

Cutting Edge: Our weekly analysis of marketing news

16 December 2020

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

Quick [links](#) to sections

Marketing trends and issues

Advertising

UK adspend down by 4.9% this year

UK adspend will decline by 4.9% in 2020, according to the *Magna Ad Forecasts* report from IPG's Magna research arm. This is in part due to double-digit falls in non-digital ad sales channels including TV, publishing and radio (down by 24.1%). The forecast is only slightly more optimistic than the recent one from Group M which said that UK adspend would fall by 4.4% this year. IPG is predicting a return to growth of 11.9% next year compared with Group M's forecast of 12.4%. "Linear" or non-digital ad sales will make up just 22.4% of advertising and fall by 24.1% this year, according to Magna. TV will decline by 12.8%, not including digital ad sales. Meanwhile, cinema and OOH, hit hard by the pandemic, will be down by 70% and 46.3% respectively. Digital ad sales are expected to rise by just 2.7% this year. Magna forecasts that global ad revenues will fall by 4.2% (\$25 billion) this year, with a 7.6% return to growth next year.

campaignlive.co.uk, 7 December 2020 (Oakes)

Coca-Cola tops Christmas ads

Coca-Cola's "Holidays Are Coming" was the top-performing Christmas ad this year, according to Kantar. It came top in seven out of ten measures, including scoring 96 for long-term brand potential, 100 for remembering the brand and 96 for creating brand memories. It was beaten in just three metrics: by Tesco for emotion, by Plenty for attention and Disney+ for short-term sales motivation. Coca-Cola's "The Letter" ad also came second in six categories. Lynne Deason, Kantar UK head of creative excellence, attributes Coca Cola's success to the feelings of nostalgia evoked by its advertising. Meanwhile, other brands, such as John Lewis and

Waitrose, Sainsbury's and Amazon, have fallen down the ranking.

marketingweek.com, 3 December 2020 (Vizard)

Agencies

Dentsu to lose 6,000 staff

Dentsu International is to axe around 6,000 jobs (12.5% of its staff) as part of a major restructuring. Japanese parent company Dentsu warns that it is due to make a loss for the second consecutive year. The international part of the business will also reduce its agency brands from over 160 to just six global leadership brands within the next two years. Dentsu performed worst out of the big six agency groups in Q3, behind IPG, Publicis, WPP, Omnicom and Havas. This is despite Omnicom already having lost 6,100 jobs, WPP 5,000 and IPG 700. Dentsu says it is focusing on consumer intelligence: "integrating our business around the consumer is the greatest advantage we can give our clients and the greatest competitive advantage we can give ourselves".

campaignlive.co.uk, 7 December 2020 (Spanier)

Brands and branding

Influencers – protecting the brand

It is predicted that brands could be spending as much as \$15 billion on influencer marketing by 2022, up from \$8 billion in 2019. Some 96% of people in the UK and US say they are engaging with influencers to the same extent as, or even more than they were before the coronavirus. Influencers can help brands to grow but they also present a reputational risk. Last year the ASA reported that a quarter of all online complaints about UK ads related to influencer posts. Brands can be held responsible for an influencer post that is in breach of the rules. They also face the risk of influencers unknowingly promoting counterfeit products through scams which can harm a brand's reputation. Here is some advice



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www.cim.co.uk/membership/cpd/

on how brands can mitigate the risks of using influencers and some information on the legal aspects.

lexology.com, 20 November 2020 (Sng and Norris)

Brand archetypes – response to COVID

The authors draw on published work on archetypes and branding (*The Hero & the Outlaw* by Margaret Mark and Carol Pearson) to show how each brand's archetype can be activated and presented to deal with the COVID crisis. In this uncertain environment, consumers are looking for "order, structure, predictability and control" and each brand archetype will respond to this in a different way. For example, the Creator, Caregiver and Ruler will want to re-establish control and stability by defining a new order. The Hero archetype sees COVID as a challenge and a cause, allowing it to create a more sustainable world. The Outlaw challenges people to break old rules in the name of social transformation.

researchworld.com, 26 November 2020 (Kaushik et al)

Inspiration brands create growth

Inspirational brands lead to significant growth according to a new study by Wunderman Thompson. The *Inspiring Growth* study found that 72% of consumers want brands to be inspirational but just 53% of them say they have experienced brand inspiration. Yet inspiration predicts 63% of a brand's ability to drive demand, 52% of its ability to achieve higher prices and 48% to convert customers at the point of purchase, according to the study. Wunderman Thompson has ranked the top 100 inspiring brands, with Amazon leading the way, followed by Samsung and Apple. Technology brands perform well for inspiration but different categories of brand inspire in various ways, says Wunderman.

marketingweek.com, 8 December 2020;

<https://www.wundermanthompson.com/insight/inspire>

Conferences and events

Data governance in 2020

The author warns of a "new wave" of data harvesting by some virtual event tech companies who are filling their own data banks. Every touch point at a virtual event generates data, whether through registration, content viewed, surveys and so on. But do event organisers wonder where their event data is going, who is storing it, and where and how long for, and do event suppliers have top-level security protocols or ISO27001 certification? Ashanti Benti-Dhue, CEO of EventMind, says that data usage and security have "flown totally under the radar in 2020" but will be a "major part of the 2.0 of virtual and hybrid events". This year has seen attendees being asked to join an event platform that might feature many other events, something that would previously have been unheard of. An event platform might subsequently use the data they have

gathered to offer events to users over the following months. Event organisers, who may not be wholly comfortable with their attendee data ending up in someone else's domain, need to start taking control of their data security, governance and suppliers.

eventindustrynews.com, 23 November 2020 (Lovatt)

Consumer behaviour

When do consumers trust AI advice?

