

Cutting Edge: Our weekly analysis of marketing news

13 July 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

At odds with the codes

The Advertising Standards Authority (ASA) have told the Transform Clinic never to repeat their television advert recently shown featuring Sarah Ashcroft speaking about her breast augmentation surgery. The key message the advert was promoting was how confident it made Sarah Ashcroft feel but this is at odds with ASA regulations. Transform have been surprised by the ruling as they felt there was “no inference in the advert that her popularity is linked to her breast size.”

The Times, 6 July 2016, p25; theguardian.co.uk, 6 July 2016

Political ads

It may be a little too late but *Campaign* have posed the question: “Should political ads face stricter regulation?” Some are questioning why political adverts are not bound by rules on “legal, decent and honest” advertising. Four experts give their views including the chairman of CAP, the public affairs director of ISBA, incoming CEO of Business in the Community and Head of Advertising and Marketing at Lewis Silkin.

Campaign, 9 July 2016, p12

Team up?

The idea of newspapers collaborating to attract joint ad sales is gathering pace with News UK and DMGT both wishing to discuss the idea, adding to Trinity Mirror and Telegraph Media Group who were already exploring the options. Caution is still the watch word as are concerns of competition issues. Another article has an interview with Rebekah Brooks

reviewing the acquisition spree that she has been on since her return to News UK. Purchases include an online video distribution company (Unruly Media) and now Wireless Group the owner of talkSport and Virgin Radio.

Campaign, 8 July 2016, p5, pp20-21

Agencies

Checks and balances

Media auditing came to the fore in the 1980s and 1990s in the UK, assessing both the success in agencies buying processes as well as legal compliance with contracts with advertisers. There are a range of specialisms which are a mix between chartered accountants and other consultants. This area is likely to get more well-known as procurement departments want more bang for their buck. One brand who uses audits is P&G who strive for full transparency.

Campaign, 8 July 2016, pp3,6

Brands and branding

Prime position

Brands are to be given metrics back from mySupermarket a website for consumers who purchase from Tesco, Asda, Sainsbury’s, Morrisons, Ocado and Waitrose online. The analysis tool will show how often the brand sits alone in its category on consumer’s favourites list. The site currently attracts 50,000 shoppers a month.

The Grocer, 9 July 2016, p10

Global 50

OC&C Strategy Consultants and the Grocer have their own league table of the top 50 global FMCG companies. The top 9 – besides one switch of places is the same as last year – the top three being Nestlé, Procter & Gamble and PepsiCo. Three new entrants to the table are Suntory jumping in at 17,



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Reynolds American at 35 and Campbell Soup sneaking in at 50.

The Grocer, 9 July 2016, pp26-32

Consumer behaviour

More motivation needed on lowering FSS

We all need a little nudge from time to time to ensure we are making the best choices on food consumption. But it is now functional additives that we need to be aware of – if you can recognise them on the shelf along with the standard products. A recent Kantar Worldpanel has some interesting results. They have plotted the changes in what health-related motivations it saw by comparing 12 weeks in May 2013 with 12 weeks in May 2016. So saying it “provides a varied diet” being the best motivation (46.1%) following by “to get portion of fruit or veg” (15.5%). Interestingly the “lower in fat/salt/sugar” option has a negative 13.2%.

The Grocer, 9 July 2016, pp41-47

Customer relations

CMA survey

Consumer satisfaction with legal services is pretty good according to a recent survey. The survey was carried out by IFF Research for the Competition and Markets Authority (CMA). The survey was carried out with quantitative telephone interviews (750 individuals) and follow-up qualitative interviews. Eighty-three percent were either fairly or very satisfied with the quality of service they received. The negative aspects were mainly the time it took to resolve issues and a perceived lack of communication.

legalfutures.co.uk, 11 July 2016

Direct marketing

By the light of Eros

The lights at Piccadilly Circus are to undergo a transformation to produce a more dynamic backdrop. Whilst some brands have tenancies (Coca-Cola, Samsung and McDonald's) the wish is to be more innovative with real-time capabilities. This may mean a reduction in the number of tenancies for there to be space for innovation. Ocean are to take on the challenge.

