

Cutting Edge: Our weekly analysis of marketing news

31 March 2021

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

Quick [links](#) to sections

Marketing trends and issues

Advertising

Group M warns of TV demand

According to Group M, UK advertising will rise by 13% this year to a new record of £24.2 billion. Advertisers are advised to get ready for a possible "bottleneck effect" in TV advertising during Q2 and Q3 due to postponed campaigns. It predicts that TV adspend will rise by 11% compared with 2020. The report also forecasts strong growth for all media this year but there are big variations. For example, outdoor could grow by 31%, but this comes from a low base due to a disastrous 2020. News brands are forecast to grow by just 14.6% but will then shrink so that, by 2024, adspend will be just half that of 2016. Magazines will fare even worse. However, following a strong 2020, internet adspend is expected to account for 69% of total UK adspend in 2021. Digital advertising will benefit from small business advertisers moving online and the fact that new businesses are likely to gravitate towards digital.

[campaignlive.co.uk](#), 26 March 2021 (Farey-Jones)

Women underrepresented in advertising

A new survey reveals that only 9% of women feel represented, and just 7% well-represented, in visual communications; 45% say they feel discriminated against because of their body shape or size and 36% report discrimination because of the way they look or dress. The survey, by Getty Images, Dove and Girlgaze, found that more needs to be done to represent women across criteria such as: age, ethnicity, ability, shape, gender and religious beliefs.

[marketingweek.com](#), 26 March 2021

Agencies

Effectiveness accreditation scheme launched

As a way of enhancing advertising effectiveness in the industry, the IPA has created an effectiveness accreditation programme for agencies. It is intended to help agencies to position "as true business growth partners to brands" and assist brands in choosing the right agencies. Agencies will be assessed by a panel of brand owners, academics, authors and specialists to be chaired by Jo Royce, Unilever global director of marketing, learning and capabilities. Each accreditation lasts for two years.

[marketingweek.com](#), 26 March 2021

Sorrell – 2020 "outstandingly successful"

S4 Capital, Sir Martin Sorrell's agency group, achieved organic revenue growth of 19.4% last year. It also reported a profit before tax of £3.1m. The group, which has only been trading for two full years, now has 4,400 people across 31 countries. This is still less than 10% the headcount of Omnicom and Interpublic, but both of these have had to make substantial job cuts. Sorrell has described his second full financial year as "outstandingly successful". He says the company has also "established brand awareness" and is in line with its objective of securing, "20 clients each generating revenues of over \$20m per annum".

[campaignlive.co.uk](#), 25 March 2021 (Oakes)

Brands and branding

Brands must rebuild trust

Brands are suffering from a lack of trust, according to *The Moment for Trust*, new research from Clear Channel and JCDcaux. The research reveals the top three brand qualities for building trust among UK consumers to be: product quality (76%), value for price (72%) and transparency (61%). Rather surprisingly, social responsibility (56%),



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environmental sustainability (56%) and ethical (55%) do not score as highly. Just 34% of the 1,000 consumers surveyed say they trust the brands they use even though 81% say that trust is a deciding factor for making a purchase. The research also suggests that brands need to think carefully about how they use influencers, with 60% saying they are more likely to trust a brand if it is recommended by a friend or family.

clearchannel.co.uk, 22 March 2021; [The Moment for Trust](#)

Heritage luxury brands – consumer motivation

This research looks into the consumption behaviour of heritage luxury brand consumers. The findings of interviews with consumers of different ages reveal that purchase depends on consumer perception of a brand's investment value: "monetary appreciation", "potential to become vintage" and "inheritance value". The age of the consumer was found to be a significant factor in how they related to functions such as social-adjustive, utilitarian or hedonic. Overall, the findings suggest that luxury brands should take age into account when considering the attitude of consumers. For example, for older consumers they should emphasise the inheritance value of heritage luxury goods, this might involve original logos, brand stories and classic designs. For adolescents, they should take into account changing consumption behaviours, including this age group's need to switch brands and adapt to their social environment.

Qualitative Market Research: An International Journal, Vol 24(2), 2021, pp161-179 (Halwani)

Children

Instagram to create version for under-13s

Instagram has confirmed that it is to develop a version of Instagram for children under 13. Head of Instagram, Adam Mosseri, says there is no "detailed plan yet" but he wants to create a version for young people, "where parents have transparency or control". Currently Instagram does not allow children under 13 to access the platform. Targeting children under 13 has serious privacy and legal issues. In September 2019 Google was fined \$170m by the FTC for tracking the viewing histories of children so that it could serve ads on YouTube. Facebook, owner of Instagram, has also run into problems with its Messenger chat platform for kids.

theverge.com, 18 March 2021 (Lyons)

Conferences and events

Consumer preferences for brand experiences

What will consumers expect from brands when they are allowed to return to live experiences? That's what marketing agency iD aimed to find out in a survey and report entitled: *Redefining Consumer Experiences Post-Lockdown*. It discovered that 84% of UK consumers are "eager" to try a new brand experience after lockdown, 65% want to attend a

festival or outdoor market as a main experience and 55% have already planned events and experiences for this summer. This suggests that brands that can deliver now will be in a good position when restrictions are lifted, although the challenge will be to stand out from the crowd. The survey also revealed that 55% of consumers would prefer an outdoor event, while 59% want Covid-protection measures to be in place.

eventindustrynews.com, 24 March 2021 (Parry); [Redefining Consumer Experiences Post-Lockdown](#)

