

# Cutting Edge: Our weekly analysis of marketing news

30 September 2015

Welcome to our weekly analysis of the most useful marketing news for CIM and CAM members.

Quick [links](#) to sections

## Marketing trends and issues

### Advertising

#### Millennials respond better to advertising

In a new report entitled *Ad Campaigns Reimagined*, 22% of consumers aged 18 to 34 say they believe that advertising is becoming more relevant to them compared to just 10% of the 35+ age group. Some 48% of millennials say they have had an emotional response to advertising in the last six months compared to just 38% of older people. Overall older people seem to be more cynical about advertising, with 41% of over-55s saying there is nothing that would make them respond positively to an ad compared with just 15% of 18 to 24 year-olds. Jed Mole, European marketing director of Acxiom, which conducted the research, believes that marketers should work to "craft authentic messages with emotional resonance".

**Database Marketing, September 2015, p21**

#### Programmatic advertising

Programmatic advertising is hailed as a revolution in the way that online space is traded: it uses data collected from cookies to identify audiences to which it can deliver advertising. Last year almost half of all display ads in the UK were traded programmatically. Yet there are issues with cost, low viewability and ad-blocking software which are proving controversial with marketers. Marketers will need to improve their skills in order to make best use of the technology and ensure that their brands get the most out of programmatic trading because it is likely that most media will be traded in this way in the next few years.

**Catalyst, Issue1, September 2015, pp13-18**

### Ad-blocking comes of age

Ad-blocking software has been around for years but its use has been growing: a year ago an estimated 150m people used such software but now the number is more like 198m according to a study by Adobe. Although the trend is more apparent in tech-savvy web users, it is also becoming a problem for large media companies such as Disney, which recently took steps to make videos unwatchable for users of ad-blocking software. Although Apple's new iOS9 mobile devices will allow users to download ad-blocking software, Android is unlikely to follow its example since Google relies on advertising for its business. Ad-blocking software producers AdBlock and Eyeo say that they aim to raise online privacy standards.

**Bloomberg Businessweek, 21-27 September 2015, pp35-37**

### Agencies

#### New agency takes authentic stance

Will King, founder of King of Shaves, and Tiger Savage, formerly deputy creative director at M&C Saatchi, have launched their own agency called Savage & King. They aim to provide an alternative to the big ad agencies and will work with clients to create "community-centric, authentic" campaigns. Their first customer is Ffrees which dubs itself the 'unbank'.

**Campaign, 25 September 2015, p2**

### Brands and branding

#### Brand valuation

Marketers often struggle to demonstrate the impact of their brand marketing on the bottom line. The author argues that the potential of brand valuation remains largely untapped as a way of improving marketing's effectiveness and changing the way it is perceived in the boardroom. Brand valuation should



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be made simple, transparent and actionable. Instead of being all about a number – brand valuation has traditionally been narrow, focusing on a single number – it should start to be a tool for marketing decision-making. DuPont has used a new brand-value based framework created by Ogilvy & Mather to link its brand to business financials. It is using the tool to provide a financial justification for marketing budgets, to rationalise its brand portfolio and generate new business.

**Journal of Brand Strategy, Vol 4(2) 2015, pp143-153 (Seddon)**

### **Reinventing old brands**

This article describes how three brands reinvented themselves to fit in with changing consumer expectations: Cinnabon, which sold 800-calorie cinnamon rolls, found that its product no longer appealed to an increasingly health-conscious public; Campbell Soup, a 146-year-old brand, realised that people were consuming less soup; and Fisher-Price decided to go back to its roots as a child development company. In the Consumer Goods Summit held in New York earlier this year the three brands discussed how they were trying to re-establish growth in stagnating markets and to find the 'cool factor' for their brands.

**Journal of Strategic Marketing, August-September 2015, pp40-43**

### **Digital companies are coolest brands...**

A ranking of the UK's most desirable brands reveals that digital entertainment brands such as Netflix and Spotify are beginning to replace traditional names such as Rolex and Sony. Spotify achieved the highest new entry by taking 11<sup>th</sup> place in this year's *CoolBrands Top 20*. Netflix and Instagram made the top ten for the first time, in fifth and seventh places. Bang & Olufsen fell five places to 16<sup>th</sup> while Sony fell out of the ranking altogether.

**The Daily Telegraph (Business), 28 September 2015, p3**

### **...while Skol tops Latin American brands**

Brazilian beer brand Skol is the most valuable brand in Latin America, having overtaken Mexico's Corona. This is according to Millward Brown's fourth annual *BrandZ Top 50 Most Valuable Latin American Brands*. The ranking shows that Latin America's top brands have increased their total value to \$132 billion, a rise of 2%, despite the challenging economic conditions. Skol, owned by AB InBev, has risen 20% this year to give it a brand value of \$8.5 billion. The ranking is dominated by Mexican brands whose value has grown from 33% last year to 37% this year. Brazilian brands achieved 24% of the listing value. The *FT* devotes a 4-page supplement to Latin American brands.

**research-live, 23 September 2015; Financial Times (Latin American Brands), 23 September 2015, pp1-4**

## **Conferences and events**

### **Promoting the living wage**

*Meetings & Incentive Travel* and the Association of British Professional Conference Organisers have launched a *Living Wage for Live Events* campaign which kicked off with a survey into attitudes towards rates of pay. It wants to ensure that meetings and event venues pay their staff a minimum living wage in London and the rest of the UK. The survey found that 47% of in-house event organisers and agency reps would not want to use a venue if it did not pay its staff the living wage while 93% of event buyers consider the issue to be important. The living wage is also regarded as good for business and nearly all respondents felt that improved service levels would result from happy staff who were being paid the right rate.

**Meetings & Incentive Travel, September-October 2015, pp22-23**

### **Assembling a panel**

When recruiting participants to a panel it is tempting to go for the usual suspects but, in the process of obtaining 'DEEP' (diverse, expert, eloquent and prepared) panellists, you don't need to settle for the same old faces. Here are some tips for selecting panellists and for offering incentives to take part. These might include arranging a book-signing if the participant is an author or providing greater visibility and PR opportunities.

