



The Chartered
Institute of Marketing

MARKETING

THE THAMES VALLEY BRANCH NEWSLETTER | OCTOBER 2006

THE GREEN ISSUE

How is marketing responding to environmental issues?

London 2012

How the London Olympic Bid was won

Sustainable Futures

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10/06

A NOTE FROM THE EDITOR

Welcome to the Green Issue. With so much debate and discussion around environmental issues we thought it would be useful and timely to share ideas and opportunities from a

marketing perspective. Thank you for your contributions, please forward any ideas or articles you feel readers would like to share in future editions. Our next theme will be 'On-line' and

the changing influence of the internet on marketing techniques. Please email the Editor : Toni_Chapman@zestex.com or telephone 01494 434 814.

EVENT REVIEWS

HOW LONDON WON THE 2012 OLYMPICS



A packed room gathered at Bisham Abbey on 20th June to hear David Magliano give a fascinating and revealing presentation on how London won the 2012 Olympics.

When the announcement came that London was to host the 2012 Olympics, the nation went wild. The news flashed up pictures of Trafalgar Square awash with ecstatic faces. We were delighted, and perhaps just slightly surprised. Weren't Paris the favourites to win? Only weeks before the press had been deeply critical of how the London bid was being handled. What had changed? How did London pull off such an impressive victory? And why weren't the French bringing over their bottles of Champagne to congratulate the London bid team?

David answered all these questions, and a few more, from his unique perspective as Director of Marketing for the UK Olympic bid.

David took us through the bidding process, from the time London's initial interest was registered in July 2003 – right up to the meeting on 6th July 2005 when London was declared the winner. He gave us a glimpse of the mountain of work that they tackled during those two years, and the key decisions that made all the difference.

The first round included nine cities. Each city had to answer a comprehensive questionnaire covering everything from their motivation for hosting the games, to how finance would be raised. They needed to know where the sporting events would be held, how athletes and the media would be accommodated, and how the transport infrastructure would cope.

May 2004 saw the announcement of the five candidate cities, each of which had been invited to put forward their proposals. David showed us the bid team's response to the Candidate City Questionnaire: three thick volumes, each the size of a large telephone directory.

David explained that the theme for the bid was very much led by Sebastian Coe, a four-time Olympian medal winner. Sebastian Coe's vision for this bid permeated everything they did. The team went through every presentation ever given to the Olympic committee – going back years and years – and each and every one of them made the city the hero. This makes perfect sense – bidding cities want to show off every appealing aspect that they can. Only that's not at all what the London bid team did ...

Sebastian Coe is passionate about his sport, and as a child he was inspired by the Olympic Games to take up running. And now he wants to pass a bit of that magic on to future generations. For him, the Olympics are about young people and their hopes and dreams. So that's what David and his team did. They made sport

the hero. He showed us the presentation film and I can honestly say that everyone sitting in that room at Bisham Abbey that evening was moved by what they saw. You can see the presentation and other films from the presentation at www.london2012.org/en/ourvision/11-07-2005-14-16.htm.

The bid team spent £28m securing the Olympics for London. As we watched the films that David had brought along we were left in no doubt that it was £28m spent by a team that had both breadth of vision and the courage to go against the grain. And one can't help but feel that they have raised the bar for future Olympic city hopefuls.

Our thanks go to David for an inspiring evening which brought the bid alive and gave us a glimpse of the difficulties they faced in securing the 2012 Olympics for London. We would also like to thank Bisham Abbey, home to the English Institute of Sport, South East Region, for the magnificent room used for the event.

David Magliano was awarded an MBE for his contribution to winning the Olympic bid and has twice been named Marketer of the Year, the first time for his role in creating and launching the low cost airline Go.

Caroline Eveleigh and Sally Enoch



SUSTAINABLE FUTURES

Twenty years ago Mrs Gro Harlem Bruntland wrote 'Sustainable development should meet the needs of the present without compromising the ability of future generations to meet their own needs'. To better understand the meaning of sustainability, I referred to the dictionary and discovered that it refers to the power to hold on to something or the power to keep going... for me that's not nearly illuminating enough. Especially since the word sustainability has slouched into the mind-bending world of advertising copy, grant applications and government policy. Sustainability has joined the list of tired, trite and worn out words including green and environmental. It's become a cliché, we hardly hear or register it. This is a

A pensioner spent his retirement collecting scrap pallets and recycling them into bird boxes. He then sold them at car boot sales and over the years raised £25,000 for the RSPB and won a Green Apple Award.

shame as working towards a sustainable future is a worthy and rewarding endeavour. There is no time for politicking, there is no time for merely good words. We need to do something that will put us on the fast track to sustainability. We need a sustainable revolution.

