Editorial

You may wonder why your journal, formerly known as *Interactive Marketing*, has changed its title. The reason is very straightforward — it is to reflect the changes and new developments in both the marketplace and technology. When the Institute's journal was launched some seven years ago the term 'interactive' was a popular expression referring primarily to two-way communications and new media. Since then it has come to mean different things to different parties.

The *Journal of Direct, Data and Digital Marketing* now reflects the new positioning of the IDM. The three cornerstones of modern direct marketing are the personal communications to acquire and retain customers, the application of customer data and the increasing use of digital media. As Sir Martin Sorrell, Chairman of WPP, often commented, he believes 50 per cent of his clients' global business will be based on direct and internet marketing practices within five years.

Over the forthcoming issues we will try to balance the papers to reflect these increasingly important marketing disciplines. The first three contributions to this issue perfectly reflect this — the first being concerned with the future of database marketing, the second with how direct marketers use volunteered information and the third with why marketers should seriously consider a dedicated strategy for the older generation.

We lead with an Opinion Piece from Alan Mitchell and Iain Henderson which predicts major changes to today's CRM and database marketing activities. Traditionally companies have collected information about customers on their own systems and used it for their own purposes. A vast new industry is emerging: personal data management services, the foundation of which is the personal knowledge bank. Personal knowledge banks will enable individuals to assert ownership and control over their personal data. They will lead to the rise of many new consumer services and transform the relationship between individuals and organisations. As editors we strongly recommend you read this piece.

This is followed by a paper from Gary Robertshaw and Norman Marr which poses the question 'Are voluntary contributors of personal information different to those who abstain?' The results of their survey reveal that consumers who voluntarily contribute personal information are different to those who abstain both qualitatively and respect to their values. This has implications for future targeting and customer profiling methods.

'Digital marketing for the charmed generation' from Dick Stroud highlights an important group of people — the charmed generation who are due to retire or will retire in the next five to ten years with a level of wealth and income unlikely to be repeated in future generations. The high income results from a combination of guaranteed pensions, property ownership, low levels of debt and inherited wealth. Unfortunately, to date digital marketers have paid little attention to the requirements of this group, inevitably concentrating on the younger population. This paper shows how companies should adapt their design and test their websites to meet the needs of the charmed generation.

This issue also includes a case study of the company which won the IDM's Business Performance Awards 2005. Gala Group's use of direct marketing is unusual for a retail business in two respects. Instead of adopting direct mail simply as an add-on mass-communication medium, it created and used a customer database to select and target small, specific customer segments with customer-relevant messages; it also used the computer not to centralise decision making but to devolve responsibility to local business managers.

Our last two contributions are the Legal and Regulatory Update and New Technology Briefing. The Legal Update tackles the very important area of disability and the web. When designing their websites, many companies have still to wake up to the new guidelines regarding making the site accessible to disabled people. This paper gives some useful background research and good examples of where best practice has been applied. Finally, Nik Margolis gives an insight into the impact of the internet on

trade exhibitions. This paper looks at what the internet can offer to reach and convert audiences who may not consider or be able to attend a live event.

As editors we hope you will enjoy reading this new edition, and should you have any views on the change of title we would be delighted to hear from you.

Best regards

*Derek Holder
Robin Fairlie*