

EVENT REVIEWS

THE MARKETING OF SPORT - A PERSPECTIVE

Graham Hollins presented his perspective on the Marketing of Sport, drawing on his role as Head of Marketing for the Australian Rugby Union, contrasting it with his fmcg marketing experience.

To provide some context, the top 10 sporting teams by revenue globally were discussed, dominated by NFL & MLB and European football. The 3 leading teams were characterised by not winning any major trophy in recent years; Manchester Utd, whose recent on-field failures had meant lost revenue, were being caught by Real Madrid due to the 'Beckham effect' (shirt sales in China).

There are four models for European club revenues, determined by the contributions of broadcast, match-day and sponsorship.

Turning to Australian Rugby, Graham highlighted the role of marketing in achieving corporate objectives. He described the information sources tapped to understand the consumer (such as ticket distribution) and how the marketing plan was developed. This highlighted a particular problem faced in sport: that of balancing out the different interests and attitudes of various stakeholders.

Graham showed how and why marketing SWOT analysis led to the creation of a 4th inter-provincial team in Perth. In Test matches, he presented activities that were used to both attract and deliver spectators.

On discussing sponsorship, he demonstrated the value of understanding client needs and using inventory wisely. Better marketing

can lead to better sponsorship revenues and sponsors can assist beyond money in the presentation of a sport.

Finally Graham showed the transformation of the Australian Rugby Union licensing program to create a lucrative and controllable marketing tool.

This was a really stimulating lecture as evidenced by the question session at the close. CIM Thames Valley would like to thank Graham Hollins for preparing and presenting this in-depth insight into the marketing of major sport.

If you would like further information on this topic, or copies of the presentation materials please contact Graham Hollins at, grhollins@spineconsulting.co.uk

WHAT'S

Hot topics in marketing that have caught the editor's eye

The Forbury Hotel, Reading

Contemporary, opulent and open for business.

White Papers

Put your name to something - write a White Paper.

Innovation Schemes

Start innovating, it's what we're good at.

Neural Marketing

Brands alter brainwaves. Get on the brandwagon.

Green Growth

The opportunities are out there, now.

Internal Marketing

It's big - is HR doing it for us?

GOLF FIXTURES

Here are our fixtures for this year

7th April	Wooburn
22nd June	Players' Club Bristol
28th/29th September/1st October	CIMGS Ryder Cup - Hardelot, France
2nd November	Stoke Park

All CIM members are entitled to join and many take the opportunity of entertaining guests. Full details can be obtained from the Society Secretary, Helen Gibbons at hg@james-s-maude.co.uk

OBITUARY JANET WOOD-FARRER

Many CIM Thames Valley members will remember Janet Wood-Farrer who was a committee member and Vice Chair of the Branch until her move to Germany in 2001. Sadly Janet died on 2nd January 2006 after a long battle with cancer.

After arriving in Tettngang (near Lake Constance in the South of Germany) Janet quickly learned the language and began to network with local businesses. She set up a company called Business Talk to help local business people improve their knowledge of International Marketing, as well as practice their communication skills in English. She quickly became integrated into the local marketing community, and successfully taught inter-cultural management programmes to MBA students at the University of Weingarten.

In 2004 she was elected to the CIM International Board of Trustees which enabled her to maintain her UK links and at the same time raise the CIM profile in Germany, where the brand is largely unknown. The quality of Janet's teaching, and the enthusiasm she brought to all of her work, allowed her to build up effective professional relationships which culminated in the establishment of the first CIM Diploma programme in Germany, beginning in March 2006.

Janet had been fighting cancer since 2003 while continuing to lead a normal and very busy working life as described above. Until quite recently she was still hopeful of some remission, and continued with chemotherapy despite a number of setbacks. She was incredibly brave and I feel very privileged to



have been her friend. Respecting Janet's wishes, I have set up a memorial webpage www.firstgiving.com/janetwood-farrer where friends and colleagues can leave a message and donate to the Lance Armstrong Cancer Foundation - the charity which best suits her approach to life. The 'LIVE STRONG' message of the yellow wristbands sums her positive attitude up, and shows how we can all learn from the example she has set.

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We are looking for more volunteers - please contact Sally Enoch.

