

Cutting Edge: Our weekly analysis of marketing news

13 May 2020

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

Quick [links](#) to sections

Marketing trends and issues

Advertising

Transparency called for in programmatic

The new *ISBA Programmatic Supply Chain Transparency Study* reveals that publishers receive on average just 51% of advertiser spend on programmatic advertising while 15% of supply chain costs can't be attributed (called the "unknown delta"). The study was conducted among premium brands and publishers which suggests that the situation could be worse for smaller players. This is the first time that programmatic supply chains have been mapped from end-to-end. The picture is one of complexity and a lack of transparency and organisation. While brands and publishers are prepared to share their data, it is much harder to get information from the adtech middlemen. Brands and publishers need to take back control but this is easier said than done. The ISBA is to convene a cross-industry taskforce and to work on standardisation and data sharing.

[marketingweek.com, 7 May 2020;](#)

<https://www.isba.org.uk/news/time-for-change-and-transparency-in-programmatic-advertising/>

Pandemic advertising – try not to be annoying

Have we reached peak pandemic advertising? Sometimes hearing the same repetitive messages can elicit the opposite response from what was intended. Now that people have spent so long staying at home and social distancing, the advertising that was intended to reassure, is becoming rather tired. Coca-Cola's recent ad, a music video, feels a tad passé as brands, regardless of product category, continue to put the same type of message across. Marketers have the challenge of advertising without being lumped together with everyone else. Some are trying to break the mould, such as Budweiser's more "fun" adaptation of its

1999 "Whassup" ad.

[fastcompany.com, 6 May 2020 \(Beer\)](#)

Clear Channel support local business

Clear Channel has launched a campaign offering 250 OOH campaigns free of charge to local businesses who will be able to advertise their opening hours, delivery services and so on its screens. The #BusinessAsUsual initiative, which is hosted on a network of over 2,300 digital screens, will enable ads to be shown on all screens within a mile radius of the business that is advertising.

[prolificlondon.co.uk, 6 May 2020 \(Spargo\)](#)

Lord Sugar broke UK ad rules

The ASA decided that Lord Alan Sugar broke UK advertising rules by promoting a company set up by a winner of TV series *The Apprentice*. In December last year he posted a tweet saying: "If you know someone who's longing for whiter teeth, this is the perfect Xmas gift for them" and included a link to Stylsmile, a teeth-whitening product. A complaint to the ASA pointed out that it was not clear in the tweet that this was advertising and that Lord Sugar is a 50% partner in the business. The ASA decided that the tweet was not, "obviously identifiable as a marketing communication".

[theguardian.com, 6 May 2020](#)

Agencies

Mergers and acquisitions

M&A activity in the marketing industry was facing a slowdown this year even before the coronavirus hit. Brexit negotiations in the UK had already slowed the market and the first quarter of 2020 saw a fall of 35.5% in M&A deal volume and 16.3% in revenue year-on-year. Some buyers are likely to be "opportunistic" in the current environment. Sir Martin Sorrell, founder of S4 Capital, has said he is looking at acquisitions of smaller firms with data and



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analytics capabilities. Agencies and platforms specialising in digital transformation and consumer experience are likely to benefit while social media and influencer agencies will also be sought after as clients increasingly move into that space. Agencies that help clients to measure and track spend as well as those that “help CMOs do more with less” will be in demand, says Julie Langley, a partner at Results International.

thedrum.com, 5 May 2020 (Faull)

Brands and branding

Is brand personality still a valid concept?

There are growing concerns about the validity of brand personality. The authors take a new approach to human brand associations (HBA) with a study that looks at free associations to six brands in different categories and cultures. They find that brand personality traits, as defined in the literature, are almost non-existent in real “associative networks” for brands. They propose that consumer researchers should move away from the concept of brand personality and use a new HBA framework instead.