**Association Meetings International, September 2015, p57**

## **Customer relations**

### **Reducing customer churn**

Customer attrition is a constant problem for service industries such as mobile phone companies which, it is estimated, lose between 21% and 38% of their customers in Europe every year. Tactics for preventing churn often fail; instead, companies have started to identify customers who might defect and are offering them more suitable phone plans. But it turns out that customers who have been overspending on their previous plans, and are offered a better deal, are more likely to defect than over-spenders who haven't been offered a better plan. This conclusion was reached by researchers at Columbia Business School who offer two explanations for the failure of this customer-friendly approach. The team also explains how providers should tackle defections with more finely-tuned marketing.

**Harvard Business Review, October 2015, pp32-34**

### **Mapping the customer journey**

Customer journey mapping can help marketers to understand how customers interact with their brands at stages of their lifecycle. But understanding how customers engage with the brand both online and offline can be a highly complex process. The four authors provide advice for mapping the

customer journey. They advocate starting with a 'cradle to grave' lifecycle, by sketching out the customer journey and breaking the lifecycle down into smaller journeys and conversations. A case study of P&O Ferries is included.

**Database Marketing, September 2015, pp27-29 (Alty et al)**

### **Real-time marketing**

Brands have been using real-time marketing – by latching on to the latest social media trending topic – just for the sake of having visibility. But they often don't consider what this is doing to their brand values. This article looks at the benefits of real-time marketing and the importance of drawing on interests that the brand and its audience have in common. In particular it examines the challenges and opportunities for real-time marketing in the Gulf region. It also comments on return on investment – according to the *2015 Wayin Real-Time Marketing Report*, 36% of respondents said that over half their revenue RoI came from real-time marketing.

**Gulf Marketing Review, September 2015, pp12-14**

### **Direct marketing**

#### **Optimising e-mail**

New research commissioned by Adobe reveals that 63% of consumers prefer to be contacted by e-mail; this approach is in marked preference to other direct marketing methods, the next most popular being direct mail (20%). Yet consumers only open around a quarter of the offers they receive by e-mail. They are most likely to be put off by having to scroll down on their phone (28%); by a layout that is not optimised for mobile (21%) or a long loading time (21%). The advice is for marketers to ensure that content is optimised for any platform and any device. However, in general respondents said they would prefer fewer e-mails (35%) and less repetition (34%). John Watton of Adobe says brands need to focus on "getting their messages to the right person, with the right content, at the right place and at just the right moment".

**Database Marketing, September 2015, p21**

### **Law**

#### **EU clashes with US over personal data**

The Advocate General of the European Court of Justice (ECJ) has advised that rules which allow the likes of Facebook and Google to transfer personal data about EU citizens to the US should be scrapped. The Safe Harbor agreement, created in 2000, allowed US companies to comply with EU data laws while carrying out "mass, indiscriminate surveillance", claims Advocate General, Yves Bot. The ECJ could choose to ignore the recommendations but is unlikely to do so. However, this could prove difficult for US businesses which are operating in the EU. It will also place a further strain

on US-EU relations following the Edward Snowden affair.

**The Daily Telegraph, 24 September 2015, p8**

### **No Happy Birthday for copyright owners**

A US federal judge has ruled that Warner/Chappell, which acquired the copyright to the song *Happy Birthday* in 1988, does not in fact own the copyright. Judge George King ruled that the original copyright was only granted for arrangements of the music, not for the words of the song. The tune was composed by Mildred and Patty Hill of Kentucky in 1893 who called it *Good Morning To All*. Warner/Chappell is believed to have earned \$2m a year by charging a fee whenever the song was used in films, TV or advertising. However, the song still remains under copyright in the UK and other countries, and lawyers warn that caution should be exercised over its use.

**bbc.co.uk/news, 23 September 2015**

### **Making a monkey out of copyright**

A copyright battle has erupted in San Francisco over the macaque monkey which took a selfie. The People for the Ethical Treatment of Animals (Peta) claims that the monkey should be the owner of its own image. British photographer, David Slater, had been following a troop of macaques when he set up his camera and one of the monkeys took its own photo. The image later became a global phenomenon. Peta's lawyer argues that the monkey "has the right to own and benefit from the copyright" but the US copyright office will only register works produced by human beings.

**The Times, 24 September 2015, p9**

### **Marketing**

#### **The Digital Summit**

CIM's third annual Digital Summit takes place today in London. But this is not all about search engine optimisation or online advertising. Instead CIM and its expert contributors will be discussing digital transformation and the need for creating a joined up approach which embraces all of an organisation's communications and campaigns. In this article, Ash Roots, one of the Summit's speakers and director of digital at Direct Line, is interviewed to discover his views on digital disruption.

**Catalyst, Issue 1, September 2015, pp55-57 (Coston)**

### **Customer usage processes**

There have been many discussions about customer value and customer value creation with the acknowledgement that customer value embedded in a product by a company has shifted to the value co-created by the customer. The focus has moved from the producer and the production of goods to the use of resources by the customer in the usage processes. The authors aim to provide an understanding of customer usage processes and

identify dimensions for differentiating these processes. They undertake an extensive literature review and identify three dimensions to differentiate these processes: actor intensity, interaction intensity and resource intensity.

**Marketing Theory, Vol 15(3) 2015, pp401-422 (Pfisterer and Roth)**

### **CIM salary survey**

The *2015 Salary Survey* conducted by CIM in partnership with *Marketing* reveals that, despite reasonable levels of job security and satisfaction, there has been a lot of movement within the industry. Some 49% of marketers have been in their current job for less than two years with a fifth changing jobs over the past year but this also reflects increasing confidence in the job market. The survey highlights some negative trends, such as a fall in diversity and salaries. For example, just 43% of respondents said that their department was run by a woman. The average salary for marketers has fallen from £44,150 in 2013 to £39,525 in 2015. Although the marketing sector is considered to be one of the most gender-balanced professions, there is more to be done in terms of closing the pay and bonus gap, says Clare Kemsley of Hays Marketing.

