Editorial

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This edition of the Journal is an eclectic mix of articles, opinions, cases and abstracts, covering a wide range of issues and topics.

We start with an opinion piece from Mark Chipperfield who is Head of Data Management at BBC TV Licensing. I wonder if your first image when you think of BBC TV Licensing is a man sitting in a white van with an antenna outside a tower block: if it is, it just proves the power of memorable advertising. If not, it just probably expresses my own guilt feelings about late payments.

In this opinion piece Mark grapples with the difficult area of data — where does it come from, how do data owners acquire it and how do they use it? Increasingly, it is important to see this from a consumer perspective but also from a security and social responsibility angle. One of the key questions Mark explores is, are consumers prepared to trade more personal information for better service, with price and value. As you read the article a number of paradoxes will become obvious.

Bruce Biegel from the United States kicks off the papers with an interesting foray into direct and interactive marketing in 2010. Bruce is Chairman of the DMA (US) Marketing Technology and Internet Council. The first part of the article covers the current marketplace dynamics which are pretty similar between the US and UK, while the second part is more interesting as it is about the mega-trends and opportunities. One forecast is online customer research will drive \$1tn in US retail by 2012. Bruce then goes on to give his predictions on marketing measurement, data, automation and consolidation. Well worth a glance.

Meanwhile one of our regular writers, Dick Stroud, is into guerrilla video as the next big low-cost step in the web's development. We're just about seeing the tide coming in over here on this area with eBay considering video for its advertisers and YouTube getting 6.2 million hits a day. Solos and SMEs may soon get into the act and upload video of themselves promoting their businesses. Dick's paper explores how web video is likely to evolve over the next 24 months and highlights the dangers if it is used indiscriminately.

If you are wondering about the title it is because of a book called *Guerrilla Marketing*, which you may remember. Guerrilla marketing describes unconventional, low-budget ways of executing marketing campaigns. The web video has all these characteristics, hence guerrilla video.

Our third paper, by Graham Jarvis, is entirely different. It explores the current media hype and scandal in television surrounding phone-in competitions and the longer term effects on consumer trust. The paper argues for new best practice guidelines which can evolve as the new technologies advance.

A common problem we all often have is email deliverability. It can equate to millions in potential revenue lost per year. If your email campaign gets classified as spam the response rate will be a fraction of its potential. The paper by Sean Duffy is a guide to email delivery for B2C marketing. It rightly shows nearly half of a typical B2C list is made up of no more than three ISPs (Hotmail and MSN, Yahoo!/BT and AOL). Duffy goes on to list ten areas a consumer email marketer needs to focus on to improve delivery rates.

Finally our three case studies in this edition are taken from the 2006 IDM Business Performance Awards — The Royal British Legion, Vodafone Ltd and Tesco. The Vodafone case shows why the first telephone call a customer receives from an organisation is a critical moment of truth. Vodafone show exceptional management of the Welcome Call experience.

Meanwhile the Royal British Legion case study discusses the importance of using a simple, strong, emotive core to give a powerful impetus to integrated campaign communications across multiple channels to make a deep and enduring impact on the problem. The third case study looks at Tesco's successful revival of their Clubcard scheme over an 18-month period.

As editors we are always seeking case histories of this standard for the Journal, so if you do have an exceptional case history you would like to share with our fellow readers please contact either Derek Holder or Robin Fairlie.

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