

Cutting Edge: Our weekly analysis of marketing news

16 March 2016

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

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

Quick [links](#) to sections

Marketing trends and issues

Advertising

Ad blocking protection racket

A "modern-day protection racket" is how culture secretary, John Whittingdale, has described ad blocking. He theorises that where the creation of good content relies on advertising money, then good content will cease to exist. He plans to convene a round table to talk through the issues.

Marketing Week, 10 March 2016, p7

Brands and branding

Fascinating insight

An identity overhaul at AT&T has resulted in an evolutionary approach to the logos development rather than revolutionary. The company's history goes back to 1885 but the logo (a white circle with blue stripes) has been in place since 1983. The company has been working with Interbrand and this article goes through the process they followed for the visual 2D and 3D images and also for sound.

underconsideration.com, 8 March 2016

Children

Figurines

Superheroes are working well for toys sales in supermarkets. Toys based on movies helped sales in supermarkets rise by 28.8% in comparison to 15.6% in specialist retail stores. Figures from *Frozen* and *Star Wars* have been particularly good. Lego mini figures are still top of the bestsellers list.

The Grocer, 12 March 2016, p60

Conferences and events

Where in the world

Security is paramount at any event but especially so

if you are a corporate planner gathering key employees or network in an international venue. With unrest in many countries, natural disasters and now the Zika virus the list of safe countries has shrunk. This article highlights issues.

Conference & Incentive Travel, March 2016, pp20-21

Consumer behaviour

The science...

The 'nudge' unit was formed when David Cameron became Prime Minister six years ago. Much controversy surrounds the development of 'nudges' with increased suspicion. This article is for anyone who thinks they lack understanding of the science behind the concept. Originally based on work by two American social scientists the second article delves into how powerful the mind can be and how it can be 'nudged', and also how placebos work.

New Scientist, 12 March 2016, pp28-31+32-34

...and in practice...

Change4Life was a successful Public Health England campaign launched eight years ago to encourage us to lead healthier lives and ergo put less pressure on the health services. It is now launching another campaign aimed specifically at those between 45 and 64 to encourage less alcohol and tobacco consumption. Preventable diseases are the target of the *One You* campaign which is being kicked off with a campaign covering TV, digital, outdoor, PR and social media.

Marketing Week, 10 March 2016, p10

Customer relations

Value importance changing

Intangible assets are important when considering whether to purchase a company. Much of the asset has, in the past, been the brand value. But new



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research from Markables has seen a drop in the importance of brand values and instead it is customer relations and, especially CRM and personalised messages, taking the lead.

Marketing Week, 10 March 2016, p7

Law

New rules

New advertising rules have come into effect in Ireland. Advertising is regulated by the *Code of Standards for Advertising and Marketing* in Ireland which is published by the Advertising Standards Authority Ireland. There are key changes to advertising to children, health and beauty, environmental claims and new sections on gambling and e-cigarettes. www.asai.ie/asaicode/

mondaq.com, 8 March 2016

Loopholes

The advertising of certain foods (high fat, sugar and salt – HFSS) during children’s television is not permitted by the Committee of Advertising Practices (CAP) codes. But a loophole has allowed the continuation of this advertising next to content online. The Committee are taking steps to sort this issue out and will shortly be publishing the results of a consultation.

independent.co.uk, 13 March 2016

Marketing

Churn data

The length of tenure as a Chief Marketing Officer in the US has dropped from 48 months to 44 months. The figures from Stuart Spencer are echoed in Marketing Week’s own January survey that reported that 38.6% marketers are planning to move positions in the next 12 months. More statistics of both surveys are reported here.

Marketing Week, 10 March 2016, pp8-9

Receipt messages

Receipts are usually the ephemeral items from shopping, although more recently you need to look out for offers on them. Waitrose have now entered the market using technology by Ecrebo to offer shoppers discounts. They are also considering using the technology to alert members about changes in their *Pick your own offers* scheme. This is where scheme members can pick from a huge range of products to gain tailored discounts.