**Marketing, October 2015, pp50-51 (Bold)**

### **Smart, connected devices**

This article follows a previous paper entitled *How Smart, Connected Products Are Transforming Competition* by Michael Porter and James Heppelman. It examines how smart, connected products are forcing companies to redefine their industries and their internal operations. New product development principles are emerging which create the need for alternative skills and expertise. The marketing department is shifting towards a focus on maximising the product's value to the customer over time while customer relationships are changing to become continuous and open-ended. Smart devices have altered the interactions between functions so that functional roles are becoming less defined. The authors claim that this is the greatest change in manufacturing since the Second Industrial Revolution and that its effects are transferring to other sectors, such as services.

**Harvard Business Review, October 2015, pp96-114 (Porter and Heppelman)**

### **Market research**

#### **Successful campaign rests on good research**

One of the highest-profile public sector campaigns in England this year has been *This Girl Can*, whose goal is to get more women involved in sport. Its success has been put down to effective market research which revealed that 2m fewer 14- to 40-year-old women than men took part in sport despite 75% wanting to do more. The main barrier was found to be women's fear of being judged, so Sport

England responded with a focus on women doing physical activity regardless of what they look like or how well they perform. The campaign achieved 34m campaign video views and 520,000 social media interactions.

**Catalyst, Issue 1, September 2015, p6**

### **The game first approach**

Gamification involves taking a task that isn't particularly enjoyable, such as completing a survey, and adding gaming elements. The author suggests that this approach can be reversed: by taking a task that is enjoyable and engaging, you can amend the content and incentives to ensure that the results are in line with existing market research solutions. This 'gamefirst' approach requires some ingenuity but can lead to benefits in terms of respondent recruitment, engagement, responses and retention. Here is some advice on running market research games.

**research-live.com, 24 September 2015 (Marks)**

### **Public relations**

#### **Measurability**

The PR industry has traditionally relied on advertising value equivalents (AVEs) to provide a measure of its value. The author explains how digital video content or video news releases (VNRs) can contribute to PR's 'measurability'. According to *PR Newswire*, images can expand one's audience by up to 92% while a mix of photos, videos and multimedia content 'increases it up to 552%'. Conventional PR stories and press releases can be converted into one- to two-minute videos which are newsworthy, timely and relevant. However, in the Gulf states there is some resistance to video content among publishers, PR agencies and brands. The problems and solutions in this region are discussed.

**Gulf Marketing Review, September 2015, pp26-28**

### **PR playing catch up with data**

This article asks whether PR can catch up with other marketing disciplines when it comes to understanding and using data. Tim Fallon of Instinctif Partners says that PR judgements and advice used to be fairly subjective but now clients want evidence and insight. The lines between marketing disciplines are becoming blurred and PR agencies are starting to recruit data experts. Hill+Knowlton Strategies has recently announced the appointment of its first data scientist while Weber Shandwick has hired a director of analytics. The process of connecting with audiences requires marketing to smaller groups based on what the data says. Measuring sentiment may become less important as data can help to predict consumer behaviour. However, some experts believe that creativity is something that PR can offer clients but that data cannot not.

**PR Week, September, pp40-41 (Benady)**

## Agriculture, fishing and forestry

### **Farm land better investment than gold**

Good quality English farmland has doubled in price over the past five years which not only makes it the most expensive in the world, but has provided investors with a better return than London property, the FTSE 100 or gold. The price of investment grade English farmland has risen to £12,500 per acre, double what it was in 2010. This is despite the fact that farmers are struggling with falling commodity prices, such as wheat and milk. In contrast, some farmers in Britain have benefited from subsidies for renewable energy, such as wind and solar power, which have offered new streams of income.

**The Guardian, 23 September 2015, p22**

### **McDonald's chips in with British potatoes**

From now on McDonald's is to source its potatoes only from British farmers which will make the company one of the largest buyers of domestic potatoes. It plans to spend £80m a year on 250m tonnes of potatoes. McDonald's is already one of the largest customers of UK farming by spending more than £900m per annum on the food and agricultural sector.

**The Times, 25 September 2015, p29**

### **Farmers suffer from unfair trading**

A report from environmental organisation Feedback claims that 'unfair trading practices' have resulted in fresh food from Kenyan farmers being wasted. It says that European retailers are rejecting on average nearly 50% of produce before export despite there being no problem with its quality. Even the produce which is approved is subject to waste through trimming. This has affected farming incomes and security in Kenya. Feedback has launched the *Stop Dumping* campaign which calls on the UK Government to protect overseas suppliers.

**The Grocer, 26 September 2015, p18**

## Building industry

### **Government pipeline diminishing**

More than a quarter of projects have been removed from the UK Government's construction pipeline since December 2014, according to analysis from KPMG. It claims that 886 projects have been removed, reducing the total value of projects by just over £9 billion. KPMG believes that the pipeline "fluctuates so wildly and erratically that the industry can place no detailed reliance on it". The majority of abandoned projects are in the defence, justice and police sectors.

**Construction News, 25 September 2015, p3**

### **Kier solid in face of industry consolidation**

Haydn Mursell, CEO of property group Kier, says he expects significant consolidation within the UK construction industry over the next couple of years due to the fragmented market and low margins. His remarks follow a report from EY which predicted that the number of top-tier contractors in the UK would halve over the next five years following mergers or acquisitions from overseas buyers. Mr Mursell believes that Kier will be well placed if such consolidation takes place and expects the company's profit margin to reach 2.5% by 2020.

**Construction News, 25 September 2015, p7**

## Businesses and strategy

### **Multinational profits – maintaining a lead**

Global corporate profits have been growing rapidly since 1980; they have increased their share of global GDP by 30% to just under 10%, with Western multinationals capturing the lion's share. But this era of growth is slowing as costs rise and competition from emerging economies and the technology sector is changing the nature of business. The authors believe that, while profits will continue to increase in absolute terms, they will decline to just 7.9% of global GDP, and fall back to pre-boom levels. They propose that, in order to stay ahead, Western multinationals should consider five courses of action.

