

Cutting Edge: Our weekly analysis of marketing news

17 February 2021

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

Quick [links](#) to sections

Marketing trends and issues

Advertising

Male gender stereotypes harmful

Two-thirds (64%) of men in Britain think that negative gender stereotyping in advertising can cause psychological damage. The MANDate study, conducted in partnership with the Campaign Against Living Miserably (CALM) and publisher Joe Media, reveals that 75% of men think their mental wellbeing is being harmed by social media which puts pressure on them to conform to stereotypes. George McMahon of agency UM says that men, especially those under 35, respond better to representation “that breaks through stereotypes”; and that it’s also in the best interest of advertisers to take more responsibility. Many brands have already taken actions to eliminate stereotyping in their communications. The ad industry has also launched the Unstereotype Alliance aimed at ending gender bias in advertising.

[thedrum.com](#), 12 February 2021

Making B2B more memorable

The best investment to make in B2B advertising is top-of-funnel advertising although most B2B marketers tend to focus on the bottom of the funnel. Yet evidence points to the brand creating more long-term value than lead generation tactics. If you are already investing in brand advertising, you may want to improve your creative because research suggests that 77% of B2B creative is below par. B2B ads are often “overly rational, poorly branded and chronically inconsistent” but good creative is ten to 20 times better than mediocre at driving sales. Here are three rules for producing memorable creativity.

[marketingweek.com](#), 8 February 2021 (Weinberg and Lombardo)

Agencies

Ad agencies – a crisis of identity

The big agency networks were suffering even before the pandemic as clients moved away from 30-second TV ads and retainers and towards data-driven, project-based work. Barriers to entry have fallen which has helped smaller agencies, production studios and boutique outfits to thrive. At the same time, clients have been bringing more work in-house. Meanwhile, consumers have been moving towards ad-free environments such as Netflix (See also under Services) while brands seek to build direct relationships with consumers rather than using “interruptive” tactics. The pandemic may have done big agencies a favour by forcing them to slim down, reduce costs, integrate and digitise and they may even emerge stronger as a result.

[campaignlive.co.uk](#), 9 February 2021 (Spanier)

Brands and branding

Define brand purpose

This could be the year to evaluate your brand strategy, maybe because you don’t have a clear idea of your company’s brand purpose or it needs to be communicated better to customers. Either way, marketers must be absolutely clear about their brand purpose. Stefan Doering, brand strategy lead at PwC, argues that the key to brand strategy is to define brand purpose because this informs all decision-making and engagements. A simple framework for giving shape to your purpose is to define “why”, “how” and “what”. He offers five tips for improving brand purpose in 2021.

[b2bmarketing.net](#), 12 February 2021 (Singh)



Chartered CPD Programme

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

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

Multi-brand retail – a brand community model

While some areas of retail struggle, multi-brand retailers that operate as “retail-as-service” models are becoming highly successful. Brand communities are emerging as a point of differentiation, especially among direct-to-consumer (DTC) brands where communities fulfil a consumer’s need to belong. However, current strategies for creating engaged brand communities do not take into account the shifts in consumer behaviour or the varied relationships that multi-brand retailers need in order to create more valuable brand communities. The author proposes a new multi-brand retailer community model that incorporates three elements – human, local and brands – and describes strategies for supporting them.

Journal of Brand Strategy, Vol 9(3), Winter 2020-2021, pp240-253 (Nightingale)

Children

Fewer HFSS ads seen by children

The ASA reports a significant fall in the number of ads promoting HFSS products appearing on sites that children are likely to watch, such as YouTube. Between October and December 2020 there was a 74% fall in ads for unhealthy products compared with the previous three months. In its third wave of monitoring, the ASA looked at 49 websites and 12 YouTube channels. It found 27 ads promoting HFSS products and a total of 47 age-restricted ads for HFSS, alcohol, gambling, slimming products and smoking, which all breached advertising rules. The ASA will be contacting the advertisers.

marketingweek.com, 11 February 2021

Conferences and events

Refashioning event marketing for digital

Some first-time event marketers believe that digital events are easier to organise than in-person ones. Digital is quite different in that it is experimental and changing all the time. The most successful companies have reinvented their entire programme rather than trying to transform all aspects of their physical event into an online experience. Jean Foster is senior VP of marketing and comms for the Consumer Technology Association, the organiser of the Consumer Electronics Show. She explains how it has had to create “a new playbook for a digital experience”. The advice is to abandon the “in-person roadmap” in favour of a virtual event strategy. eMarketer has identified three best practices for event marketers who are “rewriting the playbook”.

emarketer.com, 9 February 2021 (Ryan)

Virtual events – avoiding the tech errors

Virtual events have several advantages such as being cost effective, attracting a wider audience and being effective for B2B networking. However, they can fail badly if the technical side hasn’t been

properly planned. Here are the top seven technical errors that event planners are prone to when holding virtual events and what they can do to avoid them.

eventindustrynews.com, 12 February 2021 (Parry)

Consumer behaviour

Superfluous spenders – saving interventions

In general people do not save enough money, and researchers have been trying to find out why this is. A study reported in the *Journal of Marketing* has identified a new reason why people under-save and how this insight can be used for intervention. It shows that people are under the illusion that they are financially responsible – more so than their average peer – which makes them feel good about themselves. The researchers have developed an intervention to offset this positive illusion. They asked participants to say how often they indulge in five spending behaviours that are common but superfluous. People receiving the “superfluous-spender” intervention increased both their intention to save and their actual savings compared to those not receiving the intervention.

