

THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND



Newsletter of The Marketing Association
of Australia and New Zealand

Issue #060101

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Media Engagement 2006

Conference 27 – 28 February

Advanced Master Classes 27 February & 1 March

The Dockside, Sydney

How will you ensure you engage consumers with your media investment? This meeting of marketing minds will push your media/creative strategies to new heights so you will cut-through the media clutter.

Speakers include global leaders: Cannes Lions 2005 Winners Renault Nissan Deutschland and TBWA Japan, plus the minds behind The Big Ad and iPod campaigns.

Reserve your seat: phone +612 9223 2600, fax +612 9223 2622, email registration@iqpc.com.au

Quotations

Bulls do not win bull fights; People do. People do not win people fights; Lawyers do. - Norman R. Augustine

A boss cannot obtain by decree the creativity, initiative, and dedication needed to do a job properly. - Tony Kizilos

A leader is not an administrator who loves to run others, but someone who carries water for his people so that they can get on with their jobs. - Robert Townsend Former CEO, Avis

My definition of a leader ... is a man who can persuade people to do what they don't want to do, or do what they're too lazy to do, and like it. - Harry S. Truman,

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From the Media

McDonald's

McDonald's Corp said quarterly earnings rose 53 percent and defended its three-year-old business strategy in response to an activist investor's call to restructure company-owned restaurants. McDonald's, which had focused on existing stores in recent years, also said it would open 800 restaurants this year.

It will add drive-thrus in China and expand elsewhere in Asia, the Middle East and Africa. McDonald's has revitalized sales at its flagship US business in the last three years by focusing on improving existing restaurants with new menu items like salads, cashless payments and its popular "I'm Lovin' It" advertising campaign.

In the most recent quarter, US sales momentum benefited from more 24-hour stores, sales of a new line of chicken sandwiches, a Monopoly promotion, and new gift cards.

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INSIGHTS 2006

Re-Invigorating Research to Make Informed and Illuminating Decisions 10 & 11 April 2006 ~ Dockside, Sydney

Insights 2006 focuses on how you package your research in a way so that it can be leveraged and actioned immediately. Our line-up of expert speakers will share their experiences of how they have raised the bar and ensured consumer insights result in positive change.

At this thought-provoking conference, you will discover how to:

- ~ Leverage the value and perception of research within the business
- ~ Use research to anticipate and predict what consumers will do next
- ~ Develop sure-fire decision-making processes that catapult insights into action
- ~ Make recommendations for marketing actions in a way that inspires your audience and generates tangible results
- ~ Among many other things!

PLUS! Don't miss the panel sessions and interactive brainstorms throughout the two days: Work solutions out at the conference!

Members of MAANZ will receive 10% off the standard conference price! To qualify for this discount, quote priority code 'MAANZ'. For more information, call 02 92223 2600, fax 02 9223 2622, email registration@iqpc.com.au or check us out on www.iqpc.com.au/AU-3028-002/MAANZ

Speakers include global leaders: Cannes Lions 2005 Winners Renault Nissan Deutschland and TBWA Japan, plus the minds behind The Big Ad and iPod campaigns.

Brits show appetite for mobile TV

Watching TV on mobile phones could be a money-spinner for mobile operators if the results of two trials are anything to go by.

A trial in Oxford, conducted by O2, has found that nearly 80% of people would subscribe to a mobile TV service.

A similar trial from BT has shown that people would pay up to £8 a month for such a service. O2 was surprised to find that people were using the mobile TV service at home.

According to their results, 36% of people used the service mainly at home, compared to 23% at work or university and 28% while on the move.

The O2 and BT trials used different technologies but drew similar conclusions about the appeal of mobile TV to consumers.

Bespoke content

O2 garnered results from nearly 400 trialists in the Oxford area, each of which had access to 16 TV channels via specially adapted handsets.

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The trial was conducted in partnership with broadcasting firm Arqiva. Interim results showed that 76% would take up services within the next 12 months, with 83% satisfied with the service they received.

According to the results, people were viewing an average of three hours of TV per week, with demand peaking in the morning and evening commutes to and from work. There was a higher than normal TV viewing pattern at lunchtime as workers used their lunch hour to catch up with news, sport and soaps.

Triallists could choose from 16 channels, including the BBC, ITV, Channel 4 and Five. News, soaps, music and documentaries proved to be the most popular content with a third of triallists indicating that they would be interested in bespoke mobile programming.

The O2 trial, which will continue until the summer, uses so-called DVB-H technology. DVB-H, which has been adopted by the European Telecommunications Standards Institute (ETSI) as the standard for mobile TV services in Europe, works by beaming a signal to a digital TV receiver, attached to phones.

Unlike TV streaming via 3G, DVB-H does not eat up bandwidth and is a cheaper to roll out nationwide.

The fact that the technology is being taken up across Europe appeals to O2 because it will mean more channels and handsets to choose from.

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Qantas slug

Qantas domestic passengers flying to and from Adelaide were secretly slugged \$5.50 per flight for more than a month to cover the extra expense of the \$260 million terminal they were not using. Qantas confirmed yesterday that it added a new \$5.50 passenger facility charge to domestic fares on November 1. It was paid to Adelaide airport and designed to cover the costs of the new terminal. However, the airline did not take off the charge until December 9, when it became clear it would be unable to move its domestic flights to the troubled terminal because of problems with its fuel distribution system.

