

Cutting Edge: Our weekly analysis of marketing news

20 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

Backward step

There has been a distinct revision on advertising expenditure as reported to the IPA through their Bellwether report slashing growth forecasts for at least two years. Confidence has spiralled down to the level at the start of 2013. Adspend is expected to dip 0.2% this year and 1.3% next. (see also Conferences and events)

Campaign, 15 July 2016, p1

Street furniture gets an overhaul

JCDecaux are really known for poster sites – but the advent of digital billboards and their investment in them is making London a centre of excellence. Now internet controlled (no man with bucket and broom) they can be synchronised and real-time. They have made significant investment in sites with each screen costing at least £45,000. But Berwin, their joint CEO, is also looking at other markets they can enter moving beyond the wild outdoors.

Campaign, 15 July 2016, p22

Agencies

Missed opportunities?

The process of pitching is discussed analysing the two sides of the argument. Is it just for clients to get ideas without commission? Is it all about the razzle? Is there a better way? Frustrations were aired at the event looking at the future of pitching. The IPA and ISBA say their joint guide, *The Good Pitch Guide*, is still fit for purpose; while some brands admit their briefs are not as focused as they could be. Simon Knoz from the Marketing Agencies Association is calling for another event on the 25 July (in *Campaign*) to look at creating an action

oriented code of conduct.

Marketing Week, 14 July 2016, p11; Campaign, 15 July 2016, p3

Brands and branding

Space economics

In last week's *Cutting Edge* we looked at the laws of mining in space this week we are looking at The Commercial Spaceflight Federation. Although they have been about for over ten years, their aim to "lay the foundation for a sustainable space economy", they are not that well known – hence they rebranded. The new white-on-white logo has been designed by Viceroy Creative.

brandchannel.com, 14 July 2016

Children

Branding in the eyes of the young consumer

Security is what young consumers lose sleep over when engaging with brands. 90% of those polled agreed that security was "very important" to them and 55% concurring it was more important than it was last year. The research carried out by Channel 4 and Starcom aimed to find out how advertisers can engage with young consumers and what they thought was most important. Over 1,100 answered the survey.

Marketing Week, 14 July 2016, p7

Conferences and events

Event spend

The IPA's *Bellwether Report* has signalled that 23% of those surveyed are increasing their event spending. However this data was collected before the Brexit vote and 68% of marketing budgets have been frozen. Marketers seem to feel there is a challenge ahead. (see also Advertising)

meetpie.com, 14 July 2016



Chartered CPD Programme

Don't forget, reading this publication can count towards your annual CPD record.

www.cim.co.uk/charteredcpd

Meeting spend

Do you actually know how much your company spends on meetings? Carlson Wagonlit have carried our research into strategic meetings management (SMM) and shown companies how much they spend. They estimate that globally \$425 billion is spent. Where there are various departments all booking meetings there is little understanding of the final cost. Key reasons cited for introducing SMM were to increase transparency and visibility of meetings spend, cost savings and improve the quality and consistency of meetings.

meetpie.com, 13 July 2016; carlsonwagonlit.com

Bums on seats

According to research from the *UK Conference and Meetings Survey 2016* the UK events industry fell by 11% reducing the worth of the market from £21.6 billion to £19.2 billion, although there was an increase in the number of events. In 2015 there were 600,000 more events than the previous year although the average number of attendees per event fell from 81 to 70. There is continuing optimism in the market with additional investment.

Meetings & Incentive Travel, July 2016, p11

Consumer behaviour

Would you switch supplier for £6?

The government are trying to add competition into the domestic water market, in the UK we currently have a supplier per region. The regulator Ofwat has now calculated that the saving could be as little as £6. They are also adding there could be other benefits, plus there is also the opportunity of the water supplier offering other utilities. This is only the start of their research so Ofwat may revise this view.

The Daily Telegraph, 19 July 2016, p31

Customer relations

Their challenge

Samsung's executive vice-president for global marketing is interviewed for this feature article. It competes with Apple for the prime smartphone company across the world. It also reviews their Olympic advertising strategy where they are concentrating on lesser known athletes.

