



The Chartered
Institute of Marketing

CIM MARKETING

THE THAMES VALLEY BRANCH NEWSLETTER | JANUARY 2006

DISTINCTLY DIFFERENT



The Thames Valley Region Annual Conference



CIM Graduation

A Taste of Childhood

LEOGLAND® Brand Manager gives us
a taste of childhood

Mediate or Mandate

Getting sales and marketing to
work together

Events Diary

Don't miss these upcoming events

Career Profile

Jenny Smith of Vanguard Rentals

01/06

A FRESH NEW LOOK

Mel & Jenny hand over the reigns to Toni Chapman

Hello, and welcome to the latest edition of the Thames Valley regional newsletter. I hope you all had a wonderful Christmas and a fantastic New Year.

This issue of the Thames Valley Newsletter includes an article about the CIM Graduation at the Birmingham Symphony Hall in November, a career profile of one of our editors and useful websites for

the latest marketing news.

This latest newsletter will be our last as editors. We will be handing over the reigns to Toni Chapman, Marketing Manager for Milestone, a brand and communications agency in Beaconsfield. She hopes to build on our achievements with the newsletter by introducing quarterly themes and enhancing the design and layout.

Following the theme of 'Distinctly Different' Toni would welcome any contributions and articles on the benefits of 'standing out from the crowd' for the next issue in April.

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We have both enjoyed our time as editors and wish Toni the best of luck.

Mel and Jenny

BE DIFFERENT TO GAIN COMPETITIVE ADVANTAGE

Delegates enthralled at The Thames Valley Region Annual Conference



What a cracking keynote speech! Emeritus Professor Malcolm McDonald, President of the CIM Thames Valley Branch, enthralled delegates at the Branch's 'Distinctly Different' 2005 Conference with his forthright comments on 'Marketing Due Diligence'. If anyone thought that branding is the main purpose of marketing, then you would perhaps be either disappointed or amazed by his arguments. The eminent Professor insisted that there has to be more strategic substance behind it.

The marketing profession has a reputation for being "untouchable, unaccountable, expensive and slippery." The term marketing itself has come to mean 'promotion' at best and at its worst, 't-shirts and price-off promotion'. As an example of how impactful marketing can be he cited

P&G's recent acquisition of Gillette for £31 billion, of which only £4 billion was for tangible assets. Of the remaining £27 billion of intangible assets, only part of it was attributed to the strength of their brands. Much of it was for Gillette's innovative capability and relationships with customers."

He added: "Customers make profits for us, not factories, something that can easily be forgotten when companies are making short-term profits in growing markets.

"The problem many short-termist companies have with this approach is that marketing investments cannot be measured like factory output, and benefits may not accrue for up to three years after the investment has been made. Consequently systems like outsourced call centres and CRM

"IT IS PRIMARILY ABOUT DIFFERENTIATING YOURSELF FROM YOUR COMPETITORS, NOT COPYING WHAT THEY DO"

reduction is however finite, whereas value creation is infinite and is limited only by our creativity and vision. This is what world class companies do.”

Marketing strategy should come before branding. It is vital to get your customer-centric marketing strategy right. Marketing should, McDonald says, be a vehicle for long-term value creation rather than short-term profit and cost rationalisation. It is primarily about differentiating yourself from your competitors, not copying what they do. So to create a strong brand you need to have the strategic elements of planning and creative thinking in place including looking at innovative ways for developing your products and services, in new and existing markets, by placing the customer at the forefront of your strategic thinking.

Andrew Dugdale, the CIM Thames Valley Branch Chairman, who presided over the day’s events, then asked “What is it that hold marketers back from creating such customer centric strategies”? Maybe one answer was included in Matthew Leitch’s presentation where he talked about how the “uncertainty of risk” holds marketers back. “As a result” he continued, “we can be our own worst enemy by failing to be creative about potentially innovative and strategically profitable ideas”. Dugdale said “Could it be that it is as simple as our own psychology, tending towards risk aversion that holds us back”?

