, Vol 83(11) 2005, pp53-58

Become more productive

A survey sponsored by various government bodies, The Work Foundation and 10 private sector companies has found that businesses should develop "complementary strategies across several performance practices" if they wish to increase levels of productivity. The Second Work and Enterprise Business Survey also found that higher performing companies had "unique organisational structures", open

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dialogue that allowed fast decision-making, visible leadership and management, and "a high degree of informality".

Labour Market Trends, November 2005, p448

Agriculture, Fishing & Forestry

Recycling scheme underway

As farmers have to throw away 120,000 tonnes of plastic waste per year (in the form of fertiliser bags, bale wrap, etc) a plant in South Wales has been set up to recycle it and support the FarmPlas Network scheme run by farmers for farmers. The plant will recycle 15,000 tonnes per year, selling the end product polymer to UK industry.

www.prw.com [Accessed on 17 November 2005]

Organic growth

The area of land now given over to organic horticultural production has increased by 4.5% since April 2004 to reach 7,700ha in January this year. Organic potatoes, fruit and nuts, and herbs all increased their area of land, but organic growing of root vegetables, flowers and ornamentals fell.

The Grocer, 19 November 2005, p58

Look east for produce

Poland is to become more important in the growing of fresh produce, according to a Professor at the Swedish University of Natural Sciences. Professor Rolf Larsen predicts that food from Poland will be so plentiful and cheap that northern European growers will be forced to exploit niche products instead.

The Grocer, 19 November 2005, p58

New heights for the Brussels sprout

Sales of Brussels sprouts are on the up and it's not just because of Christmas. Apparently consumers are rediscovering the joys of sprouts, finding that they don't taste as bad as they remember from childhood.

The Grocer, 19 November 2005, p59

Gone fishing

Tesco is to stock fish certified as sustainable by the Marine Stewardship Council (MSC). MSC-certified salmon and hake will be sold throughout the year, and mackerel and herring when they become available.

The Grocer, 19 November 2005, p60

Egg-citing news

Barn eggs could become a thing of the past as consumers are opting to buy free-range more

and more often. Free-range eggs will become the “dominant segment” by 2012.
The Grocer, 19 November 2005, p62

Building Industry

Housing is stable

The housing market has become more stable, according to RICS. Enquiries from buyers in October were the highest for two years and, although prices have fallen, the rate of decline has slowed.

Building, 18 November 2005, p11

Estates take on US-look

Eight ‘sink’ council estates have been earmarked for regeneration in the style of the US government’s Hope VI project.

Building, 18 November 2005, p12

Charities & Non-Profit

Get those tails wagging

Next year sees the seventy-fifth anniversary of the charity Guide Dogs, which it will use to show the different challenges faced by people with visual impairments today compared with the 1930s. The campaign begins on 26 January and will feature a ‘touring museum’ and a press office at the annual Crufts dog show.

PRWeek, 18 November 2005, p8

Feature: Advertise your cause

This article examines how charities can make the most of TV advertising, offering advice on how to cut costs and increase effectiveness. There are five tips on how to make the best of a direct response campaign.

Voluntary Sector, November 2005, pp16-18

Companies

Feature: Top Employer Survey

Marketing Week’s employer survey has found that “dynamic young brands” such as Virgin and Innocent are the places where marketers would most like to work. In fact, Virgin was voted top in six of the 10 sectors in which respondents were employed.

Marketing Week, 17 November 2005, pp23-30

The most respected

This *FT* supplement lists the world’s most respected companies, with Microsoft taking top position, knocking General Electric off its perch after seven consecutive years. US companies

dominate, but BP is the first UK firm to enter the top 10. Read more at <http://news.ft.com/reports/wmrc2005>
Financial Times, 18 November 2005, supplement

Making it easier for SMEs

Spend management firm Ariba is to target more small businesses by launching software that is “cheaper and easier to use”. SMEs will be able to use software on a pay-as-you-go basis which will be “substantially cheaper than current offerings”.

Supply Management, 17 November 2005, p15

Durable Goods

Cream of the crop

Dance music brand Cream is to launch a branded MP3 player exclusively at Comet.