"For domestic services, Qantas put the increase in place as of November 1, when we expected domestic flights to commence," said the airline's head of corporate communications relations, Belinda de Rome.

Qantas is now offering to refund the charge.

Virgin Blue spokeswoman Amanda Bolger said the smaller airline did not introduce the charge or increase base fares.

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Happy iPod

"It's an iPod and MP3 player Christmas this year -- mobiles have been left on the sidelines," one senior industry executive said.



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New feature-rich third-generation mobile phones have only arrived in shops recently, despite Telstra and Vodafone launching their services several months ago. At present such handsets are only available at the very high end of the market on any network except Hutchison's "3", the smallest local mobile group.

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Cadbury Schweppes to sell European soft drinks business

Cadbury Schweppes is selling its European soft drinks business for €1.8512n (£1.2212n) to private equity firms Blackstone and Lion Capital. The business includes the Schweppes, Orangina and Oasis brands; its sales are concentrated in France, Spain and Germany. The company plans to focus on its faster growing confectionery and other drinks businesses.

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Spar International to open 15 hypermarkets in China

Spar International will open 15 hypermarkets in China over the next three years, having signed license agreements with Henan Star Chain Commercial and Hubei Yasi Chain Commercial. This will bring the Spar brand to three provinces, reaching approximately 250 million people. It is currently in more than 30 countries worldwide.

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Black Cherry Vanilla Coke

Coca-Cola is launching Black Cherry Vanilla Coke (in both regular and diet varieties) in the US in January, with British consumers will see the launch in 2007. The original Coca-Cola vanilla lines will be axed in the US and UK at the end of the year.

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Coke backs FIFA

Coca-Cola has also signed a deal with FIFA, football's world governing body. It will continue sponsoring football until 2022, under a partnership agreement that includes a global tour: 'FIFA World Cup Trophy Tour by Coca-Cola', which will visit 28 countries. A new global marketing platform has also been unveiled: 'We all speak football'.

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AOL and Warner to launch free broadband TV network

AOL and Warner Bros will launch a free broadband TV network called InaV from early 2006. The collaboration will give AOL users access to more than too series of old IV shows at times suitable for

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them. The programmes will be aired across six interactive channels. The catalogue will be expanded over time.

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HSBC

HSBC has launched a global multi-media advertising campaign, focusing on its new concept: 'the brand that values different points of view'. It replaces the three year-old 'Cultural Collisions' campaign. Twelve commercials and print ads aim to direct readers to a website to give their points of view.

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Internal Communications Conference **February 28 – March 1, 2006 ~ Sydney The WatersEdge Pier One**

IQPC Conferences - www.iqpc.com.au

Marketing Metrics 2006 **20 - 22 February 2006 ~ Vibe Hotel, Sydney** info@iir.com.au

Strategic Internal Communication **22 - 24 February 2006 ~ Rialto Hotel, Melbourne** Ark Group www.arkgroupasia.com

Youth Marketing Conference 2006 **10 - 13 April 2006 ~ Melbourne** info@iir.com.au

KFC to run commercials to reassure consumers

KFC may run TV commercials to reassure consumers about the safety of its chicken products in the event of a bird flu outbreak. The ads have been created in the US by KFC's parent, Yum! Brands.

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customers," he said. "We shall be working for manufacturers, service organisations and PR companies to tell the story they want told – in a way the best journalists would tell it."

The companies can then supply the story to editors, in many cases for no charge.

Torr, who recently left top spot as editor of Singapore Airlines' prestigious SilverKris inflight magazine, has extensive experience across a wide range of magazines and newspapers prior to his arrival in Singapore five years ago.

"We know exactly what editors want, and we know how to produce it, fast. We also know their budgets – tight. That gives us a big advantage over other more established approaches with a time or content overhead, or those just selling stock stories from a syndication service" he asserts.

"We see JAM as bringing a new concept to the regional media – ready-to-roll stories at very low cost, but custom-written and of the highest quality," he asserts. "We are offering highly targeted content with journalist-quality writing."

Torr says the time is ripe for a regional professional content company dedicated solely to producing top-quality copy for companies with a story to tell.

"We think the market has been waiting for this," he adds.

Companies in Australia and the US are already using editorial services to get their message across, but Torr believes JAM is the first SE Asian operation to offer pan-regional coverage.

The company will initially concentrate on the technology, travel, consumer and business markets, and will also run "Understanding the Editor" media sessions for businesses and PR companies.

For more details and a promo CD, contact JAM at info@jamwrite

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Marketing Definitions

What does it mean?

Word-of-mouth: The act of consumers providing information to other consumers.

Word-of-mouth marketing: Giving people a reason to talk about your products, and making it easier for that conversation to take place.

BUZZ marketing: Using high-profile entertainment or news to get people to talk about your brand.

Viral marketing; Informational/promotional messages that are designed to be passed along in an exponential fashion, often by email

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Across the globe, men shared some common sentiments, including:

* Their role in society is unclear.