Campaign, 8 July 2016, p5

Law

New Digital Economy Bill

New laws have been unveiled as part of the Digital Economy Bill to require age verification for porn sites – although how this is going to be achieved is not yet clear. The bill also includes harsher copyright laws and rights to high-speed broadband. The bill is available [here](#).

independent.co.uk, 7 July 2016

What shade of grey

Grey goods, or parallel imports, are goods that are genuine and made by the correct manufacturer: but they become grey when they are not sold through the designated distribution channel and often cross borders. There can be good deals to be had – especially on watches and electronic goods – however care has to be taken. There are counterfeiters who operate in the same fields but there are also more subtle trademark infringements and potentially issues with warranties. Consumer rights, the legal position and duty are all discussed.

The Guardian, 9 July 2016, p45

Marketing

Have celebrity fragrances had their day?

According to Billboard they have. The market peaked in 2011 but according to Bart Becht, chairman and CEO of Coty, the market has “seen its hey-day”. Today's celebrity fragrance consumers are 16-24 and cash poor. The size of the marketing budgets is also eye-watering. When Justin Bieber launched his second fragrance the estimated cost of just the launch was \$20m.

Billboard, 2 July 2016, p42 (Indvik)

Market research

Perceptions of productivity

Today I was told I was to be getting a new hard drive – it would do things much quicker than the current one I was told with a smile. But as consumers do we really understand productivity measures and what quicker processors will actually achieve? This article considers three studies, the first study looks at internet connections and willingness to pay for a decrease in download time. The second looks at food processors and variance in motor performance and the third looks at an increased print speed and the potential time savings. All I need now is something to speed my brain and fingers up.

Journal of Marketing Research, June 2016, pp396-406 (De Langhe and Puntoni)

Public relations

No comfort

Some of you will remember the Hoover flights fiasco – a too good to be true “buy a Hoover and get a flight to the US” – that hit the headlines in the early 1990s. It was used a case study material in how it was perhaps not the way to do something. But Homebase seem to have fallen into a similar trap. With a massive price drop on the cost of sofas many customer placed orders. Alongside the discounted products there was also another deal of spending £100 and getting £100 off. Homebase is blaming a “software glitch” that allowed orders to be taken even when stock was running low but customers are

unhappy with this and communication with them seems to be poor. A newer case study to watch maybe?

The Observer, 10 July 2016, p47

Sponsorship

Bottling the reputation...

Celebrities are going one step further on from endorsement by becoming an investor in the product. This article looks at UK and US sponsorship and endorsement deals and discusses the right fit for influencing; the amount the right fit can make for companies; and the broad range of deals that are being made. Beyoncé is one of the latest with investment in a company that take misshapen watermelons and cold press them for juice. According to Will Hayler, partner at OC&C Strategy Consultants, there are two key reasons for the changes. The first is the increase in business acumen of celebrities, then second is small start-up entrepreneurs who offer the chance for investment in return for the celebrity exposure – which again shows business acumen as they are getting some equity in return for their name and reputation.

The Sunday Telegraph, 10 July 2016, p10

...or baking it

James Martin is now the face of Asda but his role seems to be much more than that. He has been working with the team to improve their own label offering and he has had creative input into the ads themselves. He has also, even in his short time there, had input into the Christmas range that was launched last week (Apologies for the C word!).

The Grocer, 9 July 2016, p4

Agriculture, fishing and forestry

Robotic pickers

Automation may be the answer as to harvesting fruit and vegetables if immigration rules tighten – according to the Resolution Foundation. Agriculture came out highest in the ten industries reviewed for the relative probability of being computerised or converted to robots. Although investment would be required...