UPCOMING EVENTS

Date	Venue	Topic	Speaker	Company
6 April 2006 C	Taplow House Taplow	The Craft of Copywriting	Mac MacKay	Duncan Alexander & Wilmshurst
20 April 2006 B	Moor Hall	Venture Capital Process & Trends	Keith Arundale	Arundale Consulting Ltd
11 May 2006 C	Oxford Brookes	Burning With a Passion	David Lowings	42 Consulting
18 May 2006 B	The Grange Bracknell	Marketing in the Modern World of Motorsport	Jonathan Carrier	Mercedes McLaren Marketing Manager
8 June 2006 C	Uplands Centre High Wycombe	Selling Consultancy Services	Geoff Reason	Headway BI
20 June 2006 B	T.B.C.	The Winning of the London 2012 Olympic Bid	David Magliano	

C = Continual Professional Development Meetings B = Business Meetings All events to start at 6.30pm

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MARKETING

THE THAMES VALLEY BRANCH NEWSLETTER | APRIL 2006

THE BIG MOO?

Stand Out From The Crowd

Stand Out From the Crowd
Creating compelling customer value propositions

The Marketing of Sport
Event Review

Reading Matters

'The Big Moo' and
'Marketing Due Diligence'

Events Diary

Don't miss these upcoming events

What's 

Hot topics for Thames Valley Marketeers

A NOTE FROM THE EDITOR

Hello, and welcome to the Spring edition of the Thames Valley regional newsletter. Thank you all for your contributions and comments on

“standing out from the crowd.” The theme for the next edition will be “The Bottom Line”, and accountability in marketing. Please forward any

contributions and articles for the Summer edition.
Email: toni@milestonedesign.co.uk
Tel: 01494 676436 Toni Chapman

CHAIRMAN'S COLUMN

Standing Out From the Crowd



When people hear the word marketing the perception normally revolves around big bright logos, pretty brochures and big budget above the line advertising campaigns. These tried and tested methods were what used to be utilised if an organisation wanted to get a message across to the customer. They were inherently product focused times.

So what do the marketers of today have to consider? The essence of making customers listen to what you have to say is to add value. A marketer (other than those from perhaps the FMCG industry) who is still pushing product functionality to customers does not stand a chance against those of you who have become innovative in your approach to marketing your products and services. Today's marketers should be concentrating on pushing solutions and services, not emphasizing the product. It's the essence of adding value.

A study on challenges CEO's face conducted in 2005 by global consultancy firm CapGemini revealed the CEO's main challenge for 2005 was gaining customer loyalty and retention. Want to stand out from the crowd? The answer is right there. Concentrate on farming your current customers. I'm not suggesting you should stop trying to find new customer segments, far from it, but by having a larger focus on customer loyalty, true competitive advantage can be gained and if successfully managed, also maintained.

Not only will you be able to differentiate from the competition, but

advocacy will be built. These strategies will enable marketers to help their organisations stand out from the crowd in a more profitable way, rather than wasting the marketing budget on flashy advertisement campaigns that look nice but do not guarantee results.

Today's marketer can also have another major role in the organisation. Managing risk. It might be a new concept for some marketing professionals, but it should be embraced. Although marketing's long term goal is often seen as increasing awareness and revenues, it actually enables a business to protect shareholder value and most importantly, enhance shareholder value.

As members of the CIM, we should encourage each other to think strategically, creatively with a 'thinking outside of the box' mentality, rather than waste vast amounts of expenditure on making things look just bright and pretty!

There are many other value-added approaches marketers can adapt to stand out from the crowd, but they are for another column.

I hope you enjoy this edition of the CIM Newsletter, I'm sure you will.

STAND OUT FROM THE CROWD

Compelling Customer Value Propositions

In today's world of information overload, how do you make your product or service offerings stand out from the crowd so that they grab the attention of potential buyers?

For too many the answers may lie in product features or price differentiation. Such approaches ignore the basic fact that most potential customers are driven by the need to find solutions to challenges they face, rather than a desire to buy a product or service.

Attractive propositions that engage with target customers are fundamental to every organisation's business development efforts. They demand attention despite all the other offerings and distractions that abound.

Many companies struggle to make their propositions sufficiently compelling to potential buyers. Some do not relate their offerings to customers' needs. Others concentrate on features or on what they will do - rather than the value and benefits they will deliver to the buyers and users.

Focus on Customer Challenges

The key to creating compelling customer propositions is to focus on the drivers and issues that face potential customers in the market segments to which the proposition is targeted. If the proposition's key messages don't resonate with some of these challenges it is unlikely to even appear on their radar. There are just too many other demands and distractions fighting for consideration.