ama.org, 3 February 2021 (Garbinsky et al)

Customer relations

Strengthening existing relationships

Many marketers are intent on strengthening their brand’s relationship with consumers but many consumers do not want this and prefer the status quo. In fact, “relationship-upgrading” strategies can be wasteful and unaligned with consumer wishes. A new study in the *Journal of Marketing* shows the value for marketers of maintaining the relationship status quo. It focuses on the idea of psychological distance as a way of gaining insight into how close to or far from a brand, consumers feel. Consumers who feel psychologically distant from a brand are found to respond better to abstract, high-level language while concrete language is preferred by consumers who feel close to a brand. The findings should help marketers capitalise on existing consumer-brand relationships rather than use the expensive and often ineffective strategy of trying to forge more committed relationships.

ama.org, 27 January 2021 (Connors et al)

Brand coalitions and customer loyalty

Although customers still value loyalty programmes, they prefer them to be more personalised both in terms of experiences and offers, and this is where brand coalitions come in handy. They consist of a group of like-minded organisations that can together offer customers a more holistic loyalty experience. Customers will then be able to earn and spend across more than one brand as well as try out new brands. There are three types of brand coalition: true coalitions, partnership coalitions and intra-coalitions. This article covers findings from the

DMA's *Future Trends: Power of Brand Coalitions* research. It includes key insights, opportunities and takeaways as well as case studies of Marie Claire, DonatePal, Simply Be Perks and Avios.

dma.org.uk, 11 February 2021

Direct marketing

Message-first marketing

Martin Williams, partner at copywriting agency Hampson Nattan Williams, talks about the importance of message, which is the main driver of sales in any marketing campaign. The message and copywriting are often forced to give way to other considerations but this can be detrimental to the campaign. Yet "message-first marketing delivers success for clients" and should be at the heart of the campaign. He sets out five "commandments" for achieving good copy and successful marketing.

dma.org.uk, 12 February 2021 (Williams)

SMS grows during pandemic

One of the more popular engagement technologies during the pandemic appears to have been SMS. Before the pandemic 51% of US retailers said they would increase investment in messaging and SMS platforms but by June 2020 the figure had risen to 56%, which is higher than other marketing investments, according to a CommerceNext survey. Iris Nova, the largest direct-to-consumer beverage distributor in the US, was early to invest in SMS. eMarketer speaks to Zak Normandin, founder and CEO, about how the company has used SMS to grow the business and enhance the customer experience.

emarketer.com, 12 February 2021 (Goldman)

Law

Tefal sees red over trade mark rejection

In 2018 cookware specialist Tefal filed an application with the UK Intellectual Property Office to register its famous "red dot", which appears in the middle of its cooking pans. However, the UKIPO recently refused to grant trade mark protection because it lacks distinctive character. It argued that consumers would not see the circle as an indicator of the origin of the product but rather as decorative or functional (a heat indicator). Evidence from sales, promotion and advertising and a consumer survey was not deemed sufficient to demonstrate that the red mark was registrable. While position marks can be registered, there are often serious obstacles. Louboutin has been fortunate to register its red shoe sole, but marks with a "technical effect", such as Tefal's, are rarely accepted. It is a reminder to brands that product marketing should take account of IP strategy.

lexology.com, 9 February 2021 (Osipovich)

Is it a slogan or trade mark?

Oatley's original application for an EU trade mark for its slogan ("It's like milk but made for humans") was originally refused but the decision has been reversed by the General Court of the EU, which found that the slogan had the minimum amount of distinctive character required for registration. The Court said that a slogan does not have to be striking or imaginative to meet the minimum level of distinctiveness required. It also concluded that the mark is sufficient to distinguish Oatley's products from those of other organisations. The case is useful in showing how much distinctiveness a mark consisting of a slogan needs in order to be accepted as an EU trade mark. It also illustrates how a slogan must have some feature, rather than just a promotional statement, which could make it memorable to the consumer. In this case it implies that dairy milk is not made for humans.

lexology.com, 12 February 2021 (Dickerson)

Marketing

CIM identifies training age divide

There is a significant age divide when it comes to training for UK marketing professionals, according to research from CIM. In its report, *Digital Vision, living on the cutting edge*, it reveals that 44% of 45- to 54-year-olds, 62% of 55- to 64-year-olds and 74% of over-65s have received no training compared with just 7% of those aged 16 to 24. Meanwhile, 71% of marketers say that young people are ahead of their older colleagues in digital skills. Chis Daly, CIM CEO, points out that the marketing sector has undergone "a huge transition" over recent years and: "It is worrying that so many of our peers, especially senior level marketers, have undertaken no training to help them adapt to these changes". He stresses that it should be a priority to keep up to date particularly when, "accessing learning and development is easier than it's ever been".

marketingweek.com, 15 February 2021;

<https://www.cim.co.uk/exchange/thought-leadership/the-impact-of-marketing-digital-vision-living-on-the-cutting-edge/>

How to prepare for an ABM campaign

Some 87% of B2B marketers say that an ABM strategy delivers greater ROI than any other marketing programme. But account-based marketing (ABM) is quite different from traditional or inbound marketing and employs different tactics. ABM focuses on a limited number of accounts – those that have the greatest chance of enhancing the bottom line – rather than viewing any old company as a prospective customer. B2B companies that want to run ABM campaigns should ensure that their strategies and infrastructure are set up for success. Four steps you must take before embarking on an ABM campaign are to: identify who your ideal customers are; decide which digital marketing

channels to use; prepare your content and messaging; and build your tech stack.

business2community.com, 5 February 2021 (Decastro)

What's in a product description?