**Harvard Business Review, October 2015, pp48-62 (Dobbs et al)**

### **UK heads up sharing economy in Europe**

The UK accounts for one in ten of sharing-economy companies, which is more than any other European country and more than France, Spain and Germany combined. The US continues to dominate the sharing economy, accounting for over half of the 865 start-ups. London is host to 72 sharing-economy start-ups, placing it behind New York with 89 and San Francisco with 131. PwC estimates that the global sharing economy is worth \$15 billion a year, a figure that will rise to \$335 billion in ten years' time. In the UK Chancellor George Osborne says he wants to "put Britain at the forefront of the online sharing economy".

**The Daily Telegraph, 24 September 2015, p8**

### **Addressing the gender gap for a richer world**

A report from McKinsey Global Institute calculates how women are faring at work and in society, compared with men, in over 90% of the world's population. It has concluded that South Asia, excluding India, is behind the rest of the world in this respect. It scores 0.44 (where a score of one equates to parity between men and women) while North America and Oceania score the highest with 0.74. Overall McKinsey calculates that, if the main gender gaps - participation, hours and productivity -

were addressed, the world economy would be 26% better off.

**The Economist, 26 September 2015, p75;**  
[public.tableau.com/profile/mckinsey.analytics](http://public.tableau.com/profile/mckinsey.analytics)

## Charities and NGOs

### **McDonald's in food programme campaign**

McDonald's recently snubbed Burger King by refusing to participate in the creation of a McWhopper burger for World Peace Day. Now it has made up for its action by leading a TV campaign for the United Nations World Food programme. Other brands, including Burger King, are supporting the animated ad which is narrated by Liam Neeson and, rather surprisingly, contains no corporate branding.

**Campaign, 25 September 2015, p3**

### **Charities must reform says Etherington**

A review commissioned by the UK Government has concluded that the sector will face draconian regulation if it doesn't agree to stricter oversight of the way it raises funds. Sir Stuart Etherington, CE of the National Council for Voluntary Organisations, was commissioned to examine practices in the sector following scandals surrounding charities' high-pressure fundraising tactics and allegations that they were selling donors' details. The key findings of the Etherington report are summarised in this article.

**Financial Times, 24 September 2015, p3**

## Economy

### **Fall in home ownership**

Since 2010 the number of homeowners in England and Wales has fallen by nearly a quarter of a million, from 67.4% to 63.3%, according to Government data. In contrast the number of families living in the private rented sector has risen by 2.5m. Research by the Labour Party indicates that there has been a 50% fall in the number of young people who own their own homes. This is despite Government initiatives to help people buy their first home. The average deposit needed to buy a house has risen from £43,000 to £57,000 over five years.

**The Independent, 25 September 2015, p20**

### **Chinese consumption**

China needs its consumer consumption to grow in order to make up for an industrial downturn in which construction is slowing and manufacturing has hit a 6-year low. There are signs that consumption may be making up for some of this industrial downturn. The Chinese shopper has been enjoying rising wages but can this continue when Chinese industry is struggling? Even if Chinese consumption continues to rise, it may not help global growth. A study by Bain has revealed that, out of 26 categories of cheap consumer goods, foreign brands lost market share in 18 categories last year. Domestic

Chinese companies are also moving into areas once dominated by international companies.

**The Economist, 26 September 2015, pp71-72; Financial Times, 24 September 2015, p9**

## Energy and utilities

### **Customers defect to smaller suppliers**

The UK's Big Six energy suppliers have lost 660,000 customers to smaller, independent suppliers over the past year. A report from Cornwall Energy reveals that independent suppliers, such as First Utility, Co-operative Energy, Ovo and Good Energy, have grown their market share from 9% to 13.4% in the year to July. First Utility, which gained 275,000 customers, now has 4% market share for dual-fuel customers. Cornwall Energy advises that suppliers who have a competitive online proposition through an online switching portal can hope to attract customers in big numbers.

**The Times, 23 September 2015, p37**

### **Smart Energy in social campaign**

Smart Energy GB, the consumer engagement campaign for the UK's smart meter launch, has just launched Twitter and Facebook accounts so that members of the public can communicate with the campaign. The campaign plans to move into TV advertising next year. The number of smart meters installed in the UK has reached 1,327,400 according to Government data.

[utilityweek.co.uk](http://utilityweek.co.uk), 23 September 2015

### **Small suppliers attract more complaints**

Britons are used to complaining about the Big Six energy suppliers but now Citizens Advice suggests that four out of the six most complained-about suppliers over the past three months have been the small energy brands. For the first time Citizen's Advice's complaint rankings include the 12 biggest small suppliers. Co-operative Energy and Spark each recorded over 500 complaints per 100,000 customers compared with a big supplier like SSE which received fewer than 50.

**The Daily Telegraph, 28 September 2015, p14**

## Environment

### **There's method in this greenness**

Method, a maker of environmentally-friendly cleaning products, opened its first factory in Chicago this year. The company aims to be "the most sustainable and the most socially beneficial company in the world". But are Method's products any more eco-friendly than those sold by the likes of P&G and SC Johnson? These days almost all big makers of cleaning products have modified their formulas to reduce the amount of harmful ingredients. But the majority of consumers are more concerned about how the products work and how much they cost, so manufacturers have honed their ad messages to



focus on these factors rather than their eco-credentials. In this respect the likes of Method have the market to themselves.

**The Economist, 26 September 2015, p68**

### **Potatoes help to fuel production**

2 Sisters Food Group, a large food manufacturer in the UK, has installed a plant in Carlisle which will allow surplus potato from its production line to be converted into electricity. The initiative should cut carbon emissions by a fifth but group sustainability director, Andrew Edlin, says that this is as much about the bottom line as about being green: "This is not just corporate PR. We will have improved profitability".

**Financial Times, 28 September 2015, p4**

## **Fashion**

### **M&S refocuses on fashion**

Three executives have tried to turn Marks & Spencer's clothing division around over a three year period. Now M&S has appointed Queral Ferrer as its first design director, responsible for womenswear, lingerie and beauty. She reports directly to Steve Rowe, executive director of general merchandise, whose aim is to make the company's ranges more fashionable as well as ensuring that the items are available on the rails. Richard Hyman, a retail analyst, believes that M&S still suffers from a disconnect between its clothing and branding and its core customers.