Marketing Week, 14 July 2016, pp18-22

Direct Marketing

Public sector

This handy blog gives some practical advice on how to approach the public sector. It also has some tips and hints on planning a direct marketing campaign. More interestingly is that the site is the new home for Lists and Data Sources – a long mourned directory that we used to hold. So if you are looking for mailing this this is a handy place to know about.

listsanddatasources.com, 13 June 2016

Law

New overview available

The Information Commissioner's Office has published an overview of the EU General Data Protection Regulation (GDPR). It restates the principles of the law and the rights the individual has along with directed further reading or articles and recitals of the law.

ico.gov.uk, 7 July 2016, 40 pages

Cost of breaches

The General Data Protection Regulation (GDPR) does not come into force until 2018 but the fact that fines for breaches can be up to 4% of the company's turnover is identifying the importance of the change. Capgemini have calculated that if companies do not improve then the fines could be as high as \$323 billion. Whilst it is an unlikely sum to come to fruition the survey does show that coming on for half of companies do not have policies to ensure data security.

dataiq.com, 14 July 2016; capgemini-consulting.com, 12 July 2016

Move coverage

Consumer protection where gifts or vouchers had been purchased came to the forefront a couple of years ago when the Farepak Christmas savings club failed. There have been others since including Cornet and Paul Simon. The project was initiated by the Department for Business, Innovation and Skills (BIS) and has come up with a range of recommendations including better regulation of schemes, help to customers regarding getting a refund from their debit or credit card and a change to the insolvency rules to give preference to vulnerable customers. An overview and the full report *Consumer Payments on Retailer Insolvency* is available on the link below.

law.commission, 13 July 2016, 159 pages

Difference in law

Since 1988 photographers have enjoyed copyright on the photographs that they have taken – unless there are other contracts in place. But in a global society does this exist across the world? Swan Turton have checked out many countries and have only so far found five where the copyright moves to the client – they are India, South Africa, Portugal, Namibia and New Zealand.

swanturton.com, 14 July 2016

Marketing

Flip side

Marketing is a cost centre – right? Well it doesn't have to be according to this article. Mastercard have been moving their budget from the "warm" and "fuzzy" advertising end to real-time marketing. Raja Rajamannar, Mastercard's Chief Marketing Officer, is keen to point out that it is not just jumping onto

social media but strategically looking for trends that it could exploit. As part of this they are continuing with their *Priceless* campaign. Other companies that are treading this path include Mondelēz and PepsiCo.

Marketing Week, 14 July 2016, pp12-13

#rememberthelaw

Brands have been warned before about paying vloggers and influencers of all types to ensure they are clearly stating that there is payment involved. This latest case involves a UK based YouTube "promoter" who advertised a video game to all of his followers (all 40m of them) without any mention he was being paid to do so. Warner Bros, the owners of the game *Middle Earth: Shadow of Mordor*, have been called to task by the Federal Trade Commission as there was no mention he was being paid.

The Times, 14 July 2016, p21

Market research

Listening to emotions

The 'happy sheet' may be on its way out if real-time neuromarketing has its way. Happy sheets or feedback forms are post event collection but wearable technology that monitors reactions, heart rates and skin temperature may give more immediate feedback. Gawain Morrison from Sensum has developed systems to gather feedback in real time measuring emotional responses.

Meeting & Incentive Travel, July 2016, p25

Public relations

Blame game

According to research from a Visibrain, a media monitoring platform, the most common reason (78%) for a PR disaster is the brand itself. They analysed 109 PR disasters and most seemed to have been avoidable. Of the crises surveyed, 28% had "direct negative impact" on the brand, 78% "were marketing or communications errors" and 94% "started or spread on Twitter". You can link from this article to the full report (registration required). The report has what they consider to be the top five worst, the ten most ridiculous and what can be learnt.

bizreport.com, 14 July 2016 (Leggatt)

Agriculture, fishing and forestry

Agri-tech market explained

A new report from the Department for Business, Innovation & Skills (BIS) gives an estimate that Agri-Tech directly accounts for £14.3 billion in value-added and 542,000 jobs in the UK. Dominated by the farming sector (£9.7 billion value-added and 474,000 jobs) then engineering. The report also gives estimates for share of activity, future

projections and summary of recommendations where there could be improvements in monitoring to assist in better reporting.

gov.uk, 13 July 2016

Is your bowl ready?

British Cherries, the industry body, is reporting a bumper crop this year. The market is valued at £126m in the UK, a massive 15% up on last year.