Marketing, 16 November 2005, p9

Recharging the sector

Our love of gadgets, especially MP3 players and digital cameras that are ‘power-hungry’, is driving the battery sector, according to Mintel. As a result, rechargeable batteries are finally finding their way onto the shelves, with Duracell and Energizer leading the way.

Checkout, November 2005, pp26-28

Energy & Utilities

Energy is big business

Power plants are taking the place of casinos for Native American tribes when it comes to money spinners. Their land is often used to site power plants, giving them free energy and an income. Last year, \$400 million from oil, gas and coal was divided between 41 tribes.

The Economist, 19 November 2005, p56

Are your bills costing the earth?

Londoners are being encouraged to change to renewable energy sources through British Gas. Customers can make the switch and use eco-energy at no extra cost.

Precision Marketing, 18 November 2005, p5

Engineering

You speak the language?

We will all be able to converse fluently in foreign languages if scientists at Carnegie Mellon University and the University of Karlsruhe manage to crack the technology. The theory is that the technology will measure

electrical currents on the cheeks as we speak, mouthing words in our own language. The muscle movements will be tracked using electrodes and translated into foreign words which are spoken out loud. There will be no need for Brits to just shout louder when abroad.
BusinessWeek, 21 November 2005, p95

Environment

Bad news for trees

The increasing demand for biofuels is leading to the destruction of the world's rainforests, as they are cleared to make way for palm oil and soybeans. The British government has announced that it wishes biofuels to account for 5% of transport fuels by 2010, but palm oil "is one of the most environmentally damaging commodities on the planet," according to Simon Counsell of the Rainforest Foundation.
New Scientist, 19 November 2005, p19

Cutting carbon

The Labour Party's target to cut carbon emissions by 20% before 2010 looks as though it will not be met and, as a result, the government has ordered a review of its policies. Carbon emissions will be harder to reduce than previously thought as some emissions, eg in transport, have actually risen. It will be difficult to end our love affair with the car, wind farms are both unpopular and expensive, and gas and nuclear power plants can't be built fast enough.
The Economist, 19 November 2005, pp27-28

Fashion

Get them while stocks last

'Fast fashion' is the name of the game at your M&S as the retailer takes on fashion retailers Primark and H&M. Limited Boutique is the 36-piece collection which is being trialled at 73 M&S stores across the country.
Marketing, 16 November 2005, p1

Financial Services

Tighter security planned

HSBC is to introduce new security measures in order to combat internet fraud. Customers will be given a key fob with a digital ID number that will change regularly in the move toward two-factor authentication.
New Media Age, 17 November 2005, p8

Be flexible

Consumers would be more likely to buy financial services, such as loans, online if variables were more flexible and could be customised. The majority of people know how much they can afford to repay per month, so can work out the length of time it would take to repay a loan; therefore, allowing the user to choose the length of the loan period would make them more likely to choose your product than one that is set in stone.

New Media Age, 17 November 2005, p11

FMCG

Beverages

Let's tango

Britvic is to relaunch Tango in an effort to increase sales just two years after its last revamp. The packaging has been redesigned with the aim of attracting new drinkers.

Marketing, 16 November 2005, p1

The heart of the matter

Give your heart a treat with the new health drink called Sirco. This functional drink thins the blood and could help prevent heart attacks and strokes. The product is endorsed by health charity Heart UK.

The Grocer, 19 November 2005, p64

Indulge yourself

Whittard of Chelsea has teamed up with Monin, the flavoured syrup maker, to give coffee drinkers something special. A range of syrups to be added to coffee has been produced in flavours such as Rich Hazelnut and Smooth Vanilla. Get the kettle on!

The Grocer, 19 November 2005, p64

Food

Feature: Spice up your life

Herbs and spices have always been important ingredients for we Brits, but now they are becoming even more popular thanks to TV chefs and a willingness to try new flavours. Dried and frozen herbs account for 41% of the market and fresh herbs are worth £38 million. This article gives figures and tables on the best-selling brands and retail sales.

Marketing, 16 November 2005, pp36-37

Saucy snack

A range of healthy snacks for children is being introduced by Organix. Saucy Tomato Noughts

& Crosses and Cheese & Onion Os are just two of the varieties available.

