



Weekly News You Can Use 20th February

Media Info

09/02/2012 *Mediatel*

Online video is winning brands credibility and kudos with consumers, according to new research from Specific Media, with brand interest levels and positive associations being built as a result. The in-depth study examines consumer perspectives into online video advertising and finds that relevant original programming boosts purchase intent by 25%, brand favourability by 13% and brand association by 12%. Additionally, there is a 23% uplift in purchase intent when comparing consumers exposed to relevant online video advertising, with those who are not. More here <http://mediatel.co.uk/newsline/2012/02/09/consumers-say-video-advertising-adds-halo-effect-to-brands/>

13/02/2012 *Mediatel*

An opinion piece in Mediatel on new trends and trading in digital media
<http://mediatel.co.uk/newsline/2012/02/13/new-new-digital-media-trends-for-2012/>

16/02/2012 *Media Week*

The TV advertising market is expected to be up by between 2-3 per cent in April, according to media agency sources. This increase could lead to a more impressive year-on-year rise of 4-6% in May, media buyers said. It is understood that adspend on ITV1 is down between 3-5 per cent in the first quarter, against tough year-on-year comparables, but is expected to be higher than market increases in the second quarter of 2012 as Euro 2012 kicks off. Channel 4's ad revenue haul is said to show healthy increases in quarter one because it did not trade with all the media agencies in January 2011. However, the broadcaster has underdelivered on some of its key audiences in February. Channel 5, meanwhile, is thought to be down around 6 per cent year on year after increasing revenues significantly in 2011.

16/02/2012 *Allmedia Scotland*

DC Thomson is making its first foray into the online deals industry from 17 Feb with www.beezerdeals.com Says DC Thomson: "Operating in conjunction with social media sites as well as the company's own titles - The Courier, Evening Telegraph and The Sunday Post - the website will target over a quarter of a million customers in Tayside and Fife."

20/02/2012 *The Drum*

News International's new tabloid the **Sun on Sunday** will be launched this week

20/02/2012 *The Drum*

The **Daily Record** has launched a discount offer which enables readers to save 25p on the current cover price of 45p. A voucher is printed on page 51 of today's paper which gives readers the opportunity to buy tomorrow's Daily Record for just 20p.

General

14/02/2012 *Scotsman*

The rate of inflation fell to 3.6%, a 14-month low, last month and is expected to hit the Government's 2 per cent target by the end of the year.

15/02/2012 *BRC*

Scottish Retail Consortium figures show a gloomy picture with total sales in January 1.5% down on January 2011, when they had increased 1.9%. This was the worst fall in total sales for any month since 1999. Like-for-like sales were 2.6% lower than a year ago, when they had fallen 0.9%. January's fall was the worst since May 2011 and the ninth decline in the past 12 months.

16/02/2012 *The Drum*

BARB has announced that its chief executive Bjarne Thelin, is to leave at the end of the year.

17/02/2012 *The Drum*

The UK high street lost 14 chain retail stores every day in 2011, as 5,268 shops were closed by major retailers last year. According to research undertaken by PricewaterhouseCoopers and the Local Data Company, 5,094 stores were opened by major retailers on high streets across the UK, leaving a deficit of 174.

17/02/2012 *The Herald*

Scottish hotels last year enjoyed a 2.6% jump in room yield to £53.30 in a tough economic climate, according to the survey from accountancy firm PKF. This rise in room yield in Scotland outstripped a 0.5% increase in England, excluding London, and contrasted with a 2.8% drop in Wales. Scottish hotels also enjoyed a greater improvement in their overall occupancy rate than their counterparts south of the Border in 2011. The overall occupancy rate of hotels in Scotland improved from 73.1% to 74.4%. Hotels in Aberdeen and Inverness led the way during 2011 in terms of their increase in room yield with respective rises of 11.3% to £55.76 and 4.8% to £42.44. PKF highlighted the boost to Aberdeen hotels from North Sea activity which has been bolstered by the high oil price. It cited "staycations" as a factor likely to have benefited hotels in Inverness.

17/02/2012 *The Drum*

Some 41% of the UK online population claim to be getting bored of social media according to new research from YouGov

20/02/2012 *The Herald*

Retailers in Scotland faced the toughest trading conditions in the UK over the festive period – with a significant drop in shopper numbers. Footfall figures for the three months to January reveal an 8.5% drop in the numbers of people venturing out to the shops despite a range of discounts and bargains in the run-up to Christmas and in the sales.

Advertisers & Agencies

14/02/2012 *Scotsman*

Passenger numbers at both **Edinburgh and Glasgow airports** fell last month despite overall figures across BAA's UK operations rising, according to traffic statistics released yesterday.

