

# Cutting Edge: Our weekly analysis of marketing news

10 February 2021

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

Quick [links](#) to sections

## Marketing trends and issues

### Advertising

#### Advertisers should focus on perseverance

During the pandemic many advertisers have been offering the same old platitudes, such as “our brand cares about you”. The role of marketing is to encourage people to buy or support something but ads showing that it’s good to get along or that the advertiser cares about you, don’t offer anything solid to focus on. Instead of doing this, marketers should present something more constructive, such as a message of perseverance. Nike and Disney are examples of brands that have succeeded in doing this by encouraging consumers to look towards the future to a time when something resembling normality returns.

[hbr.org](#), 1 February 2021 (Zane)

#### Localised ads – CMOs recognise opportunities

In a new survey by Nextdoor and CensusWide, 95% of CMOs said they could see the advantages of advertising in neighbourhoods, since lockdowns are forcing people to stay local. The research suggests that 54% of CMOs believe that local communications have become more important to their strategy since the start of the pandemic, while 38% said that national communications have become less so. When asked about how local advertising would help to meet their objectives this year, 50% of respondents said it will be important when expanding into new markets; 47% that it will help them raise awareness of new products and services; and 55% said that local communications will be key to increasing sales.

[marketingweek.com](#), 3 February 2021

### Trust in advertising

Global research carried out by YouGov for *Campaign* reveals that traditional ad channels continue to be the most trusted by UK and US consumers. In the UK, TV and radio were trusted by 54% and 53% respectively with other traditional media (print, OOH and cinema) trusted by between 38% and 43% of respondents. Newer channels were considered trustworthy by under 30% of respondents with the least trustworthy being social media at just 10%. Trust in advertising on websites was also found to be low (75% finding them untrustworthy) as was trust for search engines (60%). Jon Mew, chief executive of the IAB UK, said that: “Advertising clearly has a trust problem” and, in order to rebuild trust, “we need a co-ordinated effort”. Graphs for advertising by media, US trust, TV and social media are included.

[campaignlive.co.uk](#), 4 February 2021 (Iu)

### Agencies

#### Publicis – better than expected Q4 results

Publicis Group has reported a 6.3% fall in revenues for the final quarter of 2020, which has exceeded market expectations. In October Publicis was second only to IPG as the best-performing agency holding group, with Havas, WPP, Omnicom and Dentsu trailing behind. It is as yet unclear which of them will have come out on top for the past 12 months. Publicis’ US market (which makes up 60% of business) rose by 5.5% in Q4. Publicis CEO, Arthur Sadoun, says the group’s success is down to its “Power Of One” model which brings together different disciplines, as well as its country-level management structure. He has denied rumours of a sale to a private equity firm.

[thedrum.com](#), 3 February 2021 (Stewart)

## **Brands and branding**

### **Targeting subcultures – cryptic marketing**

Subcultures within society have grown in importance but differences in values and norms mean that brands must communicate strategically with them in order to enhance trust and engagement. But if the targeted subculture is stigmatised, the brand could estrange other sectors of society. This paper looks at how marketers can reach subculture markets without alienating the wider market. It considers this through the use of cryptic marketing which can help to overcome loss of brand trust and attract the awareness of the target audience.

**Journal of Marketing Communications, Vol 27(2), March 2021, pp160-175 (Choong et al)**

## **Conferences and events**

### **Event and experiential are evolving**

The pandemic may have disrupted live events and experiential marketing, but it has also done away with “all the unnecessary fluff” and we have come to realise that there are better ways of doing things. Brands are beginning to create experiences that integrate marketing disciplines rather than leaving them in silos. This could be the beginning of “genuine integration and consistency of communication”. We are also seeing a blurring of lines between brand experience and entertainment. Collaboration and partnerships with entertainment brands and complementary brands will produce mutual benefits. When experiential goes back to being in-person, joint activations will be stronger if brands collaborate and this will benefit the most important party – the customer.

**campaignlive.co.uk, 5 February 2021 (Carless)**

### **Hybrid Event Solutions – city collaboration**

The English Core Cities (a group of eight major convention bureaus) are collaborating, in what is said to be an industry first, to launch the Hybrid Events Solution UK (HESUK). Free of charge, it is available to all business audiences around the UK with the aim of delivering national hybrid events in safe venues. HESUK will provide a single point of contact for event organisers. The ICCA’s *Market Intelligence on Covid-19 Affected Meetings Report* (November 2020) emphasises the important part that hybrid events will play in the future: 84% of event planners say they will include hybrid and digital elements in their events of the future.

**eventindustrynews.com, 8 February 2021 (Parry)**

## **Consumer behaviour**

### **Don’t focus on traditional market categories**

In his book, *The New Chameleons*, Michael R. Solomon argues that consumers are changing, but the marketing categories used to define them are no longer relevant. Consumers no longer fit into traditional identities but have instead become members of “multiple subcultures” and they expect

brands to respond to their new habits and expectations. The book describes how to engage with this new generation and how to stand out from the competition. The book, published on 3 February, can be acquired from:

<https://www.johnsmith.co.uk/cim-shop/product/9781398600041/new-chameleons-the-how-to-connect-with-consumers-who>  
**koganpage.com, 3 February 2021**

### **Shopper confidence boosted by vaccine**

Shopper confidence has risen to its highest level since February 2020, probably due to rising confidence among the over-55s thanks to the vaccine rollout. This is according to the *IGD Shopper Confidence Index* which also warns that overall confidence is “fragile” due to uncertainty over the length of lockdown, the economic downturn and supply chain disruption following the EU trade deal. January’s confidence score of -5 is still low but trust in the food industry has reached an all-time high thanks to its maintaining supply, its focus on healthy products and its support for local communities and farmers. Some 19% of consumers expect to be better off over the coming year, the highest level since July 2020, but 31% expect to be worse off.