Companies are increasingly using AI to provide recommendations to consumers. But when do consumers trust the "word of machine" advice and when do they resist it? A new study reported in the *Journal of Marketing* examines the reasons for preferring AI over human recommendations. A key factor is whether the functional aspects (utilitarian) of a product or the experiential or sensory (hedonic) aspects are more important to the consumer. The results suggest that there is a clear link between utilitarian attributes and consumer trust in AI. However, products that provide sensorial experiences, such as fragrances or wine, can still use AI to engage consumers. When AI is "augmenting" rather than replacing human intelligence, the AI-human hybrid recommender is as effective as a human-only one. Understanding how AI advice can be used can give companies a competitive edge in a crowded digital marketplace.

ama.org, 24 November 2020 (Longoni and Cian)

Customer relations

Getting involved in the customer story

People love stories which is why brands that sell through stories are so successful. They succeed in transforming an informational sales pitch into an immersive experience. Donald Miller, founder and CEO of StoryBrand, uses a method that appeals to customers in many ways that result in the customer listening to what the seller has to say. Creating a story about someone, especially if they are the main character, means that they will listen to you as you explain how they can accomplish their goals, but how do you position yourself in their story? The storyteller is advised to work out what role they play in the story; how to establish themselves as "the guide"; and to plan their brand script so that they can establish both empathy and authority.

digitalmarketer.com, 23 November 2020 (Mynatt)

Growth requires good customer service

The most successful small businesses understand that effective customer service leads to growth, but increased revenue and profits require repeat customers. While salespeople convert prospects and existing customers into revenue, it is the job of customer service to create customer loyalty. This requires a proactive strategy and consistent engagement which in turn demands a good contact centre. In this article, the author focuses on how

contact centres can enhance loyalty and accelerate growth.

business2community.com, 9 December 2020 (Ungerman)

Direct marketing

Evaluating an email marketing program

Marketers can no longer get away with so-called “batch-and-blast” emails where their entire distribution list receives identical emails. Nowadays personalisation and testing are the norm. Emarketer has spoken to a range of marketers about what makes an email program “highly successful”. It has created a framework for evaluating email marketing as a whole and concludes that many email professionals consider their own programs to be much better than they really are. It sets out five cornerstones which marketers can use to judge their email program: acquisition and maintenance; personalisation and segmentation; omnichannel; testing; and internal processes.

emarketer.com, 4 December 2020 (Goldman)

Law

New UK GIs – the implications

From 1 January 2021, geographical indications (GIs) registered under the EU system will not apply in the UK. From this date, any applications made under the EU scheme for products made in England, Scotland and Wales will be treated as “third country” applications by the EU. The UK, meanwhile, will introduce its own GI scheme to be managed by DEFRA. This scheme will be open to all UK producers as well as from countries around the world. The scheme will apply to food, drink and agri products using the same categories as the EU. This article looks at the new GI provisions but concludes that it is as yet uncertain whether reciprocal international protection of UK GIs will have the same coverage in the EU as before.

lexology.com, 16 December 2020 (Smith et al)

Marketing

Building a marketing team

For a startup, building a marketing team from scratch can be a daunting task. Yet, the way in which the business presents itself in its early days can be its making. Many startups don’t know what to invest in first, how big the team needs to be or what skills it should consist of. The trick is to recruit “smart” by taking on fast, eager learners who have done a bit of everything. While they may start out as generalists, they will eventually find the right channel to focus on. Once you have taken on the first tranche of recruits, there are five key techniques that can be used to grow the marketing team.

spinsucks.com, 23 November 2020 (Booth)

Most marketers like working from home

Most marketers would like to continue working flexibly from home rather than going back to the office full-time after the pandemic is over, according to new research from CIM and Hays. The survey, of 28,000 CIM members, found that 55% will ask to continue working remotely after Spring 2021 vs just 14% who want to return to the office full time. The under-25s are the most likely to reject flexible working with 32% not intending to request it. The main downsides of working at home are identified as isolation and the blurring of lines between home and work. Chris Daly, CIM’s CEO, points to the importance of looking after young people who prefer “the sociability of office life”. Employers should balance the need for young people to be in a positive office environment and the desire for older workers to spend less time there, he says. The survey also covered workplace discrimination, with 60% saying that their career progression had been hampered by factors other than just performance. Age was the most commonly cited factor (62%) while gender and ethnicity were mentioned by 33%.

thedrum.com, 4 December 2020 (Glenday)

Market research

Accessibility research

Product designers can’t develop inclusive products without knowing who they are designing for. Microsoft recently took the decision to release the number of its employees with reported disabilities, which was 6.1%. In releasing this information the company demonstrated that it is focusing on inclusive design. Its Research & Insights (R&I) team makes surveys as accessible as possible for people with disabilities by partnering with the product marketing team to develop tools to help with a particular disability. The author, a senior market research manager at Microsoft in the US, describes the company’s Modern Life Concept Value Testing (CVT) program. He explains how R&I elicits the opinions of respondents with disabilities using both qual and quant research.

researchworld.com, 1 December 2020 (Loeb)

Public relations

How to apologise – KFC and all that

Earlier this year, fast-food chain KFC launched a new ad campaign showing people licking their fingers (“Finger Lickin’ Good”). The ASA received numerous complaints because it was considered inappropriate to encourage this type of behaviour at a time when people should be washing their hands. KFC adjusted its campaign, temporarily ditched the slogan and switched messages to: “That thing we always say? Ignore it. For now”. KFC is no stranger to crises, having previously faced uproar when it ran out of chicken, but it managed to turn a crisis into a success. Other brands have not been so good at tackling adversity. It has never been more important

to act quickly after making a mistake; in the current environment, mistakes are inevitable, especially since consumers have become more politically and socially conscious. The way in which brands respond to their mistakes can make the difference between success and "brand cancelled". Here are five tips for managing an apology.