The Grocer, 9 July 2016, p68

Building industry

Build-to-rent

We have heard a lot about buy-to-let but there are now a range of companies who are creating build-to-rent housing. Usually it is councils and social landlords who support this type of scheme but private investors are now seeing potential in building and renting out long term. The British Property Federation figures are showing a rise from 21,400 to 57,000 houses of this type and investors such as

Sigma, Quintain and Stonegate are involved in funding and building. Other schemes are refurbishing dilapidated housing and keeping it in the rental sector. There is a larger article looking at the rise in private rental sector in the *FT Money* supplement from Saturday. (See also Recent research from Mintel section for *Marketing to Renters* report)

Financial Times, 11 July 2016, p4, Financial Times (FT Money), 9 July 2016, pp8-9

Businesses and strategy

Not all linked to size

According to Direct Line for Business there are 2.17m microbusinesses and over 700,000 of them are based in London and the South East. Microbusinesses are defined as have 0-9 employees whereas small is 10-49 and medium 50-249. But over 23,500 of the microbusiness turn over more than £1m a year, the average being £286,879.

business.mag, 5 July 2016

Digital disruption is not just for newbies

Digital disruption is often seen as the technique of a newcomer to a market place but this is not always the case as this podcast explains. It is an interview with Angus Dawson and Chris Bradley, Bradley has recently co-authored an article for *McKinsey Quarterly* called "An incumbent's guide to digital disruption". The transcript, the podcast and the article are all available.

mckinsey.com, June 2016

Charities and NGOs

New regulator

A new regulator, the Fundraising Regulator, was launched on 7 July to help "restore public faith" in the charity sector. They will be able to 'name and shame' chuggers who harass shoppers. The regulator is to be funded in part, by 45 charities and registration will at this point be voluntary. The chairman of the new regulator is Lord Grade.

telegraph.co.uk, 7 July 2016

China

There is an increasing interest in China, its economy, its demographics, its manufacturing so it is a bumper week for articles.

China's balance sheet

The Chinese market is huge but is it sustainable? According to comments made by George Soros recently, it is following similar traits to the US Financial Crisis in 2007-2008. The International Monetary Fund's managing director, David Lipton, recently commented that there was now "a key fault line in the Chinese Economy". For further views on whether their economy still has growth potential or

whether depreciation is required check out this Wharton article.

knowledge.wharton.upenn.edu, 6 June 2016

China's productivity

McKinsey Global Institute have produced a report entitled *China's choice, capturing the \$5 trillion productivity opportunity* which is advocating a new approach that should be adopted. Their report highlights five key productivity opportunities including: improving business operations through lean techniques and higher energy efficiency; enabling new business processes through digitisation; and strengthening competitiveness.

mckinsey.com, June 2016 (Woetzel et al)

Middle-class report

The Economist has a special report on China this week. It concentrates on the 'middle-class' Chinese looking at their increased autonomy, their increased wealth, the increase in civil engagement and the increase in emigration. Today 225m households made between \$11,500 and \$43,000 whereas in 2000 it was just 5m households.

The Economist, 9 July 2016, (after p40) 16 pages

Economy

Wages

New research by think-tank Resolution Foundation and carried out by Ipsos MORI, shows that most companies are passing on the increase in staff costs created by the implementation of the living wage to consumers. The 500 companies surveyed were also having to accept lower company profits although 8% were admitting to cutting other forms of remuneration, only 14% were reducing head count.

Financial Times, 11 July 2016, p4

Energy and utilities

Water power

We hear a lot about wind power but not so much about tidal power. Tidal Lagoon Power is the company who have designed a plant that will run 16 underwater turbines built into a sea wall in Swansea, it is estimated that it will be able to power 155,000 homes. But political uncertainty is causing its chairman, Ken Clarke, with concern. Other Tidal Lagoon Power schemes are also planned for Somerset and Cumbria. The cost to produce the power is on a par with nuclear plants and but would fall greatly in the longer term.

Financial Times, 11 July 2016, p3

Environment

A greener gas

We currently use natural gas to heat as many as 80% of homes in the UK. Made up mainly of methane it releases carbon dioxide when it burns –

which is not good for the environment. If we are to meet targets set in our Climate Change Act Britain needs to work on an alternative. One such alternative that is being tested is hydrogen. When it burns it only leaves water and heat – but it is known for being flammable. A test is now underway in the remote Scottish highlands to understand how various gases disperse when there is a leak and early results show that it is actually no worse than the gas we currently use. The downside is that boilers would need adapting to run on the new gas.