Due to profound social and structural changes taking place across the globe, the study confirmed that men in most parts of the world are unsure of what's expected of them in society, with half of those surveyed saying they felt their role in society was unclear. A stunning 74 percent said they believe the images of men in advertising are out of touch with reality.

* They're adapting to their changing society. \

Men are driven to adapt to these social changes for five reasons, including 1) to hold on to power, 2) to maintain meaningful roles in changed family dynamics, 3) to keep their jobs and careers on track, 4) to indulge themselves in newfound pleasures (things they couldn't before), and 5) to attract the ladies.

Why Study Men Now?

"There has never been a more relevant time to reassess the state of masculinity, particularly as it affects buying patterns and trends in global marketing," said Leo Burnett Worldwide CEO, Tom Bernardin. "While the world has been focused on women, men have been undergoing some significant changes of their own. An equally comprehensive look at men is long overdue, and it was our goal to help put things in perspective. The last thing we want is to look back in ten years and find that we have unwittingly created the same clichés that female advertising is riddled with."

About the Man Study

In preparation for the seminar, the agency interviewed more than 2,000 men in 13 countries to explore the evolving state of masculinity around the world and explain the opportunities and challenges for marketers.

The study revealed the existence of a "New Male Spectrum," characterised on one end by highly adaptive, modern men—or what have been popularly dubbed "metrosexuals," and on the other end, entrenched, more traditionally masculine "retrosexuals" who cling steadfastly to stereotypical male behaviour. Both groups are engaged by the gender debate and see themselves in terms relative to women: either they're more like women (Metros) or they're aggressively asserting their difference from women, (Retros).

However, according to the Man Study, fewer than 40 percent of men define themselves this way. The study put the larger majority of men on the "Traditional Male Spectrum," denoting those who seek professional success as Power Seekers and those who seek familial success as Patriarchs.

Study Conclusions

In light of these findings, the seminar offered several recommendations for marketers:

* **EMBRACE MALE COMPLEXITY:** There's more to men than many of the media clichés and stereotypes suggest.

* **ANTICIPATE MALE ADAPTATION:** Men are adapting all around the world, even in traditional societies and developing markets. It's part of how they cope with change.

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and appealing.

2: Presentation of a Poor-Quality Card

An acquaintance of mine just printed up some "home-made" business cards. She spent five dollars for an Ink Jet business card kit to print 150 business cards. I was very impressed initially with her card: great use of colours, fonts, and the layout was pleasing to the eye. Then I held the card in my hand: it was feather-light and I could feel the perforations around the sides which were already peeling. There was also a fine white line running through the red ink of the company name.

Lesson: Don't skimp on money when it comes to your business card. You want to have good stock paper, print that doesn't bleed from a drop of water, an embossed logo, and the card should feel substantial and pleasing to the touch.

A poor quality card implies a business that will have poor quality products and services. Rather than attracting business, this type of card would most likely repel prospective customers.

3: Having a "Mystery" Business Card

When someone looks at your business card, can they tell immediately what your business does? If not, you're not likely to get as many calls or referrals. In addition, your logo should have some connection to what your business does or what you are selling.

4: Not Providing a Unique Selling Proposition

Many businesses miss the golden opportunity of utilising their business card to its full marketing potential. Your card should state at least one very powerful reason a customer should do business with you.

5: Using an Oversized Card

Common sense dictates the use of the traditional and standard 3.5 by 2-inch business card. Anything bigger will not fit in wallets or most business card holders. Chances are it will end up being filed in the circular file known as the trash bin.

6: Print that is too Small

Does your business card have a font size so small that you need to hand out a magnifying glass in order for it to be read? Beware of this practice. You may be able to cram more information onto the card with a small font, but what good is it if people can't read it? Since 95 percent of the population aged 35 or older need reading glasses, a good guideline is to use a type size no smaller than 7-8 point. Your name point can be a little larger; i.e., 9 point, and the company name usually looks good at about 12-15 point.

7: A Cluttered Card

Too much print looks busy and terribly unprofessional: Simple is best. Sort out the information and keep only what's totally necessary for someone to know your name, your company, what you do, and why they should use you -- but don't skimp on your contact information; you want to be easy to reach.

8: Inadequate or Poor Use of Colour

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Spice up your business cards with a little splash of colour; you'd be surprised what a difference it makes; for example, Just as restaurateurs use the colour red for its appetising quality, the judicious use of red in a business card is very visually appealing. Avoid the common mistake of grey print on a white background; it lacks contrast and the print is difficult to read.

On the flip side, don't make the mistake of colour-overload. Too many colours that don't complement one another will make the card look busy and will detract from the content of your card.

The use of colour in the business card below is attractive but does not interfere or detract from the card's message.

9: Cards that don't get Distributed

What good is having a box full of business cards if they're just sitting there collecting dust? It would serve you and your business better to apply the old axiom, "Use it or lose it." What can you lose? Business.

Always have a supply of your cards wherever you go. Give them out when appropriate, and while you're at it, don't hesitate to give out more than one. Invite people to pass the extras along to others who might need your service. You might be

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