The Grocer, 19 November 2005, p67

Household

Unilever gels

New detergent tablets in a gel format are to be launched under the Persil brand next year. The gel product consists of a solid detergent tablet and a sac of stain remover that can be used as a pre-wash treatment.

Marketing Week, 17 November 2005, p6

Wipe out

Get rid of germs for good with Dettol's new 4-in-1 wipes, based on its 4-in-1 spray that kills bacteria such as E-coli and salmonella.

The Grocer, 19 November 2005, p68

Get scrubbing

Say goodbye to burnt-on food with Spontex's new Super Scourer Pads. Advanced technology has been used in their manufacturer to ensure a longer life and "effective scouring action". Just the thing for washing up after Christmas dinner.

Checkout, November 2005, p33

Toiletries

What's your instinct?

David Beckham's fragrance has been launched in Superdrug. Beckham Instinct will be sold exclusively by the health and beauty retailer in the run-up to Christmas.

Retail Week, 18 November 2005, p4

Health & Pharmaceuticals

Text to quit

A text messaging service has been launched by the government for those wishing to give up smoking. Those who call the NHS Smoking Helpline can sign up to the new 'Together' programme which offers support via text and the phone after they have quit.

Marketing Week, 17 November 2005, p14

New code of practice

A tighter code of practice has been drawn up by the Association of the British Pharmaceutical Industry (ABPI) that will be tougher on those using bad marketing practice. It will also encourage more transparency in the pharma industry. The code, which will be enforced from 1 January, calls for "prominent information on reported side effects" to be clearly displayed.

Those who do not comply with the code will be named and shamed in the medical press.

PRWeek, 18 November 2005, p1

IT & Telecoms

No frills attached

Sony Ericsson is to launch three new "easy-to-use" phones within the next few months. The phones are designed to appeal to consumers wanting an aspirational brand but a no-frills mobile.

Marketing Week, 17 November 2005, p6

Never get lost again

Multimap and Mobile Commerce have joined up so that customers can have maps sent to their mobile phones. The service costs 50p per map, which can be viewed for 15 days.

New Media Age, 17 November 2005, p5

Track your campaign

Google has introduced a free web analytics service so that online marketing campaigns can be tracked and consumer behaviour monitored. Find out where your surfers come from and how long they visit a site.

IT Week, 21 November 2005, p25

Standards set

Nanotechnology is to receive its own set of standards with the UK playing a major role in their creation. The British Standards Institute hosted the first meeting to discuss the way forward. The nanotechnology industry is predicted to be worth £16.7 billion by 2008.

Computing, 17 November 2005, p6

Leisure & Tourism

Music, music, music

Vodafone and Universal Music Group have struck a deal so that customers can download thousands of songs. An offering of 600,000 tunes will eventually be available via Vodafone Live!

Marketing, 16 November 2005, p2

Nintendo offers online gaming

Nintendo has teamed up with BT and The Cloud to offer consumers online gaming, allowing users of the DS console to play against each other. Free access will be offered at 'hotspots' such as motorway service stations, airports and McDonald's restaurants.

Marketing, 16 November 2005, p5

Good day for NiteNite...

New luxury budget hotel group NiteNite is planning to open its first property in Birmingham next year. The rooms will have 42 inch plasma TV screens and noise excluders, with prices starting at £49.95 a night.

Caterer and Hotelkeeper, 17 November 2005, p14

...But pure luxury for Glasgow

In contrast to the above hotel rooms, you can spend the night in Glasgow's One Devonshire Gardens hotel for £1,000 in the "super suite". For this princely sum, you will have two lounges, a dining room and four bathrooms.

Caterer and Hotelkeeper, 17 November 2005, p14

Materials

Platinum performance

Increased demand for diesel engines and catalytic converters is leading to a deficit in the platinum market for the seventh year running as demand outstrips supply. Demand for the metal from European car manufacturers will rise by 15% this year, pushing prices up. As a result, sales of platinum jewellery have fallen for three years running. This is good news for palladium, usually regarded as platinum's "poor cousin", which can fill the gap.

Financial Times, 16 November 2005, p43

Media

Magazines

How bizarre

March 2006 will see *Harpers & Queen* become *Harper's Bazaar* once again.