**retailtimes.co.uk, 5 February 2021 (Briggs)**

## **Direct marketing**

### **Apprenticeships – benefits and challenges**

DMA Talent has produced a report presenting key insights into the state of apprenticeship in the data and marketing industry. It is the result of a survey of DMA members about the use of apprenticeships, what is working well and the barriers they have to overcome. It sets out the key benefits as well as the challenges, such as managing the balance between work and study. It also looks at what support is needed and what business, the Government and the DMA can do to help. The report, *Apprenticeships: The Hidden Potential*, can be downloaded.

**dma.org.uk, 8 February 2021;**

<https://dma.org.uk/uploads/misc/apprenticeships-the-hidden-potential.pdf>

## **Law**

### **ICO focus for 2021**

In January the UK Information Commissioner published a statement setting out the key areas of focus for this year. Particular issues to look out for are: a continued focus on data protection and protecting people’s rights; the Age Appropriate Code and children’s personal data; data sharing; political campaigning; facial recognition; and the resumption of an investigation into Adtech by the ICO.

**lexology.com, 25 January 2021 (Slinn);**

<https://ico.org.uk/about-the-ico/news-and-events/news-and-blogs/2021/01/information-commissioner-looks-ahead-to-2021/>

### **Be quick to register your name**

James Grant Group Ltd, which represents 2012 *X-Factor* winner James Arthur, filed an application to revoke the trademark registration of JAMES ARTHUR, a seller of products such as CDs, printed matter and clothing, on the grounds of non-use. The owner of JAMES ARTHUR claimed that it had made sales of t-shirts and baseball caps carrying the name JAMES ARTHUR on eBay. However, the UKIPO hearing officer ruled that the sales were not enough to establish genuine use of the mark and that there was no evidence of marketing other than a few ads on eBay. This is a reminder that one must establish use of a trade mark in order to retain it. It is also a reminder that if you want to use your name as a trademark on merchandise, you need to act quickly to gain trade mark protection or others might seek to exploit your fame.

**lexology.com, 1 February 2021 (Addley)**

## **Marketing**

### **Marketing in 2021**

The pandemic has led to many changes in marketing, such as in-person events moving online, but technology has enabled many things that were not previously possible. Marketers would be wise to invest in new technology because it will be a long time until normality returns and, even after that, new marketing tools and tactics are likely to persist, evolve and be integrated with traditional techniques. This article looks at marketing automation; first-party data (as third-party cookies disappear); the importance of the company blog; CRM; and virtual events.

**business2community.com, 1 February 2021 (Papagni)**

### **Rising demand for digital skills**

Increased spend on digital channels by brands has led to high demand for digital marketing skills. Eight out of ten of the most in demand skills relate to "harder" marketing expertise, such as ad serving (84.6%), analytics (46.1%) and web content writing (30.3%). The fastest rising jobs are all in social media, with those for social media coordinator up by 19% and community manager up 18.1%. In contrast, executive level roles in marketing, digital and SEO, saw the greatest fall last year. Marketers are concerned about the harm to young people's careers caused by the pandemic as the number of opportunities declines. However, there has been a rise in the number of more senior roles, such as CMO (13.8%) and brand director (10.6%).

**marketingweek.com, 5 February 2021 (Tesseras)**

## **Market research**

### **Two steps for B2B research**

Researchers have studied the B2B sector for years to investigate the impact of strategic decisions on an outcome. Yet B2B research is complex because of the multiple parties involved, the purchasing process

timelines and the long post-purchase assessments. Researchers must select participants to ensure that they have experience of making complex decisions in varying contexts. However, B2B research can be an opportunity to gain rich insights provided researchers follow a two-step process. Step one is to match the study design to purpose and step two is to match the context to the respondent.

**ama.org, 26 January 2021 (Hada)**

### **Assessing ad effectiveness**

At a time when the number of media channels is on the rise but advertising budgets remain flat, businesses need to be able to measure advertising effectiveness. Many companies have shifted towards digital media because of their lower cost and ability to target customers. Research over the years has shown that traditional media continue to remain effective but the picture is complex. Researchers can use two methods to assess advertising's effectiveness, field experiments and econometric models, both of which are examined in this article. Econometric models can provide a versatile approach to comparing effectiveness across several media compared to field studies, which tend to focus on one medium at a time.

**ama.org, 26 January 2021 (Danaher)**

### **IGD rebrands with focus on doing good**

IGD, the retail insights business, is rebranding to align with its "new purpose". A new blue and red logo will represent the two parts of the organisation which have been rebranded to: Commercial Insight, which provides insight, data and analysis; and Social Impact, which will address "crucial social, economic and business issues" and aims to motivate the food and consumer goods industry to be a "force for good".

**thegrocer.co.uk, 3 February 2021 (Farrell)**

## **Public relations**

### **Internal email comms**

Email engagement is still a powerful tool despite predictions of its demise. This is especially true for internal communications but you need a strategic approach to get through all the "click fatigue" and "email overload". Christina Roach, city of Dallas digital content officer, offers some advice for optimising internal emails, how to track your email's success and the importance of using email to communicate something substantive in the form of action, results and "emotional candour".