**Financial Times, 26-27 September 2015, p19**

### **Burberry Snapchats ahead of LFW**

Burberry used Snapchat to unveil its spring collection ahead of its London Fashion Week runway show last week. Snapchat users were able to view the collection being finished at the Burberry design studio in London. The brand also ran a Burberry Live Story on Snapchat using crowd-sourced video and catwalk images.

**Retail Week, 25 September 2015, p34**

## **Financial services**

### **Emerging world – mobile payments**

In the US and Europe mobile payments are finally taking off but in the developing world it is a different story with around 2.5 billion people excluded from formal banking services. In these regions mobile, phone-based services can transform people's lives by allowing them to move money around and secure microloans. This article defines the scope of mobile money and looks at recent developments in NFC, such as the launch of ApplePay. It discusses the activities of the main players and then turns to the developing world where telcos are well on their way to becoming the biggest financial institutions.

**Mobile Europe, August-September 2015, pp33-35**

## **FMCG**

### **Beverages**

#### **Chapel wine sales sparkles**

Consumers still have a penchant for British wine: Kent-based Chapel Down has reported a 33% rise in revenues for the six months to 30 June, helped by a 57% increase in still wine sales. The company has diversified into beer and cider ranges which are also delivering good returns. Chapel is expanding the brand into China, Hong Kong, Japan and the Nordic countries, but the focus for its signature sparkling wine is the UK, which is the world's largest market for traditional champagne.

**The Daily Telegraph (Business), 25 September 2015, p3;  
The Times, 28 September 2015, p19**

#### **Overhang for the overhung**

Never Felt So Good, a start-up, has produced a drink which it claims can help to tackle hangovers. Overhang, a mixture of orange, lime, and other ingredients, was created by a group of entrepreneurs who then set up the company.

**The Grocer, 26 September 2015, p46**

### **Cosmetics and toiletries**

#### **The beauty business – good for economy**

According to Mintel the UK beauty and personal care market has risen in value from £13.8 billion in 2009 to £16.6 billion last year. The lipstick effect - where people buy themselves cheap treats - may be about to be replaced by higher spending on cosmetics. However, Mintel's *Premium Market Report* also found that there have been a number of new budget beauty brand launches including Poundland. Premium beauty products are also flourishing, growing at a rate of 5% to 6% per year. The UK government appears to be sitting up and taking notice of a sector which has traditionally played second fiddle to the fashion industry in terms of its contribution to the economy.

**The Sunday Times (Raconteur, The Beauty Economy), 27 September 2015, p1**

### **Food**

#### **Lindt wins bear case**

Lindt has won a long-standing legal battle with Haribo after a German court ruled that its chocolate teddy bears did not infringe Haribo's gummy bear trademark. Haribo had taken Lindt to court in 2012 after it started to sell Lindt Teddy figures at Christmas. Lindt argued that the bears were a variant of its Easter Rabbit chocolate figures rather than a copy of the Haribo bear.

**The Daily Telegraph (Business), 24 September 2015, p1;  
The Guardian, 24 September 2015, p23**

### **Dairy Crest has the big cheese**

Sales of Dairy Crest's Cathedral City Cheddar are booming, contributing to a strong performance for the company in the first half year. Dairy Crest is selling its milk operation to Müller of Germany for £80m, a deal which is expected to be completed this year.

**The Independent, 23 September 2015, p47**

### **Tobacco**

#### **BAT makes deals for e-cigarettes**

British American Tobacco is expanding its presence in the e-cigarette arena with the acquisition of Polish e-cigarette manufacturer Chic Group. BAT says that the deal will provide "scale and market reach through Europe's largest e-cigarette retailing network". The company has also announced a deal with RJ Reynolds for vapour products in which it will have a 42% share. The deal will lead to collaboration and cross-licensing of the vapour product technology.

**The Times, 23 September 2015, p41**

#### **JTI butts in on recycling scheme**

Japan Tobacco International (JTI) is launching an initiative, which is the first of its kind, to encourage people in the UK to recycle their cigarette butts. The Cigarette Waste Programme, targeting consumers and businesses, has been created in partnership with TerraCycle. The cigarette butts will be recycled by TerraCycle into various plastic products, such as delivery pallets. Keep Britain Tidy estimates that 122 tonnes of cigarette butts and other cigarette waste is dropped every day in the UK.

**The Grocer, 26 September 2015, p6**

## **Government and public sector**

#### **Global ad – holding world leaders to account**

This week 193 leaders will gather at the United Nations headquarters to ratify a series of Global Goals. To mark the occasion Sir John Hegarty has created a film for the Project Everyone campaign, aimed at raising awareness of the UN goals and to help ensure that the politicians stick to their promises. Project Everyone, which is the idea of Comic Relief co-founder Richard Curtis, aims to reach seven billion people in seven days. At its centre is "the first-ever global cinema ad" which will premier in New York. It depicts the world leaders who are represented by an animal from their country – the UK is a lion while Ban Ki-moon is a tiger.

**Campaign, 25 September 2015, p10**

#### **Universities professionalise their marketing**

Universities have started to take their marketing seriously in response to the gradual

commercialisation of the sector. This is mainly due to the introduction of fees and the pressure on them to make their offerings competitive. Universities are seeking to professionalise their marketing capabilities and build their brands. The University of Reading, Brunel University and Salford are examples of universities that have sought to make their marketing stand out.

**Marketing Week, 24 September 2015, pp18-19**

## **Health and pharmaceuticals**

#### **NHS-approved apps could compromise privacy**

A new study suggests that NHS-approved health apps could be placing users' privacy at risk. The apps send unencrypted personal and health information over the internet, according to researchers from Imperial College London and École Polytechnique CNRS France. They reviewed 79 apps listed on the NHS health apps library, which covered issues such as weight loss, alcohol, smoking and self-care. They identified the privacy short-comings and concluded that hackers would be able to sell the medical information for up to ten times more than credit card details on the black market.

