

Cutting Edge: Our weekly analysis of marketing news

9 March 2016

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

We have a guest editor this week so there are some changes to the content.

Quick [links](#) to sections

Marketing trends and issues

Advertising

Vroom

There is a new entrant in the luxury car advertising market with McLaren going up against Audi and Porsche. The European wide television advert will be aimed at high net worth individuals and will be partnered with a digital campaign with *Top Gear* magazine.

Marketing Week, 3 March 2016, p7

Advertising that works

Research carried out by King's College London and Warc has identified advertising strategies that are the most effective. A list of the top ten most effective advertisers (P&G, Unilever and Coca-Cola are the top three) and top ten advertising campaigns are given. The top campaign is identified as Penny the Pirate for Australian opticians brand OPSM. But the research does conclude there is no perfect model.

Marketing Week, 3 March 2016, pp8-9

Agencies

Geopolitics

Over-optimism is being tempered by WPP as it warns clients that there are a lot of risk factors on the horizon. Growth in advertising is put down to the Rio Olympics, European football championships and the US elections. But caution is called for regarding oil prices, Iranian nuclear "armistice", the Chinese economic slowdown and Brexit. WPP employs over 124,000 across the world and had reported billings of £47.6 billion.

Financial Times, 5-6 March 2016, p17; The Daily Telegraph, 5 March 2016, p35; The Independent, 5 March 2016, p46

Brands and branding

McGraffiti

Interiors of restaurants usually follow the branding rules of the company. McDonalds is no exception but in some urban outlets they have introduced a graffiti styling. The graffiti designs on lampshades and murals is attracting quite strong views from local residents in Brixton as it has from other cities where the designs have been rolled out.

The Independent, 4 March 2016, p5

Consumer behaviour

Measuring behaviour

Asda have been experimenting with advertising across different devices. Showing shoppers an advert on three different devices resulted in an uplift of 59% in store visits over those that just saw the ad on one screen. If a user clicked on the advert they were found to be 411% more likely to visit the store. The adverts that received the best response were the ads on mobile devices.

The Grocer, 5 March 2016, p8

Customer relations

Talking the talk

New research from CIM, *Brand Experience*, reveals that a lack of understanding of a company's brand can create issues between customers and the brand. With the choice of brands growing consumers' expectations will only continue to rise. The report is available via the CIM website.

<http://exchange.cim.co.uk/thought-leadership/2016/march/04/brand-experience-report/>

Law

Yosemite

In a bizarre situation Yosemite National Park has lost its own name. A company called Delaware North had been the company who were contracted to



Chartered CPD Programme

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www.cim.co.uk/charteredcpd

operate hotels and other tourism attractions across the park. When the contract was awarded to a rival company the owner of Delaware North demanded over \$50m for the intangible assets that included the trade marks that they had registered 12 years earlier.

The Times, 4 March 2016, p39

Are you ready?

The new data laws may still be two years away but marketers are being encouraged to start putting plans into place to ensure improved compliance. The RNLI have already switched to an explicit opt in for any digital marketing messages as has the British Red Cross. The Information Commissioner's Office already has powers to fine companies up to 4% of their turnover or up to £15.6m, whichever is greater. Companies will need to reassess their data policies and how to gather data as third party data providers find requirements of consent difficult to comply with.

Marketing Week, 3 March 2016, pp12-13; DataIQ, Spring 2016, pp6-9,36-37

Head crunchers

Data is king – and this supplement names the top data gurus in the UK. From banks and energy companies to insight development agencies.

DataIQ (bigdata 100), Spring 2016, pp1-31

Marketing

Key events

We all mark life events of our friends and family but could marketers do more to harness this approach. Some already do: Clarins and Waitrose. Events such as moving, holidays and new arrivals in the family can all change our buying patterns and brand loyalty during these times are important. Data can be collected through a variety of routes but gathering the data is not without its issues of privacy.

Marketing Week, 3 March 2016, pp26-27

Measuring success

What does success look like? This is the question that Kieran Kilmartin, VP of international Marketing at Pitney Bowles, asks regularly. In this interview he explains why he considers marketing to be a science, the changing roles of the CIO and the CMO and what he is considering for Pitney Bowles's in the run up to its centenary – the brand is currently 95.

B2B Marketing, February 2016, pp24-25

Market research

Best fit

Are you looking for a research partner? Finding the right partner can be difficult. A new survey by ResearchExchange.com shows that many companies are staying with the one they have at this point and only 17% are getting competitive quotes. The two most important issues when choosing an agency are

strong relevant experience and competitive pricing (55% and 51% respectively).