**prdaily.com, 2 February 2021 (Brumberg)**

### **Storytelling for leaders**

Storytelling is a powerful medium that builds connection between people and company culture. It is the PR pro's job to craft messages, plans and programmes that shape company culture but the challenge is to tell stories that resonate with both

internal and external audiences. Great stories go beyond facts and figures to employee emotions, brand values, culture and vision. A strong strategy needs a strong cultural foundation. Peter Drucker reminded us that a strong strategic vision can be lost because "culture eats strategy for breakfast". Here are some tips to help leaders use storytelling effectively.

**Public Relations Strategies and Tactics, Vol 4(2), February 2021, p8 (Farmer)**

## **Sponsorship**

### **Misubishi launches motor-vation**

Mitsubishi Motors UK, sponsor of England Rugby and Scotland Rugby, is to send personal "Motor-vation" messages from ex and current rugby players to fans during the Six Nations tournament which started at the weekend. Fans will be able to request messages via the Mitsubishi Motors website and nominate people who have made a positive impact on others to receive a personalised video.

**marketingweek.com, 5 February 2021**

### **Coca-Cola continues McLaren sponsorship**

Coca Cola is to extend its sponsorship of McLaren's F1 team into the 2021 season, having first sponsored the team in 2018. Coca-Cola will be visible on the cars as well as the drinks bottles used by drivers. McLaren now has an impressive 41 sponsors but is trying to encourage more sponsors from Asia. It has just signed up games developer and publisher Garena, which is based in Singapore.

**sportbusiness.com, 5 February 2021 (Williams)**

## **Agriculture, fishing and forestry**

### **App tracks emotional wellbeing of animals**

As part of its ten-year agriculture strategy, Waitrose has launched a mobile app that claims to assess the emotional wellbeing of animals. It was created by animal behavioural specialists at Scotland's Rural College and allows animal welfare inspectors to record an animal's "emotional body language" in terms of whether it is relaxed, tense, playful or anxious. Waitrose hopes the app will result in better animal welfare standards in the UK. Françoise Wemelsfelder, the app's creator, says that "for the UK to continue its position as a leader in farming standards, it's critical that we recognise farm animals as sentient creatures".

**thegrocer.co.uk, 8 February 2021 (White)**

### **Tractor registrations recovering**

Tractor registrations in January were 17% higher than in January 2020, according to the Agricultural Engineers' Association (AEA) which reveals that this is the fourth year-on-year increase in the last five months. This means that the tractor market is almost back to normal following the problems last

year. Tractor registrations are an indicator of the health of the broader domestic market for agricultural equipment, according to the AEA.

**farmington.com, 8 February 2021**

### **Raisin harvest falls by 15%**

The South African raisin crop has been hit hard by extreme wet weather with forecasts of a 15% fall in harvest size for 2021 compared with 2020. Last year Raisins South Africa supplied 8.8% of the UK's raisin market by volume. The industry plans to launch a consumer campaign in the UK to promote the health benefits of South African raisins.

**thegrocer.co.uk, 8 February 2021 (Sandercock)**

## **Building industry**

### **Construction – fixing its image**

Housing minister Robert Jenrick's decision to create a new regulator for construction projects in the wake of the Grenfell fire does nothing to boost the industry's reputation. The construction sector is keen to attract good-quality candidates into its consultancy professions (project managers, quantity surveyors, architects, etc) as well as into its many trades but it needs to fix its image, argues Graham Harle, CEO of Gleeds Worldwide. The Royal Institution of Chartered Surveyors recently made unwelcome headlines due to financial issues and mismanagement. Construction cannot afford to have a "dodgy reputation" and part of its re-emergence post-pandemic should be an image refresh says Harle.

**constructionnews.co.uk, 5 February 2021 (Harle)**

### **Disposable masks for road surfaces?**

What happens to the estimated 6.8 billion disposable face masks we wear every day? Researchers at RMIT University in Melbourne, Australia, have developed a new material that incorporates shredded single-use masks with recycled concrete aggregate made from demolished buildings. The new material could be used for new road surfaces to make them stronger. The researchers suggest that paving a one kilometre-long, two-lane road could take three million face masks. It is estimated that 75% of single-use masks, which contain polypropylene, and other coronavirus-related waste, ends up in landfill or in the oceans.

**fastcompany.com, 4 February 2021 (Smith)**

## **Businesses and strategy**

### **Creating an entrepreneurial mindset**

Currently we are in an environment of risk aversion but companies that encourage only safe choices and punish bold moves, are likely to fail in the future. A panel of entrepreneurial leaders offers its advice on creating a culture in which risk-taking is encouraged. Suggestions range from rewarding with greater trust

and responsibility to giving people the space to fail enough times so that they can succeed, welcoming mistakes and not stifling a new approach or way of thinking. You are also advised to “hire well first, create the conditions for success second”; make employees into shareholders; and hold in-house hackathons.

[managementtoday.co.uk](http://managementtoday.co.uk), 4 February 2021 (Royle)

### **Multinationals and the shift to localisation**

Companies that have embraced globalisation have thrived and exports now account for around a quarter of global output. Over the past two decades multinationals have expanded rapidly outside their domestic markets. Between 2000 and 2018 most (\$6.7 trillion) of the \$9.2 trillion growth in assets of multinationals has derived from foreign affiliates. More recently there has been a backlash over the unequal distribution of value and this has been exacerbated by Covid-19. This article explores future conflicts and asks whether, “localisation is the new globalisation”. Localisation is disrupting the stability that multinationals have enjoyed although it may not be here to stay: as countries focus on economic growth, globalisation is likely to return as “a path to prosperity”. In the meantime, CEOs need to become more aware of local policies and their implications.