Journal of Consumer Behaviour, Vol 19(3) May-June 2020, pp211-218 (Oklevik et al)

Brands least trusted for info about Covid-19

Brands rank as the least trusted source when it comes to helping the public understand the pandemic, according to McCann Worldwide’s *Truth About Culture and Covid-19* 14-country survey. Worldwide, just 9% of consumers said that brands were their “most trusted” source with mainstream news media being the most trusted (44%) followed by the local health service/doctor (41%), government (30%), friends and family (20%) and social media (18%). McCann CEO Harris Diamond believes that now is a, “tremendous opportunity for brands to generate real impact in this stressful time”.

mediapost.com, 6 May 2020 (Mandese)

Conferences and events

Switching to digital

What do you do when your customer base disappears all at once? This is what has happened to the events industry. The role of technology in events has been growing over recent years but Covid-19 has forced the process to accelerate. More thought is going into how technology can help to create meaningful experiences. During the 2008 financial crisis, marketing budgets declined and there were fewer events. The industry responded by developing fully digital event strategies some of which evolved into hybrid offerings before finally returning to physical events. In the current environment brands must act quickly as they shift to a digital events ecosystem. Here are four key steps for doing this.

citmagazine.com, 6 May 2020 (Madden)

Conferences online

Many companies have moved their events online as they try to keep lines of communication with customers open. This article showcases Zendesk, IBM, Demandbase and Adobe virtual conferences as examples of how companies are keeping open communications during lockdowns.

CRM Magazine, Vol 24(4) May 2020, pp15-16 (Klie)

Good body language on videoconferencing

First impressions can be formed in seconds, based mainly on body language and the tone of voice. Body language can influence how you feel and the feelings you inspire in others, even during videoconferences. Research suggests that 55% of communication derives from body language, 38% from tone of voice and 7% from the words you speak. The ability to manage the chemicals that dictate how we think, feel, speak and behave, is called physical intelligence. There are many techniques for improving this. Here is some advice for controlling body language so that you can generate more positive feelings in others. Good posture, breathing, eye contact, facial expressions and speaking up are key.

fastcompany.com, 7 May 2020 (Peyton)

Consumer behaviour

Arousal boosts herding in decision making

The author investigates how arousal makes people more likely to be influenced by the majority (also known as “herding”) when decision-making. The results of a series of experiments suggest that arousal enhances the tendency to choose more popular options and increases herding. Strategies to boost herding effects, such as “popular choice” stickers and social media metrics, may be more effective if the experience is made more arousing.

Journal of Consumer Behaviour, Vol 19(3) May-June 2020, pp229-239 (Coker)

Consumer counterculture

Consumers react to market needs according to their values and preferences which are influenced by their culture. Consumer countercultures often develop in response to market offerings that contradict a consumer group’s values. Examples are the body positivity movement and #MeToo campaign for women. Consumer reactions can range from brand advocacy to brand abandonment. A consumer that is part of a counterculture may start up a challenger brand based on a mindset that fits with a community’s values. For brands, the imperative is to understand consumer reactions since shifts in consumer behaviour can present opportunities for development and growth. To stay relevant, brands must look, not just at the current needs of customers, but at the countercultures that develop in reaction to their products.

Adweek, Vol 61(11) 4 May 2020, p10 (Sinno)

Customer relations

Take care when buying consumer data

It is estimated that the business of collecting and selling data about people is worth \$200 billion and the data-brokerage business is likely to get bigger. Data brokers collect any information they can about customers to create particular audience groupings which marketers can buy, yet since the process for creating these segments is not transparent, marketers don't know whether they can trust the data. The authors recently tested the accuracy of data from a range of brokers and found a huge variation in the quality of information. Data relating to gender and age was found to be particularly dubious although interest-based segmentation was slightly better. The authors urge marketers to be cautious when buying audience profiles for targeted marketing and advise against using profiles for broad segments, such as gender. A narrower campaign is far more likely to be cost-effective.

hbr.org, 1 May 2020 (Tucker and Neumann)

Getting customer service experience right

Customer service expert Micah Solomon is author of the book, *Ignore Your Customers (and They'll Go Away): The Simple Playbook for Delivering the Ultimate Customer Service Experience*, a practical guide to creating a customer service culture that engenders brand loyalty. In this interview he explains what turns a mundane customer interaction into one that produces customer engagement and long-term loyalty. He argues that customer service is the "new marketing" and that what customers are most interested in is their own experiences and those of the people they listen to. Getting this aspect right could mean that they will also listen to traditional marketing...