lexology.com, 27 November 2020 (Mansfield)

The changing face of crisis comms

The global pandemic, racial injustice protests and economic uncertainty have given crisis communications a whole new meaning. But in what way are the tactics and strategy different and how can brand managers adapt to an uncertain future? Jennifer Granston, head of insights at Signal Labs, looks at how crisis comms and crisis response has changed in 2020; what the biggest threats are to brand reputation as we go into 2021; important metrics to consider for brand reputation; and whether crisis comms is likely to become even harder in 2021.

prdaily.com, 7 December 2020 (Kitterman)

Dior under fire for using Johnny Depp

Dior has been criticised by domestic abuse organisations for continuing to use Johnny Depp as the face of its Sauvage product. The TV ad is still being shown during high-viewing periods yet this is a reputational issue for a brand that has been active as a champion of women. It has embarked on a feminist agenda under its creative director, Maria Grazia Chiuria, using slogans such as "patriarchy kills" and "consent". Both Walt Disney and Warner Brothers have ended their links to Mr Depp.

fashionunited.uk, 11 December 2020 (Adegeest)

Sponsorship

Effective social media sponsorship

We have seen an acceleration in the rate at which the sponsorship industry has shifted to digital this year. The author considers what you need in order to achieve a high-quality social media sponsorship campaign. She identifies four key elements: analysis of social media data; valuation of athletes' and rights holders' social media; cost and time effective delivery; and proving a return for your organisation and sponsors.

sponsorship.org, 7 December 2020 (McWilliam)

DCMS could ban gambling sports sponsorship

During the last football season, the top clubs earned £69.6m from betting industry kit sponsorship, with half of Premier League clubs carrying gambling branding. On 8 December the Department for Digital, Culture, Media and Sport (DCMS) launched a review into a ban of sports sponsorship by gambling organisations. The review, which will reform the Gambling Act 2005, will cover marketing and

advertising, including restricting sports sponsorship deals that include branding on soccer club shirts. The English Football League (EFL), which oversees the three tiers below the Premier League, has expressed concern at the loss of revenue from the gambling industry.

sportspromedia.com, 7 December 2020 (Bassam)

Agriculture, fishing and forestry

Saving coffee – pilot projects

Coffee is getting harder to grow and less flavoursome due to rising temperatures. Now coffee companies, governments and farmers are working to produce better beans. In Costa Rica, Starbucks is running an experimental coffee farm; at another test farm in the country, workers are sending beans off to be sampled at 20 different coffee companies. The pilots are being run by World Coffee Research, a not-for-profit supported by some of the biggest coffee companies. It is busy testing out new varieties for productivity, disease-resistance and flavour. Up to three-quarters of the land used to grow Arabica coffee will not be suitable if climate change continues to cause temperatures to rise. Coffee roasters like Starbucks have come to recognise how important farmers' knowledge is for producing good coffee and managing the land.

fastcompany.com, 7 December 2020 (Peters)

Lamb ad campaign gets people cooking

A national campaign to inspire people to buy and cook more fresh lamb has led to an additional 261 tonnes of lamb being sold and a £2.45m rise in retail revenues. The "Make it Lamb" campaign, a collaboration between AHDB, Quality Meat Scotland and Meat Promotion Wales, produced a return of £5.59 in retail sales for every pound spent. The campaign ran during July and August on channels including VOD, radio, print and social media. It followed the successful "Make it Steak" campaign which saw retail revenues rise by nearly £10m across Britain.

fwi.co.uk, 8 December 2020 (Davies)

Alternative crops for Scotland

Medicinal cannabis, mushrooms and cut flowers could be grown as alternative crops in Scotland, according to a new report from SAC Consulting which looks at new opportunities for farmers in the South of Scotland. Other suggestions for diversification include: bark for tannin extraction, sugar beet, ancient cereals and nutraceuticals. The report provides ten fact sheets with advice on novel crops and some support tools. Many of the mushrooms and cut flowers people buy in Britain are

imported so this could be an opportunity for farmers to demonstrate their sustainability credentials.

farminguk.com, 8 December 2020;
https://www.sruc.ac.uk/downloads/file/4818/south_of_scotland_land_use_research_document

Building industry

The Construction Playbook

The UK Government has launched a *Construction Playbook* showing how it will work with the industry to ensure that public projects are faster, better and greener. It also sets out how construction will play a role in the UK's recovery from the pandemic and to help achieve net zero gas emissions by 2050. The Playbook sets out 14 key policies for how the Government should assess, procure and deliver public works projects.

constructionenquirer.com, 8 December 2020 (Prior);
<https://www.gov.uk/government/publications/the-construction-playbook> 8 December 2020

Industry growing but employment weak

The latest construction PMI shows that new business volumes in November rose at their fastest rate since October 2014. The Index rose from 53.1 in October to 54.7 in November. Of the three major categories, house-building performed the best at 59.2, although down from 62.4 in October, while civil engineering saw a return to growth (52.3) and commercial work rose to just 51.9. However, high demand for products and materials has led to pressure on supply chains and longer lead times among vendors which in turn has pushed up costs. Employment is a weak spot and companies are still cutting jobs in an effort to reduce overheads. Nevertheless, 51% of the survey panel predicted a rise in business activity in the year ahead vs just 16% predicting a decline.

theconstructionindex.co.uk, 4 December 2020

Businesses and strategy

AI or human sales coaches?