[pwc.com](http://pwc.com), 1 February 2021 (Seymour and Oldfield)

### **Road-mapping – the urgent and the important**

In normal times successful leaders try to strike a balance between the urgent and the important, but in the current climate just about everything is both urgent and important. Some leaders respond by choosing two or three top priorities but this is just a starting point. McKinsey research has shown that bold programmes that focus on a “granular set of initiatives” achieve more than focusing on limited efforts. The best-performing transformation seeks to bring about change by “moving pebbles, not just boulders”. A “sprint-based” approach, known as “road-mapping”, enables organisations to tackle the urgent and important issues while also going into enough detail to enhance performance and value creation.

[mckinsey.com](http://mckinsey.com), 3 February 2021 (Bates et al)

## **Charities and NGOs**

### **Service with a smile**

Does smiling have a positive impact on fundraising? Two studies looked at the effect of smiling on passers-by who were approached by one male and one female fundraiser. In half the engagements they used a friendly smile while in the other half they didn't smile at all. The second study analysed the effects of smiling on different types of rejection. The results suggest a smiling approach, rather than non-smiling one, is more likely to be successful.

**International Journal of Nonprofit and Voluntary Sector**

**Marketing, Vol 26(1), February 2021, pp1-10 (Pinzaro and Arahuete)**

## **Durable consumer goods**

### **Surge in demand for caravans**

There has been a huge rise in demand for caravans due to people holidaying at home, according to Robinsons Caravans, a Derbyshire-based firm. It saw orders rise by 32% in the second half of 2020 compared with the same period the year before. The company says that over 2.5m people took a caravan or motorhome holiday in the UK last year, a third of them for the first time. Robinsons has launched a new caravans4cash website enabling people to sell their caravans. The UK caravan industry contributes £6 billion a year to the UK economy.

[business-live.co.uk](http://business-live.co.uk), 4 February 2021 (Pegden)

### **Gaming, not cinema will drive TVs this year**

This year will see a shift in the flatscreen TV market, but gaming, rather than home cinema, is predicted to be the driving force. The arrival of the Mini LED, a display innovation, offers a “quantum leap” in HDR (High Frame Rate) performance, which will particularly benefit next-gen gamers. *Wired* looks at four TV sets “to watch for” in 2021.

[wired.com](http://wired.com), 7 February 2021 (May)

## **Economy**

### **Service industries output**

The ONS Index of Services reveals that in the three months to November 2020, services output fell by 8.3% compared with the same period in 2019. According to Markit/CIPS, the UK services PMI was 39.5 in January 2021, down from 49.4 in December. This is its lowest level since May and is attributed to the national lockdown. However, business optimism is rising. This House of Commons Library bulletin contains links to the original sources of data.

[commonslibrary.parliament.uk](http://commonslibrary.parliament.uk), 3 February 2021 (Brien)

### **Business activity down but some optimism**

Unsurprisingly, business activity fell across the UK during January due to lockdown, but many businesses are optimistic thanks to the vaccine rollout. This is according to the latest NatWest PMI which measures the monthly change in output of goods and services in the private sector. Scotland saw the greatest fall with a business activity index of 33.3, somewhat higher than its record low of 10.7 last spring. The lowest falls in activity were seen in London (44.9) and Yorkshire and Humber (44.4). However, expectations remain positive, with Yorkshire and Humber showing the greatest optimism followed by London and the West Midlands.

[business-live.co.uk](http://business-live.co.uk), 8 February 2021 (Houghton)

## Education

### **Is online teaching sustainable?**

A *Times Higher Education* survey of university staff looks at how successful the transition to digital teaching has been. The survey attracted responses from 46 countries although most were from the UK. Among the key findings are that over half of respondents say the initial move to online has had a negative effect on mental health; while only a fifth believe that students value remote education as much as face-to-face. Less than a fifth of respondents see the hybrid physical and online approach to teaching as sustainable although two-fifths think an online-only solution could be sustainable in the future. When asked which aspects of digital teaching should be retained, 54% mentioned online lectures, this was second only to online meetings (76%). Online seminars, exams and lab classes were less popular. This article offers an in-depth discussion of the results of the survey together with supporting graphs.

**timeshighereducation.com, 4 February 2021 (Jump)**

## Energy and utilities

### **Octopus is Uswitch Supplier of the Year**

Octopus has emerged as Energy Supplier of the Year in Uswitch's annual energy awards. Octopus achieved an overall customer satisfaction score of 92% and came top in seven out of the 15 award categories: Most Likely to Recommend, Best Value for Money, Best Deal for You, Best Customer Service, Best Billing Service, Best Online Services and Best Account Management. The runner up, scoring 88% for customer satisfaction, was Bulb. The 16<sup>th</sup> *Energy Customer Satisfaction Report*, compiled in association with YouGov, is now in its 16<sup>th</sup> year.

**uswitch.com, February 2021**

### **National Apprenticeship Week**

It is National Apprenticeship Week for the water sector and water companies around the UK are focusing on this year's theme to "Build the Future" and encourage young people to consider a career in the water industry. All week it will be showcasing stories of apprentices working within the industry and the impact that apprenticeships can have on communities, local businesses and economies.

**water.org.uk, 8 February 2021**

## Environment

### **Tidal energy to power whisky on Islay**

The island of Islay, well-known for its whisky distilleries, is to have a tidal power plant to generate energy. Nova Innovation, the company behind it, will generate tidal energy in the Sound of Islay with the aim of removing the need for fossil fuels on the island. The whisky distilleries will benefit by being

able to source local energy and decarbonise their activities. The initiative will also support Scotland's goal of net zero emissions by 2045.