In this series on content types, the author turns his attention to product descriptions. The best descriptions can help differentiate the product and brand by setting down the most important features and benefits. Ultimately, advertising only goes so far: in order to be converted customers must also have the information they need to make a decision. Starting with a definition of product description and what it includes, the article goes on to provide links to real examples of short form, standard form and long-form product descriptions. These are rated by quality (Good, Better or Best) and by content level (General, Qualified or Expert).

clearvoice.com, 11 February 2021 (Rosenzweig)

Market research

B-VEP – measuring brand perceptions

Successful rebranding activities depend on being able to measure brand associations but this is challenging because consumers can associate brands with a variety of objects, emotions and concepts. Various survey methods have been established to elicit brand associations, such as the Brand Personality Scale, the Brand Asset Valuator and social media platforms, but these methods all have their shortcomings. A new study in the *Journal of Marketing* proposes a new elicitation method called the Brand Visual Elicitation Platform (B-VEP) which asks respondents to create an online collage of images representing their relationship with the brand. The results are used to create a “very high-dimensional perceptual map”.

ama.org, 27 January 2021 (Dzyabura and Peres)

Public relations

Responding by crisis and apology types

Not all corporate crises trigger similar perceptions and responses from consumers. However, the way in which consumers perceive a crisis will determine how a crisis communication strategy is implemented. Those managing the crisis should have a pretty good idea of the damage and who is being negatively affected by it. Crisis types can be divided into two general categories: self-threatening (affecting individual consumer interests) and society-threatening. This research examines how one's construal level of a crisis differs by crisis type and apology type (emotional or informational). It reveals how the most effective apology strategy may differ according to crisis type.

Journal of Business Ethics, Vol 168(4), 2021, pp795-811 (Lee et al)

Content marketing can support PR

PR and content marketing have something in common. They both help the organisation to address its target audience by telling stories that enhance credibility and awareness. Good content can help to drive PR opportunities but, in order to make the most of that content, you need to work the content into your media outlets. Here are four ways in which content can be used to boost your PR. They involve using blogs, webinars and podcasts as well as allowing customers to tell their stories.

prdaily.com, 12 February 2021 (Inglis)

Sponsorship

TikTok to sponsor Euro 2020

TikTok is to be a global sponsor of UEFA's 'EURO2020' (postponed to 2021), making it the first entertainment platform to sponsor a major international football event. TikTok, which has been expanding rapidly in Europe since launching in London in 2018, only launched its first TV ad in the UK last year. UEFA will launch an official TikTok account before the tournament. Meanwhile, TikTok will introduce various content features to promote the tournament.

campaignlive.co.uk, 11 February 2021 (Oakes)

Agriculture, fishing and forestry

Cattle emissions could be cut by 40%

Methane emissions from cattle can be reduced by up to 40%, according to a study by ABP Food Group. The study found that by breeding animals that were more efficient at converting fat to protein, thus reaching their target weight faster, it is possible to reduce their environmental footprint. This could also help farmers to improve their returns by up to £100 per head since the cost of production would be reduced. ABP is now looking at a “whole farm” approach which will study everything from animal grazing to precision agriculture and biodiversity.

thegrocer.co.uk, 15 February 2021 (White)

Farms partner for Glastonbury-themed cheese

Wyke Farms and Worthy Farm (home to the Glastonbury Festival) have partnered to launch a Glastonbury-themed reserve cheddar. Worthy Farm Reserve Cheddar, which will be sold in the Co-op, has packaging carrying an image that reflects the iconic pyramid stage at Glastonbury and consumers will have a chance to win tickets for the next Glastonbury Festival. The Co-op and Glastonbury formed a partnership back in 2019 when the Co-op became the festival's first retail partner.

thegrocer.co.uk, 12 February 2021 (White)

A new way of valuing beef

A new method of valuing beef, which would create a more consistent experience for the consumer, has been proposed by the BeefQ project, led by Aberystwyth University. Welsh beef can be valued by qualities such as origin, welfare and carbon footprint, but beef can vary enormously in terms of flavour and tenderness. Research using consumer taste panels has revealed that people are willing to pay double for a high-quality product. BeefQ has developed a beef eating quality prediction model which could offer a guaranteed standard of quality and raise consumer confidence in Welsh beef. Producers could be rewarded for yield and quality. Those in the beef supply chain are being asked to take part in a consultation.

farminguk.com, 15 February 2021

Building industry

Construction – progress “fragile”

In December construction suffered its first contraction in output since last April. The industry shrank by 2.9% compared with November, following seven months of growth. Every sub-sector of new work, as well as repair and maintenance, experienced a decline, according to the ONS. For the full year, construction saw a 12.5% fall, the biggest year-on-year drop since 2009. The ONS also reported a fall of 9% in new construction orders for Q4 2020 compared with Q3. Commercial construction in Q4 was the greatest causality, with orders 27% down on Q4 2019. Gareth Belsham, director of property consultancy Naismiths, says that while construction is recovering faster than after the global financial crisis, “progress is still fragile and the breathless rate of growth seen last summer is unlikely to return”.

constructionnews.co.uk, 12 February 2021 (Price)

Businesses and strategy

Overcoming hidden biases – diversity hiring

Your organisation may be committed to diversity but it could still have hidden biases in its hiring strategy. These might include a leaning towards unpaid internships as summer jobs, which would produce a socioeconomic bias, or there might be a perception that minority and female candidates would be less likely to accept jobs because other firms are keen to hire them. If you are really interested in making your business more diverse, have a good look at your hiring processes, then develop a plan to address the issues. Research suggests that using slower or deliberate assessments based on objective criteria, can reduce the bias.

hbr.org, 11 February 2021 (Kessler and Low)

Frontline agility...