Leitch, a Chartered Accountant and author of “Managed Luck” provided delegates with advice on how to use uncertainty to your advantage. Too few of us understand how to behave in uncertain situations leading to poor business decisions made as a result of hidden or misunderstood risk. Nobody wants to tell their boss that



Mike Skypala, Dunnhumby

the project is at risk of failing, but not doing so can make things far worse. Leitch’s advice is to talk honestly about potential pitfalls and risks, state your sources of evidence to back up your plans and not be reluctant to think about a variety of outcomes.

The third speaker of the day, Michael Brewer, then countered some of Professor Malcolm McDonald’s arguments about segmentation, in his speech – ‘Understanding and managing corporate segmentation.’ He argued that marketers should mirror customer strategy with their suppliers and asked: “What type of suppliers do we want to have a relationship with, and what are the dynamics of the relationship that we have with them” There is too little dialogue between suppliers and marketers.

Marketers should focus more on managing their limited resources to gain more ROI. He recommended that marketers create a psychometric profile of their organisations and gain more employee understanding.

The afternoon session featured case study presentations by Ted Moss of British Airways and Mike Skypala of Dunnhumby. Moss looked at how you can develop loyalty, analysing the rational elements of loyalty-creation

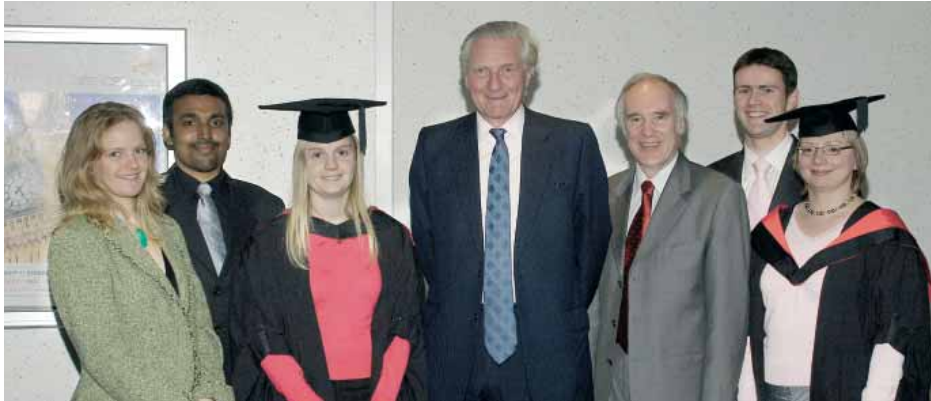
strategies versus its more emotional elements and impact. Skypala provided some examples of loyalty schemes Dunnhumby has created with FMCG manufacturers. He detailed how Tesco Clubcard ties in with the firm’s qualitative research of Tesco’s shoppers.

Overall, it was a very thought-provoking conference with some very important, strong and clear messages for marketers. This is summed up by Dugdale’s poignant remarks, which he made after Michael Brewer’s presentation: “Getting to know you customers better is the critical element.”

“DEVELOP A RELATIONSHIP WITH EACH INDIVIDUAL CUSTOMER”

To get to know your customers you need to personalise the way you develop a relationship with each individual customer, and let the customer manage that interaction. Not every customer within a segment needs, feels and wants the same things at the same time. It is important to see the development of a relationship with them as a long-term, evolutionary activity. Lastly, you need to: understand your market so that you can differentiate your offerings; create value and an emotional connection with it and manage risks in order to be innovative. By being different in ways that are important to your customer, you will create competitive advantage and opportunities for your company that your competitors may not have yet seen.

CIM GRADUATION 2005



Top CIM students with Michael Heseltine, MP

Well, I finally did it – I along with hundreds of other marketers from across the UK and the World, completed my CIM postgraduate diploma in December 2004, marking the end of over 3 years of studying part-time to gain the degree I never went to university for.

Attending the CIM annual graduation ceremony on 3rd November therefore, was a must for the opportunity to get a few photos wearing the old cap and gown to make my parents, and my husband, proud.