Marketing Week, 3 March 2016, pp29-30

Public relations

Building on Siri

If you call a telephone help line at a bank would you expect to be answered by a robot? The Royal Bank of Scotland are the first bank who have admitted to using artificial intelligence in this way by unveiling a "robo-adviser" called Luvo. It will be a similar format to WhatsApp and will be available online or via mobile and is to be programmed to be empathetic.

Financial Times, 4 March 2016, p25

Building industry

Hanging on for a price rise

Builders are being accused of profiteering by undersupplying houses. Whilst there has been planning permission granted for the thousands of homes that are required many builders have yet to start building. There have been calls for builders to be charged Council Tax on unbuilt land but that is considered a step too far.

The Independent, 2 March 2016, pp1,6-7

Businesses and strategy

Simples

Although this is aimed at salespeople, this three point list on achieving your goals is digestible enough for any of us. The three key points are avoiding overload, take small easy steps and write your goals down.

Winning Business, January-February 2016, p7

Charities and NGOs

Bean counting

When you are considering giving to a charity do you check out their finances? Charities annual reports are seldom printed due to the costs but they are available on websites and still have to adhere to the Statement of Recommended Practice (SORP) which is specifically for charities. Whilst this is all good practice the resultant report is often still unintelligible for most of us. Joe Saxton here suggests a way forward.

Third Sector, March 2016, p23

Durable consumer goods

Less stuff

Consumption by UK households has dropped considerable according to the Office for National Statistics. Consumption of raw materials has dropped by a third as many items we now buy, or indeed hire, are software related. CDs and DVDs are now rare as we just don't need them. Will you buy a

new television when you can watch on something you can carry in your pocket?

The Independent, 2 March 2016, pp34-35

An odd brick or two...

Profitability in the toy industry can be patchy but Lego have consistently been the most profitable. Their version of The Millennium Falcon from *Star Wars* as well as ice castles from *Frozen* have all helped. Last year they produced a mammoth 72 billion plastic pieces, 675m tyres and 725m mini figures, which are now more diverse as mentioned in last week's Cutting Edge.

Financial Times, 2 March 2016, p15; Marketing Week, 3 March 2016, p6

Economy

Slowing economy

Weak growth in the services sector is causing a downgrading in forecasts for GDP growth in the UK economy. The survey of purchasing managers published by Markit/CIPS fell last month to a four and a half year low. Uncertainty regarding the UK's exit from the EU is considered to be a key issue.

The Times, 4 March 2016, p41

Energy and utilities

Job losses

Npower have confirmed today that it will be cutting 2,400 jobs in the UK. Losses of £106m last year were exacerbated by the £25m fine levied due to over-billing.

bbc.co.uk/news, 8 March 2016

Environment

Do you reuse?

When the 5p levy on plastic bags was introduced in the final parts of the UK, the winner was the environment. There is now however a casualty of the reduction in plastic bags as Nelson Packaging went into receivership last week. Supermarkets have seen a 90% fall in the use of plastic bags and many are now opting for reusable bags, the up side being the fact they are walking billboards for their brands as well.

Independent, 5 March 2016, p24; The Grocer, 5 March 2016, p6

Fashion

Incy Wincy

Spiber, a Japanese company, has created artificial spider silk that does not need petroleum to produce it. Spider silk is as strong as carbon fibre and has the tensile strength of steel. North Face, the outdoor clothing brand, is launching its Moon Parka next year which has an outer layer of artificial spider silk.

Financial Times, 2 March 2016, p12

Financial services

Sell through

Distribution networks are important to any industry not least in the online insurance market. Direct Line has now lost a second key player in three months as Sainsbury's have exited the motor and home insurance markets. Nationwide had also changed supplier moving to RSA for their home insurance provider.

Financial Times, 2 March, p20

Ethical reboot

Many banks have had difficult times – not least the Co-operative Bank – but most have not had to cope with a huge shortfall in cash while also having their chairman involved in a drugs issue. Rebuilding the trust of the public is the most important thing and this is what their last advertising campaign addressed. Their new advertising campaign will promote their renewed ethical policy. The marketing is having a positive effect with the bank rising up seven points on the YouGov Brandindex.

Marketing Week, 3 March 2016, pp24-25

FMCG

Beverages

Cheers

References to the Internet-of-Things are usually within the internet section in *Cutting Edge* but this article made me smile. Crowdfunding on a couple of different projects are revolutionising the Craft ale sector. The Brewie can brew you batches of tailored ale in a work top device. Inventory management has also been tackled with a few different products being available that allow bars to track usage and ensure they have the right product available at the right time.