Marketing, 16 November 2005, p4

Healthy move

It looks as though US health title *Prevention* will launch in the UK next year, competing with the likes of *Psychologies*. The magazine is aimed at women and features the usual content of lifestyles, nutrition and fitness.

Media Week, 15 November 2005, p7

Newspapers

Red tops struggle

October was another poor month for newspapers, with sales falling again, according to figures from the Audit Bureau of Circulation. While the red tops suffered, the broadsheets performed better, probably due to *The*

Guardian's introduction of the Berliner format in September.

Campaign, 18 November 2005, p7

Watch out for new shape

December could see the launch of *The Observer* in Berliner format. The change was planned for early next year, but rumour has it that the paper will be in the smaller size on 4 December. However, a spokesperson has denied that this will be the case.

Media Week, 15 November 2005, p6

Television

Get set

IPC Media's *Loaded* is to follow Emap's *FHM* onto the small screen, launching *The Loaded Hour* on TMF in February.

Media Week, 15 November 2005, p8

Mining & Quarrying

Green mining

South African mining companies are to work to a set of guidelines that ensure their activity does not harm the environment or local communities. The majority of the mines have their own sustainable guidelines, but all have their own targets, too. It is hoped that the new move will appeal to all miners and become the standard across the industry.

www.alertnet.org [Accessed on 18 November 2005]

Olympic Games

Beijing to set world record

The organising committee of the 2008 Olympic Games has now revealed the official mascots and says the games will break records in terms of sales of licensed goods.

Marketing, 16 November 2005, p4

Don't miss out in 2012

Marketers need to plan now for the 2012 Olympic Games, says Octagon Games Marketing Manager Bob Heussner, who predicts that the London Organising Committee of the Olympic Games will be "selling sponsorship deals by the third quarter of next year".

Marketing Week, 17 November 2005, p16

Packaging

Historical pud

The world's oldest maker of Christmas puddings has assigned Martin Dawe Brand Design to revamp its packaging. Matthew Walker is looking for a design that reflects the company's heritage.

Marketing, 16 November 2005, p9

Feature: Surprise, surprise

Inspired packaging can do wonders for a brand, especially if it is surprising, using themes that fit with the brand and sending a strong message to the consumer. Take Jones Soda, for example; the brand has no specific label, but uses different pictures "without losing brand recognition". The pictures are sent by consumers to the Jones Soda website – a great way to make contact and enforce the message.

Admap, November 2005, pp55-57

Say "cheese"

Shopping for Primula cheese will be a better experience due to its new packaging, said to reflect its "fun 'cheesier' personality". The new packets have 'easy peel' corners so they open without stressing you out and they are also suitable for recycling.

Checkout, November 2005, p31

Public Sector

Local authorities to procure awards

Five local authorities are on the shortlist for an award for "delivery of quality services through procurement". The winners of this sought-after prize will be announced in March.

Supply Management, 17 November 2005, p8

And it's green for go

A report for the European Commission has found the UK to be one of seven member states to be "practising a significant amount of 'green' public procurement". Other countries demonstrating good practice include Austria, Germany and the Netherlands.

Supply Management, 17 November 2005, p8

Retail & Wholesale

Shopping heaven

Airports may have a new offering if Fortnum & Mason decides to go ahead and expand, both in the UK and abroad. The store already graces

Heathrow airport, but more outlets could be in the offing.

Marketing, 16 November 2005, p13

India is the new China

Although the Indian retail industry is closed to foreign investors, a relaxation of the rules appears to be on the cards. When this happens, there will be a huge market waiting to be exploited. A report by KPMG concludes that 75 million Indian households are 'well off', experiencing an increase in disposable income. There will be pitfalls for foreign retailers, but the rewards may be there for the taking.

Marketing, 16 November 2005, p14

Trading places

Trade customers will be able to shop at 20 new stores, courtesy of Kingfisher. Fifteen Screwfix Direct and five Trade Depot stores are planned in an effort to gain market share in the trade market, worth £50 billion.

NamNews, November 2005, p5

Catalogue of disaster

Times are tough for the catalogue mail order sector as consumers turn to the web. Catalogues will have to improve their online offering if they are to compete in the future, according to Verdict, and they will have to move away from the traditional large catalogue to smaller, more targeted ones.

