

Cutting Edge: Our weekly analysis of marketing news

17 June 2020

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

Quick [links](#) to sections

Marketing trends and issues

Advertising

Advertising requires new strategies

The article looks at how advertisers have not adapted to consumers' higher expectations, which has led consumers to find ways of avoiding ads. This is the finding of a recent report, *The Future of Advertising Is Imminent Upheaval*, from Forrester Research. Many companies still rely on outdated segmentation, messaging and media approaches so that they struggle to appeal to consumers without alienating them. Forrester expects advertising to look very different from the "broad-based, banner-ad-driven ecosystem" that we see today. The article includes topics such as delivering advertising that resonates with consumers and the need for companies to clearly communicate the value that customers will receive.

CRM Magazine, Vol 24(5) June 2020, p19 (Britt)

How intense should cause-related appeal be?

When exposed to cause-related adverts that use guilt appeals, consumers will try to interpret the motives behind the message and either accept or resist the attempt at persuasion. This study demonstrates that high-emotional-intensity cause-related marketing ads create a suspicion that the company might not be truly committed to the social cause. However, if the ad is low in emotional intensity, guilt appeals will lower negativity and act as a catalyst to encourage positive perceptions of corporate image.

Journal Advertising Research, Vol 60(2) June 2020, pp148-162 (Singh et al)

Agencies

Client-agency relationships

Agencies need to be "true strategic partners" of

their clients because, in a healthy relationship, "equity is key". According to global data from Aprais, marketers score agencies -4.08 points lower than agencies score their clients. Having a gap in perceptions between two parties is not desirable but there are global variations: marketers in the US and UK have a narrower gap (-2.32 and -1.95 respectively) than the global average. Global variations might be down to culture, but they could also depend on where agencies are perceived by marketers and purchasers in the matrix of service providers (price-driven vs value-added). Marketers should seek to overcome the business prejudices present in their cultures while agencies should establish their position as strategic suppliers (value-added), rather than commodities (such as pricing). There is "clear interdependence" between the performance of marketing teams and their agencies.

thedrum.com, 12 June 2020 (Walker)

Brands and branding

Brands need to be lean

In order to compete effectively, brands and marketers need lean processes that can identify local needs and create differentiated value propositions at speed. This is the contention of Luis Pedroz, author of *Lean Brands: Catch Customers, Drive Growth and Stand Out in All Markets*. He argues for a strategy of rapidly analysing the environment, creating meaningful positioning and activating brand strategy on the ground. Here CRM editor, Leonard Klie, interviews Pedroz about his ideas and book.

CRM Magazine, Vol 24(5) June 2020, p21; [Purchase Lean Brand by Luis Pedroz](#)

Marketers lack information due to coronavirus

It is well-known that brands that continue to advertise during a crisis usually recover faster, but the current pandemic has obliterated almost all the



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relevant data that can show them how to recover. That's because brands use measurement models from previous campaigns to inform their ad strategy; but the coronavirus has made these obsolete, while consumer behaviour and the economy have changed dramatically. Meanwhile, ad budgets are shrinking which makes ad performance more important than ever. Marketers have little information when making decisions, says Tina Moffett, a senior analyst at Forrester. Measurement companies are changing their models while advertising channels are being weighted differently according to their relative importance.

Advertising Age, Vol 91(12) 1 June 2020, p16 (Slefo)

Conferences and events

How to get people to binge watch your event

There are huge numbers of virtual events to choose from and join. People may only "half-watch" them or put them on mute while they are doing something else. So how can brands and event organisers help to make their initiatives stand out? Simply shifting everything online doesn't work and event organisers need to rethink their priorities. They should become "curators of their own channel of live and pre-recorded content". This will involve building a channel strategy and creating content that users will want to "binge" watch. Here are five ways of achieving this.

citmagazine.com, 11 June 2020 (Kahn)

Consumer behaviour

Consumer anxiety

Fear is usually based on uncertainty and the current pandemic is creating plenty of that. A study of over a thousand US adults (*Facing Fear: understanding anxious consumers* by Alter Agents) has sought to examine fear levels among different generations. It reveals that there are similarities but also some key differences between generations. Three areas were found to be common to all generations: healthcare, personal finances and climate change. However, there were age-related concerns. For example, Gen Z and younger age groups put education at the top of their list. When addressing consumer fear, brands should be asking themselves how they can shift from meeting the needs of boomers to those of younger generations. Many people will expect brands to help boost morale and confidence during times of great anxiety. Using the right approach to market research and consumer insight can help brands to develop the right "consumer-centric actions" in the coming months.

ama.org, 8 June 2020 (Brooks)

Resources for marketing during Covid-19

The coronavirus has changed consumer priorities; even though local economies are starting to open up and people are returning to work, it will be hard to gauge consumer sentiment and behaviour and

consumers are likely to "re-emerge" at different speeds. The author has brought together a range of resources across industries to help marketers understand how consumers are responding so that they can adapt their marketing initiatives. The sources are placed under the topics of: general consumer trends; audience insights; and PPC trends.