The Grocer, 16 July 2016, p71

Building industry

Training to fill shortages

An innovative scheme has been developed by Her Majesty's Prison Highpoint governor and MACS plasterboard systems. The key highlighted issue from the Governor's side was the cost of prisoner's reoffending – from MACS plasterboard side it was a dearth of skilled labour. So by working together they have created an in-prison training scheme. The prison already ran an Employability Fayre to work on reducing their recidivism rate. MACS created a hands on two day module aimed at giving basic skills that are needed when working on a building site anywhere in the UK. They also explain how to get a Construction Skills Certification Scheme card so when they do leave prison they can be working and earning. Tools and materials were donated by industry suppliers.

London Business Matters, July-August 2016, pp29,31

Businesses and strategy

How innovative are you really

The ninth innovation survey has been published by BIS. *UK Innovation Survey 2015* report and the accompanying infographic are available on the link below. It covers the period 2012 to 2014 and shows an increase in innovativeness in UK companies (45% up to 53%). It looks at different types of innovation plus it considers new business practices, new methods of organising work responsibilities and changes to marketing concepts or strategies. Other areas covered include export, skills and innovation protection.

gov.uk, 12 July 2016, 35 pages

Still a strong demand

The demand for rented office space in London does not seem to have been dented by the recent referendum result according to Workspace the specialist developer. Their niche is to convert industrial units into office space for SMEs where there is a strong demand.

Financial Times, 15 July 2016, p22

Charities and NGOs

Fish and honey

So the saying goes – Give the man a fish and you will feed him for a day, teach a man to fish and you will feed him for a lifetime. A group of FMCG women back in 2013 took this serious and 14 of them went to Kenya to dig a very large hole that could become a fish farm. The two years later another group went to Tanzania to build and develop a bee colony. Under the umbrella of Farm Africa both projects have been successful in turning a profit. A profit that is used to pay for food, school fees and to reinvest and in some cases diversify. So although the quote is hotly contested it is proving true.

The Grocer, 16 July 2016, pp62-63

Durable consumer goods

Recall lessons

Ikea have now bowed to pressure from China to recall their children's chests of drawers that have culminated in the death of six children in the US. Initially they refused saying that the product "conformed to local standards" but whilst this may have been true it was not considering the brand reputational impact. As the world becomes a smaller place with the internet and social media this is another lesson brands need to learn.

Financial Times, 15 July 2016, p18

Economy

Chinese growth

Following our larger round up of articles on China last week the BBC are reporting on how China's economic growth in the second quarter is better than anticipated. The Chinese statistics bureau revealed a GDP expansion of 6.7% over three months and an increase of government spending on infrastructure.

bbc.co.uk, 15 July 2016

Energy and utilities

Footfall power

Tiles that produce power when walked up were installed in West Ham Tube Station before the Olympics and there were one million footsteps across them. The best bit is that it powered the lights. The company Pavegen are now moving outdoors to tile Oxford Circus and also in Westfield Shopping Centre.

The Sunday Telegraph (Business Reporter), 17 July 2016, p3

Environment

How clean is your air

Deaths due to air pollution are on the rise and there needs to be action now – according to the International Energy Agency. Their *World Energy*

Outlook tracks air pollution from factories, cars and even homes. Coal is a major issue. Only 8% of the world's energy is "combustion free".

The Sunday Telegraph (Business Reporter), 17 July 2016, p2

Fashion

As seen at top of league

The once titled As Seen On Screen, now just know as Asos has shown analysts huge growth with retail sales up 30%, consider this in comparison to Primark who only have shops with a modest growth averaging 4.6%. They have over 12m customers, 85,000 products and its technology is being structured to handle over 30 orders a second...

Financial Times, 18 July 2016, p19

Financial services

At the top of a screen

There are a new range of banks that are called challenger banks trying to shake the big four. These include TSB, Virgin Money and Metro Bank. But there is now a new kid on the block – Starling – who have been granted a licence. Using your mobile for all your banking needs is their aim and they are predicting that the market will grow from 17.8m to 32.6m customers by 2020. The simple idea is a current account usable on a smart phone.

Financial Times, 15 July 2016, p21

FMCG

Beverages

Expect the unexpected...

...when you visit Ampleforth Abbey. Yes it is a Catholic school of some merit but it has also developed a trading company that turns over £25m a year. They have several areas of business but the one that perhaps chimes a discord with an abbey is that they brew beer! Along with the school the site employs 430 staff. There are "rules" following Benedictine values that must be abided by. If you want to be part of the 6.60pm vespers, but are too far away, then look out for the live streaming services.