It is possible to live and work now in a fossil fuel free environment, zero CO₂ emission buildings with zero loss of comfort. But for most of us this reality is still just around the corner. So what

can we do? I accept that it is virtually impossible for any organisation to be totally green, but if you are making a genuine effort to do what you can to protect or enhance the environment then you can be recognised for your environmental effort and get the recognition you deserve.

The first chewing gum poster campaign – where removable posters featuring faces of people we love to hate are put up for people to stick their used gum to – was awarded a Green Apple Award. The novel concept of the chewing gum poster has since become common practice for many local authorities.

In addition to my role at Milestone I am also involved with The Green Organisation an independent, non-political, non-activist, non-profit environment group dedicated to recognising, rewarding and promoting environmental best practice around the world.

While supporting the work of other environmental groups that play the role of environmental watchdog, there is also a need for an organisation like The Green Organisation which concentrates more on the positive aspects of environmental endeavour - the carrot as well as the stick.

The Green Organisation runs The International Green Apple Environment Award campaigns - one for environmental best practice, and one for enhancing our built environment and architectural heritage.

Green Apple Award winners come in all shapes and sizes from individual start up companies to large international blue chip organisations. They have recognised the benefits and profits that can come in the wake of environmental best practice, so they have sound business reasons for following the winners' lead - as well as taking responsibility for the safekeeping of our environment for generations to come.

In 2005 we launched an initiative called 'print a tree'. For every £10k worth of print that we manage we will plant a tree. For 2006 we have introduced an energy saving plan to further reduce our electricity usage. We intend to offset those emissions that we cannot avoid by planting additional trees. The trees are purchased through the RSA Plant a Tree initiative. As a member of the RSA since 2005, Milestone is committed to supporting this project.

Whilst there is an environmental price to pay for using cement, one cement company cut its smoke stack emissions by 30% and won a Green Apple Award.

Not only should we all be making an effort but we should be telling our staff and clients alike what we are doing. Every little bit helps.

Richard Collins
Director, Milestone Strategic Design
www.milestonedesign.co.uk
www.thegreenorganisation.info

CHAIRMAN'S COLUMN

Sustainable Futures



Welcome to the October edition of the CIM's Thames Valley Newsletter.

Those of you who have been keeping up to date with the newsletter would have already read our contributors pieces on 'Marketing and the Bottom Line', and 'Standing Out from the Crowd'. This month, we once again look at something different, but totally relevant to the marketer of today.

'Sustainable Futures' are the buzzwords of this month's newsletter, with good reason. You need only to have seen a news bulletin over the last few weeks to be aware of the issue of global warming. Some of the world's most respected scientists have clearly stated this threat is very real. Various national and international governments have taken the initiative by signing global treaties to help solve the problem (think Kyoto) or by implementing regulations to reduce the amount of carbon emissions released into the atmosphere.

How does this affect the marketing executive? The wealth of information available to today's consumer has meant they are acutely aware of the climate change issue. Many marketers are promoting their organisations as 'green'. Global events are being touted as 'carbon neutral'. For example, FIFA, the sporting body that organises the football World Cup, planted enough trees in South Africa to offset the amount of carbon dioxide hosting the event generated, hence, a carbon neutral event.

Initiatives such as these make for great PR messages, but not all of us work on a budget comparative to FIFA's!

The terms being bandied about in the press are 'sustainable marketing' and 'green marketing'. But what do they mean? The UK initiative Forum for the Future describes it as '...an innovation agenda, tackling how companies connect to their customers and stakeholders on environmental issues'.

It all seems very straightforward. Develop a product or solution that has green credentials and the customers will lap it up in droves. Unfortunately, it is not that simple. Although being a green company seems to be the latest trend, its limitations as a selling point are the subject of a recent article from green marketing guru Jacquelyn Ottman. Ottman argues that many eco-friendly products fail because the companies that make them put too much emphasis on saving the planet. Ottman cites the example of a light-bulb that flopped when it was positioned as eco-friendly, but

became a major success when it was introduced as a money-saving device.

This fact was recently highlighted through research from global branding consultancy Landor Associates. In June of this year, Landor conducted 'green brand research'. The results indicated a majority of consumers are 'not interested' in green brands. Only 17% of consumers are 'green motivated' and 25% are 'green interested', according to the results.

Providing an environmentally sound product or solution is not enough. Segmentation, effective positioning and messaging are vital ingredients for a successful sustainable marketing campaign. Those 17% of consumers who are green motivated may be willing to pay more for environmentally friendly products, but those in the survey who were classed as green interested may need further convincing and hence the way a solution is positioned to this group will be completely different to the green motivated and non-green motivated consumers.