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

Fashion

New head

Fashion house leaders have historically been males but Dior have now added a second female to the ranks by announcing that Maria Grazia Chiuri will be taking the helm. With 75% of staff at Dior being female Chiuri's move from Valentino has been welcomed.

Financial Times, 9-10 July 2016, p17

Financial services

Not all cuckoo clocks

Not a minute goes by without a Brexit comment but this one caught my eye as it has the potential to create another abbreviation – the F4. The Swiss Bankers Association are considering an alliance of four key financial centres, Switzerland, London, Hong Kong and Singapore. Switzerland are also outside the EU but have bilateral agreements with the EU. Although a recent referendum in Switzerland is now calling the continuation of the agreements into question.

Financial Times, 8 July 2016, p21

FMCG

Beverages

Still growing market

In an ever more competitive market Nestlé have been rolling out a cheaper brand of pods to fit their Nespresso machines under the brand of Nestlé Dolce Gusto. Whilst the sales figures are not split out analysts suggest the cheaper brand's sales were about \$4.5 billion. Euromonitor suggest that the UK market will start moving to more pods and beans this year.

Bloomberg Business Week, 4-10 July 2016, pp17-18

Coffee and Cocoa

Two articles in the *Financial Times* offer views of price rises that are going to occur due to Brexit. The weaker pound increases the price of coffee imports between 10-15% as coffee is traded via auction in dollars. But London is becoming a speciality centre for coffee with increased innovation so there is good

news as well with speciality exporting. Cocoa is also at risk although as it is traded both sides of the Atlantic, not as extreme but weather concerns and issues with supplies from west Africa all add to the concerns. In an additional article in *The Grocer* the list is expanded to add bananas, edible oils dairy, bacon – and more worryingly wine – to the list of price rises.

Financial Times, 9-10 July 2016, pp2.19; The Grocer, 9 July 2016, pp12-13

Food

On the market

Divestment is on the cards for the Butterkist brand of popcorn as the US owners appoint advisors. Currently it sits with nostalgic brand group including Sherbert Fountains, Refreshers, Black Jacks and Fruit Salad. Popcorn is seen as a healthier option with sales through supermarkets rising to £114.3m in 2015. Whilst Butterkist has experienced a high market share there are other competitors biting at their heels including Propercorn and Metcalfe's Skinny.

The Grocer, 9 July 2016, p8

Tobacco

Changes not yet heard

News of recent legislation on the size of cigarette packs and weight of tobacco pouches seems to have not reached independent retailers with a third not realising there were changes coming in May 2017. Although they also reveal that the customers are equally not aware. Menthol and flavoured cigarettes are also being banned but that is not till 2020.

The Grocer, 9 July 2016, p11

Government and public sector

More transparency required

Local Enterprise Partnerships (LEPs) need to be more transparent with their reporting according to media organisations. The issues reported are that little information besides headline info is given out, only 15 of the 39 publish a register of board members' interests and only seven have full-year financial reports. Most only have to produce abbreviated reports for Companies House yet between them they have vast amounts of public money to distribute. The call is for them to be covered under the local government transparency rules and the Freedom of Information Act.

localgovernmentlawyer.co.uk, 8 July 2016

Health and pharmaceuticals

Other resources

Whilst looking for news on pharmaceutical marketing I came across a range of sites that have interesting articles on marketing in this arena. A US

focussed site was www.fiercepharma.com with articles on Novartis enlisting the help of a body painter to engage with psoriasis sufferers to highlight the discrimination they suffer from. A UK site www.pharmatimes.com is a broader pharma site with an accompanying magazine. Also in the last two editions of the *International Journal of Pharmaceutical and Healthcare Marketing* there are articles on dietary supplement advertising, pharmaceutical salespersons regulations and medical tourism. Members can access this title via MyCIM.

Knowledge Services

IT and telecoms

Broadband complaints

Customer complaints is a measure that Ofcom are using with broadband providers. The average is 19 complaints per 100,000 customer but in the first quarter EE and BT customers' tallies were running at 24 and 31 per 100,000 respectively. But the companies that joined forces in January have a way to go to please the watchdog. BT have re-shored their call centres to the UK showing investment in this aspect to care for their combined 10m broadband users.