Agile ways of working can benefit organisations far beyond just the technology where they originated.

Most organisations that embark on an agile transformation begin with business functions, such as IT or the tech function, before moving on to product or business development and marketing. But most agile transformations are a way of improving customer experience which means that they should include frontline employees who have a direct impact on the customer. The question is, how can companies introduce agile benefits to frontline employees and what does this agility look like? In this article the authors identify five elements that underpin frontline agility.

mckinsey.com, 11 February 2021 (Jadoul et al)

...and agile management

Agile management is a flexible form of leadership which involves applying the principles of ‘agile software’ to management tasks. It allows an organisation to create the mindset that enables it to respond effectively to changing requirements. However, it can be hard for leaders to switch to “looser” forms of management. Here Mark Evans, MD of marketing and digital at Direct Line, and Elke Reichart, chief digital officer at TUI Group, share their best practice tips for agile management.

zdnet.com, 10 February 2021 (Samuels)

Charities and NGOs

Charities immersed in VR

Charities’ digital initiatives are becoming more innovative, especially in the areas of virtual reality and gamification. They are using technology to create simulations, to train frontline support staff and give people a virtual tour of their physical services. This article describes some prime examples of innovation in the area. They include: NSPCC’s use of gamification; Acorns Children’s Hospice’s 360-degree video-VR tour of its facilities; Great Ormond Street Hospital’s 360-degree tour of its wards; Cornerstone’s use of VR in training; and Philharmonia’s virtual orchestra.

charitydigital.org.uk, 5 February 2021 (Lepper)

Effects of negative social information

Donation campaigns that start unsuccessfully often generate negative social information in their media coverage. Using three studies, the authors find harmful effects of negative social information on the willingness to donate among prevention-focused consumers (avoidance-oriented). However, they find positive effects in consumers with a promotion (more global-oriented) focus. To avoid the harmful effects of negative social information, they recommend creating a promotion focus in a target group and communicating facts about charity effectiveness.

Marketing Letters, Vol 32(1), 2021, p111-122 (Le et al)

Economy

UK economy in record decline in 2020

Last year the UK economy shrank by 9.9% which is twice as much as any annual fall on record. However, things started to look up at the end of the year with growth of 1.2% in December, according to the ONS. Hospitality, car sales and hairdressers contributed to some of this growth. It means that the UK should avoid a double-dip recession. However, with pandemic restrictions likely to continue into the spring, economists expect the economy to decline during the first quarter of the year, with growth only picking up from Q2 onwards.

bbc.co.uk/news, 12 February 2021

Manufacturing output

Total manufacturing output for the last quarter of 2020 rose by 3.3% compared with the previous quarter. However, Q4 manufacturing was down by 3.5% compared with the same period in 2019. According to the Markit/CIPs PMI, manufacturing was 54.1 in January 2021 (a three-month low), down from 57.5 in December. This was attributed to a decline in orders, with survey respondents citing supply-chain disruption due to Covid-19 and transport delays at the end of the Brexit transition period.

commonslibrary.parliament.uk, 12 February 2021 (Hutton)

British business in good health

Despite the economy shrinking by almost 10% last year, company insolvencies actually fell by a fifth between 2019 and 2020. While business profits declined last year, the effect of the pandemic was less severe than in the 2008 financial downturn. Over the past nine months of 2020, companies increased their bank balances by a collective £120 billion. Part of the explanation lies in the uneven recession: while some sectors have been decimated, others have survived relatively unscathed. Over two-fifths of British firms have seen their revenues either unaffected or increasing, according to the ONS. However, smaller firms are twice as likely to have no spare reserves. Some government officials may worry that Government support has been spread too broadly, and the Treasury might just decide to raise corporation tax or tax online sales to claw back some of the cash. The challenge will be to have a budget that gives help where it is required as the economy starts to open up.

economist.com, 13 February 2021

Education

Boosting international students numbers

In 2019-20 international students represented 22% of the total student population in UK universities. Overseas entrants to UK universities also reached a

new high of 307,800. While China sends the most students to the UK (up by 90% since 2011-12), there has been a fall in numbers from the major EU countries since 2011-12. The UK has been the second most popular global destination for international students after the US, over recent years, but its market share has been falling with other English-speaking countries attracting more students from overseas. A decline in international student numbers to the UK is of concern and on 6 February the Government launched its updated *International Education Strategy* which states an aim of recruiting 600,000 international HE students annually and to boost education exports to £35 billion a year by 2030.

commonslibrary.parliament.uk, 15 February 2021 (Bolton and Hubble);

<https://www.gov.uk/government/publications/international-education-strategy-2021-update/international-education-strategy-2021-update-supporting-recovery-driving-growth>

LGBT+ History Month – university progress

February is LGBT+ History Month. Dr Sammy Li, advisor on student equality, diversity and inclusion at the University of Birmingham, considers the progress that has been made by universities to support the LGBT+ community. Universities have been making a difference over recent years and now represent 14 out of the top 100 employers in the 2020 Stonewall *Workplace Equality Index*. He reflects on the importance of “leaving no one behind” and how university policies and procedures should go beyond mere regulatory compliance.

universitiesuk.ac.uk, 10 February 2021 (Li)