CRM Magazine, Vol 24(4) May 2020, p17 (Klie)

The experience disruptors

A raft of companies such as Lyft, Netflix and Spotify have disrupted the consumer landscape. The same disruption is happening in the business world, with businesses like Zoom and Slack. But these companies are not necessarily tech disruptors, as one might expect. Instead, we are seeing the emergence of a new type of disruptor, the "experience disruptor". Such companies have reshaped what their customers expect from the experience of purchasing and using their products or services. They spend time thinking about how they can add value for their customers rather than extracting value from them. The author has identified five areas that he calls "modern adaptations", which enable these experience disruptors to outmanoeuvre the competition.

MIT Sloan Management Review, Spring 2020, p77-81 (Halligan)

Direct marketing

MarketReach offers direct mail incentive

Last week Royal Mail MarketReach launched its "Covid-19 Open for Business Incentive" with the aim of boosting direct mail and supporting brands and sectors that have been affected by the pandemic. The initiative, which runs from 20 May to 31 December 2020, offers companies "postage credits" rather than discounts, so that brands can get money off future campaigns. However, there are strict criteria and only businesses that have been affected by the coronavirus are eligible. Royal Mail says the scheme aims to "assist businesses with directly engaging with customers and prospects and provide a much needed boost to their trading and advertising activity".

decisionmarketing.co.uk, 6 May 2020

Coronavirus – impact on DMA members

The DMA has recorded the effects of the coronavirus on its industry in its second *Coronavirus – The Impacts on Business* survey. Most of its members (56.9%) are running at just over half "Business as usual" but 36% expect that their company can't last longer than six months in these conditions. Many organisations are furloughing staff to avoid redundancies, but 46% says that freelancers and short-term staff have already gone or will not be retained. Meanwhile 74% are definitely/likely to apply to Government schemes for support. Only half of organisations are offering skills development and training during the lockdown. In response to the crisis, the IDM and DM Trust have set up the DM Trust Home Learning Fund which offers UK-based professionals who are furloughed or made redundant, access to fully funded training and professional qualifications.

dma.org, 5 May 2020

Law

EURid updates Covid-related domain checks

The use of Covid-19-related domain names has been on the rise with individuals and organisations seeking to exploit the demand for information, products and services. Some have launched phishing attacks or tried to sell unauthorised medical products and equipment. EURid (the .eu domain name registrar) has updated its pre-registration algorithm checks to identify applications for names that incorporate coronavirus-related words. Registrants flagged up by the system will be required to "explain" their domain name within seven days. Brand owners will welcome the move since it could be a first step in a more "qualitative" approach to domain name applications. Expanding the keyword detection process would also be welcomed by tech businesses.

lexology.com, 1 May 2020 (Cotter)

IP in the entertainment sector

The Bonzo Dog Doo-Dah Band, a 1960s pop ensemble, and Bongo's Bingo, a business offering bingo games, have recently been involved in IP ownership disputes. The former successfully challenged an attempt by a company linked to the band's former promoter, to trademark the band's name. Bongo's Bingo successfully saw off a trademark infringement by the company that provided premises for its events. Disputes about IP are common in the media and entertainment sectors and these cases highlight issues that can arise where possession of "key" IP rights is not clear-cut.

lexology.com, 7 May 2020

Marketing

The 4 pillars of marketing spend management

Marketing spend management, which can be game changing, is particularly pertinent at the moment as companies respond to the pandemic. Marketing is the main means of consumer engagement and driving business value, which means that it is also at the centre of how companies respond during a downturn. Marketing spend management is a key tool at such a time and can catalyse future growth. When done well, it has the potential to free up 20% of marketing budget. The authors have found that marketing organisations that derive the most from spend management, embrace "four pillars" for doing it well.