The Grocer, 12 March 2016, p8

Nectar push

In another loyalty scheme, Nectar are offering customers a month of special offers in return for using hashtags on social media. It is an omnichannel campaign.

The Grocer, 12 March 2016, p6

Market research

Not always clear

Research can surprise and confuse where results do not match. In two surveys on the B2B market place the question of leadership was asked. One concluded that “effective leadership is a major driver of successful, loyal and contented marketing departments” – the other did not recognise this at all. The moral here is that one research project does not necessarily give you the full answer. The article also gives short insights into successful leaders including Florence Nightingale, Ernest Shackleton and Rosa Parks.

B2B Marketing, February 2016, pp26-26

Public relations

Views on salaries

A small survey of those with a PR background has shown continuing dissatisfaction with salaries. On the positive side however there is positivity regarding flexible working and career progression. More information on the *PR Week* and PRCA survey is given in this article.

PR Week, March 2016, pp44-45

Sponsorship

Arts support

BP’s sponsorship of The Tate is coming to an end as the sponsorship deal ceases. They are however continuing with other arts institutions including the Royal Shakespeare Company (RSC) and the British Museum. Over 17 years BP have supported The Tate to the tune of £3.8m – an amount that The Tate were forced to reveal in a Freedom of Information case. Schemes that BP have backed include BP Big Screens, broadcasting free screenings of opera and ballet from Covent Garden across the country and the RSC’s £5 tickets for 16-25 year olds.

The Guardian, 12 March 2016, p5

Agriculture, fishing and forestry

Agricultural improvements

Farming in Africa is usually accompanied with doom and gloom but in Rwanda there is good news. Better management, better seeds and better fertiliser has helped the country triple their grain production from 2000 to 2014. This article shows why the geography of the continent hinders good production and how poor infrastructure, roads and trucks, also means that moving products are difficult.

The Economist, 12 March 2016, pp23-25

Business and strategy

Expansion in the potteries

The ceramic industry of Staffordshire's revival is going well as part of the Spode factory is reopening. Designed for creative businesses the rehabilitation also includes Staffordshire University moving its ceramics courses to a nearby campus. Steelite have expanded their production and 60% of their catering strength tableware is exported to the US.

Financial Times, 11 March 2016, p12

Gender biases apparent

Concern has been raised that apprenticeships are gender biased. Data released by the Government has been analysed by the Young Women's Trust which reports that 94% of child care apprenticeships are taken up by women but only 4% of engineering opportunities. In construction it is just 1 in 56 and in plumbing 1 in 74. There is also a salary gap of 9.4%, but this is mainly due to the divide in sectors.

Financial Times, 14 March 2016, p4

Charities and NGOs

Likely donors

The importance of engagement with charity donors is born out by research carried out by two agencies, Amaze One and Harvest with market research agency Boy on a Beach. Engaged donors donate 50% more than those that are classed as neutral. A clearer understanding of who is more likely to donate is discussed along with other figures.

Marketing Week, 10 March 2016, pp26-27

Economy

Better data collection

The Office for National Statistics (ONS) are being urged to improve their measurement of the digital economy as estimates published following a review by Sir Charles Bean, the former deputy governor of the Bank of England, revealed higher growth than ONS figures. Disruption in certain sectors including Uber in the taxi sector show that the methods of data capture can mislead as there have been 8,000 more licensed taxi vehicles registered in the last year and these would have been classified as household expenditure as they are owned by an individual.

Financial Times, 12-13 March 2016, p4

Energy and utilities

Transformation had already happened

It was hoped that the Competition and Market Authority's report would give the energy market the shake-up that it is perceived to need but this has not been the case. A dreadful customer service record – with fines for some companies – has not come through in the report. Although many say that there has been a lot of change in the market over

the two year project and many improvements were made on the way. Some are calling the report a waste of tax payer's money.