Management Today, July-August 2016, pp48-50

JD rules

The nations most favoured whisky tippie is now Jack Daniels according to the recent survey in *The Grocer*. The findings in association with Nielsen show sales of the American bourbon topping £221.3m and it comes in at 9th on the league table. Smirnoff is the only spirit above it at number two.

The Grocer, 16 July 2016, pp4,28-61

Crafty little list

The alcohol brands league table in *The Grocer* and its surrounding articles looks at price cuts and the rise of 'craft'. Stella Artois is top of the table, covering both their beer and cider brands with sales of £537.5m. The main list then has subsets for Craft beer (BrewDog at top with sales of £14.3m) and craft spirits (Hendrick Gin £12.1m). There are 22 beer brands, 9 cider brands, 31 spirits and 38 wine brands listed. The biggest surprise is that Bollinger has dropped down to number 112, although maybe a recent film will at least push brand awareness up a little.

The Grocer, 16 July 2016, pp28-61

What would Humphrey say?

The milk market as seen an increased range of alternatives. Initially goat, and buffalo in some countries, the vegetarian options started appearing in the 1970s when Steve Demos developed the first soya brand Silk. You can now get a variety of different version including nut (cashew, hazelnut and almond) as well as coconut, rice and oats. Non-dairy market growth has been huge. Analysts warn that some will be a fad; even Coca-Cola have got in on the act when they bought Unilever's AdeS soya brand. Premium cow's milk has also joined the affray and Arla are promising to pay suppliers an extra 25p per bottle.

Financial Times, 16-17 July 2016, p15; The Grocer, 16 July 2016, p72

Cosmetics and toiletries

Glam boys

Websites to help men with makeup and hair choices have not been around long, but according to Treatwell men are undergoing a range of treatments including Brazilian blow-dries (this is where frizz prone hair is lacquered), waxing and manicures. Politicians are being squinted at to see how much bronzer they are wearing and there are many products being launched to meet their needs such as a "gel brow comb" to take frenzied eyebrows!

Financial Times, 16-17 July 2016, p6

(see also Recent research from Mintel section)

Food

Shelved although Jamie still on the warpath

Whilst it looks like the government are shelving the childhood obesity strategy there are also hints in the *FT* that there will be more curbs on junk food during advertising breaks on the hugely popular Saturday night slots – especially during *The X Factor*. The Government policy was to be Cameron's legacy but the speed at which he left office seems to have stymied that and there are many other things on the political agenda. In another *Grocer* article they consider the continuingly bitter argument about what is a balanced diet following Public Health England's Eatwell guide was launched. There is also

a Raconteur supplement, in *The Times*, covering the sugar issues and the UK national diet.

The Grocer, 16 July 2016, p5 and p14; Financial Times, 16/17 July 2016, p5; The Times (Future of Food & Beverage), 13 July 2016, pp5,6-7

Tobacco

With the backdrop of rising consumption

At the point that packets of ten cigarettes are being phased out in the UK British American Tobacco are being berated for actively promoting cigarettes and offering packs of four cigarettes – known as "kiddie packs" on the streets of Burma. Burma have implemented a UN framework called the convention on tobacco control that has a strict ban on promotion and sale of products close to schools. By selling loose cigarettes and supplying specialist pots to dispense single cigarettes is in breach of the law in Burma.

The Times, 14 July 2016, p39

Government and public sector

One Africa

Whilst it looks like there will be a recreation of border controls in wake of the Brexit vote, Africa is working towards removing passport borders with a radical move to introduce e-passports. The aim is to allow free movement of people between all 54 members of the African Congress. Initially this will be restricted to government officials but over time they hope to roll it out to one billion Africans. It is part of the 50 year action plan known as the 2063 agenda. One wonders if we will actually have achieved Brexit by then!

The Financial Times, 13 July 2016, p8

Health and pharmaceuticals

Too much of the market

Concern that Arcadia Healthcare's takeover of The Priory has meant it has been referred to the Competition and Markets Authority (CMA). Arcadia already have 23 residential psychiatric units in the UK. The Priory is actually made up of 322 separate facilities and the takeover would give them over 50% of the UK market.

Financial Times, 15 July 2016, p21

Nearly healthy

Nestle is hedging its bets. It has ice-cream brands at one end of its portfolio and lean cuisine at the other. Nestle have been moving towards the medical nutritional world and their new CEO is from that arena.