There is no question, this is a very tricky space to operate in, but if successfully managed the opportunities could be huge.

The debate on sustainable marketing will fill this whole newsletter, but unfortunately, I have to leave it there. I'm sure you may have many ideas for a sustainable marketing initiative; we would love to hear them!

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

Andrew Dugdale, Chairman
adugdale@thebusinessaccelerators.com

GREEN GROWTH?

Creating natural competitive advantage

For the first time, climate change really seems to be having a serious impact on the way consumers behave. This presents a range of opportunities and challenges for marketers. It makes sound sense for marketing to develop its green credentials but in doing so we may also discover new ways to develop business and competitive advantage. Entrepreneurs are exploiting the shift in customer feelings by launching new products and brands which are environmentally focussed. Innocent drinks have captured a huge share of the soft drinks market by preaching a genuine healthy and environmentally aware attitude. B2B vehicle leasing company Lex has a Carbon Neutral product which



differentiates them from competitors and generates new leads. Honda leads the way in green vehicle technology and its investment is looking to pay off, not only through increasing sales of cars but also by sales of its unique technology to other manufacturers. Property developers are catching on to new building materials, but how many use energy efficiency as a marketing proposition? Large organisations are under pressure to develop green policies to improve corporate spin - Tesco and other major supermarkets make bold claims about how they've made their stores less wasteful but what about the packaging of the products they sell? Do avocados really need to come in plastic blister-packs?

THE GREEN MARKETEERS

Our new brochures are made from pulp from sustainable forests...

...and our product packaging is fully recyclable...

...I wonder if my Porsche runs on bio-fuel



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GREEN WEB WATCH

www.carbonneutral.com

A comprehensive guide to carbon offsetting projects for both the corporate and private markets. Clients are encouraged to act using a mixture of climate friendly technology projects that prevent or reduce CO₂ emissions (such as wind & solar energy) and forestry projects (tree planting) which absorbs CO₂ already in the atmosphere. Visit this site and use their online Carbon Calculator to work out your personal or company CO₂ emissions, and find out how you can act to neutralise them.

See also

www.woodland_trust.org.uk/carbon

www.thegreenorganisation.info

The CIM launches its Marketing and The Triple Bottom Line agenda in October. It will explore how companies are beginning to address environmental responsibility, social awareness and economic profitability. Your views and experiences are welcomed, have your say by mailing shapetheagenda@cim.co.uk

WHAT'S

Hot topics in green marketing

Go Carbon Neutral

Offset your emissions and plant more trees

Reduce packaging cost and waste

Think local

Source suppliers closer to home

Use technology instead of travel

Recycle it

THE AUTUMN EVENTS PROGRAMME... AND YOU!

In this issue there's a full listing of events in the Thames Valley Region up to year-end. For short, sharp presentations on key marketing issues check our Business Meetings, for more in-depth sessions the 3 hour Continuous Professional Development (CPD) training evenings are for you. At both types of event you will hear marketing professionals presenting views, ideas and working solutions.

But could you do more? Organising these evenings takes time and the events team

have a 'day job' just like you. Come and help the team develop and run these and other events. We need people of all backgrounds to help out but why not see what is involved by helping out at one of these evenings. Contact Peter Brent on peter.brent@btopenworld.com or any committee member and join us one evening. You will see something of what is involved and you get to attend for free and get the CPD points!

Don't just sit there... join in.

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Please contact **Sally Enoch** if you are interested in joining the committee on sallye@carnelianassociates.com.

UPCOMING EVENTS

| Date | Venue | Topic | Speaker | Company |
|------------------|---|---|-----------------|---------------------------------|
| 17 October B | Uplands Conference Centre, High Wycombe | Recruiting Marketers | Derek Smith | MRI – Consulting |
| 26 October C | Uplands Conference Centre, High Wycombe | Selling it to The Board & Value Based Marketing | Daniel Eiolart | DCE Solutions |
| 16 November B | Reading | Data Protection & Privacy Laws | Tamzin Matthew | Morgan Cole |
| 23 November B | Crowne Plaza, Marlow | Maximise Consumer Insight at Low Cost | Lucy Partington | The 360 Research |
| 07 December B | Wokingham Council Chamber | Developing Business in Eastern Europe | Nigel Adams | Nigel Adams & Company Ltd |
| 07 December C | Holiday Inn Handy Cross High Wycombe | Skills and Techniques of Networking | Mac Mackay | D.A.W. |

C = Continual Professional Development Meetings. B = Business Meetings. All events start at 6.30pm. For more details and to book a place visit www.cim.co.uk and choose News and Events

If you would like to advertise in future editions please contact **Sharon Moore** at sharon@milestonedesign.co.uk

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