The Daily Telegraph (Business), 11 March 2016, p4

Environment

Paper sup sadness

The perception and the reality between the recycling of paper cups is misleading the public. Many of our well-known chains purport to be recyclable but often it is only the paper sleeve that can be. Considering, just in the UK, over seven million cups are used per day that is a lot of extra waste for landfill as only three million are recycled in the year.

The Times, 15 March 2016, p1,4

Financial services

Likelihood of disgrace

We have all heard of celebrities insuring parts of their anatomy that, if damaged, would make it difficult for them to earn money – pianists their fingers for example. But there is a new insurance on the market called "disgrace insurance" that will pay out if the celebrity you are using for your advertising falls foul of the press. This is highlighted this week as Sharapova's endorsers drop the tennis star and look to reclaim their monetary input via the insurance. Her endorsers include Nike, Porsche and TAG Heuer.

Financial Times, 12-13 March 2016, p13

Banking on profit

The Metro Bank is a new style bank – its aim to compete on service rather than on cost. Since its launch it has opened 40 branches in a market where there have been over 2100 closures. But it spends little on traditional marketing relying on word of mouth and reviews to bring new trade in. Whilst they are still searching for illusive profit they believe that this will start this year.

The Sunday Telegraph (Business), 13 March 2016, p10

Cashless

When you get to the end of your meal and want to pay it can sometimes be difficult to catch the eye of the waiter, get the handset to the table and sometimes get a signal so you can pay. But there are now restaurants and food stores that let you pay via an app. Prezzo is one such chain. The most recent change to payment is at Tossed, a health food chain, who are moving over to just cards and mobile payments and not accepting notes and coins.

The Times, 15 March 2016, p4

FMCG

Beverages

Mines a...coffee

There are various reasons mooted but younger people seem to be drinking less than their parents. Figures from the Office for National Statistics show a marked decline in those reporting drinking in the last week in the 16-24 and 25-44 age brackets compared with those in the 45-64 age range. In a second article students are moving from bars to coffee shops as the rise in tuition fees and living costs take their toll.

Financial Times, 12-13 March 2016, p4; Financial Times (FT Money), 12 March 2016, p4

Hemp products

Milk used to come from cows but you can now get soya, almond, coconut, hazelnut and now hemp. Hemp seeds are processed to retrieve oil, protein powder and milk. Once banned in the UK due to how similar it was to cannabis it is now a crop that you can get licensed for growing in the UK. Good Hemp hopes to sell more than two million cartons of hemp milk this year which has a retail value of about £3m, up 35% on the last year, plus over £1.5 of hemp oil. Specialist milk has a retail value of £281m in supermarkets in the UK. This issue also contains an in-depth focus on flavoured milk.

The Grocer, 12 March 2016, pp32+45-56 (see recently added reports)

Food

No biscuits – argh!

Biscuits have been in the press for the “soggy factory” rather than the being soggy in tea due to the Cumbria floods which is the home of United Biscuits (UB). There have even been imports of biscuits from the Middle East to cover the short fall. UB are predicting a return to normal production very soon.

The Grocer, 12 March 2016, p35

Food fraud

You can't move for articles on Brexit – should we – shouldn't we... This article looks specifically at the obligation for the free movement of goods and whether the UK would be able to fight fraud in the food industry. This article discusses the horsemeat scandal and the creation of the National Food Crime Unit. The landscape of other agencies across the EU are also given.