**whisky.com, 3 February 2021 (Milde)**

### **Why the BBC set fire to its billboard**

When promoting David Attenborough's latest series, *A Perfect Planet*, the BBC wanted to deliver a wider message focusing on climate change. James Cross, creative director at BBC Creative, says the campaign needed to shock rather than portray BBC nature series as "all about the good stuff". In November the BBC started promoting the new series on poster sites using standard billboards featuring animals but it also devised a stunt that would occur at the end of the series: by changing the billboards so that they appeared ripped, it suggested how humans can tear the planet apart. One billboard showed a burning forest and used a smoke machine to create the effect of real burning. Cross emphasises that, while the BBC can't go for the shock factor in the same way as a brand like United Colors of Benetton, it can try to influence popular culture.

**thedrum.com, 3 February 2021**

## Fashion

### **Fashion industry warns of "decimation"**

The UK fashion industry has written an open letter to PM Boris Johnson warning of the risk of "decimation" to the sector due to restrictions imposed by the EU trade deal. Fashion Roundtable, a group of fashion, business, economic and political experts, says the deal has left a "gaping hole" instead of the promised free movement of goods and services. The letter points out that the fashion and textiles industry makes up the largest part of the UK creative industries, has 11% annual growth and brings vital jobs and innovation to the UK. The Government claims to be working closely with businesses in the fashion industry.

**just-style.com, 2 February 2021 (Russell)**

### **LV in trouble with Jamaican jumper**

A Louis Vuitton jumper costing £995 has caused controversy for using the wrong colours. Called the Jamaican Stripe Jumper, the garment has wide stripes in green, yellow and red but the Jamaican flag is green yellow and black. After receiving a lot of flak on Twitter, Louis Vuitton updated its description of the jumper by swapping the word "flag" with "cultural heritage". Eventually it had to admit defeat and removed the product from its website. Luxury fashion has previously run into problems by using culturally inappropriate items, such as: Gucci's blackface jumper; and Comme des Garçons use of white models wearing dreadlock wigs.

**theguardian.com, 6 February 2021 (Elan)**

### **Asos and Boohoo change the retail landscape**

Asos and Boohoo have between them acquired most of the brands belonging to Sir Philip Green's Arcadia Group. The two fashion companies now enjoy valuations of close to £5 billion, which means they are almost twice the size of M&S. Chain retailers, such as M&S, have relied on sourcing their clothing from the Far East to cut costs but this has meant that their campaigns have had to be planned months in advance. In contrast, Asos and Boohoo sourced their fashion closer to home which meant they could launch designs faster, a major competitive advantage at a time when social media is influencing shopping habits. Over recent months both Asos and Boohoo have acquired more brands and both expect the growth in online sales to offset the lack of stores.

**ft.com, 7 February 2021 (Eley)**

## **Financial services**

### **The hybrid consumer in banking**

The way in which consumers interact with financial institutions is constantly changing which means that consumer insights, agility and creating seamless engagement are essential. Consumers no longer regard online and offline channels as being separate entities and will use whichever is most convenient. Many financial institutions have reacted by increasing their digital capabilities and launching new products and services. The challenge is to adopt a single view of the customer across all channels and to use real-time multichannel marketing. The importance of a customer data platform and its ability to interact with the customer throughout their journey, is discussed. The author also covers personalising hybrid customer experiences.

**thefinancialbrand.com, 27 January 2021 (Marous)**

### **Contactless payment limit could rise to £100**

The pandemic has accelerated changes in the payments sector. Now the UK Financial Conduct Authority (FCA) is proposing an increase in the single contactless payments limit from £45 to £100. This is among the suggestions published in a new FCA consultation document relating to regulatory technical standards (RTS) for strong customer authentication (SCA) in the payments and e-money sectors. The FCA says this consultation "will help us make sure regulatory expectations keep pace with the changing landscape". Consultation on the rise in contactless limits will close on 24 February.

**nfcw.com, 1 February 2021 (Phillips); fca.org.uk, January 2021**

## **FMCG**

### **Beverages**

#### **Waitrose sells its first Indian wine**

Waitrose has just added the first premium Indian wine, a Reserve Cabernet Sauvignon, to its shelves. The Vallonne Vineyards in India is the country's first boutique winery and vineyard although the Indian wine industry has been around for the last 20 years. Waitrose has noted the rising popularity of wines from lesser-known wine-growing areas, sales of which have risen by 91% compared with last year.

**drinksretailingnews.co.uk, 9 February 2021 (Hook)**

#### **Nescafe launches instant "craft" coffee**

Nestlé has launched a raft of new products to its Nescafé range. These include what it claims is, "the UK's first craft coffee in an instant format". The Azera "craft" coffee is made in partnership with Grindsmith, a Manchester roastery. It has also launched a customisable latte, "My Way Latte", which aims to take advantage of the trend for personalisation.

**thegrocer.co.uk, 9 February 2021 (Woolfson)**

### **Food**

#### **Marmite adds chilli to the mix**

Marmite has just launched a limited-edition variant called Marmite Dynamite which combines Marmite with chilli in an "explosion of flavour". This follows the trend for Marmite fans to experiment with chilli and Marmite on social media. Other limited-edition flavours have included Marmite Champagne and Guinness. Marmite is also continuing its initiative with M&S to sell cheese and Marmite hot cross buns.