The Daily Telegraph, 9 July 2016, p37

Leisure and tourism

Supply and demand

Glasgow has experienced an increase of hotel bedrooms (563) over the 2015 and 2016 period which brought the average room rate down by 2.7% to £78. Sixty four per cent of the new rooms were in the budget sector. Room rates and occupancy rose in the South West and in Leeds – both the region and the city are doing well according to the latest HotStats *UK Chain Hotels Market Review*. Other regions available on the hospitalitynet site include Europe and MENA.

meetpie.com, 5 July 2016; hospitalitynet.org, 4 July 2016

Materials and mining

Digging for profit

Mining is mostly carried out in desolate places but none so desolate as the moon – or any other celestial body. But who owns it – is it finders, and collectors – keepers? Putting the cost of any mission to mine aside, there is also the complicated subject of the legal aspects of ownership. In the US Obama signed the *Commercial Space Launch Competitiveness Act* (known as The Space Act) which gives companies ownership of what they mine. This article considers the "runners and riders" for this next step for mankind.

New Scientist, 9 July 2016, pp32-35

Media

Books

Unforeseen side effects

Since Iceland's giant killing football teams efforts in Euro 2016 there has been a boost to their publishing industry. One publisher has had a significant increase in enquiries from across the world for translations of their work. There are over 100 active publishers across the country and a many would be authors. Its most recognised export is the Detective Erlendur series written by Arnaldur Indriðason.

The Guardian, 8 July 2016, p23

Listen with...

Hyper-readers are described as people who "like to listen while they're driving, commuting or while they're doing the housework" says Sarah Shrubbs, chairwoman of the Publisher's Association's Audio Publishers group. These listeners are part of the rise of sales of audio books by 29% between 2014 and 2015. But data from The Publishers Association shows sales of e-books down 11% in the same period. The demographic according to Hachette Book Group is 18-24 (21%) and 25-34 (24%).

The Sunday Times, 10 July 2016, p12

Games

Game ratings

PEGI ratings are required by the Video Recordings Act 1984 for all boxed games. PEGI is a Pan European Game Information rating that gives an age limit on users when the game is supplied in a physical form. However the law does not cover streamed games. This useful article explains why, even without a rating it could be against advertising codes (CAP).

mondaq.com, 5 July 2016

Internet

Top of the table

The recent *AdEx Benchmark Report*, published by IAB, has Ireland topping the table with a 29% rise in online spend (2015). Next on the table is Bulgaria with 22.3%. The increase has been brought about by mobile advertising and a growth in video and social media display formats. The European average was 13.1% and the UK came in at 16.9% missing out on the top ten.

bizreport.com, 6 July 2016

Magazines

Alternative revenue

Marie Claire, the magazine, has partnered with Ocado to sell high-end beauty brands that are usually featured in the magazine. The venture is to be called Fabled.

campaignlive.co.uk, 11 July 2016

Music

New partnerships forming

Once niche, country music now has a strong fan base with over 88,500 in attendance at the Country Music Association (CMA) Music Festival in Nashville and Facebook Live broadcasts reaching another 1.3 million views. There is also a more diverse listener with a 25% increase in Hispanic listeners. This is opening the genre up for increased sponsorship which this year included Chevrolet, HGTV, Anheuser-Busch and Budweiser.

Adweek, 1 July 2016, p24

Newspapers

Good news story

An "extraordinary run of news stories about the UK" is the answer that the analyst Douglas McCabe has given for the increase in circulation of *i*. Johnston Press acquired the newspaper in April and since the referendum circulation has increased from 270,000 in March to 300,000 last week with a peak of 319,000 on 29 June. Page views for inews.co.uk has also surpassed 1m since its April launch.

Financial Times, 9-10 July 2016, p17

Social media

Personal news channels

Live streaming has been, sadly, in the news this week with live footage of the death of Philando Castile. But should Facebook have checks and balances as other news organisations do? There are moderators on Facebook Live as there are on other streaming services (Twitter's Periscope) who do have the ability to take down material, but taking material down can again have consequences. One journalism professor, Jeff Jarvis, believes there needs to be a senior editor to oversee decisions.