13/02/2012 *The Drum*

The first advert to be custom designed for the as yet untapped canine market (**for Bakers**) was broadcast on ITV1 on 13th Feb in Emmerdale centre break

13/02/2012 *Business7*

Celtic Football Club has reported a huge drop in first half pre-tax profits for the six months to December 31 - down 97% to £177,000 against pre-tax profits of £7.05 million at the same point a year ago.

13/02/2012 *Business7*

Pawnbrokers **Ramsdens** will open new stores in the west and north of Scotland this year as part of a wider plan to open 30 new UK stores this year. 30 of its current 92 stores are in Scotland.

14/02/2012 *Scotsman*

Accident Claims Scotland (ACS), the Paisley-based car crash management firm, has signed a deal with an English peer that it expects will add at least 50 per cent to its turnover

14/02/2012 *The Drum*

Mitsubishi UK is to review its £6m media buying account

15/02/2012 *The Drum*

TCS Media has promoted David Price to the newly created role of enterprise director. He will be in charge of reviewing all the group's revenue streams against the company's business plan and ensuring that media owner technology and innovations are embraced.

16/02/2012 *Scotsman*

Trading at **Peoples Motor Group** has stabilised after falling back from a record year in 2010, with founder and chairman Brian Gilda saying he is "delighted" with the group's performance in a difficult and challenging market. Going forward the focus will be on trimming costs in marketing and advertising. "One of the things we are looking at is how to make our marketing spend more efficient," Gilda said, noting the group's recent significant investment in IT and telecoms systems.

16/02/2012 *Media Week*

Carat has won the £6.7 million media planning and buying account for the furniture retailer **CSL**

16/02/2012 *NamNews*

Coca-Cola has launched a major new marketing campaign for its **Coke Zero** brand in the UK, as part of a pan-European push. The campaign features a new strapline – 'Taste the Possibilities' – with TV and digital ads. The campaign targets young men and features a TV ad running across terrestrial and digital channels, with the ad also airing on video on demand services ITV.com, 4oD, Five and Sky Player until March.

16/02/2012 *The Grocer*

Malcolm Walker has entered into exclusive discussions with Landsbanki to buy **Iceland** foods for a reported £1.45bn.

16/02/2012 *The Grocer*

Baxters Food Group blamed heavy promotional activity in soups for a decline in group sales in its past financial year. Sales for the year to 28 May 2011 were £125.8m, down slightly from £129m for the previous 12-month period. But pre-tax profits improved from £6.7m to £7.1m.

17/02/2012 *The Furnishing Report*

Stressless brand owner **Ekornes** says orders in the UK and Ireland were up 17 per cent in January, but it faces a tough year if it wants to recover revenue lost in 2011.

17/02/2012 *The Drum*

Stuart Feather and Nick Cross have opened **The Republic of Media**, to be headquartered in Manchester, with £27m of TV billings, including Bet365, Hornby, Jumbo Games and Topps Confectionery accounts.

19/02/2012 *Scotland on Sunday*

Dunfermline-based **D&G Autocare** has unveiled plans to open in Edinburgh for the first time. D&G was set up in 2004 by David Hunter and George Simpson, who had worked together at Kwik Fit and Farmer Autocare before setting up shop on their own. The pair already own eight garages across Fife and Central Scotland.

20/02/2012 *The Herald*

John Clark, Scotland's fourth-largest motor dealer, has opened a £6 million facility in Edinburgh for Jaguar Land Rover, currently Europe's most successful carmaker.

20/02/2012 *The Herald*

ScottishPower is set to build a £40 million headquarters in central Glasgow between the Whyte & Mackay headquarters and the M8, on the site previously earmarked for the city's tallest skyscraper.

20/02/2012 *Scotsman*

Aitken & Niven, the Edinburgh-based outfitter, will target the increasing popularity of uniforms at state schools in a bid to boost turnover by 15 per cent this year.

Sponsorship and Product Placement

13/02/2012 *The Drum*

RBS could be considering ending its £5 million-a-year sponsorship of the Six Nations rugby tournament, according to media sources. It has been speculated that RBS may take up a cheaper option; of sponsoring the Glasgow 2014 Commonwealth Games instead.

13/02/2012 *The Drum*

Warburtons is set to run an £8.2m integrated marketing campaign highlighting breakfast as a priority meal and the role that the brand can play within it. The campaign will also showcase new products from the brand as it aims to attract new consumers and drive sales within the category, with activity set to run across television, digital, consumer press, radio, PR and in-store marketing, while a media partnership has also been struck with MSN.co.uk and Magic FM.

13/02/2012 *Brand Republic*

Bach's Rescue Remedy today begins a sponsorship of Magic's 'Mellow Magic' show as part of a national media campaign planned and bought by the7stars, focusing on reaching consumers when they are relaxed or stressed.

17/02/2012 *The Drum*

Kellogg's is promoting its kids' cereal brand Mini Max by sponsoring the breakfast slot on children's channel Boomerang for a year.