**thegrocer.co.uk, 5 February 2021 (Dawson)**

#### **Kit Kat goes stripy**

Kit Kat Zebra, a new "stripy" Kit Kat bar, offers a mix of dark and white chocolate. It is made from Rainforest Alliance-certified cocoa with no artificial colours or flavours. The launch coincides with Nestlé's "Win a Break From Bills" campaign in which eight Kit Kats have the word "winner" written on them. The consumers finding them will each win £10,000.

**thegrocer.co.uk, 4 February 2021 (Woolfson)**

### **Household**

#### **Lab-grown pet food**

Vegetarians and vegans have a dilemma when feeding their carnivore pets, such as cats and dogs but the idea of growing meat in labs for human consumption could solve the problem. Because Animals, a Philadelphia-based firm, is using mouse cells to grow cat food and hopes to launch it by the end of the year. Bond Pet Foods of Colorado is inserting genes for chicken proteins into brewer's

yeast with the aim of having dog food on the market by 2023. Manufacturers of lab meat not only command premium prices, but can make green claims, as well as appealing to those who don't like eating meat.

**economist.com, 30 January 2021**

## Government and public sector

### Geodemographics and the census

Geodemographics was first used in the 19<sup>th</sup> century to depict areas of social deprivation and wealth in the poverty maps of sociologist Charles Booth. Although the essence of geodemographics hasn't changed, the use of technology and improvements in data classification have enabled far more granularity in the 21<sup>st</sup> century. The 2021 census in England and Wales will take place in the middle of the pandemic, while Scotland will delay its census to 2022, which means that there will be no UK-wide data. The ONS has set up a discussion forum to find solutions to the problem. This article is based on an MRS webinar celebrating 20 years of the Geodemographic Knowledge Base.

**research-live.com, 3 February 2021 (Kay)**

## Health and pharmaceuticals

### Telehealth – NHS guidance

Telehealth, defined here as "any healthcare service provided remotely, typically through information and communication technology", has become prominent during the pandemic due to the pressure on resources and the need to reduce face-to-face contact. In response to expansion in digitally enabled care, the NHS published guidance in January 2021 to update the Code of Conduct for Data-Driven Health and Care Technologies. It sets out good practice principles that third-party partners should follow. While most laws and regulations are suitable for traditional healthcare services, many jurisdictions have not updated their regulations to cover telehealth. This article considers UK telehealth laws and reform, GDPR, and the international picture. It points out that each nation will adopt its own laws and regulations but that the absence of a "coherent" global network could pose a threat to healthcare innovation.

**lexology.com, 4 February 2021 (McGlynn and Ranson)**

### AstraZeneca fares better during pandemic

AstraZeneca has become a household name thanks to its successful vaccine. The last time it was so high profile was in 2014 when it managed to repel an unwanted takeover from US competitor Pfizer. AstraZeneca has been prudent in its choice of research which has, for example, resulted in a strong oncology portfolio. However, the company will not make a profit from its Covid vaccine which it

is providing at cost price during the pandemic. AstraZeneca has fared better during the pandemic than others, such as GSK, which it overtook in 2019 to become the largest pharma company in Britain. AstraZeneca's biggest ever acquisition, that of rare disease specialist Alexion, has left analysts wondering whether it paid too much, but the company plans to take some of Alexion's medicines into China where it has five new regional HQs.

**theguardian.com, 7 February 2021 (Kollewe)**

## IT and telecoms

### IoT – an evolving model

IoT is a compelling proposition that will meet demand from customers and provide suppliers with massive growth potential in connections and revenue. There will be 24.1 billion active IoT devices by 2030, up from 7.6 billion at the end of 2019, according to predictions from Transforma. The problem is that IoT is uncharted territory and there is huge fragmentation in terms of approaches and technologies. Players are still jockeying for position, with Vodafone the leading operator for managed IoT services worldwide, according to Gartner. This article explores how the business is evolving. According to Phil Skipper, head of business development at Vodafone IoT, "the conversation has moved from IoT as an isolated technology to IoT as a way to move towards a connected business model."

**mobileeurope.co.uk, 1 February 2021 (Wood)**

## Leisure and tourism

### Super Bowl ads – light or serious?...

AB InBev's Budweiser brand is not advertising during this year's Super Bowl for the first time in 37 years. Other Super Bowl advertisers to stay away this year include Audi, Pepsi and Coca-Cola. The Super Bowl represents all the advertising dilemmas of the past year distilled into one game. While brands don't want to be too frivolous, they are also finding it hard not to be too serious. Yet, creating a Super Bowl ad in this type of environment has its precedents: back in 2002 the Super Bowl took place just a few months after the "September 11" terrorist attacks. A Budweiser ad with no voiceover and no tagline featured its iconic Clydesdale horses paying tribute to New York City. In contrast, it also ran a light-hearted piece for Bud Light, which demonstrated the risk of having satin sheets! After a year of the pandemic, people may just be ready for some light-hearted creativity.

**fastcompany.com, 2 February 2021 (Beer)**

### ...as Amazon opts for escapism

Amazon's Super Bowl ad offers a mix of humour and romance by depicting a woman's developing relationship with her Alexa device. Alexa develops the persona of actor Michael B. Jordan in a series of

increasingly absurd situations ending with a bubble-bath!

**campaignlive.co.uk, 4 February 2021 (Kiefer)**

### **Joint brand advertising – tourist responses**

This research examines the impact of joint versus single brand advertising on tourists' responses. The first study finds that joint brand advertising increases tourists' search behaviour compared with single brand advertising. The second study suggests that joint brand advertising also arouses product interest which in turn raises the tourists' intentions to visit the destination. However, the role of product interest disappears when a destination brand forges a partnership with a travel intermediary brand that has a lesser reputation.