Energy and utilities

Show homes are hydrogen-powered

Two show homes being built in Gateshead will have appliances including boilers, hobs and cookers entirely powered by hydrogen for the first time, which means that they will have no CO₂ emissions. The idea is to demonstrate how hydrogen could be a potential replacement for natural gas, which is responsible for over 30% of UK CO₂ emissions. The project, which forms part of the Government's initiatives to phase out fossil fuels, has received a grant from the Hy4Heat Innovation programme.

bbc.co.uk/news, 16 February 2021

Environment

New green technology needed to meet targets

Last year power from renewables overtook fossil fuels for the first time in the UK. Carbon emissions fell by 16% year-on-year but this was in part due to reduced demand during Covid-19 lockdowns. However, a new report warns that the UK will require a range of new green technologies to complement existing ones, if it is to meet its national

climate goals. Dr Iain Staffell of Imperial College, which produced The *Electric Insights* report for Drax Electric Insights, says that we will have to go beyond wind and solar power, and that: "New business models, backed by policy and investment, will be needed to bring advanced-but-proven technologies into the mainstream".

business-live.co.uk, 15 February 2021 (Leister)

Fashion

Young designers turn to social media

It is difficult for young fashion designers to protect their designs from copycats. An Instagram account (@diet_prada) aims to expose the exploits of large fashion groups by posting images of alleged copies next to the designs of smaller designers. Legally the situation is complex and any piece of clothing could be protected by up to eight rights within law in the UK (copyright, trade mark, passing off rights and so on). There are further complications applying to fashion, which are discussed here. Overall, the UK legal framework could benefit from some clarification for the fashion industry.

lexology.com, 11 February 2021 (Palmer)

The rise of the "urban outdoorsmen"

One of the many trends triggered by the pandemic has been the desire for outdoor experiences, especially among those living in cities. Young urban consumers are seeking to integrate outdoor activities with their city lifestyles and this presents a significant opportunity for brands. The outdoor clothing market is predicted to grow by \$3.9 billion between 2020 and 2024; while a recent report suggests that young and diverse urban outdoor consumers are the leading market influencers. With urban and outdoor cultures merging, a gap has emerged between performance-focused outdoor wear and urban sportswear. Savvy brands should be looking at the "white space" between the likes of Patagonia and Nike. This article also considers Japanese urban-outdoor influence and looks at some examples of "urban outdoorsmen" brands.

fashionunited.uk, 16 February 2021

Financial services

Digital banking – brand experience

There has been limited research on the effects of brand engagement on brand experience, satisfaction and loyalty in the online banking environment. In addition, the effects of interactivity and social presence on brand engagement is not yet well understood. This study, which is based on users of e-banking and mobile banking in Brazil, confirms the positive effects of interactivity and social presence on brand engagement with bank customers. It demonstrates positive associations between brand engagement, brand experience, satisfaction and loyalty. It also reveals that the effect of social

presence on engagement is higher for users of banking websites than for mobile banking apps.

International Journal of Bank Marketing, Vol 39(1), 2020, pp1-23 (Garzaro et al)

Starling wants people to break with old bank

Starling Bank has launched a video campaign called #BreakUpWithYourBank to encourage individuals and small businesses to switch to its online banking. The campaign, which highlights the complications encountered in traditional banking, such as card readers and hidden fees, has led to a 49% rise in engagement, 61% increased reach and a 50% rise in impressions. Rachel Kerrone, head of brand at Starling, says that 97% of people who switch to the bank "don't switch out with us".

b2bmarketing.net, 12 February 2021

FMCG

Beverages

Shaken and delivered – Cointreau Margarita

Cointreau is marking National Margarita Day on 22 February with a cocktail delivery service. Competition winners will receive a visit from a bartender on a Cointreau-branded bike who will deliver a complimentary meal for two and a Cointreau margarita. The competition, which is in partnership with high-end takeaway service Supper London, is available in parts of London.

campaignlive.co.uk, 12 February 2021 (Douglas)

Record growth in distilleries for 2020

Last year, for the first time, over 100 new distilleries were registered with HMRC, bringing the total number of in the UK up to around 563. The Wine and Spirit Trade Association (WSTA) is calling on the Government to back the new businesses which are "taking a risk" during "a time of such uncertainty". The distilleries will play a vital part when the hospitality sector opens up again, says WSTA CEO Miles Beale. But former commercial director of Pernod Ricard, Chris Ellis, warns that some new brands, especially gins, could struggle in an already saturated market.

thegrocer.co.uk, 12 February 2021

Food

The UK's new GI scheme

The EU's Protected Geographical Indications (PGIs), cover some 3,400 products including items like Scotch Whisky and Roquefort cheese. This means a cheese manufacturer in the EU cannot call its product Roquefort, or use the PGI logo, unless it meets the required standards. These standards do not apply to the rest of the world, so that US producers could, for example, have "Californian Roquefort". The UK has set up its own scheme and a "Protected Geographical Food and Drink name"

register. All EU PGI products have been registered under it, but new applicants for the UK PGI will need to apply in the UK first before making an application to the EU. The UK has also created its own logos which will be important for food and drink producers who need to prove their products' authenticity.

lexology.com, 10 February 2021 (Pearson)

Weetabix sales up thanks to baked beans post

Sales of Weetabix have rocketed after a social media post, showing them smothered in baked beans, went viral. The tweet received over one billion views and became the number one trending topic on Twitter. It was even reported in the national press. Weetabix says it was intended to be part of a wider campaign aimed at getting people "to eat Weetabix in different ways" but it hadn't expected such a big response. Meanwhile, Heinz said that its brand had gained "a lot of positive attention", achieving over two billion impressions. A win-win situation!