mckinsey.com, 6 May 2020 (Butt et al);

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/essential-marketing-tool-in-a-downturn-spend-management>

Mission-led marketing

In this podcast (an *HBR IdeaCast*) Alison Beard interviews Myriam Sidibe, a public health expert and Unilever's first social mission manager. For years governments and non-profits have led the way in changing people's behaviour to help enhance the environment, communities and lives. Companies can also run campaigns which benefit, not only society, but also the bottom line. A campaign showing how handwashing in Kenya can save children's lives was paid for by Unilever's Lifebuoy soap brand. Sidibe explains why the private sector should consider mission-led marketing, especially during the current crisis.

hbr.org, 5 May 2020 (Beard)

Influencer marketing – a shifting landscape

As consumer behaviour shifts during the pandemic, some brands and retailers are moving their influencer marketing campaigns towards products and services that are in high demand. There has also been greater interest from industries that did not previously use influencer marketing. Nevertheless, influencer marketing has taken a hit

during the crisis and, although some influencers are seeing the resumption of brand deals, categories such as travel and live entertainment are still on hold. A December 2019 survey revealed that engagement (45%) and reach (44%) were the two greatest measures of success for proving ROI. Performance-based ROI could become more important if marketers are to justify spending with influencers in the future. Yet brands that are investing more in influencer marketing to offset the loss of other marketing channels may not continue to do so in the longer-term. On the other hand, those that have recently learnt how to use the medium, might just continue to invest.

emarketer, 7 May 2020 (Droesch)

Adjusting the marketing funnel

The marketing funnel is a tried and tested concept but, with changes in consumer behaviour and content consumption, "there is no way to effectively navigate through the marketing funnel right now". Instead, brands and advertisers are organising their strategies to focus on existing communities and offering help and convenience for consumers. This article looks at what marketers should consider in an environment where moving consumers through the traditional marketing funnel is no longer viable.

marketingdive.com, 6 May 2020 (Harlan)

Market research

Thick data

Ethnography or "thick data" relates to people's past stories, current experiences and the way in which they perceive the world around them. But how do you address most individuals when you don't know their ethnography? Many data scientists and analysts make bad decisions by "predicting", "clustering" and "classifying". This is why it is sometimes safer to use "big" data, which is often known as "thin data" as it gives less insight. Ethnography is a differentiator: if you know the story behind the individual then you can form a deeper connection. There are substantial opportunities for those marketers who are willing to invest the time in ethnography. An infographic illustrates where "Big data meets thick data".

researchworld.com, 8 May 2020 (Broscow)

Covid-19 research – consumers and society

Much research is taking place around the world to understand how the coronavirus is affecting consumers and society. This article summarises some of these initiatives which show how important the role of insight is in understanding consumer reactions at this time. Examples include Basis Research's "Mood Tracker" which is designed to understand how consumers in the UK and US are responding and the potential implications for brands; BFA Global's survey of consumers in seven countries to see how people at the bottom of the pyramid are

coping; Nielsen's tracking of consumer sentiment in FMCG, retail and media across 70 markets; and Zappi's research into how Covid-19 is affecting consumer responses to advertising and innovation testing across five countries.

researchworld.com, 11 May 2020 (Joe)

Public relations

Backlash to "stay alert" messaging

The UK Government's new instruction to "Stay alert, control the virus, save lives" has been met with derision. Communications experts believe that it will confuse the public and lead to open interpretations. PR pros have not only criticised the content of the message but the way it was leaked to the press and was rolled out without political leaders in Wales and Scotland having been notified first. The message has also attracted negative sentiment from the public on social media. This article examines at some length the controversy surrounding the new messaging and the reaction from PR experts.

prweek.com, 12 May 2020 (Hickman)