marketingland.com, 9 June 2020 (Nguyen)

Trend for online buying ramps up

The shift to e-commerce has accelerated during the pandemic, especially among older consumers and eMarketer predicts that there will be 7.4m new digital buyers this year. Some 204m people aged 14 and older will buy online this year and two-thirds of these will be aged 45 or over. Two surveys by First Insight, conducted on 28 February and 17 March, found that Baby Boomers had shifted to online channels mostly between these two dates. In the March poll around 23% of Boomers said they had shopped more online due to the pandemic, compared with the 8% who had done so in February. Research suggests that consumers who have tried shopping online for the first time will continue to do so, even if it is only occasionally.

emarketer.com, 10 June 2020 (Liu)

Coping with uncertainty

There has been a deluge of information about the coronavirus which in turn has led to greater uncertainty. Human beings don't like uncertainty and do their best to reduce it. Yet the coronavirus offers no chance of resolving the current uncertainty so what can be done? There are at least three types of uncertainty: probability, ambiguity and complexity. Here are some strategies for overcoming them.

hbr.org, 9 June 2020 (Menon and Kyung)

Customer relations

Putting the customer first

The balance of power had shifted towards the customer long before the current pandemic took hold. As shops start to reopen, putting the customer first has become more important than ever. In his 2018 book, *100 Practical Ways to Improve Customer Experience: Achieve End-to-End Customer engagement in a Multichannel World*, Martin Newman offers practical tips, tools, guidelines and frameworks for customer-focused marketing strategies for every part of the customer journey. Although this was written in a pre-pandemic world, the book has particular learnings for industries currently facing disruption, such as retail and travel.

koganpage.com, 10 June 2020; [Purchase 100 Practical Ways to Improve Customer Experience by Martin Newman](#)

Direct marketing

Covid-19 impacts – track and trace

This is the third month of the DMA's survey which looks at the impact of the coronavirus on the data and marketing industry. The third tranche of research covers continuing concerns over the impact of the virus on business, health and working from home. The survey finds that 42% of professionals are concerned about the negative impact of the Government's "Track and trace" scheme which could affect consumers' willingness to share personal data and might impact long-term consumer trust, especially in how institutions (59%) and brands (43%) use data. Chris Combermarle, CEO of the DMA, believes that the programme "could have lasting damage on the data and marketing industry if it is mismanaged".

dma.org.uk, 9 June 2020

Law

Adtech – the lawful basis

"Adtech" is a commonly encountered buzzword in the data protection environment. It is also a focus of the ICO which launched an investigation into adtech and real-time bidding last year. This included areas such as the lawful basis for processing personal data in adtech. This article looks at what is meant by adtech; the role of personal data; and the lawful basis for processing personal data. It concludes that the most appropriate lawful basis depends on the functionalities of the adtech tools in question, but that legitimate interests may be an appropriate lawful basis in some circumstances, and consent more legitimate in others.

lexology.com, 18 May 2020 (Oldale and Erskine-Fox)

Effective IP rights management post-Covid

As the coronavirus recedes, economic success will depend on four things: globalisation; human rights and freedoms; flexible working; and quality of life. This means that IP rights management will become more important than ever. Recovery from the pandemic will be long and difficult so companies should prepare a strategy that integrates an IP rights management scheme that can deal with the potential challenges outlined in this article.

internatiopnallawoffice.com, 15 June 2020 (Galli)

Marketing

How will influencer marketing develop?

The author examines six influencer marketing studies, each focusing on different aspects of the subject, to see how influencer marketing might develop over the next few months. A report from Linqia reveals that the highest percentage of companies (77%) intend to work with micro-influencers with only 22% expecting to use celebrity influencers. Another report by IZEA, entitled *The State of Influencer Equality*, reveals that male

influencers typically earn more than female ones regardless of content type. Inevitably, one of the reports looks at the impact of the coronavirus on influencer marketing.

convinceandconvert.com, 10 June 2020 (Matthews)

Covid-19 affects BAME marcomms pros more

New research reveals that 42% of marketing professionals with BAME backgrounds believe that their ethnicity is affecting their careers during the pandemic compared to 20% of their white colleagues who feel the same. The survey, conducted by People Like Us, found that BAME marketers are taking greater pay cuts than average (18%) which threatens to widen the ethnicity pay gap. BAME marcomms professionals also say they aren't having a good work-life balance during the pandemic compared to their white peer group who are more positive on the subject.

marketingweek.com, 11 June 2020

Market research

When storytelling meets AI

The telling of stories is something that is peculiar to humans but soon AI will be able to do so too. Joseph Sassoon, author of a new book entitled *Storytelling and Artificial Intelligence*, claims that algorithms and robots are already becoming "fantastic storytelling assistants" and lists a whole raft of things they can do. But what does this mean for brands and market researchers and how do companies cope with brand image and identity? One aspect is the robotic voice. Robotic voices can take many forms: researchers have an important role to play in helping to determine what the brand's AI voice is; what impact it has on customers; and whether it is in line with overall brand identity.

researchworld.com, 9 June 2020 (Sassoon)

Listening to customers

Response rates to surveys have declined but that's no reason to give up. The author looks at some practical steps to improve the way businesses listen to their customers. Topics include: how response rates increase when questions are asked immediately after the goods or services are delivered, because immediate feedback is "considerably more accurate" than feedback collected even 24 hours later; using information already known about the customer; and sending pre-communication from a trusted source in the company to let customers know an invitation is coming. In general, what prompts people to respond is whether the request is timely, relevant and important. However, surveys can only go so far and there are other methods. The advice is to use a mix of listening methods to collect the feedback needed. Here are a few options.