It was a well-organised affair and very laid-back, great location at the Symphony Hall in the centre of

Birmingham. Lots of helpful CIM employees were well-positioned around the Symphony Hall to make sure I couldn't lose my way from the entrance to the registration desk to the gown hire area and the official photos and hardly any queuing was required. This left a good two hours ahead of the ceremony for a nice spot of lunch at The Rep bar at The Rep theatre next door. A large rare steak and glass of red wine later I was ready for an afternoon nap but remembered we still had the ceremony to go.

The great and the good headed up to the stage in a variety of Robin Hood

style gowns and even a sword which I found slightly disturbing. We heard speeches from Paul Gostick and Christine Cryne before forming an orderly queue to walk across the stage and shake hands with the 'big cheeses' to congratulate us on our achievement.

I saw my co-editor Jenny Smith walk across the stage at the end to accept the Royal Mail Award for Best Strategic Marketing in Practice Case Study – praise indeed and well deserved for someone who managed to pass all 4 modules in June and get an A grade in the Case Study!

The ceremony ended with a speech from Lord Heseltine and some wise words from Professor Malcolm McDonald before we were able to set off in search of our free cuppa – we gave up in the end and decided it would be better to try and beat the traffic which is an impossibility in Birmingham city centre.

All-in-all it was a great day and I'm glad I went along, rounded off to perfection with a large Chinese takeaway round my auntie's house – who could ask for more.

Mel Thomson, Outgoing Editor

YOUR FEEDBACK MATTERS:

When was the last time you went to a CIM Thames Valley branch event and how was it? What do you think of our local services and schedule of events? What kind of special interest, networking or professional development events would you like to see more of? How do you think the CIM Thames Valley branch could be of better service to you and your enterprise?

Jason Dawn is a CIM regional representative for the Marlow, Henley and High Wycombe area. Please email your views and ideas to him; jd@bubblejuice.co.uk or simply call Jason on 01494 880925.

WEBWATCH BY MEL THOMPSON

This issue, the focus is on how useful the newspaper websites are with the latest marketing news...

www.guardian.co.uk

This claims to be the best daily newspaper on the worldwide web, I found this website very good when searching for jobs in marketing, definitely worth a look at.

www.financialtimes.com

I used this website when studying for my marketing degree, it is a great website for business research and contains detailed information about companies.

www.timesonline.co.uk

This website has a large collection of articles and a very sophisticated search engine, it is easy to search for articles about branding, advertising and general marketing news.

www.telegraph.co.uk

This site is great for the latest news and current affairs, the website contains special reports about the latest topics in the media.

EVENT REVIEWS

MEDIATE OR MANDATE

How can sales and marketing work together?

The CIM Thames Valley were guests of the Grange Hotel in Bracknell for our Business Meeting on 15th November 2005, where Beth Rogers, Senior Lecturer at University of Portsmouth Business School, gave the evening lecture.

As an introduction, Rogers took us through some of the past research into the area of 'conflict' between the sales and marketing disciplines. The key result was over 85% of 'opinion leaders' in both professions felt that it was likely, or very likely that their interests would clash. A further question really revolved around the

desirability of cooperation with comments that if it does not happen, the consequences could be serious. Briefly Rogers then looked at the benefits of integration and led on to the ways of achieving this. The discipline of sales clearly has an important role in the marketing mix, and marketing needs to get involved in customers and establishing and researching their needs on joint visits. This is vital particularly in the B2B area especially where Key Account Management is practiced.

In order to break the establishment of cultures and silo mentality in the two disciplines, Rogers referenced Jerry Johnson (1992) and his work on

culture, training and organisational structure.

Throughout the evening, there was a lively participation in the issues raised and as may be expected on such a topic, a sharing of experiences and 'war stories' which added greatly to the lecture itself.

This was a really informative evening, well delivered and provoking a substantial interchange of ideas and providing delegates with food for thought in their working environments.

For more information contact

Beth Rogers by e-mail:
beth.rogers@port.ac.uk

READY FOR A RIDE?