Implementing a strong social media policy

In a crisis environment, it is important for a team to have clear guidelines on sharing messages online because many consumers are using social media to voice their feelings. Before creating a social media account, a business should have a policy in place for employees managing the account and so that customers have a better idea of what to expect. If you don't have a policy or are still adjusting to the current environment, this is the time to introduce new guidelines. Here are six steps for introducing a strong social media policy.

prdaily.com, 11 May 2020 (Torossian)

Sponsorship

Sponsorship, Covid-19 and the legal contract

The European Sponsorship Association has developed a *COVID-19 Sponsorship Contract Flowchart* for sponsors and sports rights owners (SROs) who are struggling with the impact of event cancellations on their sponsorship agreements. Although it is hoped that long-term relationships between the parties will lead to "sensible" compromises, it is nevertheless important to understand the contractual aspects of the situation. This flow chart aims to help in the understanding of the legal position.

sponsorship.org, 2020;

<https://sponsorship.org/resources/covid-19-sponsorship-contract-flowchart/>

F1 sponsorship chief to boost global partners

Formula 1 has spent recent years trying to decide what it stands for, whether that be entertaining fans or showcasing technology. Now it has a new director of sponsorship in the form of Ben Pincus, previously the sponsorship director at Heineken. Heineken has

worked with F1 since 2016, which gives Pincus some valuable insights into the business. This article looks at Pincus's sponsorship strategy which includes working with the digital team to, "offer brands a better understanding of our fanbase, right through to the ability to transact". He wants to improve F1's proposition for B2C brands although he says it will not become more important than the core B2B business. He also aims to increase the number of global partners from six to eight or nine.

sportbusiness.com, 6 May 2020 (Glendinning)

Businesses and strategy

How SMEs are surviving the pandemic

SMEs find it much harder to cope with fluctuations in their business than large companies so what are they doing to adjust to the unique challenges created by the Covid-19 pandemic? Joseph Cheaney & Sons, a shoemaker, has been grateful for its website. While most of its staff have been furloughed, others have been able to keep e-commerce orders flowing. Marketing, meanwhile, has taken place via social media, not paid-for media. Its experience gels with research from GoDaddy, a web domain provider, which has found that a fifth of micro-businesses have set up an online presence for the first time, 45% have used social media in a new way and 48% have improved online selling capabilities. This article also looks at the fortunes of GardenSkill, a horticultural specialist, Gymbox, a fitness brand, the Marloe Watch Company and snack brand, Nurture Brands, during the pandemic.

marketingweek.com, 5 May 2020 (Valentine)

The right coaching mindset

Leaders should develop the right coaching mindset so that they can support their team through the current crisis. The right mindset will help to empower teams, allow them to see things in new ways, to creatively adjust to the new normal and to create meaningful connections. The focus of coaching is on conversations. Here are three tips for getting started.

thriveglobal.com, 4 May 2020 (DeRoche)

B2B and the coronavirus response

As part of its continuing monitoring of the Covid-19 situation, McKinsey has conducted a survey into the UK B2B decision maker response to the crisis. It reports that B2B decision-maker optimism is "relatively low but steady", with 39% believing that the economy will rebound within two to three months. Digital sales have doubled compared with those of traditional sales since the start of the crisis with mobile app ordering rising by 48%. Some 97% of B2B companies have modified their go-to-market strategy, with 58% believing that the new model is just as effective, or more so, than the previous one. New sales models are expected to remain, with 22%

“very likely” to keep the changes and 52% “somewhat likely” to do so. Meanwhile B2B companies have reduced their marketing spend by 62% in all regions of the world covered by the study, with the UK reining in its spend by 71% and just 15% of companies increasing it.

mckinsey.com, 4 May 2020;
<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-uk-b2b-decision-maker-response-to-covid-19-crisis>

Family involvement in innovation

Family firms are generally considered to be conservative when it comes to R&D activities, but researchers argue they can still achieve innovation-based competitive advantages. The authors investigate the link between family influence and the outcomes of innovation. They stress the need to differentiate between technological inventions and market innovations. In this study they research the relationship between family involvement and two outcomes: the number of inventions and the market relevance of the inventions. They conclude that family involvement is negatively related to the number of inventions but positively related to the market relevance of innovations. They also show that board social capital affects the relationship between family involvement and the number of inventions.