CRM Magazine, Vol 24(5) June 2020, p37 (Gibbons)

Public relations

Don't stay silent

Many brands and businesses have traditionally shied away from expressing political opinions but with the current Black Lives Matter movement there has been a noticeable change in the way that businesses are prepared to stand up and speak out. Many may struggle to get this right but, "the only thing worse than getting it wrong is staying silent". While it is important to show solidarity, words are not enough on their own. In this week's PR "Hits and Misses", *PR Week* looks at a few brands that have acted authentically for change. Hits include initiatives from Ben & Jerry's and Yorkshire Tea. Adidas got it wrong to begin with, admitted its fault and then addressed its commitment to the black community.

prweek.com, 12 June 2020 (Moloney)

The who, how and when of a crisis

Crisis communication is different from other types of communication because it is usually urgent. There are three important aspects of this type of communication: who sends and receives the messages; how they're sent; and when they're sent. For example, not all employees need to receive every message and sometimes the message can be expressed in different ways for different audiences. It is all down to preparation so that everything should be documented and tested before a crisis occurs. Here is some advice on the "who", "how" and "when" but don't forget to be authentic.

prdaily.com, 16 June 2020 (DesRochers)

Sponsorship

E-sports – opportunities for brands

Last year e-sports already had an estimated audience base of 453m, according to research firm NewZoo which expects the industry to exceed the billion-dollar revenue mark very soon. Now the pandemic has blurred the lines between traditional sports and e-sports with changes taking place that may last well beyond the virus. Formula One and Nascar, for example, have been creating virtual events with celebrity drivers and broadcasts on Sky Sports and Fox. This means opportunities for brands to build affinity, loyalty and sales. Sponsorship accounts for a significant part of e-sports revenue (\$450m in 2019). By associating with premium e-sports events, brands can become synonymous with them as is the case with Pepsi, Adidas and Coca-Cola's association with traditional sport. Other areas covered in this article are: brand visibility, creative opportunities, and advertising in e-sports.

thedrum.com, 10 June 2020 (Menz)

Agriculture, fishing and forestry

First autonomous farmbot fleet

In just two years' time UK farmers will be able to use the first ever fleet of robots that can scan plants, kill weeds and drill crops. The Small Robot Company, based in Salisbury, has created three autonomous farmbots known as Tom, Dick and Harry. Sam Watson Jones, co-founder of the company, says they will offer an "end-to-end farm service operation for arable farmers". Tom will perform the weed scanning, Dick will identify and kill weeds and Harry will plant crops.

fwi.co.uk, 15 June 2020 (Gillbard)

NFU wants farmers to work towards net zero

The NFU is urging British farmers to consider how they can contribute to the national race for a net-zero economy. The COP26 Race to Zero campaign, which was launched by the UK Government on 5 June, aims to mobilise companies, cities and regions to "unite behind a green global recovery". Even though farmers are still trying to overcome the problems created by Covid-19, they can still take action to reach the goal of producing the "most climate-friendly food in the world", according to NFU deputy president Stuart Roberts.

farminguk.com, 11 June 2020

Building industry

Copyright in construction

This article focuses on the topic of copyright in construction. After defining the meaning of "copyright works" in the Copyright, Designs and Patents Act 1988, the authors go on to explain why copyright is critical to construction projects. They discuss the "inherent tension" between the copyright owner (the contractor or consultant) and the client for whom the work is being carried out. They also touch on the need for the client to have a copyright licence and what happens if there is change of contractor or consultant during the project.

lexology.com, 4 June 2020 (Dickson and von Schwan)

Construction plummeted in April

Construction output dropped by 40.1% in April; output was £7.6 billion, down from £12.7 billion in March, the largest monthly fall since records began in January 2010, according to the ONS. Housebuilding suffered the most: both public and private sector residential fell by about two-thirds compared with April 2019. Infrastructure suffered a 20.7% fall relative to April 2019. April was the third consecutive month of contraction for the construction sector and 42.5% of business reported zero turnover. Industry experts want the Government to announce a "clear infrastructure strategy" and to "ease structural barriers" for

smaller firms.

constructionnews.co.uk, 12 June 2020 (Bingley)

Building companies plastered?

