Editorial

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The UK's Chartered Institute of Marketing (CIM) has been flexing its muscles recently in relation to both the role of and state of play in marketing. It has even developed a new definition of the discipline, expanding marketing's role from 12 to fully 60 words.¹ According to CIM, marketing used to be:

'The management process responsible for identifying, anticipating and satisfying customer requirements profitably.'

It is now proposed to be:

'The strategic business function that creates value by stimulating, facilitating and fulfilling customer demand. It does this by building brands, nurturing innovation, developing relationships, creating good customer service and communicating benefits. By operating customer-centrally, marketing brings positive returns on investment, satisfies shareholders and stakeholders from business and the community, and contributes to positive behavioural change and a sustainable business future.'

With the obligatory inclusion of fashionable terminology such as strategy, customer centricity and sustainability, it is clear that marketing is now in the business of having to market itself to its 'shareholders and stakeholders'. Apart from now being difficult to get on the back of your business card, one contributor to Brand Republic's blog commented: 'that is not a definition — it is more like a desperate justification', his complaint reflecting contemporary concern about marketing's waning role and influence in the boardroom.

We might be unfair in considering this just an arid definitional debate, but it is important to move on from what marketing is to what it is that marketers now actually do. Fortunately, at the same time as proposing a new definition for the subject, the Institute has released its latest

marketing trends survey.² This is full of fascinating insights. The shift away from conventional advertising towards more potentially measureable and accountable forms of marketing expenditure (such as customer relationship management and online marketing) continues. The survey, however, also suggests that marketing is ageist (with a prejudice towards younger professionals), and is failing to engage fully with the potential of new technologies, despite recognising that it is technology that has changed marketing out of all recognition over the past 30 years. The majority of UK marketers still feel that marketing is not a young person's profession: indeed, 80 per cent of respondents aged over 35 felt that younger colleagues had less to offer the discipline than older. The use of five types of digital communications by firms was evaluated by the study: while viral marketing and corporate blogs were the most popular of these, only one in 12 companies claimed to use them 'a fair amount'. We hesitate to suggest that the two sets of findings might be linked!

What relevance does this have to the readers of this journal? Well, understanding the need for and evolving nature of targeting, measurement and analysis capabilities in the context of marketing's changing role is critical. For example, to demonstrate 'positive returns on investment' requires effective, well-understood and integrated measurement tools. Contributions by Tom Breur and Laura Patterson in this issue of the journal illustrate this point from two very different perspectives. The journal also seeks to provide a forum for sharing knowledge in a rapidly changing marketing world, through empirical studies and case examples. In this issue, the articles by Jaime Fonseca on supermarket customer segments, by Mohan Raj on brand loyalty measurement and Jong Wu Jun's examination of

contemporary country of origin effects on brand attitudes exemplify this objective. In particular, continuing shifts towards new media and new promotional mechanisms requires renewed attention and effort on the development and evaluation of appropriate metrics. Changhyun Jin's paper in this issue on measuring responses to product placement in film is a case in point. To this end also, the journal has of course already hosted special issues on frequency and digital marketing and will shortly publish a special issue on mobile marketing.

We, however, might think that the journal has little to remedy the Institute's discovery of ageism among marketers (the Editor is, after all, approaching his 50th birthday)! But the accusations made in some senses reflect the perceived lack of experience attributed to younger marketers by older peers. What of course the journal has sought to achieve even here since its inception is to educate new users about

established techniques and concepts: Tom Breur's paper exemplifies this in one way, as Bertil Hulten's paper on customer segmentation does in another.

Whatever we might feel, therefore, about the CIM's new definition and the results of its marketing trends survey, the winds of change, accountability and measurement are blowing in our direction. Of course, if you do feel strongly about the CIM's proposed definition of the discipline (which is to be taken on a road show tour of the UK and could be released as the official definition next year), then you should get your views in now.

JONATHAN REYNOLDS
Editor

References

- 1 Chartered Institute of Marketing (2007) *Tomorrow's Word: Re-evaluating the Role of Marketing*, CIM.
- 2 Chartered Institute of Marketing (2007) *Marketing Trends Survey*, June, CIM.