Companies are increasingly using AI to provide coaching services to sales agents, a job that was previously done by humans. In this context, AI coaches analyse sales agents' conversations with customers and offer feedback to help them improve their skills. A study reported in the *Journal of Marketing* looked at the growing use of AI to coach sales agents and sought to identify any concerns so that companies could tackle the challenges. The findings suggest that, rather than using an AI coach for the entire workforce, companies should apply it to targeted agents. They also suggest that a combination of AI and human coaches can lead to higher workforce productivity, allowing companies to gain more value from their AI investments.

ama.org, 19 November 2020 (Luo et al)

The diversity industry takes off

Businesses have been responding to the drive to tackle racial inequality with various initiatives, such as Pepsi pledging to double spending with black-owned suppliers. The diversity drive has been good for a new breed of firms – consultancies and recruiters – who offer advice to businesses on being more inclusive. Bain has set up a diversity, equity and inclusion (DEI) practice. Another consultancy reports that DEI is the fastest growing line of business at the moment. Apart from recruiting a more diverse workforce, consultancies and recruiters offer training on bias, diversifying supply chains and coaching senior executives on how to run a diverse business. The demand for change tends to be driven by younger employees and customers, which puts additional pressure on employers to have a workforce that is more representative of the population.

economist.com, 28 November 2020

Most businesses don't offer flexible roles

The majority of jobs don't offer the option of flexible working despite the changes brought about by the pandemic, according to a new study by Timewise, a campaigner for flexible working. Its analysis of over 6m job vacancies over the past year, found that four out of five did not offer a flexible working option. Emma Stewart, Timewise chief executive, argues that women, carers, older workers and others are at risk of being "flexcluded" from work.

business-live.co.uk, 8 December 2020 (Jones and Finch)

Charities and NGOs

A guide to TikTok

TikTok offers a good way for charities to connect with young people. With its mix of video content, it provides opportunities for some interesting fundraising ideas. This article explains what TikTok is, how it works and some of its distinctive features for charities and fundraising. For example, the #Petbfff campaign makes a donation to animal protection causes for every video posted. The article includes a case study of the British Red Cross, which is one of the first charities to use the social media app successfully.

charitydigital.co.uk, 3 December 2020 (Lepper)

Durable consumer goods

Pooping toys all the rage this year

Many of this year's top Christmas toys involve "poop". A dog called Poopalots made by Hasbro, allows you to pick up the poop in a scooper. There's also a flamingo which will poop in a toilet while singing "Uh oh, gotta go" from Moose Toys of Australia. Pooping toys have in fact been around a long time and are big business in the toy industry. Children like making poop jokes and are fascinated by it, perhaps because they have to go through the

trauma of toilet training, according to experts. Pooping toys may just make them feel more in control!

[fastcompany.com](https://www.fastcompany.com), 7 December 2020 (Segran)

Economy

The North bears brunt of declines

The ONS's latest analysis of population and employment in English and Welsh towns reveals that 44% of towns in the North East of England are in the high deprivation residential group, a combination of low job density and high residential income deprivation. The South West, South East and East of England, on the other hand, have less than 10% of towns in this category. Between 2009 and 2019 the population declined in 13% of towns, with the highest shares in the North West (27%) and North East (23%). These declines were most prevalent in residential towns rather than working towns where there are higher job densities. Overall, employment declined in 26% of towns over the period. The share was highest in the North East (51%) and South West (49%) and, not surprisingly, lowest in the South East (25%).

ons.gov.uk, 7 December 2020 (Prothero and Campos)

Impact of pandemic on industries

In its latest report, the ONS looks at the impact of the coronavirus on industries. Online shopping, which benefited hugely from the coronavirus, dipped only slightly when physical stores were allowed to reopen after lockdown, and then started growing again. Chemists, which were allowed to stay open during lockdown, saw sales rise significantly. This was also true of non-specialised food stores, notably supermarkets. However, even allowing for the easing of restrictions, turnover in the accommodation industry was still down compared with a year ago. Camping was an exception, having exceeded its performance last year. The ONS notes that at this stage it is difficult to separate temporary losses in output caused by the pandemic from longer term behavioural changes that could impact industries for many years to come.

ons.gov.uk, 9 December 2020

Education

Addressing racial harassment

Universities UK has produced a set of recommendations, entitled *Tackling Racial Harassment in Higher Education*, as part of an initiative to tackle racial inequality in UK higher education. As well as guidance, it offers a set of case studies demonstrating best practice in the sector.

universitiesuk.ac.uk, 24 November 2020

Declining foreign fee incomes

Some of the most selective English universities have predicted a fall of almost £458m in income from overseas students, according to a report from the Office for Students. Despite the "aggregate" financial performance of the sector remaining "sound", there is huge variation between individual providers and their financial performance. For the sector as a whole, income is predicted to fall by around £700m this year, including a £600m drop in overseas fee income and a £200m fall in other activities, such as catering and conferences. The UK's future relationship with the EU will also have uncertain implications for "other EU-related activities of the English higher education sector" says the report.

timeshighereducation.com, 11 December 2020 (Baker)

Energy and utilities

When challengers become incumbents

Following several years of M&A activity and new entrants to the market, Ofgem has decided to abandon the expression "big six", in favour of defining energy suppliers by size: small, medium or large. Companies like Bulb and Octopus have both surpassed the 1m UK customer mark and have entered several foreign energy markets, so has the time come to abandon the term "challenger" as well? Some experts argue that much of the success of challenger brands relates to the fact that they are not one of the big six. But, as challengers gradually become incumbents, so they will face the pressure of being industry leaders and become the target of regulators and dissatisfied customers. The lines between the big six and challengers has been blurring for some time and it could soon become hard to differentiate between them...