Consumer behaviour

Shopper behaviour – the "say" vs "do" gap

In 2020 65% of Britons said they thought sustainability was important to their purchasing decisions, up from 75% in 2019, according to new data unveiled at *The Grocer's* recent "How to Build a Sustainable Brand" conference. However, when unprompted at the point of purchase, just 9% mentioned sustainability in 2020 compared with 4% in 2019. This compares with 24% and 20% respectively who mentioned it when prompted at the point of purchase. It demonstrates the gap between what people say they do and what they actually do. The fact that the gap has closed slightly may be down to the pandemic: 45% of Britons say it has made them more aware of sustainability.

thegrocer.co.uk, 25 March 2021 (Hawthorne)

Customer relations

The value of customer experience

Many organisations are struggling to deliver the best customer experience (CX) even though it generates competitive advantage. According to Craig Dempster, global CEO of Merkle, consumers want a, "fantastic customer experience across sales, service, marketing and commerce" and they will reward you, "even if your price is higher – and sometimes even if your product isn't as strong". Research suggests that the better the CX, the more likely the positive outcome, while poor CX can reduce customer loyalty and result in poor word-of-mouth and higher acquisition costs. CX can also offer actionable insights: a recent study by Adobe and Econsultancy revealed that a top benefit of CX was its insight into loyalty and retention, which applied to both "CX leaders" and the "CX mainstream".

emarketer.com, 26 March 2021 (Goldman)

Direct marketing

Brand recall trumps subject line in emails

Brand recall is more important than the content of the subject line when it comes to email marketing opening rates, according to the *DMA's Consumer Email Tracker 2021* report. The research, which examines consumers' perceptions and preferences for email, reveals that 70% of consumers say that email is still the best channel for brands to use during the customer journey. However, 68% say

that brand recall is the important factor when opening email compared with 59% who say the same of the subject line. Email relevance has risen in importance (55%) as a reason for liking brand emails, while discounts and offers (53%) are still important drivers especially when signing up for emails in the first place (48%).

decisionmarketing.co.uk, 29 March 2021

New UAE consumer protection

The United Arab Emirates has recently passed new legislation aimed at protecting consumer rights. The new Consumer Protection Law (CPL) extends protections to consumers as well as the obligations of e-commerce retailers. One particular aspect is an obligation to protect “consumers’ privacy and data security”; it implies that consumer data should not be used for “the purposes of promotion or marketing”, although a complete ban may not be the intention. This post looks at five key questions about the new CPL and what it actually means for providers and consumers.

lexology.com, 24 March 2021 (Balendran and Meenagh)

Law

Jaguar-C type gets protection as work of art

Jaguar C-Type sports cars have been granted copyright protection as a work of applied art by the Swedish Patent and Market Court. This follows the Court’s ruling that Jaguar Land Rover’s copyright has been infringed by replica cars produced by the Swedish company, Creare Form AB. The Jaguar C-Type, designed in the UK in 1951, is an iconic sports car. Creare had argued that it did not infringe Jaguar’s copyright because of Jaguar’s acceptance that there was a replica car industry. However, this did not change the Court’s view that Creare had infringed copyright by making the replica available to the public through manufacturing, marketing and selling replicas.

lexology.com, 23 March 2021 (Strube)

GDPR won’t make you compliant with PDP

Companies may be compliant with Europe’s GDPR but this doesn’t mean that they will be compliant with India’s forthcoming Personal Data Protection Bill (PDP). The PDP is much broader in scope and companies will have to change their data management policies so that they can operate in India. Unlike GDPR, the PDP divides data into three categories: personal data, sensitive personal data and critical personal data. Critical personal data, in particular, is not present in GDPR and comes with a unique set of terms and conditions. However, GDPR-compliant companies will have to make far fewer changes than companies that were previously only compliant with India’s data protection laws.

businessinsider.in, 18 March 2021 (Gill)

Marketing

Competitive analysis

If you want to understand your business, such as its strengths, weaknesses and the opportunities for differentiation and growth, you need to understand the competition. Ignoring competitive analysis could lead to poor decision-making, missed opportunities and low market share. This article offers an introductory guide to competitive analysis. It starts by defining competitive analysis and goes on to a fairly comprehensive discussion of evaluating competitors in the context of PPC, SEO and social media marketing. If you conduct competitive analysis over time, you can begin to identify patterns and trends, offering the kind of insights that can really make a difference.

business2community.com, 20 March 2021 (Bond)

Rethinking data modelling

As consumers switched to digital shopping channels last year, the resulting surge in data left some companies unable to cope with the speed of change due to “outdated” data modelling systems. Many marketers have even returned to mass communications rather than trying to use the data to target customers. Others are honing their precision marketing in ways that can boost customer acquisition during such periods of change. To capture this opportunity, brands will need to update their data modelling. Precision-marketing models can recognise and draw conclusions from behavioural patterns. Yet buying behaviour has changed so much that many relationship rules that are present in existing data models are now invalid, making patterns of behaviour harder to detect. Organisations that upgrade their modelling can be more effective at generating revenue. Here is some advice on doing just that.

mckinsey.com, 25 March 2021 (Bibby et al)

Don’t rely only on leads

B2B marketers have come to overly focus on leads and spreadsheets to predict their pipelines. This has led to a generation of marketers who are, “strong mechanics but utterly weak creators in their craft”. This trend has diverted attention from the chance to learn about what marketing is really about, namely storytelling. A marketer’s job is to inspire, disrupt and challenge because it is talking to a human audience. When you are trying to push thousands of leads through a funnel to qualify them, it is hard to create a personal experience that makes your brand attractive. For B2B companies, account-based marketing should be about creating “clusters of relevant audiences” and telling them a story. Here are three of the most important challenges to overcome.