**Journal of Advertising, Vol 49(5), October-December 2020, pp525-539 (Can et al)**

### **The rise of the "sew bros"**

The expression "sew bros" is being applied to a growing number of men who are taking up sewing, with actor George Clooney among them. The pandemic has led to a number of "lo-fi" domestic activities such as making marmalade and hairdressing. Now John Lewis reports that sewing machine sales have rocketed by 127%. Edward Griffith, CEO of craft community Lovecraft, says that the majority of its male community is young, aged 25 to 34, and around a third of them has taken up needlework during the pandemic. Many men have been inspired by the need to reuse and mend clothing, a trend that is often positioned as a political act performed in the name of slow fashion.

**theguardian.com, 4 February 2021 (Elan)**

## **Materials and mining**

### **De Beers has strongest sales for three years**

De Beers has reported that January sales of its rough diamonds reached \$650m, up from \$550m in early 2020 and the highest sales since January 2018. The company, the world's biggest diamond miner, attributes sales to a rise in jewellery buying in the US over Christmas. It is hoping for further surges of interest over the Chinese New Year and Valentine's Day. During January, De Beers reportedly increased the price of its stones by 5%, one of the steepest rises since the beginning of last decade. However, sales of its diamonds fell by a third last year to their lowest level in ten years.

**theguardian.com, 3 February 2021 (Ambrose)**

## **Media**

### **Film**

#### **CIM joins with BFI for filmmaking courses**

CIM has partnered with the British Film Institute (BFI) to produce two training courses for marketers

interested in filmmaking. The online courses enable marketers to access video and production techniques as well as film and video production training. The courses will be delivered through live virtual tutorials. CIM spotted the synergies with BFI at a time when there has been a huge shift to video and film. James Sutton, CIM commercial director, says: "The pace at which consumer habits are changing and evolving means that modern marketers constantly need to upskill to keep up."

**marketingweek.com, 5 February 2021;**

<https://www.cim.co.uk/training/list-courses/filmmaking-and-video-production-for-marketers/>; <https://www.cim.co.uk/training/list-courses/video-editing-essentials-for-marketers/>

### **Games**

#### **Google Stadia to stop games development**

Google is scaling back its ambitions to turn Stadia, its games streaming platform, into a major games developer. Phil Harrison, who heads up the initiative, says that the company retains its vision of "having games streamed to any screen", which will allow it to compete with traditional games consoles. He says this year will see Google ramping up its efforts to help games developers and publishers use its platform to "deliver games directly to players". However, Google's internal games development team, SG&E, will disappear with the loss of 150 jobs.

**theguardian.com, 2 February 2021 (Hern)**

### **Internet**

#### **Tackling referral spam**

Referral spam is created by spam bots that visit websites and artificially trigger a page view. It is estimated that 37% of website activity is created by bots, and that less than half of this bot activity is legitimate. Referral spam can show up as a fake traffic referral, a search term or a direct visit. Marketers have to manually filter the traffic out of their Google Analytics data. This post tells you all about referral spam and how to filter it out.

**searchenginejournal.com, 3 February 2021 (da Silva)**

#### **Google Ads boost Alphabet revenues**

Alphabet's ad revenue rose by 22% to reach \$46.2 billion in Q4, with the ad business of Google and YouTube accounting for 81% of Alphabet's Q4 sales. Six months ago, Google suffered its first ever year-on-year fall in ad revenue. However, Google's strong ad performance lifted Alphabet's overall revenues to \$56.9bn in Q4, up from \$46.1bn in Q4 2019. Its cloud business has also performed well, with revenue up by 47% thanks to people working and playing from home.

**campaignlive.co.uk, 3 February 2021 (Sachitanand)**

## Social media

### **Influencer marketing trends in 2021**

Influencer marketing is evolving and marketing strategies must keep up with trends. This year one can expect micro-influencers to continue to exert greater influence than celebrity influencers when it comes to authentic engagement with the brand's target audience. This is because they have to work harder to build their brand, entertain their followers and build relationships. This article also covers: brands working with influencers in specialised areas; employees as influencers; video as "king of content"; performance-based influencer marketing; and how AI is having an impact on influencer marketing.

**business2community.com, 28 January 2021 (Landers)**

### **ASA rules against misleading filters**

The ASA has ruled that filters shouldn't be used on social media ads if they exaggerate the impact of the product. This follows the launch of the #filterdrop campaign back in July 2020, which aims to make it compulsory for influencers to state when they are using a beauty filter to promote skincare or cosmetics. Sasha Pallari, who launched the campaign, says she wants to see "more real skin" on Instagram. The ASA investigated two examples of video ads (for Skinny Tan Ltd and Tanologist) that used filters, and found that both ads were likely to have misled consumers. The use of filters on social media has been criticised by celebrities, social media influencers and MPs.

**bbc.co.uk/news, 4 February 2021 (Hallett)**

### **Are Facebook likes of value?**

Marketers use various metrics to measure the effectiveness of their social media investment. Facebook "likes" are a prominent metric and marketing managers often focus on maximising these. Yet the link between Facebook likes and brand performance is debateable. Liking a brand denotes a positive attitude but does this apply to all brands and contexts? Five recent academic articles, which examined the subject of Facebook likes, concluded that likes can have positive value for brands if they are supplemented with paid advertising and are used to drive brand awareness. However, focusing exclusively on Facebook likes as a measure of effectiveness can be counterproductive.