utilityweek.co.uk, 7 December 2020 (John)

Energy networks to invest in green revolution

Having tried to crack down on energy network company profits, Ofgem now says that energy networks can invest at least £40 billion in the "green revolution" and make bigger returns. The network companies had threatened to rebel against Ofgem's proposal to allow householders to save just £20 a year on bills. Now energy bill payers will save just £10 a year over the next five years. Meanwhile energy networks will be allowed to make returns of 4.3% on their energy investments, up from the previously proposed 3.9%. The companies – National Grid, SSE and Scottish Power – say they will review the new plans. Citizens Advice says Ofgem could have gone further "in limiting shareholder returns".

theguardian.com, 8 December 2020 (Ambrose)

Environment

Beer and crisps to help the environment

Walkers, the crisps company, says it is using a technique that will reduce CO2 emissions in its manufacturing process by 70%. The CO2 captured from the fermentation process in making beer will be mixed with potato waste and made into a fertiliser which can be spread on the fields to feed the next potato crop. Making fertiliser would usually result in high CO2 emissions but this process will prevent that. The technique – advantageous to both beer and crisps – has been developed by start-up CCm Technologies with a grant from the UK Government.

[bbc.co.uk/news](https://www.bbc.co.uk/news), 7 December 2020 (Harrabin)

How the EU can achieve net-zero

Last year the European Commission proposed that the EU should become climate-neutral by 2050, with particular targets to be met by 2030 and 2050. However, it didn't explain how each sector or country would achieve these reductions or what it would cost. McKinsey subsequently set out to find a way of achieving net-zero emissions targets in the most cost-effective way. In this report it looks at the least expensive path to reducing EU emissions by 55% by 2030, compared with 1990 levels, and to reach net-zero by 2050. It also shows how this could have broad economic benefits, such as GDP growth, reductions in cost of living and job creation.

[mckinsey.com](https://www.mckinsey.com), 3 December 2020 (D'Aprile et al)

Fashion

Everything you need to know about bags

The V&A Museum has launched its first exhibition since the start of the pandemic. It is dedicated to bags, the "most coveted of accessories", according to director, Dr Tristram Hunt. It covers everything from designer handbags, to dispatch boxes, vanity cases and military rucksacks. "Bags: Inside Out" includes the first-ever Hermès Birkin bag, a handbag owned by Margaret Thatcher and the Mulberry Alexa. It also looks to the future as designers start to innovate with environmentally friendly materials, such as the Stella McCartney backpack made from recycled ocean plastic waste and a bag made out of decommissioned fire hoses by Elvis and Kresse.

[fashionunited.uk](https://www.fashionunited.uk), 10 December 2020 (Wightman-Stone)

Pantone opts for colours of hope and stability

Pantone, the global colour authority, has picked "Ultimate Gray" and "Illuminating" yellow as its colours of 2021. It explains that the two colours will create "deeper feelings of thoughtfulness with the optimistic promise of a sunshine filled day" and will offer "unity, stability and hope" for 2021. The colours follow Pantone's "solid and dependable"

"Classic Blue" for 2020. Previous colours have been "Living Coral", "Ultraviolet" and "Greenery".

[fashionunited.uk](https://www.fashionunited.uk), 10 December 2020 (Wightman-Stone)

Financial services

Measuring customer experiences

Financial institutions offering a personalised experience, which helps the customer obtain the products, services or solutions they need in real time, will engender greater loyalty and create more engaged customers. Financial institutions are increasingly using new digital technologies and platforms for engaging customers online, including: marketing automation platforms; customer data platforms; AI and machine learning; personalisation tools; and content management systems. This article looks at measuring the customer experience across the entire journey through: consumer sentiment and consumer engagement; customer journey experiences; and the use of omnichannel customer experience platforms across the customer journey.

[thefinancialbrand.com](https://www.thefinancialbrand.com), 10 December 2020 (Marcus)

Proposal for single global digital currency

In a new paper, two economists have set out how a single universal digital currency could work. In the *Principles for a Global Central Bank Digital Currency and a Single Global Payment System*, sets Mihai Voicu and Irina Mihai propose "a single retail central bank digital currency (CBDC) to be used around the globe as a legal tender, issued based on arrangement among all central banks/governments" and a global 24/7 payment system. The paper sets out 24 core principles for the system.

[nfcw.com](https://www.nfcw.com), 4 December 2020 (Phillips)

FMCG

Beverages

PG Tips – switching to biodegradable

PG Tips is appealing to people's consciences through its "Have you made the switch ad?" which focuses on the biodegradability of its tea bags. It features a young girl having a tea party with her soft toys, including PG Tips' famous monkey. She announces that she is switching to PG Tips because its teabags will biodegrade, unlike those of some of its rivals. This ad could be a smart move because it works on people's sense of guilt. After all, most people don't know off the top of their head, which other brands' tea bags are biodegradable!