Dino Safari at LEGOLAND®

On the 11th October at Moor Hall, Martin Williams, Brand Manager, from LEGOLAND®, gave us a taste of what it is like to transfer the well-known brand LEGO® into a theme park.

LEGOLAND® is a theme park near Windsor based around constructions using the famous LEGO® bricks. In 2004 LEGOLAND® Windsor welcomed 1.37 million guests, with the average visit lasting 5 hours. Events are run throughout the season with visitors able to see the latest music artists, such as Lemar and Brian McFadden, performing at LEGOLAND®.

The challenge is to make the link between the toys and the theme park experience and how to ensure that visitors to the theme park depart with an enduring memory of their day.

The five brand values of LEGOLAND® are "Creativity, Imagination, Learning, Fun and Quality", which together, Williams says are vital ingredients to

provide the ultimate experience for visitors to the park.

At LEGOLAND® Windsor the entertainment is certainly hands-on. With over 50 interactive rides, attractions, building workshop and driving school, not to mention around 47 million LEGO® bricks set in 150 acres of beautiful parkland... the dream entertainment for children aged 2-12.

We thank Martin very much for giving us a taste of our childhood and we are all looking forward to taking our children (and indeed ourselves) for a great ride at LEGOLAND® Windsor.

CAREER PROFILE JENNY SMITH



Age: 25

Lives: Bourne End

Works for: Vanguard Rentals Ltd- car rental company, owns National car rental, Alamo and Guy Salmon brands

Job: Marketing Executive - Consumer UK.

the fleet, also you receive 50% off car rental anywhere in the world.

CV: Received the CIM Postgraduate Diploma in Marketing in 2005. Obtained a Marketing degree from the University of Glamorgan in 2002.

My first marketing job was for a small company called Integrated Card Solutions, based in High Wycombe. They provided print and copy control solutions mainly in the public sector, they were market leaders in their field. It was great to work for a small company as you getting very involved in all aspects of how the company operates. I learnt so much in the two years I was there. However, as I am an ambitious person, I felt it was time to move on and work my way up the career ladder, hence the reason for joining a global company!

Best part of job: Involved in all aspects of marketing including B2B as well as B2C, it is great working with a successful global brand.

Worst part of job: None as of yet I have only been in the job a couple of months!

What advice would you give someone

interested in doing your job?: Have confidence and belief in your ability as a marketer, get involved in extra curricular marketing activities, always looks good on your CV and be prepared to work hard!

Favourite ad campaign ever: I really enjoy the current Budweiser advert. Budweiser are the official beer of the FA Premier League and they show off their ideas to replace half time presentations with monster truck fighting etc. Very effective advert.

Worst ad campaign ever: Any loan advert where it states that you always have money left over to go on holiday or buy a car.

What would you do if you won a million?: Retire and go travelling round the world for a few years!

Favourite film: Shawshank Redemption

Favourite book: Birdsong - Sebastian Faulkes

Favourite food: Mum's Sunday Roast

3 things you would take on a desert island with you: Ray Mears, iPod and duvet

I am involved in all marketing activities for mainly the Alamo brand and Guy Salmon brand in the UK. Marketing activities include designing brochures and leaflets for all our branches throughout the UK through to designing and marketing the Christmas promotion for the Guy Salmon brand.

Perks: Great working for one of the top companies in the car rental industry. Vanguard was voted in the top 50 companies to work for in 2003, which is positive! You have the opportunity to drive lots of different cars from

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UPCOMING EVENTS

Date	Venue	Topic	Speaker	Company
24 Jan 2006	Oxford Brookes	The Marketing of Sport	Graham Hollins	Spine Consulting
22 March 2006	Crowne Plaza	Brand & Deliver!	Ian Sutton	Milestone Strategic Design
20 April 2006	TBA	Marketing	Keith Arundale	Keith Arundale and Venture Capital
18 May 2006	TBA	The Winning of the London 2012 Olympic Bid	David Magliano	

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