**The Times, 25 September 2015, p27**

#### **Implants lose certification**

Thousands of patients in Britain have been warned that their medical implants may be contaminated. The implants, made by Brazilian manufacturer Silimed, have been used for various operations including breast implants, calf implants, and gastric band surgery. The Medicines and Healthcare Products Regulatory Agency (MHRA) has suspended the company's CE certificate following the discovery of contaminated devices. Without the certificate the company will be unable to market its products in Europe

**The Daily Telegraph, 24 September 2015, p2; The Times, 24 September 2015, p2**

## **IT and telecoms**

#### **BBC to inspire computing with new device**

The BBC has launched a project aimed at transforming the role of computing in British education. It has developed a device called the micro:bit in partnership with ARM, Microsoft and Samsung, which has been designed to introduce children – who are used to playing with sealed-off devices – to the basics of computer science. This month the device is being handed out free to every student who starts secondary school. The objective is to inspire a generation to experience technology "in a way that Britain hasn't known since the 80s".

**Wired, October 2015, pp140-147**

#### **Putting the internet in a box**

The LibraryBox is a small, do-it-yourself web server which can beam a wi-fi network to the surrounding



area. Connecting to the wi-fi allows people to access any of the files or web pages hosted by the box. Users can take a 'piece of the internet' with them wherever they go. LibraryBoxes are now in use in 37 countries around the world where internet access would be hard to find. For example, they have helped to distribute thousands of fishing and aquaculture documents to the islands of Fiji.

**New Scientist, 26 September 2015, p22**

### **Free phone service pops up in UK**

Freedompop, a US mobile operator offering a free 4G service, has launched in the UK. People pay a set-up fee of £7 after which they can receive a free basic monthly service of 200 call minutes, 200 texts and 200MB of data. The company hopes to make money out of those opting to pay for extra capacity. Freedompop is a so-called Mobile Virtual Network Operator, like TalkTalk and Tesco Mobile.

**The Daily Telegraph (Business), 24 September 2015, p3**

### **Ofcom fees could land on consumers**

Next year Ofcom plans to treble the fees it charges networks for renting mobile phone spectrum space to £200m. Operators, such as EE, are concerned that the higher fee will have a negative effect on consumers and businesses as well as on investment and innovation. City analysts have estimated that if the bill were to be passed on to consumers, it would equate to £2.50 a year for each mobile phone account.

**The Times, 25 September 2015, p4; The Daily Telegraph (Business), 25 September 2015, p3; Financial Times, 25 September 2015, p25**

## **Leisure and tourism**

### **Indian travel companies target women**

Women on Wanderlust (WoW) is the largest company of a group of women-owned travel businesses in India. They all cater for a fast-growing market of women who want to be able to travel the world in the company of other women. WoW offers almost 100 tours to places as diverse as the Amazon and the Arctic Circle. It and similar organisations gain customers through social media and word-of-mouth. Their popularity is a reflection of the conservatism of Indian society towards women.

**Financial Times, 25 September 2015, p16**

## **Materials and mining**

### **Platinum driven by diesel**

Last week platinum prices fell to a 6.5-year low following the news of the VW scandal and concerns that it will negatively affect sales of diesel engines. The latter account for nearly half of global demand for platinum with Europe using 1.7m ounces of the metal a year in diesel engines.

**The Independent, 24 September 2015, p51**

## **Media**

### **Books**

#### **Print book sales rise**

Sales of print books in Britain have risen by 4.6% for the first 36 weeks of 2015, their first year-on-year growth since 2007. Booksellers attribute this renaissance to a variety of factors, such as publishers upping their game, booksellers improving their offerings and the belief that the e-book threat is disappearing. The figures from Nielsen Bookscan also show that physical book sales have risen in Ireland. In the US, American Bookseller Association members have reported an increase in book sales this year. In the UK fiction titles, which are usually the genre hardest-hit by e-books, are up by 6.3%%, lending credence to the idea that Kindle sales have been slowing and that the digital reading marketplace is reaching saturation point. Digital publishers claim that their sales are still growing, however.

**The Bookseller, 25 September 2015, pp6-7**

#### **Egyptian book chain opens in London**

Egypt's largest chain of booksellers is to open its first international store. Alef Bookstores, which will launch in London's Baker Street next to the fictional home of Sherlock Holmes, plans to open 60 more branches worldwide by 2020. The chain says it does not aim to compete with the likes of Waterstones and WH Smith but instead hopes to appeal to the tourist market and Arabic fiction readers. Alef has been trying to encourage people in Egypt to read – last year it sponsored 1,000 Knowledge Taxis in Cairo, providing free books for people to read while on taxi journeys.

**The Bookseller, 25 September 2015, pp22-23**

### **Film**

#### **Netflix reshapes film model**

Netflix will release its first original film, *Beasts of No Nation*, in October. Although it will be screened in a few US cinemas from 16 October, the movie can be streamed by Netflix customers from its launch day. Netflix isn't bothered about ticket sales because it would rather increase its global subscriber base. This model is at odds with Hollywood's reliance on cinemas, which usually show movies exclusively for 90 days before they go to video.

**Bloomberg Businessweek, 21-27 September 2015, p25**

### **Internet**

#### **Google charges for software bots**

Researchers claim that Google knows when software 'bots', rather than humans, are watching videos on YouTube but continues to charge advertisers as if the ads had been viewed by humans. Online advertisers are keen to eliminate ad fraud by bots

and so-called human 'click farms' which employ people to click on ads and generate money for websites that display the ads. It is estimated that online ad fraud affects up to a third of ads on the internet. The latest study, which involved uploading videos to YouTube and buying ads for them, was conducted by a group of researchers from various European organisations. Separately Sir Martin Sorrell, the boss of WPP, has warned Google that, unless it makes efforts to eliminate "fake views", marketers will move away from the internet and back towards media such as TV.

**The Times, 24 September 2015, p2; Financial Times, 24 September 2015, p18**

### **Baidu moves into e-commerce**

Baidu runs the main search engine in China but, as the market matures, the company is looking to diversify. It is gradually moving into the sort of e-commerce markets which Alibaba and Tencent currently dominate. Baidu is spending an estimated \$2.5m on e-commerce projects including investments in Groupon-style company Nuomi.com and Uber, in which it has taken a minority stake. Meanwhile its profit is expected to fall by more than 12% this year and its rivals Tencent and Alibaba are pursuing their own diversifications.