Campaign, 15 July 2016, p31

No dry eyes in the house

There is a new drug on the market for dry eyes as

the American regulators gave it the go ahead for use. Made by Shire, an Anglo-Irish company, it will now be in direct competition with Allergan. It is estimated in the US that 16m people suffer from dry eyes and Allergan made \$1.3 billion in revenue from their rival drug.

Financial Times, 13 July 2016, p19

Innovation of idea

I hate dental x-rays so I would love this to come to a surgery near me. ClearView Scan combines ultrasound and 3D imaging to produce an image that can be checked for problems as well as being used for producing braces or dentures. And all in 40 seconds.

Bloomberg Businessweek, 11 July 2016, p27

IT and telecoms

Who owns your face?

So if your phone is now opened with your fingerprint who owns that biometric data? Is it you or is it the company that have crafted it into the security token? In the US there are a group of individuals who are taking this question to court. It is not only finger prints that but also retina scans, voice and heartbeat. In Illinois there is the *Biometric Information Privacy Bill 2008* that basically protects all this data in the same way as our data protection act. There has to be written consent to collect, but there also has to be information on when and how it will be destroyed. Facial scanning is also in this bracket and there are cases pending on this angle. A code of conduct was mooted but the FBI would like their services exempt.

Bloomberg Businessweek, 11 July 2016, pp24-25

Leisure and tourism

No more take home print

Once the main form of marketing for holiday companies – the glossy brochure now seems to have had its day. Both Thomson and First Choice have both decided to fade them out as more customers shop online. The first brochure was from Skytours, now part of Thomson, in 1957 although the Thomson brand will be turning into Tui next year. They currently print 4.7m brochures a year although they will start creating a magazine to fill the gap. Virtual reality is also being considered to allow for virtual tours of hotels and holiday resorts.

The Guardian, 13 July 2016, p22

Materials and mining

Market changes

The diamond market has been struggling since 2000. De Beers once had 90% of the market, but due to antitrust pressures it has given up its near monopoly. It now controls 34% of the rough diamond market with Alrosa on 24%. De Beers have

in recent years held back diamonds to hold the value, but changes in consumer behaviour are still to be solved? Millennials are still to be convinced to buy, not least in the wake of ethical issues.

The Sunday Telegraph, 17 July 2016, p10

Media

Books

Colour in food?

There has been a marked increase in print sales over the beginning of the year up a massive 9.3%. The two key area of success are healthy eating books and colouring in. The healthy eating sector has recorded an 88.5% rise to £16.7m whereas the adult colouring books – which a little oddly for me sit in the adult handicrafts, arts and crafts sector – have risen by 30.2% up to £13.1m. Although there is caution that this figure is underestimated as all of these figures are via BookScan and not all outlets are part of this scheme.

The Bookseller, 15 July 2016, pp6-7

Film

Taking the lead

Whilst there were brief second thoughts following the Brexit vote, they did not last long as AMC, who are second in the US cinema league table, to agree to buy Odeon who resides at the top of the UK league table – especially as the change in the stock market made the deal 10% cheaper. AMC now have 7,600 cinema screens across the world.

Financial Times, 14 July 2016, p19

Games

The Pokémon phenomenon

We could have filled this whole edition with articles on Pokémon Go. Its launch, safety risks, the arrests, the glitches in the programme, churches saying “yes” or “no”, the HR issues... the product and its launch have been looked at from every viewpoint. But to distil the thoughts of the articles:

Its launch – [Forbes](#) cover the aspects well and consider the strength of the brand, the timing of the launch, nostalgia and the “lack of” advertising.

The [Brand Channel](#) look at its records – Nintendo’s market value raised by £9 billion. It is already overtaken Candy Crush.

The *Financial Times* consider the idea of sponsored locations as Nintendo is planning to add this revenue stream. (Financial Times, 14 July 2016, p19)

Various

Music

Music/internet

Is the model broken or skewed – and if so in whose favour? YouTube share the money that is paid for advertising with the music rights owners. Last year this equated to \$740m – quite a tidy sum. But the

music owners feel cheated. It was also an increase of 15% on the previous year but at the same time there was massive growth in the stream – which the music owners think they should get a share of.

Financial Times, 13 July 2016, p18

For more info on music licensing check out our content hub

<http://exchange.cim.co.uk/blog/the-truth-and-lies-about-music-licensing/>

Social media

Social reporting

There is continuing debate on the improvements in Facebook to livestream events. A key concern is relying on other users to flag material that is inappropriate. But whose judgement call is it?