Plaster has become the latest item to be the subject of panic buying. Some building companies have been stockpiling plaster to protect themselves from shortages. Those in the building materials supply chain are trying to reassure builders that plaster shortages are easing. The Builders Merchants Federation and the Construction Products Association have been coordinating the Construction Leadership Council's product availability group.

theconstructionindex.co.uk, 15 June 2020

Businesses and strategy

Five priorities for succeeding post-Covid-19

As lockdowns lift and businesses start to gain momentum, CEOs will be challenged on two different time horizons: competing in the pre-vaccine environment over the next 12 to 24 months and repositioning their company to prosper in a post-pandemic world. To do this they should focus on five priorities. The authors have created a framework which provides the main activities that companies must follow in five functional areas. These are to: define the agenda and select the team; mobilise and protect people; win the fight; transform to win the future; and accelerate digital. Some industries that have been hardest hit, such as aviation and tourism, will need to embrace all these activities to achieve transformation. Others can construct a tailor-made plan to reflect needs.

bcg.com, 8 June 2020 (Küpper et al)

From market leader to market maker

Almost two-thirds of consumers in EY's *Future Consumer Index* say they will spend less on holidays, clothing, leisure and big-ticket items in the immediate future; while 52% say they will change the way they shop and 41% the products they buy. Companies that are slow to change will need to rapidly transform their businesses to survive. Even before the pandemic, back in February, EY research found that almost three-quarters of C-suite respondents surveyed said their company was in the middle of a significant transformation programme. Today EY believes that companies need to go beyond being market leaders to become market makers. It has identified four questions that every organisation should be asking itself to catalyse transformation and reinvention.

lexology.com, 9 June 2020 (Brachio et al)

Successful virtual negotiation

Negotiations have had to be conducted virtually over the past few months but, even before the coronavirus, many deals were being done through digital tools. But is virtual negotiating more or less

effective at creating value for the participants? On the downside, virtual negotiating tends to leave parties with poorer results and feeling less warmth and trust towards each other. Studies also suggest that group decision-making can be less effective and satisfying than face-to-face while using email tends to lead to even less cooperation. However, research also suggests ways in which you can boost the success of negotiation in virtual settings. Here are some suggestions for planning and leading virtual negotiations.

hbr.org, 10 June 2020 (Movius)

Charities and NGOs

Your staff as PR assets

Although the priorities of the general public may have changed during lockdown, those of charities have remained largely the same. Some are struggling to meet increased demand for their services while suffering from reduced funds. Audiences and donors need to be reminded of why a charity and its activities are important. This is the time to "put some faces to your brand" and activate your staff as PR assets. Here are some ideas for doing this.

charitycomms.org.uk, 12 June 2020 (Hanson-Reed)

Charity shops – digital could be the future

Charity shops reopened this week but they will be quite different from those that existed before lockdown, with new safety measures including limiting the number of people in the shop and possible queues. All donated goods will have to be cleaned or stored for 72 hours before they can be sold. E-commerce could be the answer. Since people are spending more time online, charity shops could offer significant digital fundraising potential. Online stores have various benefits, including their appeal for the younger generation and the chance to obtain higher selling prices for high-value goods. Oxfam's store, established in 2007, raises over £2m a year.

charitydigital.org.uk, 15 June 2020 (Rubens)

Economy

GDP falls by 20.4% in April

The UK's economy contracted by 20.4% in April, according to the ONS. This is the largest monthly decline on record and three times worse than that seen during the 2008 downturn. Nearly all areas of the economy have been affected but those contributing the most to the fall in GDP are pubs, education, health, car sales and construction. The ONS expects April to be "the low point" and that there will be a "pick-up" in economic activity although the speed of recovery is hard to gauge.

bbc.co.uk/news, 12 June 2020

Economy to contract by 8% this year

The British economy is predicted to contract by 8% this year and unlikely to recover until 2023, according to the EY Item Club. Mark Gregory, its UK chief economist, says EY has downgraded its predictions from just six weeks ago when it was predicting a 6.8% fall in output for the year. The OECD predicts that the UK economy will shrink more than any other developed country with a contraction of 11.5% this year. EY warns that consumer spending could fall by 17% in Q2 and by 8.7% for the whole year. Although spending could recover by 2021, it could be badly affected by unemployment, since many jobs lost due to the pandemic will not be immediately replaced.

theguardian.com, 15 June 2020 (Wood)

Household spending during lockdown

Analysis by the ONS reveals that a fifth of usual household spending in the UK has not been possible during lockdown because of Government guidelines restricting activities such as travel, holidays and meals out. This means that 22% of the usual weekly budget of £831 could potentially be spent on other things. Across all households 53% of usual spending is "non-discretionary", such as food and housing costs. Yet, for younger households and those renting or living in London, expenditure on essentials is much higher which would limit their ability to reduce spending if their incomes were to fall.

ons.gov.uk, 11 June 2020

Energy and utilities

Sustainable energy

McKinsey experts have put together three articles under the title "Powering up sustainable energy". The first looks at how the power industry could provide cheap, reliable and sustainable power. To do this the authors have divided the world into four key markets and created pathways to show the most economical way to decarbonise these markets by 2040. Article two provides an interview with Lynn Jurich, CEO of solar-power company Sunrun, who gives a view on transforming residential solar into a new business model for microgeneration. The final article looks at the expansion of the battery industry.