The Grocer, 12 March 2016, pp29-31

Tobacco

New laws on tobacco

There are new rules on their way for tobacco products coming into force on the 20 May with new EU legislation – the Tobacco Products Directives

(EUTPD). Pack sizes will not be allowed to be under 20 and tobacco pouches will not be able to be less than 30g. Menthol will also be banned from 2020. The UK has also added plain packaging to the requirements. The pack size legislation seems odd at a time of limiting smoking for health reasons.

conveniencestore.co.uk, 12 March 2016

Government and public sector

Fine for MP

Political parties are being reminded of their responsibilities regarding marketing and advertising laws as one MP has been found to be breaching the data protection laws. Over 35,000 Labour Party members were contacted by phone and played a recorded message. The list however did not have clear opt-in for this contact as required by the *Privacy and Electronic Communications Regulations*. He was however only fined £5000 which is also being criticised.

dataiq.co.uk, 10 March 2016

Health and pharmaceuticals

Monitoring health

Most of us will have come across some m-health apps, either as a piece of wearable technology or downloaded to a smart phone to measure how far you walk or tracking intake of calories. But m-health is now being developed with artificial intelligence inbuilt and having interaction with doctors and therapists directly. The market in 2018 could reach \$21.5 billion. One, that my friend would be interested in, is a smart phone app that allows you to take photos and videos inside your child's ear.

The Economist, 12 March 2016, p65

Thinner than hair

Durex are launching a new condom product that claims to be thinner than a human hair. There will be “extra sensitivity” and “extra lubricated” versions, they will be within their Reel Feel range.

The Grocer, 12 March 2016, p39

IT and telecoms

4G launch

The telecoms market in India should be “braced for price wars” according to Sunil Mittal, owner of the Bharti Airtel Group. Mega bucks are being spent investing in the 4G market and the battle for the second largest market after China is commencing where subscribers have just passed one billion.

Financial Times, 11 March 2016, p17 (see recently added reports)

Leisure and tourism

Giddy up

Horseracing's turnover has dropped over the past few years. The British Horseracing Authority is pushing the bookmakers to pay more back as a levy on online betting and the bookmakers themselves are the subject of questions regarding mergers. It is however still the biggest sport to attract betting as it attracts 35% of betting in the UK according to the Global Betting and Gaming Consultants.

Financial Times, 12-13 March 2016, p17

Blockbuster films

Star Wars and *Spectre* boosted the profits of Cineworld by a mammoth 48% last year. Admission to the cinemas topped 93.6m in their UK, European and Middle Eastern properties. But it was not only the films making the money but also the Starbucks on the foyers that added a further £107m. Last year they opened a record 18 new premises with 13 more planned this year.

The Times, 11 March 2016, p51; The Daily Telegraph (Business), 11 March 2016, p3

Materials and mining

Morphing plastic

Take a piece of thermoplastic and put it in a cup of boiling water – then the fun can begin. To begin with it is malleable and adhesive and will stick to other plastic for mending things. After that phase it stops being adhesive but you can still mould it to make whatever you want. FORMcard raised nearly £30k on Kickstarter loan.

Wired, April 2016, p32

Media

Film

Aiming for Bo'Dlj?

A row has broken out in Hollywood over copyright on various aspects of *Star Trek*. A new prequel is being crowd-funded and the production is using terminology and language – including Klingon – that Paramount and CBS own. The film *Axanar* has already attracted over \$1m so let's hope it does not all go to lawyers.

The Independent, 15 March 2016, p9

Music

Music to browse to

Music in retail tends to be considered in relation to adverts but there is now more emphasis on the music being played in store. The retail experience is just that, an experience, and it can be enhanced by the music being played. When choosing music it should reflect the brand identity according to bespoke music consultancy Music Concierge. You

also have to consider when it is busy versus a quieter day and whether there is a change on a Saturday. Levels as well as quality should also be considered.

Retail Week, 11 March 2016, p33

Newspapers

Posturing?

Are journalists able to say what they like? It seems that some advertisers have a tight grip on news streams – or at least like to think they do. An FT columnist and the head of comms for a large company locked horns this week as it was suggested that the columnist ought to "consider the impact of unacceptable biases on its relationships with advertisers".