Financial Times (The Connected Business), 4 March 2016, p3

Food

Healthy snacks on the move

Healthy eating whilst on the move is a tricky balance whether in the UK or in the US. When Daniel Lubetzky became frustrated by the lack of options he started producing his own – not just for himself but by developing his own brand – Kind snacks. He now sells his products to over 150,000 stores in the US and sales have risen by 36% in the last year. The US market for nutritional energy snacks has risen to \$2.48 billion in 2015.

Financial Times, 3 March 2016, p20

Government and public sector

Fairness in job opportunities

The Equality and Human Rights Commission (EHRC) have received over 100 complaints about adverts for jobs in the last year. Discrimination against older workers and on the basis of sex are the most complained about. The EHRC have produced a handy guide to assist companies.

equalityhumanrights.com

Materials and mining

Felting pineapples

Another fabric can be made from the waste of pineapples. The fibres of the leaves and waste of the pineapple is fed through a machine to remove the chlorophyll and the plant gum. The resultant fibres are then felted together and can be used for upholstery, handbags and footwear as it resembles a lightweight leather, is fire resistant and costs about 30% less than leather. The fabric has been called Piñatex

Wired, April 2016, p17

Media

Books

Withdrawal from UK market

Barnes & Noble are pulling the Nook e-reader out of UK market from the 15 March. Customers will need to transfer their books to Sainsbury's Entertainment on Demand account but will need to look out for e-mails to tell them how to do this. But with a "weak demand" for Nook tablets there has been a resultant loss of \$11m.

thebookseller.com, 4 March 2016

Film

China's growing force

China's cinema box office totalled \$6.8 billion in 2015 which was a huge rise of 49% on the previous year. China limits US films to just 34 annually and there is careful control as to how many screens will show the films. The current box office success is *The Mermaid*, for which ticket sales have topped \$440m so far. Within the country there are 31,630 movie screens.

Bloomberg Businessweek, 29 February 2016, pp23-24

Internet

Prime site

Whilst Amazon sales in the US doubled over the past three years, increases in other markets have not been so marked. In the UK it was just 40% in the last three years. It has put much of this increase down to the increase in Amazon Prime. For a yearly fee you get other services such as free delivery,

streaming music and video content. In some cities they are also trailing Prime Now which offers a two hour delivery. It has also announced a tie up with Wm Morrison for a two hour delivery service on a range of food. No figures for the number of Prime subscribers has been published but they do say it has increased by 51% in the US. Independent research has put the figure in the US as high as 54m.

Financial Times, 4 March 2016, p20

Wow factor

Can you remember when you first experienced the internet? In India the novelty is still happening with three more Indians experiencing the internet for the first time every second. It is estimated that by 2030 there will be more than 1 billion Indian users. E-commerce sales last year reached \$16 billion and Amazon wants to grow their market to be its second biggest. They have competition in the form of Flipkart and Snapdeal. The article goes on to discuss Alibaba and the growing e-commerce market, its regulation and the growing general retail market.

The Economist, March 2016, pp10,19-21

Barter trading

Ad blockers were investigated as part of the Internet Advertising Bureau/YouGov quarterly survey. Usage of ad blocking software has risen from 18% in October to 22%. But they also found that 20% of people who had downloaded software were no longer using it because their access to free content had been curtailed. The younger age bracket (18-24) understand the trade-off better with 73% saying they would turn it off in certain circumstances against the full survey number of 53%.

Marketing Week, 3 March 2016, p7

Newspapers

Bucking the trend

Falling revenue sales from newspaper advertising and circulation has been a concern for most newspaper publisher – but Axel Springer seem to have countered that trend announcing a 10% leap in digital readership. They publish *Die Welt*, a quality broadsheet and *Bild*, a tabloid but have expanded aggressively online and now 62% of their revenues comes from this channel. They are also looking to expand into English language media with a joint venture with Samsung on a news platform called *Upday*. They have also been at the forefront of the ad blocking debate when they made their readers of the online version of *Bild* have to decide between turning off the ad blocking software or paying for a subscription.

Financial Times, 4 March 2016, p20

Social media

@happybirthday

On the 21 March Twitter will be ten years old. By 2007 there were 5000 tweets a day, by 2010 it was 50m. The number sent each day now is not reported which has led to speculation that all is not well. This article looks at Twitter and asks "who is it for"?

Financial Times (Life & Arts), 5-6 March 2016, pp1-2

Television

Closing holes

The loop that allows users of BBCs iPlayer to watch catch-up tv without a licence is to be closed. It costs the BBC about £150m a year in missed licence fees. The BBC already provide free licences to householders aged over 75.