mckinsey.com, 9 June 2020 (Finkelstein et al)

UK should invest in hydrogen now

The UK has made significant progress on hydrogen over the past few years, allowing it to take an early lead, but now competition is ramping up. Germany, Portugal and the Netherlands plan to develop their hydrogen potential while Australia and Japan are already making inroads and the UK is at risk of being left behind. The economic response to the pandemic offers an opportunity: new research from the Energy Networks Association suggests that

investment in hydrogen now will pay off in the longer term. Some £182 billion needs to be invested to create a zero-carbon gas grid using hydrogen, which would help the UK to meet its net zero goal by 2045, ahead of the 2050 target. This could save the economy £89 billion compared with the current natural gas system.

utilityweek.co.uk, 9 June 2020 (Train)

Environment

Acknowledging the value of nature

During the period of lockdown, nature has had a chance to recover, with wildlife appearing in areas previously not seen. Nature is important, not only to businesses that already rely on the "outdoor economy", but for those that use the many raw materials that come from nature, including healthy soil and water for growing foodstuffs. Since nature benefits business economically, business find ways to give something back. The author looks at three organisations that are engaged in ensuring the survival of nature (Business for Nature; The International Union for the Conservation of Nature; and Business and Biodiversity) and the UN Environment Program. The World Economic Forum has launched a series of reports this year focusing on the business case for protecting nature's assets.

ama.org, 11 June 2020 (Mohr)

Green beans come to Cornwall

Yallah Coffee, a coffee roastery in Cornwall, has Colombian beans delivered to Falmouth harbour by a wind-powered schooner. Richard Blake, owner of Yallah, has spent five years working on his idea of sustainably sourced coffee. The 7,500-mile sea voyage to transport the beans has a near-zero carbon footprint compared with a plane's 178 tonnes of CO₂. Cargo shippers who use wind power, such as New Dawn Traders which ships Yallah's coffee, have noted a rise in interest. The trend reflects public awareness of the impact of a product's supply chain on the environment.

theguardian.com, 14 June 2020 (Ambrose)

Unilever sets up climate fund

Unilever is to create a fund of €1 billion to help tackle climate change. The Climate and Nature Fund will cover initiatives such as reforestation, wildlife protection and water preservation. It is also looking at companywide targets, such as net zero emissions from all products by 2039 and from its own operations by 2030.

marketingweek.com, 15 June 2020

Fashion

Google data to track fashion supply chains

Google has embarked on a joint venture with WWF to create a new data platform for sourcing

professionals in the fashion industry. The tool uses Google's cloud machine learning and big data to track the environmental impact of the fashion industry, including the use of materials such as cotton and viscose, throughout the supply chain. The initiative will help fashion companies to understand the real impact of their supply chains. Google already works with Stella McCartney's brand to track raw materials in supply chains. The global fashion sector currently accounts for 8% of annual greenhouse gas emissions and a fifth of wastewater generation. It is the second-biggest polluter of water in the world.

decisionmarketing.co.uk, 15 June 2020

Inditex to close 1,200 stores

Inditex, owner of Zara and Massimo Dutti and the largest clothing retailer in the world, has made its first quarterly loss. Now it plans to close up to 1,200 stores and has set a target for 25% of sales to be online by 2022. The company will spend €900m a year for the next three years in improving its technology, upgrading stores and moving towards a model of larger spaces. This should help to generate sales growth of 4% to 6% annually. Inditex is regarded as the pioneer of fast-fashion retailing.

ft.com, 10 June 2020 (Provan)

Financial services

ATM industry tackles fall in cash withdrawal

An "ATM and Cash Revival" plan has been published by the ATM Industry Association (ATMIA), which has been hard hit by the pandemic. The plan has two main drives: Cash Revival, which will see, among other things, the Association continuing with its campaign "to ensure mandatory acceptance of cash at retail outlets" in countries such as the US, Europe, UK, Canada and Australia; and ATM Revival, which will include a global protocol for ATM hygiene. This will involve a series of best practices such as hand sanitiser at ATMs, keypad overlays and adding sanitiser additives to notes during manufacture.

nfcw.com, 10 June 2020 (Clark)

Generational differences in mobile banking

The purpose of this study is to look at generational mobile banking experiences and expectations among generations (Gens X, Y and Z) in developing countries, in this case Iran. It reveals that each generation displays distinct characteristics in their use of mobile banking: Gen X thinks it is complicated; Gen Y prefers to use it for quick payments; Gen Z wants more customised services and sees mobile banking as a spontaneous solution. In terms of functionality, Gen X wants more user-friendly functions; Gen Y prefers an online transaction tracker; and Gen Z an enhanced user interface. The findings might help businesses to manage customer expectations among the different

generations.