Financial Times, 9 July 2016, p6

Television

Coke TV

Harnessing the power of YouTube has been progress for many companies but Coca-Cola are getting there a little later than others. Although they began CokeTV in Germany in 2014, they had not rolled it out further. The channel is to be fronted by two vloggers.

Campaign, 8 July 2016, p6

Packaging

Snazzy tins

Nescafé's Azera brand will look a little different on the shelf as they roll out 12 designs that have been designed by University of Creative Arts students. The students remit was to produce a packaging reskin that would demonstrate "passion for quality coffee by bringing to like their own experiences of coffee and urban culture."

packagingnews.co.uk, 7 July 2016

Keeping your fingers intact

How do you stop your Cadbury's fingers breaking before you want them to? The answer is Snap & Go packs with printed lidded film developed by Parkside using their multi-directional laser capability. It is unmistakably a Cadbury's product!

packagingnews.co.uk, 6 July 2016

Retailing

On two wheels

With the market for takeaways standing at £6.7 billion according to Euromonitor, the need to get the food from the restaurant to the buyer has hotted up. Deliveroo is dominant in London and has targeted restaurants who do not have their own deliveries. There are over 3,000 cyclists and moped riders, all self-employed, delivering food from over 2,500 restaurants. However Uber are now looking to disrupt the Deliveroo disruption. They have launched their UberEats app which they have said has been downloaded 100,000 times in the first few days. How long before Amazon replicate the services they have to their Prime customers in 12 US cities?

Financial Times, 7 July 2016, p23

Reduced waiting for cash to flow

The payment of small businesses has usually been in the news for the fact that companies pay them tardily. But Waitrose are to turn this around with all small food producers, whose interaction with Waitrose is less than £100,000, being paid within seven days of a valid electronic invoice. This followed new reports in January that Waitrose were a lot longer than Tesco who had cut their payment times down to 14 days. The simplified process is being implemented over the summer and should be fully imbedded by September.

The Times, 11 July 2016, p35

New venture

Dyson have looked to Apple to develop its first 'real' store. The store on Oxford Street sells 65 Dyson products and you can try them out pre-purchase! There is a hair salon where you can experience the hair dryer that sold out last month followings its launch in the UK. Products will be available to take home or you can arrange for delivery.

The Guardian, 6 July 2016, p22

Services

Sponsorship of the parks

The National Park Service in the US is struggling for cash. To alleviate some of the short fall they are looking to corporate America to help out and be more philanthropic. There are however clear guidelines on what will be acceptable and what won't be acceptable. This podcast is a discussion between a Wharton Professor, a divisional chief of

the National Park Service and a director from the Public Lands Alliance.

knowledge.wharton.upenn.edu, 1 July 2016

Transport and travel

Takeaways from scandal

The recall of VW cars is already being used as a case study and this podcast is in response to the two settlements made by the US justice department and the car maker. Two Wharton professors consider the potential to reoffend, the impact on shareholders and consideration of changes required to corporate culture.

knowledge.wharton.upenn.edu, 5 July 2016

Chinese behaviour

Chinese car buyers are changing their behaviour which could have a significant effect on growth in the car market. Whilst the rate has slowed the changes in behaviour are interesting with a tripling of curiosity in electric vehicles and 60% saying that cars are no longer a status symbol. The expansion of new taxi services and ride-sharing also seems to have had an effect on the behaviour of consumers. Digital media is proving popular with car hunters and there is a growth of platforms for information and discussion.

mckinsey.com, April 2016 (Gao et al)

Up, up and away

The Iata forecast for air travel passenger numbers in Africa is for them to grow by 4.7% a year to 2034, but they also note that the performance of the incumbent airlines is weak. Uganda has announced it is reviving its national airline and there are expansion plans for the Tanzanian and Rwandan providers. Middle East and European carriers are also filling the void.