[thegrocer.co.uk](https://www.thegrocer.co.uk), 4 December 2020 (Dishman)

Tango – getting its sparkle back

Tango, which became popular in the 1990s through a series of sometimes controversial TV campaigns, had been declining for years and was in need of a recovery strategy. By 2019 it was almost completely

unknown among young people, it had not been investing in the brand and had lost shelf space and market share. The challenge was to achieve increased consideration and relevancy among customers; to reach a younger audience and to make Tango famous again while boosting brand love. This case study explains how Tango used an AV integrated strategy focusing on the moments that really matter to young people. The result was a rise in sales of 37.9% year-on-year with household penetration up by 4.9% and a 44% reach among 16- to 34-year-olds through linear TV alone.

thinkbox.tv, 26 November 2020

Cosmetics and toiletries

Captain Birdseye offers shipshape beard kits

A Christmas competition from Birds Eye has enabled male shoppers to win Captain Birdseye's beard care range for "ruggedly handsome" men. Fifty Shipshape beard kits are on offer on the brand's Facebook and Instagram pages, offering beard wash, oil, comb and styling wax. Consumers who enter the competition must share a photo of their beard. Birds Eye general marketing manager Annalisa Fanali said it made sense to launch the kit during a time of new trends in personal care when men have been trying out new looks during lockdown.

thegrocer.co.uk, 1 December 2020 (Sandercock)

Food

Green King to launch cake delivery

Greene King, the pub and brewing company, is to move into home cake delivery. Its new delivery brand, called The Big Cake Co, will launch in partnership with Just Eat. Initially it will run from a few pubs and offer six core cakes plus a seasonal cake. This comes at a time when pubs are desperately looking for new ways to generate revenue due to the pandemic.

thegrocer.co.uk, 2 December 2020 (Woolfson)

Household

KY forges kynnection with rebrand

KY Jelly has been rebranded in the UK to create a "new and distinct brand positioning". Kynect, as it is now called, will have new packaging with the message "KY Jelly soon to be Kynect". Roger Scarlett-Smith, executive VP of parent company Thornton & Ross, says that marketing investment will focus on "Kynnection" to reinforce the brand's position with loyal customers as well as attracting new ones. KY was founded in 1904 and has a 13.9% share of the UK lubricant market by value.

marketingweek.com, 8 December 2020

Government and public sector

New digital markets unit

The UK's new Digital Markets Unit (DMU) is to be housed within the CMA from April 2021. The new unit will introduce and enforce a new Code of Conduct for firms with "enduring" market power and will introduce pro-competition interventions to address this market power. The launch of the DMU responds to concerns about the concentration of market power in the tech sector and its effect on innovation and consumers. The move follows a CMA market study into online platforms and the digital advertising market in the UK, published in July. The final role of the DMU will be decided by recommendations from the Digital Markets Taskforce at the end of the year. (See also under IT and telecoms)

lexology.com, 29 November 2020 (Staples);

<https://www.gov.uk/government/publications/government-response-to-the-cma-digital-advertising-market-study>

Health and pharmaceuticals

A health index for England

In 2018 chief medical officer Dame Sally Davies called for an official index for England's health. She wanted health to be "recognised and treated as one of our nation's primary assets" along with GDP and the Measuring National Well-being programme. Consultation on the index, which is described in the *Health 2040 – Better Health Within Reach* 2018 report, is under way. The Health Index provides a single value for health, showing how it changes over time and can be broken down to identify what is driving the changes. This blog describes the development work undertaken by the ONS so far, how the Index works and some of the provisional findings.

blog.ons.gov.uk, 3 December 2020 (Ceely)

Covinia predicts coughing outbreaks

Cough medicine brand Covinia targeted the 2019/20 cough season with ambitious goals and a reduced marketing budget. The "smart" campaign involved shifting its "Feel the Power" message from TV to digital. AI was used to create a "cough predictor" which allowed the brand to target areas with coughing outbreaks and to identify an audience of "easy switchers". The cough predictor technology allowed the online activity to be switched on and off across 12 regions, enabling coughing outbreaks to be predicted to within 95% accuracy. Covinia met its goals of increasing market share to 24% and growing market penetration among 18- to 34-year-olds. Sales rose by 7% and outperformed the market by 4%.

marketingweek.com, 7 December 2020

NFC sensors printed on to skin

A team at Penn State University in the US has created a wireless sensor that can be printed directly on to the skin. The sensor, which can take biometric measurements, such as temperature, blood oxygen levels and heart performance, transmits the data to a smartphone or other device. As well as monitoring health conditions, the sensors can track environmental conditions such as the presence of harmful gases.

nfcw.com, 2 December 2020 (Phillips)

IT and telecoms

New regulator for big tech companies

The new technology regulator, the Digital Markets Unit (DMU), could have the power to impose huge fines on Google, Facebook, Apple and other large tech firms if they don't adhere to a code of conduct. The new rules are designed to create a fairer market for smaller companies, publishers and consumers, but the code only applies to the companies who have strategic market status (SMS). No company has yet been given that status but it will apply to those earning over £1 billion in UK revenues, or £25 billion globally. Google has 90% of UK search revenues while Facebook has over half of the UK digital display ad market. The job of the DMU will be to ensure "fair trading and trust and transparency". (See also under Government and public sector)

theguardian.com, 8 December 2020 (Sweeney)

Massive rise in cellular IoT devices forecast

By the end of this year, there will be 6.6 billion connected IoT devices active worldwide with 850m of these being cellular networks. By 2026 there will be a seven-fold rise in cellular IoT devices to reach 5.7 billion, according to ABI Research. This means pressure on carriers to enable the connection of IoT devices to satisfy diverse needs "at massive scale and with global coverage", says ABI. This will require next-gen Connectivity Management Platforms (CMPs) and global connectivity coverage solutions. Businesses will want a one-stop-shop, explains this article.

mobileeurope.co.uk, 10 December 2020

Leisure and tourism

Gambling laws to be reviewed

The UK Department for Digital, Culture, Media and Sport (DCMS) is to conduct a "major and wide-ranging" review of gambling laws. This will cover advertising and online betting stakes, protection for young people and the role and powers of regulators. Over the past couple of years the UK has banned the use of credit cards in gambling, introduced stricter age checks and capped stakes for in-store fixed odds betting.