PR Week, March 2016, p11

Social media

Marketing Practices Act

Guidance for advertising through blogs and social media have been published in Sweden by the Swedish Consumer Agency. There is no general law against mentioning products in blogs, etc but there is if money changes hands, then it comes under the *Swedish Marketing Practices Act* as it constitutes marketing. There is no perceived difference between money or free goods as it covers all types of compensation.

mondaq.com, 9 March 2016

Packaging

Packaged eggs

Easter is almost upon us as is how to recycle all the packaging from the Easter eggs. Over 80m eggs are sold in the UK in cardboard and plastic packaging. Food and drink packaging currently accounts for 3% of the environmental footprint in UK households. Unfortunately in the Easter egg arena where most are bought for gifts it is the stand out ones that sell better and that usually means more packaging.

The Independent, 9 March 2016, p35

Retailing

Showrooms

First there were shops that sold things, then mail order had it delivered to your door, now we have shops with a range of stock that you can try on and then have your product delivered to your door. This takes away the needs of stores to restock or even keep stock on site so reducing staffing and stores size and hence costs. Bonobos in the US started as an online store and then moved into stores with no sellable stock and now there are two shoe companies and a spectacles outlet that are trying the same route.

The Economist, 12 March 2016, p70

“No one will ever shop on a Sunday”

...was the cry 20 years ago. Now the Government is wanting to change the rules again, this time devolving power to councils to let them decide whether to relax the laws in their areas. The plan is for retail staff to be given more protection. It is estimated that this could add £1.5 billion to the UK economy over the next ten years. However the Government were defeated, much to the disappointment of the IOD and the British Council of Shopping Centres.

gov.uk, 9 March 2016; Financial Times, 10 March 2016, p2

Transport and travel

Deeper in debt

Accounting changes have exposed the depths of Network Rail's debt – currently estimated to be £42 billion by the end of this month – which now have to appear on the Treasury's liabilities. There are now more passengers than in the 1920s and estimates suggest it will double in the next 25 years. The CEO of High Speed 1 is due to release a report looking at the future of Network Rail.

Construction News, 11 March 2016, pp12-13

Horse power

Two top of the range car companies are reinventing themselves – one with design and one with technical aspects. Aston Martin are aiming to make “the most beautiful car on the road” according to Andy Palmer. The DB11 and an SUV are being launched and will be using Mercedes engines. McLaren are using their knowledge and experience with performance cars from their Formula One days. They will be high tech and utilise high-tech materials. Neither will be run of the mill in terms of price methinks.

The Economist, 12 March 2016, p28

Up, up and away

We have covered the use of airships to move cargo before in Cutting Edge but that is closer to being a reality as Hybrid Air Vehicles are about to take their latest “aircraft come airship” to the skies – weather permitting. The 90m craft is being assembled in Bedfordshire and has a Kevlar skin and is filled with Helium. It uses a third less fuel than comparable aircraft and in the future it is hoped that it will also carry solar panels, plus it is also only about 15% of the construction cost.

The Independent, 12 March 2016, p22

Persistent links

Last week we covered setting up alerts but if you don't want to set an alert us then you could just keep a list of persistent links that you click on when you want to see if there is anything new. These are the same links that you would need to set up an alert but just store them elsewhere on your computer. Again these can be to journals or to a search. Below are a range so you can see how it works and if you have been to Ebsco on the computer you are using then they should work. If not sign into MyCIM, click on the resources tab and then click on the Ebsco link. Then return to these links below.

Harvard Business Review

<http://search.ebscohost.com/login.aspx?direct=true&db=bch&jid=HBR&site=ehost-live>

California Management Review

<http://search.ebscohost.com/login.aspx?direct=true&db=bch&jid=CMW&site=ehost-live>

Campaign

<http://search.ebscohost.com/login.aspx?direct=true&db=bch&jid=1JZ&site=ehost-live>

BP Plc

<http://search.ebscohost.com/login.aspx?direct=true&db=dmhco&AN=7CFAFA91-568A-46F3-BF37-0340DB98E741&site=ehost-live>