Financial Times, 15 July 2016, p13

Television

Rise in TV advertising

Once it was only the football pools, bingo and latterly the National Lottery that were permitted to advertise gambling on TV. But in 2007 this changed with the advent of *The Gambling Act* in tandem with a voluntary code. Within the six years the number of related adverts on television has risen from 234,000 to 1.4m. The Guardian, along with Nielsen, estimate that the full range of gambling (minus the lottery) spent £118.5m in 2015 up from £81.2m in 2012. This combined from 2012-2015 is £456m rising to £631m when lotteries are added back in.

The Guardian, 15 July 2016, p17

Toys

New addition to range

Mattel, owners of Barbie, have for the last 20 odd years produced presidential Barbie dolls. This year they have added a second doll as a vice president doll. Very clear to point out they don't endorse a particular candidate the dolls generally are dressed in a mix of red, white and blue. They also come in six different skin tones.

brandchannel.com, 13 July 2016

Packaging

Meals for men

We are used to ready meals being packaged and aimed at women but WowMe! Have developed packaging for Kerry Foods to appeal to readers of *Men's Health* magazine. The packaging reflects the magazine with good photography and the design is structured to allow for any extension of the brand.

packagingnews.co.uk, 14 July 2016

Retailing

Private shopper

A new start up on the market is to utilise Marks and Spencer's (M&S) food to supply to your door within 40 mins. The new company, Togle, is a totally separate company and will make its cut by charging a premium on the things that it sells running at about 15% plus a £4.50 charge for the process. M&S are clear to make it clear they have no business relationship. The current service is centred around just 6 postcodes in the Kensington and Chelsea area of London.

The Grocer, 16 July 2016, p10

Rejig in meat displays

You may go to the meat aisles and see a difference if other stores follow Asda's lead. Rather than putting different species together they are grouping meat by different "occasions". So the roast joints are together, the BBQ favourites are together, etc. They have also improved their packaging to give more serving suggestions.

The Grocer, 16 July 2016, p70

Extending boots reign

Although now call Walgreen Boots Alliance the brand of Boots will soon be seen in on shelves in South Korea following an agreement with Emart. There will be Boots branded shops and chemists plus key brands such as No7 will be available. Emart is a key retailer in South Korea with significant experience.

The Times, 18 July 2016, p37

Services

Core value unit creation

By moving from pure product to service offering you will need to consider elements such as service, information, content, etc – or brought together the core value unit. Many companies now don't have a tangible product and often are a product of disruption – Airbnb and Uber for example. To succeed they have to provide excellent experiences to their customers. The decision journey is intrinsic to this process as well as customer data.

brandquarterly.com, 5 July 2016

Transport and travel

Seaborne drones

When we think of drones we usually think of aerial machines buzzing about with cameras, or maybe in the future with parcels to deliver. But how about full sized drone ships? There is no need for cargo ships to be manned, the pilot could monitor and control the ship remotely. Rolls Royce are already imagining this future with augmented reality controls that look like something from a Sci Fi series.

[huffington Post](http://huffingtonpost.com), 27 June 2016

Farnborough

The week-long event is in full swing hence a plethora of articles on the industry.

Success or failure

The A380 was heralded as the solution to moving us humans round the globe. Bigger than any other passenger plane, but there have been only 193 delivered. Airbus's initial market size estimate was 1,200 which they are far from meeting with only 126 on order. With a list price of \$433m there is little chance of making up the estimated €25 billion spent on development. But it is considered too early to make decisions according to CEO Thomas Enders. Emirates have the most planes with 142 purchased although only 81 currently flying.

Bloomberg Businessweek, 11 July 2016, pp16-17

Like a bird

Airbus and Boeing are both keenly monitoring the market as there are signs of a slowdown. Both of their order books have taken a hit but Airbus's A320 has been selling well. There have however been issues with Pratt and Whitney engines on some models which has caused issues with planes delivered to Qatar Airways. It has been estimated that the total value of purchases of commercial jets at the trade fair was \$61.8 billion compared with \$107 billion at the Paris air show last year.