thegrocer.co.uk, 15 February 2021 (Woolfson)

Household

Making laundry detergent cleaner

When laundry detergent goes down the drain, it contains chemicals, such as 1,4-Dioxane, a carcinogen, which can end up in drinking water, and other chemicals that can harm the environment. Now Dirty Labs, a start-up, aims to tackle the problem by using bio-based ingredients in detergents instead of the usual ones that come from fossil fuels. By using enzymes as the key ingredient, it can ensure that the product will rapidly biodegrade. New laws in the US may force other companies to start adapting their products. Dirty Labs' first product is in an ultra-concentrated form and designed to work in cold water, which also makes more it environmentally-friendly.

fastcompany.com, 12 February 2021 (Peters)

Government and public sector

Gritters go viral

An online tracker set up by Transport Scotland, which follows the daily journeys of almost 100 Scottish gritters and snowploughs, has gone global. The machines, which are working round the clock to tackle the heaviest winter snow in three years, have given rise to a naming craze, with the gritters being given names such as Sir Andy Flurry and Skid Vicious. The website allows fans to follow Gritly Come Dancing, Hansel and Grit-all or Sled Zeppelin's progress. So popular has it become, that it has fans in the US and Russia!

theguardian.com, 12 February 2021 (Carrell)

Campaign promotes digital-first census

The ONS has launched the "It's about us" campaign

to raise awareness of 'Census 2021'. The campaign, which consists of almost 80 portraits based on people and communities across England and Wales, has been developed in 44 languages and will appear across a wide range of media. The ONS's target is to achieve over 75% online completion for what it calls a "digital-first census".

marketingweek.com, 12 February 2021

Health and pharmaceuticals

Campaign to encourage vaccination take-up

A public service announcement for the NHS aims to reassure people that the vaccination against Covid is easy and safe. Lord Ara Darzi, who leads the Imperial React Covid Surveillance Study Group, has enlisted Sir Elton John and Sir Michael Caine to front the ad. They appear in a video filmed in the style of an audition for a part in the ad to promote the vaccine. While Sir Elton fails to secure the part (he bursts into song declaring he is "still standing" after having the job), Sir Michael delivers a performance which gets him the part, ending with the line "I've just had a vaccine for Covid. It didn't hurt. Not many people know that!"

thedrum.com, 10 February 2021 (Watson)

Interactive radio ads via smart speaker

People tuning in to global radio stations will be able to order Berocca Boost tablets by talking to their Amazon Echo smart speakers during the ad break. The "actionable audio ads" are an industry first and a first for an FMCG company, according to the brand's owner, Bayer Consumer Health.

campaignlive.co.uk, 12 February 2021 (Oakes)

IT and telecoms

O2 fined for overcharging customers

O2 has been fined £10.5m by Ofcom for overcharging 140,000 pay-monthly subscribers. The error, which occurred between 2011 and 2019, meant that customers leaving the network were being charged double on their final bills. Although O2 said it had refunded many of its customers and donated money to charity, Ofcom said that the telecoms company had broken rules on providing customers with accurate bills and that, "we will step in if we see companies failing to protect their customers". Ofcom also said that O2 had known about problems with its billing system in 2011 but had failed to rectify them.

bbc.co.uk/news, 12 February 2021

Giffgaff creates the "least lonely hour"

Giffgaff's "Have a Proper Chat" campaign aims to encourage people to have a proper talk to someone on the phone. This follows data from Ofcom which suggests that 77% of phone calls last less than five minutes. Giffgaff has designated 6-7pm on Thursday

18 February as “Britain’s least lonely hour” in which people should pick up the phone and chat. It will offer its members free calls and text messages during that time. The initiative forms part of the “Giffgaff give back” partnership with Global Radio in which it aims to tackle issues that technology can help with, such as e-waste and isolation.

marketingweek.com, 15 February 2021

Leisure and tourism

Super Bowl – ad stats

Following on from the Super Bowl, here is a breakdown of the ads by brand, sentiment and social media. Some 96 ads were shown with 45 unique brands and \$5.6m being paid for a 30-second ad. However, viewership was down by 15% on last year with 32m households watching compared with 37.6m in 2020. Among the so-called “Freshman” ads were Uber Eats, Hellmann’s, Huggies and Reddit, but the most common category of ads was financial services. The best ad by sentiment, according to the *USA Today’s Ad Meter*, was Rocket Mortgage’s “Certain is Better”, while the worst was Oatly’s “Wow Wow No Cow”. Brands which gained the greatest percentage of Twitter mentions during the game were: Mountain Dew, Pepsi and State Farm.

marketingdive.com, 8 February 2021

Clubbing – a declining pursuit

Night clubs have, understandably, suffered during the pandemic. While cinemas and theatres might be able to operate with half the number of seats, socially distanced clubbing does not fit the bill. Night clubs are experiencing mixed fortunes: in rich countries they were in poor shape even before the pandemic; in poor ones they were faring better but a return to normality could take much longer. In rich countries fewer people go to clubs due to greater competition from other activities and an ageing population. In Britain alone the number of nightclubs fell by 21% in the decade before the pandemic. One argument for their continued existence is that they keep city centres open for longer. The answer might be for them to focus on promoting their contribution to the economy which might just keep governments on side...