Journal of Financial Services Marketing, Vol 25(1-2) June 2020, pp1-13 (Shams et al)

FMCG

Unilever creates single UK parent company

Unilever is to consolidate its business with the merger of its British and Netherlands operations to form Unilever PLC, a move aimed at improving its "strategic flexibility for portfolio evolution". The company remains committed to growth across its three divisions, having already embarked on an assessment of categories and brands last year. Both the home care and beauty and personal divisions will remain in the UK. There will be no changes to operations in the Netherlands, where Unilever's foods and refreshment division, responsible for 40% of turnover, is located.

marketingweek.com, 11 June 2020

Beverages

Beer sales at 20-year low

Beer sales in Britain have fallen to a 20-year low due to pubs and bars remaining closed during the pandemic. According to the British Beer and Pub Association (BBPA) Q1 beer volume sales fell by 7.2% year-on-year and the decline is expected to be even worse in Q2. From 4 July beer gardens may be allowed to reopen although buildings will remain closed. The BBPA warns that the sector needs at least three weeks' notice so that the breweries can get up and running and pubs can reopen safely.

drinksint.com, 11 June 2020 (Green)

Diageo in personalised whisky gifting

Diageo is trialling a personalised gifting service called "Message in a Bottle". People can gift a Single Malt Scotch whisky with a video message by uploading pictures and a message from a smartphone or PC. A QR code is placed on the label of the bottle allowing the recipient to view the video using their smartphone. The campaign is being launched in the run up to Father's Day in partnership with The Whisky Shop. Diageo has previously launched an AI whisky selector, which analyses people's preferences using AI and machine learning.

marketingweek.com, 10 June 2020 (Fleming)

Cosmetics and toiletries

Multicultural beauty storage forced to change

CVS Health, Walgreens Boots Alliance and Walmart are to end the display of multicultural beauty products in locked cabinets. Both Boots and Walmart have been criticised for using stricter in-store security measures for products aimed at people of colour. Walmart has previously had to defend its policy in a lawsuit but it has taken the

#BlackLivesMatter protests to make it change that policy.

[globalcosmeticsnews.com](https://www.globalcosmeticsnews.com), 16 June 2020 (Caldwell)

Food

Coronavirus has shortened the supply chain

During the pandemic consumers have changed their habits and organisations have shifted to local growing and buying. This has given rise to community-run shops and hyperlocal supply chains. Paulette Singer, co-founder of the Clitterhouse Farm Project, says that this type of organisation needs to be supported beyond the coronavirus since this situation is a, "stark trial run for climate change". Even before the coronavirus, UN agencies were predicting global food insecurity. There is likely to further food disruption for supermarkets even after the virus ends. A third of UK food comes from the EU and 20% from elsewhere in the world but both sources will be threatened by the double whammy of Brexit and climate change. Many community set-ups are hoping to make the shift to a "localised version of the food system" permanent. If more people work from home, then it is likely that local suppliers will become more important.

[wired.co.uk](https://www.wired.co.uk), 15 June 2020 (Sheffield)

Retail beef sales up during lockdown

Retail spending on beef was up by almost 27% during the lockdown, according to Kantar Worldpanel. Minced beef saw the largest rise (34.5%) in the 12 weeks to 17 May, while beef steaks sales rose by 43.9% over the past four weeks of the period. Rhys Llywelyn, market development manager at Hybu Cig Cymru (Meat Promotion Wales), said the data showed the success of its marketing campaign to encourage consumers to try different cuts of red meat. The pork retail market grew by almost a quarter over the 12 weeks but total spending on lamb fell by just over 1.4%.

[fwi.co.uk](https://www.fwi.co.uk), 16 June 2020 (Davies)

For those who like chips with their ice cream

Ben & Jerry's has teamed up with Netflix to create a new flavour of ice cream called Chip Happens. It combines chocolate chips with "crunchy" potato swirls to "please fans who like to dunk their chips in chocolate milkshakes".

[thegrocer.co.uk](https://www.thegrocer.co.uk), 10 June 2020 (Dawson)

Marmite in short supply

Marmite has also been suffering from the coronavirus. A tweet from the company explained that it has only been able to produce small jars (250g) because brewers' yeast (an essential ingredient) is harder to get hold of. Brewers had stopped or slowed production when pubs were forced to close. Marmite lovers are distraught!

[theguardian.com](https://www.theguardian.com), 11 June 2020

Health and pharmaceuticals

How to be a winning pharma brand

The way that markets behave and the environment in which businesses and products operate is constantly changing. Winning brands are either those that respond the fastest or "shape these changes themselves". The rule of three, as defined by the Boston Consulting Group, says that there is only room for three significant entrants in a market who achieve shares in the ratio of 40:20:10. New pharmaceutical products that try to enter established markets are at a disadvantage since product utility is often defined by customers and competitors. Winning brands are those that redefine the field, change the rules and ask questions in three key areas: undiscovered product value; policy limitations; and expert belief (clinical experts and other stakeholder groups).