forbes.com, 22 March 2021 (Keller)

B2B looks to digital to grow

Some 93% of B2B marketers are considering or activating digital marketing campaigns in 2021, according to the first *B2B Marketing Survey* from Appetite Creative Solutions. Other B2B channels being considered this year are: podcasts (34%), print press (28%), audio (8%) and OOH (7%). Around two-thirds (62%) of respondents are planning to refresh their marketing strategy through video (61%), social media (61%), a web refresh (57%) or a brand refresh (43%). The picture is one of optimism and of B2B brands relying more on “innovative and data-driven channels to connect with customers”, says Jenny Stanley, Appetite Creative’s MD.

decisionmarketing.co.uk, 25 March 2021

Omnichannel marketing – three frictions

A new study in the *Journal of Marketing* identifies three frictions that omnichannel marketing experiences: data availability or usability, marketing attribution and consumer privacy. The researchers demonstrate that advances in machine learning and blockchain can help to tackle these frictions. Yet such technologies can present new challenges and require future research...

ama.org, 23 March 2021 (Cui et al)

Market research

Vertical vs horizontal Likert scales

Likert scales have been known to be subject to various biases and distortions. In this case, four experiments reveal that people tend to answer more extremely to survey questions that are presented in vertical rather than horizontal Likert formats. This effect may be partly caused by differences in visual ranges spanned by the response scale. For example, the visual distance between the endpoint response categories is bigger in horizontal than in vertical formats. The researchers provide recommendations on the use of response scale formats in online surveys. Some online survey tool providers use vertical Likert formats and it is common for horizontal formats of Likert-type scales to be changed to vertical for small screens, such as mobile phones.

International Journal of Research in Marketing, Vol 38(1), March 2021, pp85-103 (Weijters et al)

Public relations

Telling stories

It is well-known that content development is important for companies’ customer engagement, marketing initiatives and brand loyalty. It is also vital in reducing the impact of attacks on your brand and reputation when a crisis occurs. By telling stories across all channels, you can develop brand champions and create a supply of stories that can be repurposed during a crisis. Channels may include: website, blog, social media accounts, video and

podcasts. The stories will vary according to industry: Heathrow Airport, for example, posted a story in which “Airside Ian” describes what measures the airport takes to prevent bird strikes. A content calendar can ensure that you regularly engage, inform stakeholders, support marketing initiatives and build loyalty. It will also support and protect the brand during a crisis. Here are five stories that can become part of a regular content rotation, which can be repurposed and shared multiple times.

prdaily.com, 25 March 2021 (Hamlin)

Sponsorship

Sponsorship market down by 23% in 2020

The total value of the European sponsorship market has fallen by 23% over the past 12 months, the first time it has declined in nearly a decade, according to a new study from the European Sponsorship Association (ESA) and Nielsen Sports. However, the *ESA Sponsorship Market Overview* reveals that the sports sponsorship market shrunk by just 9% to €18.4 billion, compared with sponsorship income from non-sport rights holders, which halved in value. The music industry suffered a colossal 60% to 70% decline in sponsorship volume, depending on the country. Soccer made up 49% of total sponsorship deals in Europe but e-sports, which benefited from the growing interest in gaming during lockdown, rose to second place at 12% of sponsorships. It was followed by handball, basketball and rugby union. There are signs of recovery, with the number of deals signed during Q4 2020 higher than a year earlier.

sportspromedia.com, 26 March 2021 (Carp)

Women’s sport – post-pandemic recovery

This was meant to be the year in which women’s sport really took off, with pre-pandemic revenue forecasts of over \$1 billion for 2021. Viewing figures had previously set new records in women’s soccer, cricket, basketball and tennis, while audience numbers, TV coverage and rights revenues had all risen. Yet the pandemic has affected women’s sports more than men’s sport. While high-profile men’s sports have been going ahead, women’s events have been postponed. At Lewes FC, however, things are different. In 2017 it became the first club to guarantee equal revenue share and pay equality between men’s and women’s teams. The club also managed to attract a sponsorship deal during the pandemic with a partner that admired the club’s commitment to equality and its values. This may be an exception, but it shows that innovations can help women’s sport and that the pre-pandemic momentum should not be lost.

strategy-business.com, 23 March 2021 (Lyttleton)

Agriculture, fishing and forestry

Start-ups create greater sustainability

Agriculture generates around 10% of greenhouse gas emissions in Europe and the US but there is plenty of scope for innovation. *Wired* profiles four start-ups trying to make agriculture more sustainable. One is Naio Technologies which has been working with farmers to design, manufacture and market electric robots that can do the weeding. Its three models are: Ted for vineyards, Oz for small farms and Dino for large scale plots. Another start-up is AGRIVI, whose cloud-based software helps farmers to monitor weather and soil moisture, track inventory and protect crops.

wired.co.uk, 29 March 2021 (Ralston)

Europe target for 25% organic farming land

The European Commission wants 25% of agricultural land to be farmed organically by 2030. This compares with the 8.5% of land in the EU which is currently organically farmed. There are huge differences between member states (ranging from 0.5% to 25%) with regard to land under organic farming. The European Green Deal's "Action Plan" involves 23 actions structured around: boosting consumption, increasing production and improving sustainability.