economist.com, 5 February 2021

Materials and mining

Miners enjoying price boom

BHP, the world’s largest miner, has declared a record dividend to investors of \$5.1 billion as its profits reached a seven-year high. The largest miners appear to be focusing on dividends for shareholders rather than on riskier operations such as new projects or takeovers. The mining industry is at the start of what some describe as a “supercycle” thanks to strong demand from China and supply

disruptions in several other markets. The price of iron ore has risen by 85% over the past year while copper has risen by 80% to an eight-year high of \$8,400 a tonne. BHP has recently overtaken Royal Dutch Shell and Unilever as the biggest company in the UK with a market capitalisation of \$170 billion.

ft.com, 16 February 2021 (Hume)

Media

Film

Film sector sees sign of Q4 recovery

It has been a hard year for the film and cinema industry, with data from the British Film Institute (BFI) revealing that UK film and TV production fell by 21% last year. The decline could have been worse if you take into account that 2019 was a record year. There were even signs of a recovery in Q4 2020, in which £1.19 billion was spent on film and high-end TV production, the second-highest three-month spend on record. Ben Roberts, BFI chief executive, says the recovery was in part down to the speed with which the UK production sector was able to agree guidelines and protocols for safe production to restart.

lexology.com, 10 February 2021 (Swaine and Pearman)

Cinemas turn to gamers for revenue

South Korean cinema chain CGV is hiring out its facilities to gamers as a new revenue stream to combat the downturn caused by the coronavirus. A group of friends can sit in a huge auditorium and benefit from the big screen and superior sound quality. CGV is also offering to deliver its cinema food to the gamers. The global cinema industry has been hit hard by the pandemic with global sales falling by 71% last year to \$12.4 billion, down from \$42.5 billion the year before. US cinema group Malco Theatres has been renting out its cinemas to gamers since November; while AMC and Cinemark are allowing small groups of people to book auditoriums for private screenings.

bbc.co.uk/news, 11 February 2021 (Lee)

Internet

When Google takes over online advertising

Google is to remove all third-party cookies from Chrome, a move that will “rewrite the rules of online advertising” and make it harder to track people’s web activity. On the surface, this ought to address privacy issues, but it could just result in Google having greater control over the ad industry. Critics and regulators are concerned that it could put small advertisers out of business and harm websites that rely on advertising. Google plans to use browser-based machine learning to log browsing history and place people in groups according to interests. The ideas come from Google’s Privacy Sandbox, a set of proposals aimed at improving online ads without

damaging the ad industry. This article examines the implications, including regulatory scrutiny.

wired.co.uk, 2 February 2021 (Burgess)

Magazines

ABCs – subscription and digital up

The newly-released ABC figures reveal an 8% fall in actively purchased magazines per issue in the UK and Republic of Ireland for the year. This is the first update for a year since publishers opted out of the half-year reporting in August due to the virus. The figures are in contrast to a "record surge in digital editions" as well as a 13% rise in subscription copies. This is described as "good news for advertisers" as loyal readers are considered more likely to respond to ad content. *Campaign* asks four media buyers for their views on the sector's performance.

campaignlive.co.uk, 12 February 2021 (Farey-Jones)

Music

Pearl Jamm gets out of jam with Legal Jam

This is a reminder that if you are using a name as a tribute to an original band or performer, you must consider the possibility of trade mark infringement. This happened in the case of a London-based tribute act, Pearl Jamm, which had been performing Pearl Jam songs since 2016. Pearl Jam's lawyers argued that the similarity of the name could cause confusion among consumers who might also believe that the tribute band had been endorsed by the original band. In January the homage band changed its name to "Legal Jam". This can be a major PR issue for well-known brands. In this case there was a lot of support online, mainly from fans of both the tribute band and the original act.

lexology.com, 5 February 2021 (Murray)

Social media

ASA rules against social media post

The ASA has ruled against yet another social media post that was not "obviously identifiable" as a marketing communication as per CAP Code rules. This follows a complaint about a TikTok video in which former *Love Island* participant Luke Mabbott, a paid influencer for Boohoo.com, was wearing two outfits. The caption read: "Which look do you prefer" and "Outfit from @boohooman" #boohooman", but there was nothing to label it as an ad. The ASA and CMA both recommend that influencer social media posts should be marked as "ad", "advert" or similar. There are so many such cases that online retailers and influencers may have come to regard ASA complaints as part of the cost of doing business. However, there is always the risk that the CMA could take further enforcement action in the future...

lexology.com, 10 February 2021 (Helmer and Scourfield)

Television

Can GB news attract advertisers?

GB News, the new broadcast TV news channel due to launch later this year, is already facing an advertiser boycott after being targeted by activist group Stop Funding Hate. This follows GB News founder Andrew Neil's statement in the *Sunday Express* that "our national conversation has become too metropolitan, too southern and too middle-class". On Twitter he later described Stop Funding Hate's actions in "trying to stir up an advertising boycott" as "hilarious". Angelos Frangelopoulos, the company's chief executive, believes that people are tired of news with "a largely metropolitan perspective". Whether advertisers will be interested is a different matter. Here four ad executives share their views.

campaignlive.co.uk, 10 February 2021 (Oakes)

Packaging

Coca-Cola to test out paper bottle

Coca-Cola is to trial a paper bottle as part of its aim to eliminate all plastic from its packaging. The bottle has a paper shell with a thin plastic liner but the goal is to eventually create a 100% recyclable bottle containing no plastic. The Paper Bottle Company, the Danish firm which developed the bottle, says the challenge has been to create a container that can withstand the pressure from carbonated drinks. The trial will take place in Hungary using Adez, Coca-Cola's fruit drink. Absolut and Carlsberg are also trialling paper bottles.