[pharmafield.co.uk](https://www.pharmafield.co.uk), 15 June 2020 (Williams)

IT and telecoms

Tech giants withdraw facial recognition

Microsoft is the latest tech company to restrict the use of its facial recognition technology by police. The company will not start selling the software to US police departments until there is national regulation of the technology. The American Civil Liberties Campaign has campaigned against such software for years due to fears that it can lead to racial bias and abuse. Amazon has banned the use of its facial recognition tech by the police for a year and IBM says that it will stop offering the software for "mass surveillance or racial profiling".

[bbc.co.uk/news](https://www.bbc.co.uk/news), 11 June 2020

Using voice during the pandemic

Voice technology has been hyped as a marketing game-changer for many years. "Up until this crisis, voice technology was the technology looking for a business purpose", according to Shannon Warner, VP of retail and consumer goods at Capgemini Invent. Now tech is solving problems and "there's mass adoption overnight". According to a Capgemini survey, 59% of global consumers would rather use voice interfaces in public places than use touch. Previously voice has been associated with uses at home, such as asking Alexa to play something. Some experts believe that those who embrace voice will have a competitive advantage. Here are some tips for making it happen.

Advertising Age, Vol 91(12) 1 June 2020, p12 (Pasquarelli)

Samsung's rotating TV

Samsung has launched its rotatable Sero TV to the UK and US. The system uses NFC to enable users to fit what they are watching on their phones to the TV. The TV screen rotates according to whether you want it to be portrait or are watching a film in

landscape mode. The screen can also be operated by remote control, voice or the SmartThings app.

nfcw.com, 9 June 2020 (Clark)

Leisure and tourism

Brighton protecting its brand

Brighton and Hove Albion Football Club (BHAFC) has made an application to the UK IPO to trade mark the terms "Albion" and "The Albion". This has attracted attention because "Albion" has different meanings, including being another word for Great Britain. It is also included in the names of some other football clubs. This article looks at the reasons for BHAFC's application in the context of other, similar trade mark applications from football clubs in the past. It also looks at why football clubs are taking a more commercialised approach to their businesses right now.

lexology.com, 11 June 2020 (Knowles)

Media

Games

Gaming or gambling?

The Government Response to the Digital, Culture, Media and Sport Select Committee Report on Immersive and Addictive Technologies has been published this month. The Government will examine the evidence on whether loot boxes within gaming constitute gambling and should be regulated. This is also a reminder that initiatives to increase engagement on platforms come with risks when government is assessing the wider impact on society.

lexology.com, 10 June 2020 (Groom);

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/890734/CCS207_CCS0520664408-001_Gov_Resp_DCMS_Committee_Report_CP_241_Web_Accessible_1_1.pdf

Magazines

The Vogue Challenge

On 2 June Salma Noor, a black student, posted an alternative version of a *Vogue* cover with herself as cover model and the line "Black is not a crime". Despite a response by Anna Wintour, editor-in-chief, the trend went viral within days and the #VogueChallenge started to appear everywhere, with people photoshopping themselves on to the cover of the magazine. Since the magazine launched in 1892, it has greatly underrepresented people of colour, with the first black model not appearing until 1974 while only three out of 81 cover models between 2000 and 2005 were black.

fastcompany.com, 12 June 2010 (Smith)

Music

Composers shift to video games

Inon Zur, a music composer, represents a new group of composers who write music for blockbuster video games. These days they view video as being on a par with film which they might once have regarded as a superior medium. Many are happy to work on a mix of film, TV and games. One of the most iconic pieces for video game is the 1985 *Super Mario Bros* by Koji Kondo. Known as "chip music" because it is written directly to the chip, some of the best examples have come out of Japan. Video music can instil a sense of nostalgia – an important element in selling soundtracks and games – with simple melodies that remind listeners of childhood. As games continue to attract more money than films, the number of those composing for both film and games will rise.

wired.co.uk, 14 June 2020 (Bedingfield)

Social media

Doomscrolling

The world has been suffering from a global pandemic and there have been widespread riots over racism. Some people respond to such events by "doomscrolling": scanning endless feeds of news, commentary and video. Doomscrolling was first mentioned on Twitter in 2018 but has since become a way of describing the "obsessive perusal" of social media or news, which may have been sparked by the coronavirus. Alissa Richardson, an assistant professor of journalism, believes that the gap between a desire for more information and the information that's available can lead to overconsumption. She advocates taking longer breaks from news and seeking out content that makes you happy.

fastcompany.com, 12 June 2020 (Schwab)

Television

Channel 4 to help SMEs advertise

Channel 4 is to help SMEs that have never before advertised on TV. The new £3m 4Sales Greenhouse Fund aims to help SMEs with match-funded airtime as Britain comes out of lockdown; however they will have to agree to allow their campaigns to be exclusive to Channel 4 for six months. Tenzing, the natural energy drink, is the first company to take up the offer.

marketingweek.com, 10 June 2020

Why people watch a lot of TV and video

Over the past 25 years, television and video consumption has increased, with research suggesting that it meets human needs such as relaxation and escapism. This research, which used electroencephalography (EEG) and reaction-time studies, confirmed these findings. Watching TV and video was found to generate brainwaves associated with "pleasant, wakeful relaxation and absorbed

cognitive capacity”, which distracted viewers from their concerns. Evidence suggests that new types of viewing satisfy roughly similar needs to those met by traditional television viewing and are probably processed in a similar way. The challenge for advertisers is to use integrated measurement and technology that can optimise traditional TV, targeted TV and online video. Advertisers are advised to match viewers’ needs to relax and escape through entertaining rather than communicating complex information.