farminguk.com, 29 March 2021

Building industry

Slough to lead "spongy roads" scheme

Slough to due to benefit from the "sponge city" treatment pioneered in China. It consists of a new flood defence system, where selected roads will receive permeable surfaces that can soak up surface water. Wuhan in China (famous for other reasons!) is considered to be the country's leading "sponge city". Areas of Slough will receive similar treatment to absorb rain and flood water. The town will also use natural vegetation to improve drainage. This is one of 25 new environmental projects being given government backing in England as part of its flood and coastal resilience innovation programme.

bbc.co.uk/news, 29 March 2021 (Couzens)

Hybrid timber building uses heat from Tube

Transport for London has permission to build a 17-story hybrid timber building above Southwark Station. The office development, which will be zero carbon, is being described as "one of the greenest and healthiest large-scale commercial buildings in the UK". It will use cross-laminated timber, next-generation air source heat pumps and solar panels. It also extracts waste heat from the Tube station below it to reduce energy consumption, and should achieve net zero upon completion.

constructionenquirer.com, 25 March 2021 (Morby)

Businesses and strategy

Workplace relationships becoming siloed

After a year of working from home, employees and teams are becoming more siloed, according to new research from Microsoft. Connections with people outside immediate teams have declined significantly, leading to fewer places for spreading innovative ideas and fewer chances to build social capital. This is making employees feel more isolated. To tackle this trend, leaders should work on trying to connect employees across the organisation. They should facilitate connections outside official meetings, encourage and reward social support and make meetings "intentional, inclusive and social".

hbr.org, 22 March 2021 (Baym et al)

Who profits from innovation?

This paper looks at why the average profitability of firms in categories notable for their innovation is high; but that firms with basic products in innovative categories often have higher profitability than the leading innovator. A simple explanation is that not all consumers are willing to pay a higher price for an innovation when it first appears. The profitability of the innovator is affected by the cost of the innovation, the proportion of consumers willing to pay for the innovation and the cost of producing the product, while the non-innovating competitor can benefit as much if not more.

International Journal of Research in Marketing, Vol 38(1), March 2021, pp50-69 (Lin et al)

UK qualified professionals in the EU

This paper looks at what has changed for qualified professionals in the UK who want to work in the EU and vice versa. Recognition of professional qualifications allows professionals in one country to practice in another without too much red tape or the need to requalify. It applies to medics, architects, lawyers and others. Now UK professionals will have to meet the qualification requirement of every individual EU state and the same is true of EU workers coming to the UK. This report summarises the relevant provisions of the UK and EU Trade and Cooperation Agreement (TCA) and discusses how the UK and EU can come to arrangements in the future.

commonslibrary.parliament.uk, 25 March 2021 (Jozepa); [UK-EU TCA: Professional Qualifications](#)

Charities and NGOs

Planning a digital project

Charities have faced numerous pressures during the pandemic with many suffering from a decline in fundraising while experiencing increased demand for their services. Last year the sector underwent an "extraordinary" digital transformation with a shift from in-person to virtual events and digitisation of in-person fundraising. Meanwhile service delivery

moved to automated self-help, websites or Zoom. This year these trends have continued even though restrictions are easing. Many charities have experienced considerable success with their digital initiatives but digital requires preparation and planning. Here are some questions charities should ask before embarking on the digital journey. This article is sponsored by Amazon Web Services (AWS). charitydigital.org.uk, 24 March 2021 (Jones)

Maintaining good internal communications

It is important to maintain good communications with colleagues, peers and volunteers in a way that makes them feel seen and heard but the pandemic has disrupted the way in which we communicate. CharityComms organised a seminar in which it brought together people in the sector to discuss how internal comms can be used to support wellbeing and communicate change. Here are some tips from three participants: Niamh Merrigan (RNID) offers advice on using internal comms to support wellbeing; Abbi Moore (RSPCA) talks about encouraging engagement through remaining people focused; and Jamie Angus (PDSA) offers tips on keeping channels of communication open.

charitycomms.org.uk, 26 March 2021 (Fleming)

Economy

Manufacturing – a mixed bag

Total manufacturing output in the three months to December (Q4) rose by 3.3% compared with the previous three months. However, in January 2021 output fell by 2.2% compared with December 2020. The greatest decline was seen in the manufacture of transport equipment. By contrast, a flash estimate for the UK *Purchasing Managers' Index* (PMI) for March 2021 was 57.9%, its highest level since 2017. Manufacturing companies attributed the increase to the fastest rise in employment for just over three years. However, they were also concerned about the backlog of work caused by supply chain disruptions and shipping, plus customs delays which have forced up the cost of materials.

commonslibrary.parliament.uk, 25 March 2021 (Hutton)

Education

Collaboration, competition, or both?