Journal of Product Innovation Management, Vol 37(3) May 2020, pp249-272 (Bendig et al)

Economy

UK population – latest data

The ONS’s latest bulletin on the UK’s population reveals that, between mid-2018 and mid-2019, it grew at its slowest rate (0.5%) since mid-2004. This is attributed to the low number of births over a period of 14 years, an increase in emigration and a decline in international immigration. However, there is huge variation in the population of the British Isles. For example, the population density of London is 24 times greater than in the South West of England. The proportion of people aged 65 or over ranges from less than 8% in parts of Central London, such as Tower Hamlets, to 30% in some coastal areas, such as North Norfolk.

ons.gov.uk, 6 May 2020 (Park);
<https://www.ons.gov.uk/releases/populationestimatesfortheukenglandandwalesscotlandandnorthernirelandprovisionalmid2019nationalandsubnationalmidyearpopulationestimatesfortheukanditsconstituentcountriesbyadministrativeareaageandsex>

What type of recession will the world see?

Some countries are easing lockdown restrictions but the global economy has already been badly affected by the pandemic. Countries and governments are preparing for a recession but how bad will it be? The author examines four types of recession. V- and U-

shaped recessions are not catastrophic since the economy dips and then recovers. A W-shaped recession (effectively two consecutive recessions) is a lot worse but an L-shaped recession, also known as a “depression”, is a disaster. Japan, which suffered from one in the 1990s, has continued to see weak growth and has yet to return to the expansion it enjoyed between 1950 and 1990. It is as yet unclear what sort of recession will follow the coronavirus...

bbc.co.uk/news, 10 May 2020 (Hoskins)

The fallout from the Covid-19 recession

A white paper from Mintel entitled *COVID-19’s Economic Impact Will Reshape UK Consumer Behaviour and Shift Market Demand* concludes that the Covid-19 recession will be different from previous ones. There will be huge disruption to personal finances and lifestyles and whole industries will be reshaped. Yet, some of the hardest-hit industries may be in the best place to take advantage of changes in consumer behaviour during the crisis. People have replaced takeaways and gyms with home-made pizza and home workouts. This type of initiative will save them money when the lockdown ends so that, “what started as result of social distancing will quickly morph into a way of surviving the recession”.

clients.mintel.com, 28 April 2020 (Shepherd)

Consumer confidence rises by one point

Consumer sentiment is still “severely depressed” despite consumer confidence rising by one point, according to GfK’s second Covid-19 flash report. Overall confidence in the economy was at -33 for the period 20 to 26 April while feelings about personal finances stayed at -4. However, feelings about the overall economic situation for the next 12 months increased by three points to -53 and those for personal finances rose by three points to -11. GfK also recorded a nine-point spike in the Savings Index, suggesting that some consumers are remaining cautious and squirreling their money away due to concerns about the future.

marketingweek.com, 11 May 2020

Environment

UK has month of coal-free electricity

The UK has sustained its longest period without coal power generation. On 10 May the National Grid announced that the country had gone for a whole month without using coal for electricity generation. National Grid predicts that renewables will contribute a larger proportion of power generation than ever this year with 2020 being the lowest carbon electricity generation year on record.

climateaction.org, 12 May 2020 (Cooper)

Improving the consumption experience

Many consumers use green products without having deliberately chosen or purchased the product. This research looks at how using such a product affects the enjoyment of the consumption (such as listening to music on headphones made from recycled materials) even if the consumer hasn't deliberately selected the product. Five experiments confirm that using a green, rather than a conventional, product enhances the consumption experience (the "greenconsumption" effect). The research identifies situations where brands can benefit from going green and encourages marketers to promote green products that contribute to consumption experiences.