Financial Times, 8 July 2016, p21

Innovation in electrics

Whilst the UK new car market as a whole grew by 3.2% alternative fuelled vehicles were up by 21.3% in the first six months of the year compared to 2015. There are incentives for adopters of electric vehicles although if we all changed today there would be a gaping hole in electricity supply. This article looks at the pros and cons of the internal combustion engine vs the plug-in electric vs the hydrogen fuel cell as well as the planned expansion of the market for charging stations. June registrations across the board however are not looking so rosy.

The Daily Telegraph, 9 July 2016, pp2-3; **The Times**, 7 July 2016, p53

New additions to the library

Armstrong, G., Kotler, P. and Opresnik, M. (2016) *Marketing: an introduction*. 13th Global edition. Harlow Pearson

Fisher, S. and Duane, J-N. (2016) *The startup equation: a visual guidebook for building your startup*. New York, McGraw-Hill.

Dodson, I. (2016) *The art of digital marketing: the definitive guide to creating strategic, targeted and measurable online campaigns*. Hoboken, Wiley.

Baker, M. and Saren, M. (2016) *Marketing theory: a student text*. 3rd edition. London, Sage Publications.

Baker, M. and Hart, S. (2016) *The Marketing Book*. 7th edition. Abingdon, Routledge.

Dibb, S. *et al* (2016) *Marketing: concepts and strategies*. 7th edition. Andover, Cengage Learning.

Kingsnorth, S. (2016) *Digital marketing strategy: an integrated approach to online marketing*. London, Kogan Page.

Hague, P. *et al* (2016) *Market research in practice*. 3rd edition. London, Kogan Page.

Van Den Bergh, J. and Behrer, M. (2016) *How cool brands stay hot: branding to generations Y and Z*. 3rd edition. London, Kogan Page.

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Written by CIM's Knowledge Services Team

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Recent research from Mintel

Title	Date	Further info
Dentistry	June 2016	Private practices are becoming more attractive, with those buyers finding themselves priced out of the NHS market due to the lower profits available now considering good quality general dental practices. However, NHS and mixed practices are likely to continue to be in high demand due to the protected income stream and monopoly trading position associated with them.
Gambling Review	June 2016	Slowing revenue growth in gaming machines and a number of restrictive influences on betting, casino and bingo potential are moving gambling operators towards a multichannel approach that promotes brand loyalty and extends playing habits across retail and online.
Holiday Hire Car	June 2016	This mature market is dominated by a relatively small number of well established companies with little apparent brand differentiation, and could benefit from an injection of competition and excitement generated by a new disruptive business model – an 'Airbnb of car hire' perhaps.
Marketing to Renters	June 2016	With home ownership seemingly on a permanent decline (and the corresponding rise in renting), companies and brands operating in the home and garden sector need to re-think their strategies. This will include positioning products towards rentals and temporary ownership, as well as opening more centrally-located smaller stores for light sprucing-up jobs.
Private Healthcare	June 2016	The financial struggles of NHS Trusts provide an even greater opportunity for private providers to take on more NHS work and could see more people turning to private healthcare to guarantee access to healthcare services. An efficient and cost-effective private healthcare sector could lead to greater benefits for patients, providers, health professionals and insurers, while also easing the burden on the NHS and the wider UK health sector.
Researching and Buying Technology Products	June 2016	Brands' presence needs to become device-agnostic in order to be able to convert shoppers into buyers at any point of the consumer journey regardless of the device they are on, thus eliminating the risk of losing them in the process of redirecting to another device/platform.
The Impact of Sharing-Economy Business on Travel	June 2016	This report develops the idea of the sharing economy, the businesses that operate within it, who are the market leaders in the travel market, who is using it, what is the impact and what may happen in the future.
Television Sets in Colombia	2016	This report covers new LCD and plasma colour television sets. It also excludes CRTs and RTPs. Market size is based on all total shipments including consumer (through all retail outlets direct to consumer) and commercial sectors including the tourism industry. It includes LED, rentals and televisions used in businesses and hotels.

Members should remember they can access these reports in full at Moor Hall or request short abstracts within limits. Please call the Knowledge Services team to discuss (+44(0)1628 427333, library@cim.co.uk).

Cutting Edge: Our weekly analysis of marketing news

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.

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Key

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