**ama.org, 26 January 2021 (Colicev)**

## Television

### **TV spend overtakes film for first time**

Some £2.84 billion was invested in film and high-end TV (HETV) production last year, according to the BFI. While £1.36 billion was spent on film, (down by 31% on 2019), £1.49 billion was spent on HETV (11% down on 2019). This is the first time that TV

investment has exceeded film. Activity has been driven by Amazon and Netflix. Ben Roberts, BFI chief executive, says the sector is likely to grow thanks to the expansion of studios and production locations across the UK.

**prolificnorth.co.uk, 4 February 2021 (Chapman)**

## Packaging

### **Digital printing: new marketing opportunities**

In this uncertain environment, the role of packaging in marketing strategies shouldn't be overlooked. In a recent survey from Ipsos, 72% of consumers said that the design of a product's packaging was an influencing factor in their purchase decisions. Another survey from New Statesman Media Group and Kodak found that brands are increasingly aware of the opportunities presented by digital print and that creating a link between the physical packaging and digital realm is a top priority: technology such as QR codes and VR can be used as a gateway to a dialogue with consumers. Other key concerns to come out of the survey were: increased transparency – the ability to track products and establish authenticity; personalisation; reducing time to market; and having greater agility.

**packagingtoday.co.uk, 18 January 2021**

## Retailing

### **The future for British retail**

Despite competition from online rivals, the likes of Hotel Chocolat, Primark and JD Sports have created retail experiences that are continuing to attract shoppers. That is, until the pandemic struck and now it is hard to know how much shoppers will want to return to the high street. Many traditional retailers have launched new online services just to survive and ecommerce sales are predicted to rise from \$3.5 billion in 2019 to \$6.5 billion in 2022. Professors Regina Frei and Lisa Jack propose a new model whereby physical stores perform optimally when they create experiences to fit in with online shopping, which is where the actual sales are made. They even suggest that Amazon may represent the future of the high street with its Amazon Go showrooms. If the UK Government wants the high street to survive, it will have to come up with some permanent solutions rather than just business rates holidays...

**managementtoday.co.uk, 1 February 2021 (Jones)**

### **Treasury mulls over online sales tax**

As a record number of high street stores go out of business, the UK Treasury is considering imposing an online sales tax to "shift the balance" between online and physical shops. The online sales tax, a levy on internet shopping, aims to help the high street, but groups including the British Retail Consortium oppose the move. They believe that it would hurt high street retailers with online

operations and lead to higher costs for shoppers. This is despite several big retailers, including Tesco, backing the idea of a sales tax. The amount spent online rose by 46% in 2020 compared with 2019 and online spending now makes up 30% of all retail sales in Britain, up from 20% a year ago.

**theguardian.com, 7 February 2021 (Partington)**

### **Ocado sees strong surge in sales**

Ocado has seen a rise in sales and profits thanks to strong demand for grocery deliveries during the pandemic. Profit in the year to November 2020 at Ocado Retail, the joint venture with M&S, rose to £148m compared with just £40m in the previous year. While customer numbers fell due to capacity constraints the group reports higher value orders, enabling sales to grow by 35%. Tim Steiner, Ocado CEO, believes that some people may prefer to return to stores once they have been vaccinated, but others will stick with online services which he says will keep growing.

**ft.com, 9 February 2021 (Eley)**

## Services

### **Subscription services up**

Some 37% of consumers have joined a paid delivery service, up by 9% on two years ago, according to the Data and Marketing Association (DMA). Overall, there has been a big increase in subscription-based buying with personal hygiene products up by 15%, clothes (up 15%), beauty and cleaning products (up 14%) and alcohol (13%). Many people have been unwilling to take the risk of entering a physical store which has forced businesses to adapt their strategies. DMA head of insight Tim Bond believes that there will be "a permanent rise in the availability and scope of subscription services in the future".

**marketingweek.com, 4 February 2021**

## Transport and travel

### **UK-EU – temporary business travel**

The UK-EU Trade and Cooperation Agreement (TCA) commits to support business travel and includes provisions for various categories of travellers who are to be treated similarly to domestic suppliers during their stay. As from 1 January, however, UK service providers will have to tackle the 27 regulatory regimes of the member states in relation to immigration regulations and work permits. On 8 February the House of Commons discussed arrangements for UK musicians in the EU in response to an e-petition. This report examines the TCA in the context of temporary business travel and offers a case study for UK musicians in the EU.

**commonslibrary.parliament.uk, 5 February 2021 (Jozepa et al)**

### **Are we getting closer to flying cars?**

Air Mobility Urban - Large Experimental Demonstration (AMU-LED) is the largest project of its kind that is aimed at putting vehicles in the air. A consortium of 17 companies, organisations and municipalities across the US and Europe is involved in over 100 hours of air vehicle test flights over cities in the UK, Spain and the Netherlands. The project will involve unmanned aerial systems for air taxis, cargo transport, delivery of medical equipment, police surveillance and more. Data collected from the tests will help regulators to create a framework for future unmanned flight in urban areas.

**znet.com, 5 February 2021 (Nichols)**

### **Honda and Nissan lagging European EV rivals**

Honda and Nissan have both achieved positive operating profits for the fourth quarter thanks to a rise in demand for cars as consumers chose to drive rather than use public transport. Yet the two carmakers have lagged behind their competitors in the move to electric vehicles which means higher costs for them in years to come. Honda, in particular faces competition from electric scooter makers, such as China's Niu, which saw sales rise by 43% last year. In general, automakers have been able to keep EV production going because they have stockpiled chips, prices of which are expected to rise. Moreover, Nissan is in debt at a time when it should be spending more on R&D...

**ft.com, 9 February 2021**

Written by CIM's Knowledge Services Team

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