The Guardian, 3 March 2016, p10

Retailing

All for your convenience

Retailers are joining forces with deliver companies as the whole market for online shopping is being reinvented in a click and collect world. Wm Morrisons have joined forces with Amazon to sell fresh food, the Royal Mail are now delivering items bought on eBay to Argos stores for collection, and companies such as Hermes deliver to pick-up stations across the country. A key benefit regarding the latter is that the parcel company does not have to retry delivery if you are not in. More analysis on the Amazon/Wm Morrison/Ocado deal is available in *Retail Week*.

Financial Times, 2 March 2016, p21; The Economist, 5 March 2016, p26; Retail Week, 4 March 2016, p11

Rising costs

The increase of Brits using e-commerce and the rise in costs in retail are likely to be putting jobs in retailing at risk according to the British Retail Consortium. The rising costs include salaries, rise in property prices and the apprenticeship levy.

Retail Week, 4 March 2016, p4

Technical assistance

Real shopping, as in bricks and mortar shopping, used to be non-technical but increasingly retailers are using technology to observe shoppers within their stores. Research by Westfield shows that shoppers have an expectation that technology will be used to improve their experience. Over 40% of respondents said they were interested in using virtual reality headsets. But stores are also using technology for inventory management, either as RFID checking stock to CCTV being able to look for areas of high density to ensure stock is replenished. Privacy is however a concern.

Marketing Week, 3 March 2016, pp22-23

Services

Office space

Ready-to-use office spaces have been available from Regus since 1989. It has expanded by a fifth since 2015 bringing the total to more than 2,700 locations. They are actively looking to expand to China, India and the US although its previous excursion into the US ended in bankruptcy.

Financial Times, 2 March 2016, p20

Transport and travel

GPS deliveries

Amazon announced recently its plans to deliver items by drone. But there is now a more realistic version of automatic delivery with the unveiling of a fleet of ground based robots by Starship Technologies. Able to carry up to 20lbs in weight they are steered using GPS. Already in operation in Greenwich they have a range of about 3 miles, the battery can last 2-3 hours and they avoid pedestrians. The world market for robots is predicted to grow to £83 billion by 2025

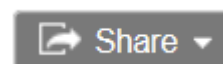
Retail Week, 4 March 2016, p31; Financial Times (The Connected Business), 2 March 2016, p2

Setting up alerts

Ebsco

You can make Ebsco work for you by setting up alerts. These can be for a particular journal that you want to see regularly or a search on a topic or company. [To set up email alerts you will need to register for a MyEbscoHost account, there is a link at the top right hand side of the page saying 'Sign In'. Once registered you can set up your alerts.]

Journal Alert – go to the publications tab and search for the journal. Open up the journal page and on the right hand side there is a Share button.



This will open up a box where you can either set an email alert, an RSS feed or just copy the persistent link and paste elsewhere.

Search alerts – Click on New Search and add your search into the boxes. It will give you results that you can then narrow down by Full Text, date or additional keywords. You then either again click the share button or click the Create Alert in the buttons at the top. You can choose the frequency and the results format.

Links for tutorials:

[Introduction to Ebsco](#)

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[Advanced searching](#)

[How to create search alerts](#)

[How to create journal alerts](#)

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Ebsco can be accessed from the [MyCIM](#) area of the CIM website.

Books

Missing out on big data?

Big Data: Using Smart Big Data, Analytics and Metrics to Make Better Decisions and Improve Performance by Bernard Marr.

There is so much buzz around big data. We all need to know what it is and how it works. But what will set you apart from the rest is actually knowing how to use big data to get solid, real-world business results and putting that in place to improve performance.

Big Data shows you how to implement the same practices that leading firms have used to access new dimensions of profitability. You'll learn from clear explanations and countless examples how successful organizations large and small use the SMARTmodel to get ahead:

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Apply Analytics
Report Results
Transform Business

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Written by CIM's Knowledge Services Team

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Recent Market Research Published