Institutions near the top of global university rankings are often paired with other institutions located geographically close to them. For example, Harvard University and MIT (in the top ten of the *Times Higher Education* rankings) are both in Boston. Other universities in the top 100 share the same city or city region but how much do these universities attempt to work together for mutual benefit? Some have stronger links than others. For example, MIT and Harvard enjoy a high proportion of co-authorships. Similar collaborations can be seen

in Europe. In some countries, such as Switzerland and Germany, the political culture favours both competition and cooperation. However, countries such as the UK have programmes that can lead to fierce competition and “breed mistrust among universities”. Ultimately, collaboration between institutions could be simply down to “close personal ties” between leaders and academics.

timeshighereducation.com, 25 March 2021 (Baker)

The necessity of adult education

The UK has a far smaller number of adults studying in later life than many other countries and 93% of government money on education for the over-19s goes to those who have qualifications up to A level standard. A new report has been launched this month by the Centenary Commission on Adult Education based on the values of the original Adult Education Committee *Report* published in 1919 which stated that “Adult education must not be regarded as a luxury for a few exceptional persons...it should be both universal and lifelong”. The report, which forms part of the Adult Education 100 campaign, (#AdultEducation100), sets out “powerful and compelling recommendations for transforming and embedding adult education, making it, at last, a ‘permanent national necessity’”, says Andy Haldane, chief economist of the Bank of England in the preface.

theguardian.com, 21 March 2021;

[Centenary Commission on Adult Education](https://www.centenarycommission.org.uk)

Energy and utilities

Consumer engagement through tweets

There is increasing pressure on the UK energy sector to meet the demands of consumers. This study examines how UK consumers engage with energy suppliers using tweets. The first study analyses consumer sentiment to understand consumer engagement with 82 energy companies in the UK. The results suggest an overall positivity towards the suppliers although the level of engagement varies depending on the different groups of suppliers. The second study focuses on qualitative insight into the factors influencing consumers' behaviour as they engage with brands on social media.

Journal of Consumer Behaviour, Vol 20(2), March-April 2021, pp218-230 (Mogaji et al)

Investment in offshore wind

The UK offshore wind industry is forecast to attract over 40,000 jobs and £60 billion in private investment by 2026, according to the Offshore Wind Industry Council (OWIC). The Humber, North East, East Anglia and Scotland are the areas expected to benefit the most. This month GE Renewable Energy has announced that it is to create a massive offshore wind turbine blade manufacturing plant on Teeside. *The Offshore Wind Skills Intelligence*

Report, commissioned by OWIC's Investment In Talent Group, is described as "by far the most comprehensive survey ever conducted in the UK into the full extent of the economic benefits of offshore wind".

business-live.co.uk, 25 March 2021 (Laister); [Offshore Wind Skills](#)

Environment

Brands that help you shop sustainably

Consumers are becoming savvier about what they buy and who they buy it from but many find it hard to make a more sustainable choice because of cost or convenience. To see really significant change on a global scale, large business and brands must change the way they source and develop products as well as offering recycling and reuse options. Some brands are helping consumers to shop more sustainably. Here are five of them: M&S' "Plan A" allows clothing to be reused and recycled through its "Swopping" scheme; Nivea is committed to "zero waste to landfill" (none of its production centres send waste to landfill); for seven consecutive years H&M has been in the top 10% of the world's most sustainable companies; peanut butter brand Pip & Nut became a B-Corp in 2019; and Mars has had a "Sustainable in a Generation Plan" in place since 2017 with an \$1 billion investment.

mondaq.com, 23 March 2021 (Jolley)

First disposable mask recycling points

Wilko has claimed a UK first by launching a recycling scheme for disposable face masks to help reduce the number that are littering the streets. It will place recycling bins at 150 of its stores from where the masks will be taken to ReWorked, a recycling specialist, and turned into items ranging from building materials to furniture.

thegrocer.co.uk, 24 March 2021 (Farrell)

Fashion

Big brands boycotted in China

A number of big brands (H&M, Adidas, Converse, Lacoste and Burberry to name a few) have found themselves at odds with Chinese celebrity endorsers because of their membership of industry body BCI (Better Cotton Initiative) which has criticised labour practices and human rights in the Xinjiang Uyghur Autonomous Region (XUAR) of China. Over 40 Chinese celebrities have said they will end contracts with the brands while some Chinese brands have left BCI. H&M has suffered a nationwide boycott in China while social media users have criticised the brand and its products have completely disappeared from major e-commerce platforms.

campaignlive.co.uk, 26 March 2021 (Ragavan and Wang)

Fashion is turning to nano-influencers

Many fashion brands are using nano-influencers, with 1,000 to 10,000 followers, whose audiences are "dedicated and engaged" even though they are relatively small. With marketing budgets being hit over the past year, nano-influencers have become more important. Working with a nano-influencer can be a good way to get started and test out ideas. Some of them will even become major influencers so it is good to be there at the start and grow with them says Amanda Amar of Aldo. Influencers have enjoyed a 46% rise in interest from brands during the pandemic. However, micro-influencers can achieve some of the highest engagement rates, at around 7%, according to a 2019 report from Later and Fohr.

fashionunited.uk, 29 March 2021 (Adegeest)

Financial services

Santander closing 111 branches

Santander is to close 111 branches which will reduce its high street outlets to 452. In the two years before the pandemic the number of transactions handled by Santander's physical banks had fallen by a third and last year the number fell by 50%. Meanwhile, mobile and online transactions have been rising by 20% a year with nearly two-thirds of transactions taking place without the need to visit a branch. Santander is also in the process of closing offices, with staff being asked to work from home or travel to remaining offices.

bbc.co.uk/news, 25 March 2021

OEM pay transaction exceed \$1tn next year

The value of contactless transactions made using payment services provided by smartphone and original equipment manufacturers (OEMs) is set to reach \$1 trillion by 2022, up by 377% compared with 2019, according to *The Future of Instore Retail Payments* report from Kaleido Intelligence. It also reveals that global OEM payments rose by 155% last year, but that QR code payments were down by 7% and in-store cash transactions fell by 15%. The US, in particular, has "witnessed tremendous growth" in contactless payments despite having lagged behind many markets, says the report.