marketingweek.com, 8 December 2020;

<https://www.gov.uk/government/news/government-launches-review-to-ensure-gambling-laws-are-fit-for-digital-age>

Rebooting the travel industry

The travel industry is suffering but there are grounds for optimism as the COVID vaccine becomes a reality. McKinsey has recently noted some trends, such as the observation that travel demand had started to recover even before the vaccine was announced. This article looks at how travel marketers are "rebooting" the sector to get people back to the beaches. Skyscanner has seen a recent surge in demand which it attributes to the news of the vaccine, Black Friday and the impending peak sales period. Tripadvisor director of EMEA, Justin Reid, explains how the company has run weekly webinars to share data and insights with its advertising partners, giving support on "short-term survival and long-term resiliency".

thedrum.com, 4 December 2020 (McCarthy)

Athletes – retaining personal branding

After two years, Roger Federer has regained possession of his "RF" logo and it will be displayed on a new range of branded UNIQLO products. This article considers why Federer temporarily lost ownership of his trade mark and how problems can occur between sporting personalities and commercial brands, even when the athlete is using his own name. In this case, Federer had had a long-term relationship with Nike, which had modified and developed the RF logo. When Federer split with Nike, the logo was retained by the company, albeit temporarily. Other sports stars to experience brand ownership issues include Lewis Hamilton and Lionel Messi.

lexology.com, 8 December 2020 (Collins)

Materials and mining

Chemical reaction – Britain out of Reach

The part of the EU single market governing chemicals, called REACH, is particularly strict. Companies that wish to sell into Europe must submit lengthy documentation and have an agent based in Europe, a system overseen by the European Chemicals Agency (ECHA). The enforcement of the rules is conducted by agencies, such as Britain's Health and Safety Executive (HSE) in Liverpool. This has resulted in a "free-flowing pool" of 23,000 chemicals across Europe. Former PM, Theresa May, had tried to keep Britain in REACH, but the EU rejected her application and now Britain is trying to create its own "UK Reach", with the HSE taking over the ECHA's job in Britain. The EU has rejected the idea of a chemicals data-sharing clause in the trade deal which could prove hugely problematical and expensive, especially for small British distributors and low-volume products.

economist.com, 12 December 2020

Media

Games

PlayStation outspends Xbox for new launches

Sony's new PlayStation 5 and Microsoft's Xbox Series X have been flying off the shelves amid fierce competition. Yet the PS5 is outselling the Series X in international markets and analysts predict that it will continue to do so. Adspend seems to be making a significant contribution to Sony's success although it is difficult to link adspend to sales so early in the product's life. From 15 October to 15 November Sony spent \$15m on ads for the PS5 vs Microsoft Series X's \$5m. According to Tod Krizelman, CEO of MediaRadar, the period from 2 to 15 November was the most active for the gaming industry in terms of adspend, with the overall video game industry spending over \$45m, up by 80% on 2019. The new console launches have also resulted in a 76% year-on-year rise in adspend for video games. Other brands, such as Philadelphia Cream Cheese and Bud Light, have tapped into the popularity of the new games consoles.

adage.com, 3 December 2020 (Liffreing)

Newspapers

Digital news – strong growth

National news websites have seen "incredibly strong" growth this year, according to Pamco, which reports that 3m more people used national news brands' websites every day in September (21.5m) than in the same month last year. The digital news sector, including regionals, enjoyed a 30% growth year-on-year. Pamco, which audits magazine and newspaper readership, also reports that 94% of British adults consume magazine or news-brand content during the course of a month and that phones are the most popular way of consuming this content.

marketingweek.com, 9 December 2020

Radio

How commercial radio connects

Radiocentre's latest research, *Beyond the Bubble*, reveals that commercial radio stations reach 36m listeners a week and fulfil an important public service role for this audience which, it claims, is larger than the total audience of BBC radio services. Commercial radio's news reaches four distinct types of listener: Superseekers, Enthusiasts, Outsiders and Avoiders. The 12m Outsider consumers tend to rely on news bulletins from commercial providers for their news updates while often avoiding news from other sources. However, radio is the most trusted source of news among all audience groups, with 77% saying they trust it. This has been particularly

evident during the pandemic. The full report can be downloaded.

radiocentre.org, 8 December 2020;

<https://www.radiocentre.org/research/beyond-the-bubble/>

Social media

FTC takes Facebook to court

The Federal Trade Commission (FTC) is suing Facebook for anticompetitive behaviour which has enabled it to maintain its position as a market leader. The FTC's lawsuit does not aim to close down Facebook but, rather, to make the social networking market more competitive. The FTC alleges that for years Facebook has been illegally running a monopoly in personal social networking which has made it difficult for other businesses to compete. It focuses particularly on Facebook's acquisition of rival apps which has helped to eliminate the competition. Notable examples include its acquisition of Instagram in 2012 and WhatsApp in 2014. Facebook is also accused of imposing anticompetitive conditions on third-party software. However, the FTC will have to prove that Facebook has acted illegally before any action can be taken.

searchenginejournal.com, 9 December 2020 (Southern)

Television

Public service broadcasting – calls for change

Ofcom says that streaming services, such as Disney and Netflix, might be asked to provide public services programming as a way of tackling the dominance of online TV platforms. It is concerned that traditional broadcasters are "unlikely to survive" due to competition from streaming sites. Under its recommendations, connected TV providers would be required to make space on their homepages for public service broadcasters (PSBs). Ofcom also suggests different funding models, such as a local or regional media fund to support collaboration between TV, radio, online and publishers to boost local news. Ofcom warns that just 38% of 16- to 34-year-olds, and 67% of all adults, view traditional broadcast. One in four viewers of streaming services say they can imagine not watching any broadcast TV in five years' time.