bbc.co.uk/news, 12 February 2021

Retailing

China achieves a global retail first

This year, for the first time, China's e-commerce sales will account for over half (52.1%) of all retail sales in the country, up from 44.8% in 2020. This is a historic first and no other country in the world has yet seen online generate the majority of its retail sales. China has an impressive lead when you consider that just 28.9% of South Korea's retail sales are predicted to be online this year, while the figure for the US is 15% and Western Europe 12.8%. This article looks at the trends that have allowed China to get to this point and what is currently driving its e-commerce growth. It also discusses the factors that could cause a slowdown.

emarketer.com, 10 February 2021 (Cramer-Flood)

January breaks online sales record

January saw the highest online retail sales growth (74% year-on-year) since the start of the pandemic; it was also the highest January sales since records began in 2008. This is according to the latest *IMRG Capgemini Online Retail Index*. While all categories grew, health and beauty and beer and wine sales rose by 102% and 10% respectively year-on-year.

Electrical sales rose by 206% and even the hard-hit clothing sector grew by 22%, its highest growth since 2017. Meanwhile, online-only retail sales rose by 31.2% and mobile commerce was up by 169.1%. Lucy Gibbs of Retail Insight, Capgemini, says: "The gap between retailers who thrived last year and those who were struggling to survive is becoming clear as news of brand consolidations are hitting the headlines with a focus on online value over the physical estates".

retailtimes.co.uk, 9 February 2021 (Briggs)

The case for the high street

The rise in sales for e-commerce retailers and delivery companies is evidence of the shift in behaviour to online shopping. With the continuing disappearance of big brands from the high street, the question is whether we can expect to see only online shopping in the future. Guy Elliott, a retail analyst at Publicis Sapient, believes that the most successful brands must have a "clicks and mortar" approach. Digital-only retailers have been acquiring high street brands' online operations but not their physical stores. Elliott argues that this is "a bad long-term decision" which could lead to stagnation. He believes that online growth will eventually depend on a combined physical and digital presence. This article makes the case for "real" shops and profiles the "best loved" high street names that have become online-only, such as Woolworths, Littlewoods and BHS.

business-live.co.uk, 11 February 2021 (Finch)

Ocado comes out badly for digital experience

Ocado offers the worst of "digital experiences" among UK supermarkets, with only Budgens being rated lower, according to a survey from MullenLowe Profero. Just 31% of Ocado shoppers rated their digital experience as good and 14% as exceptional, compared with 85% of Tesco customers who rated it as good or exceptional. The top three supermarkets were: Tesco, Sainsbury's and Asda. The survey also found that food and beverage brands were the most likely to exhibit "copycat" digital experiences which Howard Pull, MullenLowe's head of strategy, refers to as the "sea of same". He points to, "the critical need for brands to differentiate themselves within categories". Brands offering "cumbersome" digital experiences are avoided by consumers which could lead to supermarkets losing up to £1 billion in sales.

thegrocer.co.uk, 15 February 2021 (Nott)

Services

ASA rules socially irresponsible gambling ad

The ASA has ruled that a Ladbrokes ad shown on All4 was in breach of the advertising Code and depicted socially irresponsible behaviour. The ad featured a man in a café who appeared to be

preoccupied and nervous just as a horse race was starting. The ASA advised Ladbrokes that future ads should not show people detached from their surroundings and having a preoccupation with gambling. The Code states that: "Marketing communications for gambling" should not "portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm".

lexology.com, 8 February 2021 (Zeffman and Bilinski)

The growing power of subscription services

Previously apps and other service providers have mainly focused on in-app purchases and in-app advertising, with many developers combining the two. Increasingly, however, they are using subscription-based models, coupons or other incentives for viewing advertising. Privacy and consumption behaviour are two factors driving the subscription model, according to eMarketer analyst Yoram Wurmser. The rise of subscriptions could mean that in future, advertising may have a smaller share of content consumption. On the other hand, ad revenues often act as a subsidy for subscription prices and help to reach a wider audience. As popular streaming services, such as Netflix and Disney+, rely on subscriptions, consumers will become harder to reach via video advertising and marketers will need to take this into account.

emarketer.com, 8 February 2021 (Goldman)

Transport and travel

Look after the customer first

In this podcast, Will Butler-Adams, MD of Brompton Bikes, talks about what it is like to take over a business from its founder and how to maintain brand loyalty. He is in one of the few sectors that have benefited from the pandemic because the bicycle has been so useful in this environment. He argues that, to maintain the brand loyalty of customers, one should give them a product that they may need to buy only once ever. After all, there are other ways to engage with customers, such as through experiences and events. As for marketing, the budget "goes into looking after the customers we already have – that's the most effective marketing budget", says Butler-Adams.

smallbusiness.co.uk, 11 February 2021 (Jordan)

Will Hyundai become a tech company?

South Korean carmaker Hyundai has been investing heavily in technology with a number of partnerships and acquisitions. The car industry has had to innovate due to the shift to electric cars and autonomous vehicles. Hyundai had been criticised for lagging behind its competitors but now it is pushing forward with the development of EVs, charging points and hydrogen refuelling stations. Boston Dynamics, which it acquired last year, is a

pioneer in customer robotics but also has an interest in autonomous driving. A recent report by Boston Consulting Group (BCG) considered the possibility of tech companies, such as Apple and Google, becoming carmakers. Google already has a self-driving unit called Waymo but BCG believes the reverse could happen, with car makers becoming tech companies.

[bbc.co.uk/news](https://www.bbc.co.uk/news), 9 February 2021 (Harper)

Written by CIM's Knowledge Services Team

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