**Bloomberg Businessweek, 21-27 September 2015, pp36-37**

## **Newspapers**

### **Print titles continue to see falling ad sales**

The Daily Mail and General Trust (DMGT) has suffered from slowing newspaper circulation and a decline in print advertising. The group has reported a revenue fall of 4% for its consumer media division in the 11 months to August whilst claiming that both its *Daily Mail* and *Mail on Sunday* titles have increased market share. The slump in ad sales is mirrored by other groups, such as Johnston Press, which has issued a profit warning. Trinity Mirror has also experienced a decline in first-half advertising revenues. The *MailOnline* continues to benefit from its celebrity gossip and fashion stories, attracting 218m unique browsers during August, which helped to boost ad revenue by 16%.

**The Times, 25 September 2015, p48**

## **Social media**

### **SMO as part of digital strategy**

Research suggests that over half of the 65 leading brands in South Africa intend to increase their social media budgets this year. However, there is a difference between getting involved in social media just because 'everyone else is doing it' and developing well thought out strategies. The key is to use social media optimisation (SMO) which consists of three elements: effective consumer engagement; maximising website visits from social media; and

assisting with SEO efforts. This article expands upon these three aspects of SMO.

**Journal of Strategic Marketing, August-September 2015, pp48-50 (Sandmann)**

### **Instagram overtakes Twitter**

Instagram is one of the fastest-growing social networks, having attracted 400m users in less than five years since it was founded. Its growth has been faster than that of Facebook or Twitter and it has outstripped Twitter's 316m users. Instagram was acquired by Facebook in 2013 and is expected to rake in \$600m this year thanks to its sponsored posts which allow advertisers to pay to appear in users' feeds.

**The Daily Telegraph, 24 September 2015, p8; Financial Times, 23 September 2015, p15**

### **Facebook introduces 360-degree videos**

A new type of 360-degree video allowing the viewer to be transported into the middle of a film scene has been published on Facebook for the first time. 'Spherical' videos allow viewers to change their view as if they are moving their head, giving them the impression of being inside rather than outside the film. The *Star Wars* video, currently on Facebook, places the viewer on the back of a land speeder racing across a desert.

**The Times, 25 September 2015, p4; Financial Times, 24 September 2015, p20**

### **Coca-Cola the first branded emoji**

Coca-Cola is the first brand to have acquired its own emoji. A partnership with Twitter will enable the company to use the emoji in its global marketing campaigns. When the hashtag #ShareACoke is used, an emoji of two Coca-Cola bottles appears. Twitter plans to extend the strategy to other brands.

**Marketing Week, 24 September 2015, p4**

## **Television**

### **Cadbury's Gorilla a 60-year favourite**

A poll run by *Marketing* to celebrate 60 years of UK TV advertising reveals that Cadbury's 'Gorilla' is the favourite ad of all time according to 19% of the 1,000 people who took part in the poll. 'Comparethemarket' took 16% of the votes and the Smash 'Martians' ad was in third place with 11% of the votes. A separate poll among *Marketing* readers named Guinness' 'Surfer' as the favourite ad of all time – it took the highest share of the vote at 20%.

**Marketing, October 2015, p14**

### **60 years down the line**

When UK TV advertising launched on ITV 60 years ago just 100,000 people in London and the south-east would have seen the Gibbs SR toothpaste ad. Since then advertising has become enjoyable in its own right and has entered our collective memories. People remember phrases such as Whiskas' 'eight

out of ten cats' or 'Beanz meanz Heinz' despite the fact that brands didn't have the same opportunities then as they have today. The evolution of TV has opened up new avenues for advertisers in the realms of sponsorship, product placement, multi-platform and interactivity, enabling them to connect with viewers in a more immediate and meaningful way.

**Campaign, 25 September 2015, p27**

## Packaging

### The 5p bag charge

Next week England introduces a 5p charge for plastic carrier bags. The initiative has elicited mixed reactions: while green campaigners are pleased, others have criticised the guidelines for charging for being overly-complicated and the government has been accused of taking money from charities by collecting VAT on every bag (0.83p). This article looks at the reactions of retailers such as Aldi, which has been charging for bags and donating the money to charity for 25 years. It also discusses the role of biodegradable bags and identifies five things that retailers need to know about the new charges.

**The Grocer, 26 September 2015, pp34-37**

## Retailing

### M&S turns to VR headsets

Marks & Spencer is to run a series of pop-up 'virtual-reality hacks' which will allow consumers to view its homewares range through Oculus Rift headsets. Wearing the VR headset, consumers can drag and drop items from the M&S LOFT range in order to create an ideal living space which they can share on social media. The new range launches this autumn.

**Marketing, October 2015, p16; Retail Week, 25 September 2015, p34**

### Dyson opens own store

Dyson is to open a standalone store in London's Oxford Street before the end of the year. The store will create the same type of environment as Apple's stores, with staff on hand to offer technical advice and promote enthusiasm for the products. As well as vacuum cleaners, the shop will sell other product lines such as fans. Dyson plans to increase its stores to around half a dozen around the world. Its first standalone store opened in Tokyo this year.

**Retail Week, 25 September 2015, p8**

### River Island strategies pay off

River Island has announced a rise in profits of 69.4% with turnover up by 10.4% for the year ending 27 December. It attributes this strong performance to significant investment in omnichannel services, new stores and an enhanced customer experience. The retailer has just launched in South America with stores in Chile and Peru.

Mobile traffic and click-and-collect services sales have risen by 48% and 32% respectively.

**Retail Week, 25 September 2015, p4**

### Lidl and Aldi sales up while Tesco down

Discounters in the UK continue to prosper, with over half of UK households saying they visited either Aldi or Lidl's stores during the second quarter of the year. While Tesco's sales fell by 1%, Lidl enjoyed sales growth of 16% and Aldi's sales were up by 17.3%. Sainsbury's was the only one of the big supermarkets to grow its sales in the past quarter, a trend attributed to the expansion of its convenience stores.