Retail Week, 18 November 2005, p2

Feature: Childrenswear

The childrenswear market is a competitive one, with research by Verdict showing that both Marks & Spencer and Mothercare are losing market share to the likes of Next and the supermarkets.

Retail Week, 18 November 2005, p21

RFID takes off

A report by Frost and Sullivan has found that the market for radio frequency identification (RFID) technology for retail was worth £22.7 million last year. This figure is expected to rise tenfold by 2011.

Supply Management, 17 November 2005, p15

Tesco opens warehouse

Online grocery shopping has taken off so much in London and the south east that Tesco is to open a dedicated online warehouse to cope with demand. Online orders are currently fulfilled using existing stores.

NamNews, November 2005, p8

Transport & Travel

This is your captain calling

SMS flight information will be available at all BAA airports following successful trials at both Gatwick and Heathrow. Real-time flight-status information will be delivered via the service.

Marketing, 16 November 2005, p10

Welcome to the new club

British Airways' Club World is to be revamped to include an Inflight Entertainment system and new seat configuration, making it "the best business class product in the world," according to Chief Exec Willie Walsh.

www.businesstraveller.com [Accessed on 17 November 2005]

Buzz Phrases

Dialogue marketing

When it comes to a marketing campaign, marketers not only need to get the right content to the right person using the right medium; they also need to choose the right time. Customers don't necessarily want to be contacted by companies all the time, but there are occasions when a communication will be welcomed, and this is where dialogue marketing comes in. This computer-based model is "relationship aware" so that a customer's interaction with a company is tracked; thus "dialogue marketing responds to each transition in that relationship as it occurs – at the moment the customer requires a particular type of attention".

Harvard Business Review, Vol 83(11) 2005, pp112-120

Aspirin count theory

This term comes from the stock market and argues that stock prices and aspirin consumption are inversely related – as prices fall, more people need aspirins.

www.investopedia.com [Accessed on 21 November 2005]

Lady Macbeth strategy

You just can't trust them; this strategy comes into play during corporate takeovers when one person pretends to be sympathetic and gains support, only to defect to the other side at a later time.

www.investopedia.com [Accessed on 21 November 2005]

Website of the Week

IFSL.org.uk

The International Financial Services, London is a private sector organisation which promotes UK-based financial services across the world. The body works with British embassies to organise events both in the UK and overseas throughout the year. The IFSL is also a provider of research and statistics on financial services, some of which may be accessed via the website.

www.ifsl.org.uk [Accessed on 22 November 2005]

Written by CIM Insights

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On the Move

Name	From	To	New Title	Source
Justin Alias	Renault	Nissan	Marketing Director	Marketing
Eric Clemenceau	Turner Broadcasting	Massive Incorporated	Vice-President of Sales for Continental Europe	Marketing Week
Sharon-Marie Gillooley	Imetec	Helen of Troy	International Marketing Manager	Precision Marketing
Richard Hayes	Allied Domecq	Whyte & MacKay	Global Marketing Director	Campaign
Mike Lawless	Tetley Group	Costa Coffee	Head of UK Marketing	Marketing Week
Hamid Raja	Nike UK	Nokia	Director of Retail Distribution and Marketing	Marketing Week
Cristina Rebollo	Royal Bank of Scotland	uSwitch	Head of PR	PRWeek

Promotions

Name	Company	Previous Title	New Title	Source
Phil Rumbol	InBev UK	Marketing Chief	Head Marketing, Ireland and UK	Marketing Week
Simon Stevens	Arla Foods	Sales Director	Managing Director Commercial Division	Marketing
Kenny Wilson	Levi Strauss	Brand President	Senior Vice-President of European Commercial Operations	Marketing Week

Sources

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* Abstract only available via the Knowledge Hub

Admap
Alertnet.org
Building
Businessstraveller.com
BusinessWeek
Campaign **
Caterer and Hotelkeeper **
CCF
Checkout
Computing
Customer Management
Database Marketing
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Financial Times
The Grocer
Harvard Business Review**
Marketing ** labelled Marketing (UK)
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Media Week
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New Scientist** (6 month embargo)
Precision Marketing**
Prw.com
PRWeek
Research World
Retail Week
Supply Management *
The Times
Voluntary Sector

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