Journal of Consumer Research, Vol 47(1) June 2020, pp25-39 (Tezer and Bodur)

Unilever unveils new compass as USLP ends

This is the tenth and final year of the Unilever Sustainable Living Plan (USLP) which aims to make sustainable living commonplace for the world's population. Speaking at a global virtual conference last week, CEO Alan Jope called for action to ensure that social inequality and climate change are not neglected because of the coronavirus. Unilever's range of over 28 Sustainable Living Brands, including Ben & Jerry's, Dove, Hellmann's and other well-known names, have consistently outperformed the average growth rates of the company's other brands since 2014. The USLP has also helped Unilever to save €1 billion in costs through water and energy efficiency, circular packaging strategies, etc. The company has unveiled a new strategy called the Unilever Compass which is based on three core beliefs: "brands with purpose grow, companies with purpose last, and people with purpose thrive".

sustainablebrands.com, 7 May 2020

IT and telecoms

Phone shipments in steep decline this year

Mobile phone supply chains are starting to recover after weeks of manufacturing problems due to the pandemic. However, estimates from CCS Insight suggest that the global number of mobile phone shipments will fall to 1.57 billion this year, down from 1.81 billion in 2019. Shipments have been declining for some years but this year overall shipments are expected to decline to pre-2011 levels. Companies were hardest hit in February, with Apple having to close its factories in China while Samsung relocated its manufacturing to India and Vietnam. Despite phone shipments falling, time spent on mobile devices has risen as people spend more time at home. CCS predicts that the industry won't start to recover fully until after 2022.

emarketer.com, 7 May 2020 (Goetzen)

Media

Time spent with media in the UK

eMarketer's new report, *UK Time Spent with Media 2020*, reveals that TV and video are benefiting at the expense of print media and audio. Instead of a time spent with media in the UK plateauing this year, as originally forecast, eMarketer, predicts that total time spent with media will rise by almost half an hour a day. Digital video will see a particular rise, but TV will also benefit as adults seek entertainment and information during the pandemic. This will be to the detriment of audio, with both traditional radio and digital audio failing to achieve an increase in listening time. Print media will be the biggest loser with a 13.5% decline in time spent on it.

emarketer.com, 6 May 2020 (Fisher)

Packaging

Tactile packaging helps build the brand

Brands are struggling to differentiate themselves even though today's packaging offers more visual diversity than ever. Yet studies suggest that using multiple senses can boost brand impact by up to 70%. Tactile elements are a much under-used aspect of packaging design even though touch is the second most important source of impressions after sight. This is why "haptic perception" plays such an important part in consumers' decision-making. Touch also helps brands to build a recognisable personality. Some brands, such as BMW, Royal Caribbean and Truvia, have been experimenting with haptic branding. A range of packaging solutions exist to help brands achieve a tactile finish, as this article explains.

packagingeurope.com, 5 May 2020

EduCarton educates on circular economy

Pro Carton, the European Association of Carton and Cartonboard Manufacturers, has launched a package of educational resources to help parents educate children during lockdown. EduCarton, which offers online support materials in several languages, aims to educate children about the environment and the benefits of cartonboard. The resources are themed around the Carton Campaigners, five cartoon characters that illustrate the 5Rs of responsibility for helping to achieve a circular economy: Reduce, Reuse, Recycle, Renew and Replace.

packagingnews.co.uk, 12 May 2020

Written by CIM's Knowledge Services Team

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www.decisionmarketing.co.uk

www.dma.org.uk

www.thedrum.com

www.emarketer.com

www.fastcompany.com

[The Guardian](http://TheGuardian)

www.hbr.org

Journal of Consumer Behaviour* (12-month delay)

Journal of Consumer Research**

Journal of Product Innovation Management* (12-month delay)

www.lexology.com

www.marketingdive.com

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MIT Sloan Management Review

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