nfcw.com, 24 March 2021 (Phillips)

FMCG

Beverages

Virtual gin palace tour

Hendrick's Gin is marking the last weekend of lockdown with a virtual flight to its Gin Palace before the hospitality industry can open up again. Each paying guest who takes part in the experience, which takes place on 9 April, will receive a First Class Hendrick's Air Travel Kit which will include a boarding pass, a Tini Martini glass, a highball glass

and three Hendrick's Gin cocktails plus ingredients to make gin cocktails at home. As well as a virtual departure lounge, there will be in-flight entertainment and, upon arrival, a live tour of the distillery in Girvan. Part of the proceeds from ticket sales will go to The Drinks Trust.

campaignlive.co.uk, 24 March 2021 (Douglas)

First carbon neutral beer club

BrewDog says it has launched the first ever carbon neutral beer club. Its new direct-to-consumer subscription service sends out monthly boxes of beer from BrewDog and other craft brewers, which will all be brewed under licence at the carbon neutral Ellon brewery. BrewDog has a carbon negative business which recently received B Corp status. For every box of beer shipped, it claims to offset 2.5kg of CO₂. BrewDog has placed sustainability at the centre of its marketing over the past year. Last year it riled the ASA with a billboard which read "F**k you CO₂", featuring a can of Punk IPA to obscure the two letters!

thegrocer.co.uk, 25 March 2021 (Woolfson)

Food

Wonky bread service launches

We've all heard of wonky fruit and veg but now James Eid, a baker and student, has launched a subscription box to deliver "wonky" bread that would otherwise have been thrown away during the production process. The boxes are intended to be enough to feed a family of four for a week with a variety of different types of bread and pancakes. For every box purchased, Earth & Wheat will donate the equivalent amount to a food bank "to help fight food poverty in the UK".

thegrocer.co.uk, 23 March 2021 (Woolfson)

Household

RB rebrands to just Reckitt

RB (Reckitt Benckiser) is to change its name to Reckitt as part of its corporate rebranding strategy that will take place over three years. Miguel Veiga-Pestana, Reckitt SVP corporate affairs and sustainability, says: "The name reflects the existing widespread usage of Reckitt and is clearer, simpler and more memorable, while retaining positive associations with the company's heritage". The new brand also reflects the company's 200-year history.

campaignlive.co.uk, 24 March 2021

Health and pharmaceuticals

Pros and cons of D2C advertising

Pharmaceutical marketing has faced many legal and ethical challenges over the years, not least in the field of direct-to-consumer advertising (DTCA). DTCA is in fact only legal in two developed countries, namely the US and New Zealand. Even where it is legal, it is far from straightforward.

Despite its efficiency and marketing merits, many people remain very opposed to it. This article looks at the pros (benefits to patients and the digitisation of information) and cons (disinformation, drug over-utilisation and increased cost to patients) of DTCA in the pharma industry.

orientation.agency, 23 March 2021

The adult social care market in England

A new report, *The adult social care market in England* from the Department of Health and Social Care, examines the care market and the Department's role in overseeing it. It also offers insights and recommendations ahead of future social care reforms. Part one provides an overview of the market, part two assesses market oversight and part three assesses plans for future demand and reform.

nao.org.uk, 25 March 2021

IT and telecoms

The chips are down – supply chain problems

The digitisation of cars has left carmakers dependent on microchips but they are way down the pecking order compared to the big Silicon Valley laptop and smartphone companies. The current shortage of chips has forced the likes of VW, Toyota and GM to halt production and suspend forecasts. Car-making, with its just-in-time manufacturing model, has suddenly become very vulnerable. Carmakers account for just 10% of global chip buying compared with smartphone and laptop makers which account for three-fifths, according to estimates from Bain & Company. Carmakers are wondering how to change their models as their need for semiconductors rises and computer systems increasingly take control of cars.

ft.com, 27 March 2021 (Campbell and Inagaki)

AI growth continues despite pandemic

Spending on AI is expected to reach \$12 billion this year in Europe, according to IDC's *Worldwide Artificial Intelligence Spending Guide*, with double-digit growth continuing until 2024. The main drivers of growth will be automation, digital transformation and customer experience. The pandemic has acted as a catalyst for AI investment in some sectors, such as healthcare, while some retailers have shifted their AI focus from in-store to online experiences. Retailers are looking at AI use in chatbots, pricing optimisation and digital product recommendations. Telcos have lost income due to store closures though in the UK almost two-thirds of people who bought a phone in 2020 did so online. Orange, in particular is busy shifting sales to various channels and has just announced the formation of a Data and AI Ethics Council.

mobileeurope.co.uk, 26 March 2021

Leisure and tourism

Consumer experience of hybrid museums

Hybrid experiences include hybrid museums which incorporate elements of both a traditional museum and an amusement park. This study investigates how visitors experience and perceive the experience of hybrid museums and how they deliver cognitive and sensorial stimulation. A case study methodology is used based on the Cité du Vin, a wine museum in Bordeaux; and the Cité de l'Océan in Biarritz. The findings suggest that hybrid museums provide edutainment value but do not provide an immersive journey because they contain elements that prevent visitors from enjoying immersion. Issues such as visitor freedom to choose their visit and presentation through digital devices are identified. Hybrid museums are also largely perceived as traditional museums and therefore suffer from established preconceptions.