Report Name	Publisher	Date Published	Additional Info from Publisher
Beach Holidays	Mintel	Feb 2016	"Many consumers are expected to avoid North African and Turkish coastal resorts due to recent terrorist attacks and political unrest in the region. This will lead to high demand for Spanish and Portuguese resorts. Beaches will likely be crowded, so this gives travel brands the opportunity to market more secluded and alternative resorts across the Iberian Peninsula and Southern European regions."
Portuguese Hotel Sector	Mintel	Feb 2016	"The Portuguese hotel sector is on a roll and the good times are likely to continue for the foreseeable future. The macroeconomic backdrop is favourable due to a weakening Euro and strengthening economies in most of the country's important source markets. Also, in an age of heightened concern about terrorism and crime, Portugal's hotel sector should benefit from the country's reputation for personal safety and security."
Accounting and Financial Management	Mintel (MBD)	Feb 2016	"Recent growth in the accounting and financial management market has been driven by the expanding consultancy sector. Firms have been busy strengthening their consultancy capabilities to reduce reliance on more mature low margin sectors, such as audit, and to offer a broader range of services to clients."
Travel Insurance	Mintel	Feb 2016	"Travel insurance is at risk of becoming synonymous with low cost, low cover policies that fail to meet the needs of customers. Repositioning the product as transparent and helping to educate people would help insurers to stand out from the rest of the market. Opportunities ranging from point-of-departure sales to claims-led mobile apps remain relatively untapped, presenting the chance to steal a march on the competition."
Commercial Insurance Market Report	Key Note	2015	This report covers the commercial insurance industry in the UK. It covers the market for commercial insurance in terms of gross written premiums and claims, as well as discussing key issues affecting the operating environment for businesses in the UK. Commercial insurance is defined as insurance products used by business owners, independent professionals or the self-employed to help protect individuals and/or their companies against unexpected losses.
Builders' Merchants Market Update	Key Note	2016	This report evaluates the UK market for builders' merchants. Being a crucial part of the UK construction industry, builders' merchants are responsible for stocking and supplying a vast range of building materials, components and equipment to the industry. The market can be divided into the following three categories: heavyside materials, lightside materials, tools and tool hire. The primary activity of builders' merchants is the supply of products to building contractors and ancillary tradesmen, while many merchants additionally operate DIY outlets.
E-Commerce: The Internet Grocery	Key Note	2016	This Market Update explores the UK Internet grocery market, which is divided into two main sectors: supermarkets online; and niche and

Market Update			specialist suppliers. The overall e-commerce industry is a relatively new market in the UK, as the constant evolution of Internet technology and product innovation is creating new platforms through which to encourage online retail sales. As Internet innovation has developed, the convenience of making purchases and placing orders via online channels has expanded to include fresh food and drink products.
Social Media Marketing Market Report	Key Note	2016	The primary focus of this Market Report is on third-party social networking sites that are used by businesses for marketing purposes. This does not include dating, gaming or gambling sites (although many of these are used as part of larger social networking sites and do include a networking or 'chat' element). The report's analysis also excludes proprietary sites of brands or companies that include a social or chat element.
Alternative Healthcare Market Update	Key Note	2016	This Market Update analyses the alternative healthcare market in the UK. Alternative healthcare refers to a group of diverse medical and healthcare systems, therapeutic practices and products that are not generally considered part of conventional medicine, such as herbal or dietary supplements, chiropractic care and acupuncture. There is no definitive list for alternative healthcare methods, due to the broad range of alternative medicines and treatments available, and the market is constantly growing in size and breadth.
First Aid	Mintel	Feb 2016	"The first aid category has shown a dip in value in 2015, driven by a decline in launch activity as well as reduced investment in recorded advertising spend. However with high interest in innovations in plasters/bandages, and current research showing the potential for smart bandages in the near future, NPD in the segment could boost the overall category in coming years."
Civil Engineering	Mintel (MBD)	Jan 2016	"The recent reform of the Highways Agency, now known as Highways England, should give contractors the confidence they need to recruit and train skilled workers to deliver the growing number of transport projects over the coming years."
Attitudes towards Craft Alcoholic Drinks	Mintel	Feb 2016	"Consumers are likely to become increasingly demanding of brands which claim to be 'craft', and the onus is on the brands to ensure that they can provide clear evidence of their craft credentials."
Food Packaging Trends	Mintel	Jan 2016	"Packaging concepts which disrupt the norm and offer an alternative to the homogeneity of the mass-market food market resonate with many young consumers. Here, both unique packaging designs and customisation can win favour, lending even large brands a personal feel."

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If you would like to be sent pages from any of the Mintel reports that we have access to please [e-mail](#) the library letting us know which reports or markets you are interested in, we can then send you the tables of contents for the reports so that you can make page selections. We will also send you a copyright form that you will need to complete and return to us.

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Sources

We created this edition of *Cutting Edge* from the sources listed in the next column. As a member you have access to a discrete range of them through the CIM website, some are freely available on the internet, but there will be others that we can only supply you with through our photocopying service.

To access the journals you have available to you as a member:

- Go to www.cim.co.uk/elibrary and log in to the site.
- You will then have access to the links to Ebsco, Emerald and the e-books available via MyLibrary.
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Key

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Key Note#

Marketing**

Marketing Week **

Mintel

Retail Week

[Third Sector](#) (selected articles available)

The Times

Winning Business

[Wired](#) (selected articles available)

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