All things Star Trek

<http://search.ebscohost.com/login.aspx?direct=true&db=bch&bquery=star+trek&cli0=FT&clv0=Y&type=1&site=ehost-live>

Klingons

[http://search.ebscohost.com/login.aspx?direct=true&db=bch&bquery=\(Klingon\)+AND+\(star+trek\)&cli0=FT&clv0=Y&type=1&site=ehost-live](http://search.ebscohost.com/login.aspx?direct=true&db=bch&bquery=(Klingon)+AND+(star+trek)&cli0=FT&clv0=Y&type=1&site=ehost-live)

Written by CIM's Knowledge Services Team

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Recent Market Research Published

Report Name	Publisher	Date Published	Additional Info from the Publisher
Beach Holidays- UK	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."
Car Review – UK	Mintel	Feb 2016	"The car market is diverse with sales comprising both new and used vehicles. Following the economic slowdown suffered by the UK in 2008/09 the market has been on an upward curve. Used cars dominate the market in terms of annual sales. Increased reliability of modern cars is helping to broaden the age of the car park, resulting in 21.7% of cars being 12 years or older as of 2014 according to the SMMT."
Children's Social Care – UK	Mintel (MBD)	Feb 2016	"Children's services have been relatively insulated from cuts compared with other local government services, but remain under pressure to keep costs down, with price an increasingly important factor in purchasing services from independent providers."
Electrical Goods Retailing – Germany (France, Europe, Italy, Spain and UK also all available)	Mintel	Feb 2016	"When buying online consumers appreciate not just the low prices, but also how easy the whole process has been made. The store-based specialists have finally realised that they need to offer e-commerce to compete, but the winners will be those that effectively leverage the competitive advantage of their store networks and staff expertise, combining it with technology, both in-store and online, to enable customers to buy what they want, when they want, how they want."
Secured Loans – UK	Mintel	Feb 2016	"Secured loans are experiencing a revival, following a dramatic decline in sales a few years ago due to the impact of the financial crisis. The market faces regulatory overhaul in 2016, which will bring greater attention to secured loans and change the way these products are viewed by both brokers and consumers. It may finally be time for the market to

			move away from being seen as a last resort lending product.”	
Portuguese Hotel Sector – Portugal	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.”	
Beer in Australia (other countries available including Austria, Colombia, India, Russia and Turkey)	Mintel Market Sizes	2016	This report covers all alcoholic and non-alcoholic beers through retail channels (off-trade) and direct to consumer.	
Commercial Vehicles in Brazil (other countries available including France, India, Japan and South Korea)	Mintel Market Sizes	2016	This report covers light CVs (including vans), trucks (including special purpose vehicles) and passenger service vehicles.	
Broadband services and 3G in India (other countries available including Mexico, South Africa and Spain)	Mintel Market Sizes	2016	This report covers paid for DSL, cable and fibre, 3G mobile and satellite broadband to residential homes, mobile users and businesses.	
Milk in Austria (other countries available including Chile, Netherlands, Russia and Vietnam)	Mintel Market Sizes	2016	This report covers liquid and powdered cow’s milk, flavoured milk but excludes milk alternatives.	
Biscuits (Cookies and Crackers) in Denmark (other countries including Malaysia, Poland, Portugal and Sweden)	Mintel Market Sizes	2016	This report covers packaged sweet and savoury biscuits including crispbreads, adult rusks French toast and waffles.	

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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.
- A user guide for the electronic resources is also available here.

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Key

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www.dataiq.com

The Economist*

[The Financial Times](http://TheFinancialTimes.com) ~

www.gov.uk

The Grocer

[The Guardian](http://TheGuardian.com)

[The Independent](http://TheIndependent.com)

Marketing Week **

www.mondaq.com

New Scientist** (1 month embargo)

PR Week

Retail Week

[The Sunday Telegraph](http://TheSundayTelegraph.com)

The Times

www.underconsideration.com

[Wired](http://Wired.com) (selected articles available)

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