**The Independent, 23 September 2015, p47; The Times, 23 September 2015, p41; Financial Times, 23 September 2015, p23**

## Services

### Porn-again business model

By the early 2000s there were over 3,000 porn sites which were all making money. But with the advent of the 'tubes' all this has changed: the 'tubes' are aggregators which contain thousands of porn videos and have gained popularity because much of their content is free. Before the tubes took off, porn industry revenues were estimated to be between \$40 and \$50 billion but they have fallen by around 75%. The tubes have benefited from higher traffic and ad rates. Some pay sites are responding with innovative ideas. There is also a growing industry for sex toys that work with Oculus Rift and VR headsets: 'teledildonics' is a trend for remote-controlled technologies that allow people who are miles apart to control each other's gadgets!

**The Economist, 26 September 2015, pp62-63**

### ASA rules against Drink Doctor

The UK's Advertising Standards Authority has upheld a complaint against Drink Doctor Ltd, an alcohol delivery service. It has agreed that two banners on the company's Facebook page implied a link between the provision of alcohol and medical assistance. The ASA ruled that the use of medical imagery "presented alcohol as a product to be used in the same manner" as medicine. The ASA was also critical of the company's 'boozebulance' vehicle and emergency phone number being advertised, because these suggested that alcohol was "necessary and indispensable". It has ordered Drink Doctor to stop using medical imagery or terminology in its ads.

**lexology.com, 25 September 2015**

### Fast food threatened by posh burgers

The UK is one of the few markets where fast-food sales are continuing to rise. Some of the largest chains, such as McDonald's and Burger King, are innovating with their marketing and customer

offerings to strengthen their positions. But consumer behaviour is changing and 7% of those who use fast food outlets say that they have switched to gourmet burger restaurants. This trend is likely to be exacerbated by the expansion of gourmet chains from the US such as Smashburger and Shake Shack which could pose a threat to the fast food market. Mintel says that innovation in-store and menu design are key to maintaining consumer interest.

**Marketing Week, 24 September 2015, pp20-21**

## Transport and travel

### Emissions tests damage industry reputations

Following the VW emissions scandal the UK plans to undertake its own investigation into vehicle emissions testing. Where necessary the Vehicle Certification Agency will re-run lab tests and compare these with 'real-world' road tests. Yet experts claim that car manufacturers have been 'fiddling' their emission and fuel economy tests for years. Consumer group Which? states that: "The official test that manufacturers have to use under EU law is unrealistic and there are numerous loopholes that can be exploited". *The Independent* reflects on "forty years of greenwashing" in the car industry while the *FT* examines carmakers' EU emission scores.

**The Independent, 25 September 2015, pp10-11,59; The Daily Telegraph, 24 September 2015, p4; Financial Times, 24 September 2015, p21**

### VW – the knock-on effect

The crisis facing Volkswagen over the emissions scandal could have a negative impact on UK companies. Portsmouth-based business Prestige Diesels, an independent car dealer, claims to be "steering clear" of VW and Audi diesel vehicles. Businesses such as this are questioning the reversal in Government policy which previously encouraged the use of diesel vehicles. It raises the possibility that cars may need to be re-registered under new tax bands because they are more polluting than previously thought. This could affect thousands of British cars and small companies involved in the car business.

**The Daily Telegraph, 24 September 2015, p5**

### Airlines thrive on additional charges

A new report claims that airlines are boosting their revenues by imposing hidden charges on passengers. The analysis of 63 airlines by US airline IdeaWorks reveals that fees for checking in bags made up the greatest portion of hidden costs, followed by charges such as paying for a better seat, wi-fi and food and drink. Jet2com was found to have the highest additional charges with an average of £36.59 added to a ticket while nearly a quarter of Ryanair's income was found to derive from add-ons.

**The Times, 23 September 2015, p14**

### Britain's declining shipping register

London's impressive maritime services industry – insurance, finance and brokerage – is under threat and other port-cities, such as Singapore, have been taking its business. Yet captains of industry are most worried about Britain's declining shipping register – the country may soon have so few ships that it won't be able to support its maritime services cluster. This would be bad news for an industry that generates £8.5 billion a year. Britain's share of the world fleet has fallen from 1.9% to just 1.1%, making it the 19th-largest in the world when once it was the biggest. The maritime industry has begun a campaign to overhaul the shipping register and make it more commercially attractive.

**The Economist, 26 September 2015, p33**

### Convertible takes a back-seat to the SUV

The SUV has overtaken the convertible in popularity and sales of open-topped cars have fallen by half since their peak in 2004. In contrast sales of SUVs have increased by almost fourfold. This month's Frankfurt Motor International Show revealed three new convertibles from Rolls-Royce, Ferrari and Mercedes-Benz, all aimed at the ultra-rich buyer. Luxury carmakers believe they can attract wealthy buyers because the new convertibles offer space and comfort rather than being built for speed, unlike the old MGs and Triumphs.

**Bloomberg Businessweek, 21-27 September 2015, pp25-26**

## Buzz phrases

### Mamils

This is the age of the 'Mamil' or middle-aged man in Lycra. He represents the trend for men aged forty-something or more to tackle their paunches by donning cycling shorts or taking up golf, squash and other sports. Triathlons, Tough Mudder events and CrossFit Gyms are springing up all over the place. Meanwhile, according to *The Grocer*, volume sales of sports nutrition products have rocketed by 20.2% over the past year...

**The Grocer, 26 September 2015, pp57-63**

Written by CIM's Knowledge Services Team

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## On the Move

Name	From	To	New title	Source
Troy Warfield	Avis	British Airways	Director of Customer Experience	Campaign
Simon Wassef	Sid Lee Amsterdam	R/GA London	Group Strategy Director	Campaign

## Promotions

Name	Company	Previous title	New title	Source
David Krajicek	GfK	Regional COO North America, Consumer Experiences	Management Board Member for Consumer Experiences	research-live.com



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[www.lexology.com](http://www.lexology.com)

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PR Week

[www.research-live.com](http://www.research-live.com)

Retail Week

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