Qualitative Market Research: An International Journal, Vol 24(2), 2021, pp180-199 (Ducrois and Euzéby)

Tui to close 48 more stores

Tui, the UK's largest travel firm, is to close 48 high street outlets to add to the 166 store closures announced last July. This follows the acceleration in the move to online bookings because of the pandemic and it will leave Tui with 314 stores. However, the company says that it expects to run 80% of normal capacity this summer and that 2.8m people have already booked holidays.

bbc.co.uk/news, 24 March 2021

Materials and mining

Governments recognise need for minerals

Mountain Pass in southern California is the only rare-earth metal mine in North America. Under the ownership of MP Materials, it is due to expand with new facilities to process rare earths, supported by grants from America's defence departments. This is in response to rising fears about dependence on China for the supply of minerals that are essential to modern technologies. China has not only invested in rare earths, but in foreign mines that produce key metals which it ships to China. The country now processes 72% of the world's cobalt and 61% of lithium. Governments are getting involved, but have to weigh up dependence on China (where tensions are rising) against the need to address climate change with clean-energy technologies.

economist.com, 28 March 2021

Media

Games

Cloud gaming

Cloud gaming, which allows games to be stored on remote servers with the visual interface being

streamed directly to the user's device, is the next step in gaming. This article looks at the advantages, the challenges and legal obstacles, such as regulation with regard to children, who are some of the biggest purchasers of in-game products and loot boxes. Cloud gaming also means that companies will have far greater access to personal data than with traditional gaming systems. The article also looks to the future, with releases from Microsoft, Google and other big players. It is estimated that the market could be worth \$4.8 billion by 2023, up from around \$170m in 2019. However, growth is dependent on issues, such as technology and the adoption of 5G. Another consideration is whether traditional gaming might be "too entrenched among everyday gamers" to be completely replaced by cloud gaming in the short- to medium-term.

lexology.com, 29 March 2021 (Hann)

Magazines

Magazine websites command more attention

New research suggests that ads on magazine websites attract higher quality attention than those on other sites offering quality content. The study, *Putting Attention in Context*, by Lumen and Magnetic, found that magazines viewed on mobile commanded twice the attention for display ads as other types of content sites. They also attracted greater attention on desktop and other types of quality digital display. The research also revealed that greater attention results in higher purchase intention. Mike Follett, MD at Lumen, says that advertisers who want to attract attention should be looking at "slow scrolling media" and intensely read content with "windows of long viewable time for ads to be noticed".

marketingweek.com, 25 March 2021

Social media

Sonic branding on social media

Social media marketing was important for reaching people last year. In fact, social media spending made up 23% of marketing budgets in June 2020, up by 74% compared with February, according to the CMO Survey. This investment led to a 24% boost in performance for those companies. One aspect of social media marketing that shouldn't be underestimated is sonic branding. Many marketing jingles, such as McDonald's "I'm Lovin' It", are permanently fixed in our minds. Each of the major social media platforms should be approached differently with regard to sonic branding but a sonic branding strategy can feel unified even if it is expressed in different ways. Here are four ways of maximising your sonic branding strategy for Facebook, YouTube, Twitter and Instagram.

business2community.com, 22 March 2021 (Ciccarelli)

Television

ITV sets out social purpose

ITV's *Social Purpose Impact Report*, which reveals areas where the broadcaster is making a social impact, claims that 7.4m people took action as a result of viewing ITV campaigns for better health last year. Carolyn McCall, ITV's chief executive, argues that ITV does "more than entertain" and identifies its four social purpose priorities as: better health; diversity and inclusion; climate action; and giving back. ITV claims that 890,000 children have been eating more vegetables after seeing the "Eat Them to Defeat Them" campaign. Being a "purpose-driven business is more important than ever before", says McCall.

marketingweek.com, 25 March 2021;

<https://www.itvplc.com/socialpurpose/overview>

Commercial viewing

Thinkbox has released commercial TV viewing figures for February which reveal that people watched an average of 2 hours 19 minutes of commercial linear in-home TV (3 hours 24 minutes including the BBC) a day. The total weekly reach of linear TV was 87.4% of individuals. The *Monthly TV viewing report: February 2021* displays viewing figures by age, gender and households with children. It also ranks the top five ITV, Channel 4, Channel 5 and non-PSB programmes by viewership. New TV advertisers in February included McVitie's Jaffa Cakes (first TV ad in a decade), the Collective yoghurt brand and Pip & Nut (the latter two are both debut TV ads).

thinkbox.tv, 22 March 2021

Ravens promote Netflix Holmes spin-off

Netflix's new series, a spin-off of *Sherlock Holmes* called *The Irregulars*, is being promoted with an installation of ravens at Baker Street Underground station. The station façade and statue of Sherlock himself have been covered in birds with a "peculiar night glow".

campaignlive.co.uk, 26 March 2021 (Douglas)

Packaging

Packaging shape, gender and brand image

Does package shape make a difference? Four studies suggest that it does: consumers seem to prefer products with curved-shaped packaging for a "feminine" brand and angular-shaped for a "masculine" brand. This effect is influenced by the perceived congruence between brand image and package shape. However, the findings for feminine/masculine brands and curved/angular packaging are reversed when consumers adopt a creative mindset.