societyofeditors.org, 9 December 2020 (Brown);

https://www.smallscreenbigdebate.co.uk/_data/assets/pdf_file/0032/208769/consultation-future-of-public-service-media.pdf

Video

YouTube to enable some ad opt-outs

From next year UK YouTube users will be able to opt out of most gambling and alcohol ads using new tools from Google. The Ad Settings function will filter out most of the unwanted ads on YouTube although it is not guaranteed to be 100% effective. Currently, most advertising tends to be "contextual",

which means that casino ads could be viewed next to articles on gambling addiction.

[theguardian.com](https://www.theguardian.com), 10 December 2020

Packaging

Beware of packaging claims

The ASA has ruled that Gousto's claims that its packaging was "100% plastic-free" and "100% recyclable" were misleading. The recipe box company made the claims when introducing its new Eco Chill Box this year. However, it failed to mention that the box contained an ice pack made of a type of plastic that only around 20% of local authorities in the UK can recycle. Gousto argued that the recyclability of the ice packs was not relevant, but the ASA said it breached the CAP Code. This shows just how careful brands need to be when making eco-packaging claims.

[thegrocer.co.uk](https://www.thegrocer.co.uk), 2 December 2020 (Nott)

WRAP reports less "unnecessary" plastic

"Unnecessary plastic" was reduced by 40% last year amid an increase in the amount of plastic packaging being recycled, according to WRAP. Recycling of plastic packaging rose from 44% in 2018 to 50% last year, with the average recycled content up from 9% to 13% over the period. However, WRAP said that 400m items deemed "problematic or unnecessary" were sold by its UK Plastics Pact last year, including things like straws, and cotton wool buds.

[packagingnews.co.uk](https://www.packagingnews.co.uk), 8 December 2020

Retailing

Stores still important despite pandemic

Some 80% of the UK's top retailers say that physical stores have become important, if not more so, despite the growth of online shopping. This compares with 82% who said so before the pandemic, according to new research from TLT. It also reveals that, while 76% of retailers are putting more emphasis on online sales, only 1% say they are putting less emphasis on offline sales. This suggests that there is still a need for retailers to have a strong physical presence, despite the convenience of online shopping during the pandemic, according to Dan Sweeney, retail estate partner at TLT. However, retailers will need to consider how they can use their physical stores to support the business, which will mean that the location and use of stores will need to change. This article also looks at the relationship between retailers and landlords.

[lexology.com](https://www.lexology.com), 24 November 2020 (Sweeney)

Post-lockdown footfall up but down on 2019

Saturday 5 December saw retail footfall rise by 193% compared to the previous week, as people

returned to the shops following lockdown. According to Shoppertrak, high street footfall increased by 115% while shopping centres saw a rise of 87% and retail parks 36%. Nevertheless, footfall was down by 29% year-on-year as people continued to be concerned about mixing in busy areas. The question is whether pent-up demand will drive footfall through to Super Saturday (19 December), says Shoppertrak EMEA consultant Andy Sumpter.

[marketingweek.com](https://www.marketingweek.com), 6 December 2020

Ikea print catalogue to cease

Ikea is to stop printing its catalogue after 70 years. Despite being one of the biggest annual publications in the world, Ikea says that "fewer people" are reading it as they look online for ideas. The last one to be printed will be the 2021 edition with 40m copies. In contrast, in 2016 the publication peaked at 200m copies which was distributed across 50 markets. Ikea reports that online sales rose by 45% globally last year. The company is reportedly working on a smaller publication that aims to inspire home furnishing.

[bbc.co.uk/news](https://www.bbc.co.uk/news), 7 December 2020

Services

The virtual nanny

Various tech firms have emerged during the pandemic offering solutions for parents who have been struggling with childcare. Childcare.co.uk is one such firm that has been keeping kids occupied via a screen while their parents are working at home. Richard Conway, founder, says he has over 4,000 virtual nannies and has received over 50,000 enquiries. Other parents prefer a nanny to be physically present: apps, such as Bubble, which offers babysitters, reports that demand has changed from pre-COVID evening duties to daytime work. Meanwhile, website and app Tiney enables people to train to be childminders and helps them set up nurseries in their own homes, with advice on how to run a business.

[bbc.co.uk/news](https://www.bbc.co.uk/news), 6 December 2020 (Bearne)

Transport and travel

EVs and infrastructure

This House of Commons Library paper, *Electric Vehicles and Infrastructure*, explains what electric vehicles are; how governments have planned for the infrastructure with grants and incentives to encourage the uptake of EVs; and how the electricity grid is preparing for the increased demand from EV charging. It also compares emissions from EVs with those of conventional vehicles. The paper includes useful links to the original sources of information.

commonslibrary.parliament.uk, 4 December 2020 (Dempsey and Hinson)

Uber gives up self-driving vehicle

Uber is to give up its efforts to develop a self-driving car of its own and will instead swap its technology for a minority stake in Aurora, a driverless vehicle startup. A few years ago, Uber was ahead of Google and Tesla in the race to develop an autonomous vehicle, with the aim of putting a fleet of self-driving taxis on the road. Aurora, meanwhile, was founded by a group of executives who played important roles in the self-driving programmes at Google, Tesla and Uber.

ft.com, 7 December 2020 (McGee and Lee)

Written by CIM's Knowledge Services Team

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