So the initial activity must concentrate on finding out what those relevant drivers and issues are and

understanding the mind-sets of the people facing up to them. Often they are struggling against some 'pain points' - such as deadlines, financial pressures, regulatory or legal constraints, competitive threats - with which they need to deal. Or they are seeking to exploit potential new opportunities more effectively or faster than competitors.

Only when these are identified should you look at what you can do to help address them. You need think through what you can offer and what the effects of your potential offerings will be on the target companies and the people within them. You need focus on the user benefits, rather than the features of your proposition, and on what is different from the offerings of other companies. Why should the potential buyer choose to come to you rather than a competitor?

You should take account of the well-known selling consideration that many buying decisions are affected by emotional considerations and not purely factual arguments. You should ensure that the emotional issues faced by the buyer are taken into account in the proposition itself and in the benefits that arise.

Another aspect of key importance, particularly in service-based companies, is 'the how'. How you perform your service, your methodologies and your skills base can be critical differentiators from competitors.

You can add substantial credibility if you are able to demonstrate where and how you have successfully delivered this or a similar offering before.

Benefits to You

Many companies operating in a variety of environments have achieved the benefits of this approach; typically they include:

- Propositions are geared to address real issues facing potential buyers
- Propositions relate to their thinking and grip their attention
- The company's credibility and its differentiation from competitive alternatives are clearly demonstrated
- The propositions deliver realisable value to the buyer and users.

Above all they provide the target customers with compelling reasons to consider your company's offerings seriously, leading to more opportunities for you to gain business.

Author: Tony Bull of Marketing & Sales Consultancy Bull Associates Ltd.
Tel: 01494 681187

A PowerPoint presentation on this subject is available: tony@bull-associates.co.uk

STANDING OUT FROM THE CROWD TOP TEN

- 1: Do more things - less planning more doing
- 2: Sponsor something exciting and tell everyone about it
- 3: Take a stand on something - write a white paper
- 4: Buy ten products from a supermarket that catch your eye - what can you borrow from them to improve your own product?
- 5: Try 'contrarian thinking' - try the opposite of something
- 6: Revise your USP
- 7: Think globally
- 8: Dramatise one aspect of your service
- 9: Think what your competitors do badly and do it really well
- 10: Rewrite your 30 second lift speech into 3 seconds that someone will remember

READING MATTERS

The Big Moo

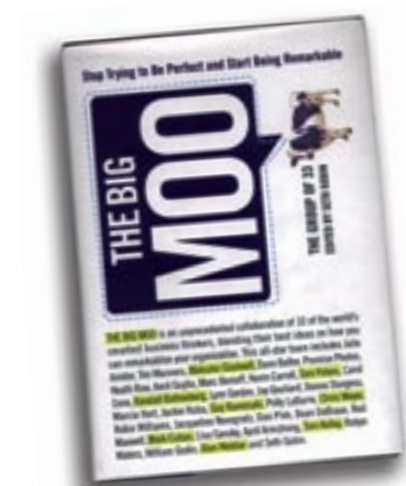
Edited by Seth Godin
Published by Penguin Group
ISBN1-59184-10308

What is a Big Moo?

In 2002 best-selling business author Seth Godin published 'The Purple Cow', a guide to transforming the fortunes of your business by being remarkable. Seth Godin's latest book 'The Big Moo' goes one stage further in his mission to 'remarkabilise' businesses. He urges business to grow by standing out, thinking creatively and taking risks. The book is a compilation of thoughts of 33 business writers and thinkers including Malcom Gladwell and Tom Peters. It's central mantra is "To stop trying to be perfect and start being remarkable" - based on the premise that word of mouth is the only really powerful means of spreading a message. And word of mouth only happens when something is worth talking about. What's remarkable about 'The Big Moo' is that all proceeds are going to charity and the author encourages us to copy and quote from the book at will. Spread the word.

Marketing Due Diligence is a call to action for all marketers to raise their game and put marketing back on the boardroom agenda. It introduces a rigorous new process for aligning the true meaning of marketing with shareholder value creation. A must read for all serious marketers. More about this in the Summer edition of **IN MARKETING**.

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Marketing Due Diligence

By Malcolm McDonald, Brian Smith and Keith Ward.
Published by Butterworth-Heinemann
ISBN 0750667273

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PROFESSOR MALCOLM MCDONALD
In the Times Higher Education Supplement of the first week in February, Professor Malcolm McDonald, our President, was listed in the UK's top ten consultants. He was cited as being very successful at converting rigorous academic research into useful, actionable propositions for practitioners.

THE THREE MARKETEERS



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50% of what marketing people talk about probably makes sense. The problem is knowing which 50%.