Financial Times, 15 July 2016, p16

Website of the week

Parliament

The UK Parliament website is a treasure-trove of reports and round ups on different industries. They have briefing papers on many topics – a few are listed below with links. The *Sources of Statistics* briefing paper has links to a range of subjects including agriculture, defence, housing, growth, inflation and within each section it gives links to the material within the library, other sources (such as the Bank of England, the NHS or the Met Office) and latest policy. There are then individual pages that give latest Commons Briefing Papers by topic, see examples below.

[Sources of Statistics 2016](#)

[Agriculture](#)

[Health Services](#)

[Schools](#)

New additions to the library

Phillips, J. (2016) *Ecommerce analytics: analyse and improve the impact of your digital strategy*. Old Tappan, Pearson.

Govindarajan, V. (2016) *The three-box solution: a strategy for leading innovation*. Boston, Harvard Business Review.

Beswick, C., Bishop, D. and Geraghty, J. (2016) *Building a culture of innovation*. London, Kogan Page.

Fill, C. and Turnbull, S. (2016) *Marketing communications*. 7th edition. Harlow, Pearson.

Smith, P.R. (2016) *SOSTAC®: The guide to your perfect digital marketing plan*. Version 2.

Bryman, A. and Bell, E. (2015) *Business research methods*. 4th edition. Oxford, OUP.

Smith, S. and Milligan, A. (2015) *On purpose: delivering a branded customer experience people love*. London, Kogan Page.

Members resident in the UK and Ireland can borrow books from the CIM library. Contact the library for further information (library@cim.co.uk; 01628 427333).

Written by CIM's Knowledge Services Team

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Recent research from Mintel

Title	Date	Further Info
A few topical reports		
Ice creams and desserts	June 2016	Opportunities are ripe for operators to explore healthier formulations in ice cream and desserts, with significant interest in low-sugar and low-fat products. Resizing offers another potential route to explore in ice cream, while tapping into the 'health halo' of yogurts and fruit snacks offer desserts a potential way forward in this space.
Deodorants and bodycare	June 2016	The deodorants category has seen a decline in value in recent years, hampered by the rise of discounters, as well as a decline in NPD and advertising spend. The bodycare sector, on the other hand, has seen strong sales performance in recent years as consumers trade up in the prestige sector as well as widen their range of products. NPD opportunities exist in both categories to encourage consumers to spend more.
Holiday planning and booking process	June 2016	Mobile bookings are on the increase. More holidaymakers feel comfortable using their smartphone due to larger screen sizes and travel brands improving their app and mobile web functionality. Over time, both the smartphone and the smart TV should play a greater role in the holiday planning and booking process, making it a more mobile and social experience.
Carbonated soft drinks	June 2016	The sugar tax is likely to have a severe impact on CSD sales in 2018, and as such is the single biggest challenge facing the industry. However, drinkers' inclinations to switch to low-sugar versions and the strength of consumer demand for action on the sugar issue suggest that companies seen as proactive on this matter stand in good stead of shoring up their reputation among consumers.
Camping and caravanning	April 2016	Camping and caravanning is gradually repositioning itself. Rather than just being the default option for those looking for an affordable way of holidaying, it is starting to be seen as an activity which offers people a high standard and wide choice of accommodation, while at the same time allowing them to reconnect with nature and switch off from their busy day-to-day lives.
Commercial property	June 2016	UK commercial property yields have generally edged down between April 2013 and April 2016, reflecting stronger investor demand across most sectors. Investor buying power has been boosted by the improving availability of finance, with high competition keeping lending margins under pressure, particularly at the prime end of the market. However, Savills reported a slight upward trend in yields in the first quarter of 2016. This was largely a reflection of increased investor uncertainty due to the upcoming EU referendum and fears surrounding the strength of the global economy. The considerable uncertainty created by the Brexit vote is set to further negatively impact investor sentiment.
Books and ebooks	June 2016	Reports of the death of print, as Mark Twain might have said, have been greatly exaggerated. For those who predicted an inexorable decline of physical books, the past 18 months have necessitated a re-think. Far more than in other media sectors, book buyers and readers maintain an emotional connection with pre-digital formats.
Men's facial skincare	June 2016	Sales growth has slowed in the male facial skincare market, challenged by both recruitment issues and the impact of fashion trends. The core demographic of 16-24-year-olds is declining in number and older men remain apprehensive of using facial skincare products. Male facial hair is now a mainstream trend and is limiting use of products, such as moisturiser, due to the smaller area of visible skin and fewer experiences of dry skin caused by shaving.

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