International Journal of Research in Marketing, Vol 38(1), March 2021, pp216-231 (Pang and Ding)

Sustainability themes for packaging

The authors have identified five key trends that will shape the future of sustainable packaging over the next few years: while consumers are very aware of sustainability issues, they are also confused; sustainability regulation for packaging is both global and ambitious which makes it a complex issue for businesses; there are huge gaps in the value chain, which limit radical changes to packaging in the near term; leading FMCG companies and retailers are committed, but large-scale market innovations are slow; and lastly, plastics will remain for the foreseeable future but there is an emerging "green premium" on recycled raw materials. Several "investable themes" come out of the sustainable-packaging agenda, which are discussed here.

mckinsey.com, 26 March 2021 (Feber et al)

Waitrose first – home compostable capsules

Waitrose claims to be the first to launch a home compostable, own-label coffee capsule. The capsules, which are made from bio-materials such as sunflower seed bark and corn sugars, are compatible with Nespresso-type machines and are fully compostable. Waitrose has seen a 39% rise in coffee sales during the pandemic. It is working towards all its packaging being easier to recycle, reusable or home compostable over the next two years.

thegrocer.co.uk, 29 March 2021 (Hegarty)

Retailing

John Lewis – what happens after lockdown?

John Lewis' Sheffield Store is one of the eight due to remain closed when lockdown lifts. A store has been on the site since 1847 and local people are not happy. The problem for John Lewis and other retailers is to decide how many stores they will need at a time when shoppers are moving online. Andrew Murphy, executive director of operations at John Lewis, says that "department store retailing is a really vicious model" and that an even small percentage shift online has "a really profound effect". Another expert notes that reputational heritage is less of a factor online now than in the early days of e-commerce when the physical brand's reputation was really important. John Lewis has started selling goods via mini-stores within some of its Waitrose supermarkets. Early trials show a 30% rise in sales.

ft.com, 28 March 2021 (Eley)

Saving independent retailers

Campaign group Save The Street, with the support of experts such as Mary Portas, are calling for an "Eat Out To Help Out" type of scheme to help independent retailers. They want Chancellor Rishi Sunak to offer customers 50% off the cost of items from small independent retailers with fewer than ten

employees; the offer would apply to goods up to a price of £10 and would run for a month. Non-essential retailers have missed out on three-quarters of trade over the past year and UK stores have now lost £27 billion in sales during the three English lockdowns, according to the BRC.

retailgazette.co.uk, 29 March 2021 (Jahshan)

EU approves cross-border payment plans

The European Council has approved plans to introduce an integrated retail payment system that will allow instant cross-border payments and financial transfers across the EU. The aim is to, "make it easier for consumers to pay in shops and to make e-commerce transactions widely available, convenient and safe across the EU".

nfcw.com, 25 March 2021 (Phillips)

Services

Wagamama in benchmark campaign

Since people in the UK haven't been able to sit down with friends at its famous benches, which are a key element of its restaurants, Wagamama decided to bring the benches to them for a new campaign. The restaurant chain placed its Japanese benches in three university cities – Brighton, Bristol and Manchester – and served up cups of fresh green tea. The campaign highlights Kintsugi, the Japanese art of repair: "It mends what is broken, and makes it more beautiful than it was before. It's time we do the same...the tea is on us the chat is on us".

creativemoment.co, 23 March 2021

Ghost kitchens

Nuggs, an alt-meat start-up, attracted plenty of attention at the start of its life in 2019, but last year it struggled to find a presence in retail stores or fast-food outlets. When founder, Ben Pasternak, hit on the idea of ghost kitchens – the first one was launched in San Francisco in September – Nuggs experienced strong growth, with delivery orders rising more than fourfold and traffic to the company's website up by 300%. According to Euromonitor, ghost kitchens could be a \$1 trillion sector by 2030. They are already being used by the likes of McDonald's and the model has been adopted by delivery-only restaurant brands. Ghost kitchens have enabled Nuggs to have full ownership of distribution and research and they are a useful marketing tool, enabling the company to beta test new products at speed.

fastcompany.com, 26 March 2021 (Beer)

KFC uses other brands' slogans

KFC UK & Ireland is highlighting the fact that it has "suspended" its own tagline during the pandemic by borrowing other brands slogans. KFC's Twitter account has asked people to think about which other slogans it can use "#UntilWeCanFingerLickAgain". It

has posted mock ads on the side of an ad-van and on OOH panels which show its chicken bucket sitting above taglines such as "I'm lovin' it" and "Just do it". Specsavers rose to the bait on Twitter with a blurry KFC bucket located above its slogan, "Should've gone to Specsavers".

campaignlive.co.uk, 26 March 2021 (Farey-Jones)

Transport and travel

The end of "Mondeo man"

The Ford Mondeo, launched in 1993, is to be phased out, and production at Ford's Valencia plant will cease next year. Ford has been responding to the shift towards low-emission cars with plans for all its cars sold in Europe and the UK to be fully electric by 2030. The Ford Mondeo was an icon of its era, with the term "Mondeo man" being popularised by Tony Blair at the Labour Party Conference in 1996. He was making reference to the hard-working voter that Labour hoped to attract. However, sales of the car have since declined and 40% of Ford's passenger vehicles sales in Europe in the past year have been SUVs or crossovers.

bbc.co.uk/news, 25 March 2021

Eurostar tries to stave off debt

Eurostar has seen passenger numbers fall by 95% since March 2020, since then international travel has been off the cards for most people. Now the company is talking to its lenders to avoid collapse in the face of a £400m debt. The French state rail firm SNCF owns 60% of Eurostar but the UK Government sold off its 40% stake to private companies in 2015. SNCF is in talks to get support from the UK and France. Eurostar is running just one service a day to both Paris and Amsterdam.

cityam.com, 28 March 2021 (Carrick)

Written by CIM's Knowledge Services Team

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