Journal of Advertising Research, Vol 60(2) June 2020, pp121-134 (Barwise)

Packaging

Connected packaging

Marketing likes to deliver something that makes customers feel unique, such as a personalised experience. Connected packaging can do some of that by giving consumers information about delivery vans, factory floors and where the product was made. It also offers real-time monitoring of the supply chain for retailers and e-commerce businesses. Jenny Stanley, founder of Appetite Creative, talks about her partnership with Tetra for an eco-themed campaign in which a mobile quiz tested the user’s knowledge. Every time they answered a question correctly, they would see a tree growing. Another important element in connected packaging is the use of AR by brands. Examples include Coca-Cola, Bacardi, and Emmi, the Swiss dairy company.

thedrum.com, 15 June 2020 (Stanley)

Retailing

Social commerce in China

eMarketer estimates that retail social commerce sales in China will reach \$242.41 billion this year to make up 11.6% of all retail e-commerce sales. Social commerce sales were almost ten times those of the US last year. Investment by WeChat has helped to boost usage among China’s public with many online retailers and brands using its Mini Programs to sell directly on the platform. Despite the setback caused by Covid-19, social commerce will continue to grow in China. This year the number of social buyers in the country is expected to reach 357.2m or 30.6% of the population. Most social buyers shop via mobile devices with digital store start-ups starting out on mobile. This is the opposite of the US where retailers begin by developing a site and then move on to mobile.

emarketer.com, 12 June 2020 (Kats)

May discounting likened to Black Friday

During May the proportion of retailers offering online discounts was almost at “Black Friday levels”, according to PwC. Some 81% of the 110 online retailers examined held sales during the May bank

holiday weekend, compared with 88% who discounted on Black Friday last year. Fashion retailers were the greatest discounters. PwC believes that there could be fewer discounts available in physical stores when they reopen on 15 June. However, if June trading does not deliver, there may be a “rush of promotions and sales” later on.

marketingweek.com, 12 June 2020

Services

Writing about services

This article looks at how marketers can effectively write content for a client’s services as opposed to tangible products. This might take the form of an article, blog, customer story, email campaign, website copy, etc. The author looks at two brands that have excelled at service-focused marketing, namely Home Depot, the US home improvement retailer, and Lifelock, which offers identity theft protection. She explains how you can enhance content when writing about services and offers four dos and don’ts on the subject.

clearvoice.com, 11 June 2020 (Tague)

Beautiful laundrettes?

The iconic laundrette has been at the centre of communities for years, with many forming a social hub. Photographer James Wise has been documenting and photographing them in towns across his home county of Lancashire. Many laundrette owners have been suffering from the fall in business during the pandemic. The picture is the same across England with fears that many businesses may have to close if the lockdown continues. James Wise, who is holding an exhibition of his photos in Manchester in July, says that: “Laundrettes are some of the last shops left in the world with personality”.

bbc.co.uk/news, 12 June 2020 (Jagger)

Just Eat gobbles up Grubhub

Just Eat Takeaway is to buy Grubhub, a Chicago based company; this could result in a world-leading company in the online delivery sector. Matt Maloney, Grubhub’s CEO, said that the deal would allow it to compete in Silicon Valley, where rivals Uber and DoorDash are based. There is greater consolidation in the online food delivery market as more restaurants and consumers have been using apps for their food needs during the lockdown. Just Eat has fended off Uber, which had wanted to buy Grubhub and lost out in part due to regulatory concerns.

ft.com, 11 June 2020

Transport and travel

Software helps combat virus in police cars

In the US Ford has been conducting trials of new

heated software on its Police Interceptor Utility vehicle, with the aim of reducing the presence of the coronavirus. The software raises the temperature above 133°F (hotter than Death Valley) for 15 minutes which should reduce the concentration of the virus inside the vehicle by over 99%.

media.ford.com, 27 May 2020

Scooters and mopeds – rising demand

The first week of June saw demand for mopeds and scooters triple compared with last year as commuters chose alternatives to using public transport to get to work. Auto Trader, the online marketplace, reports that views for moped ads rose by 32% year-on-year in the last week of May and 48% in the first week of June. Ad views for motorbikes were up by a third.

theguardian.com, 14 June 2020 (Jolly)

Green number plates to launch in autumn

Green number plates for electric vehicles are to be introduced in the UK from this autumn. They form part of the Government's plans to achieve net zero emissions by 2050. The number plates will help local authorities to identify electric vehicles and put in place policies to incentivise drivers to switch to EVs. The number plates will have a green strip down the left-hand side and will only be available for zero emission vehicles.

gov.uk/search/news-and-communications, 16 June 2020

Written by CIM's Knowledge Services Team

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