

Buzz marketing rules will benefit lawyers



Buzz marketing: Regulator will stamp out underhand tactics

The online world has been singled out by your cover story about buzz marketing (*MW* May 29), fairly or unfairly. The key point seems to be the urge to stamp out underhand tactics in the realm of marketing and communications by introducing a labelling scheme for content, like we have with food. If this is correct, can consumers of media content expect to see every story they read, hear or watch carry a health warning regarding the level of veracity, origin or pure paid-for spin factor involved?

And will this also apply to all future Government announcements, where there might also be a legally required percentage figure to be attached to such announcements indicating truth level, lobby quotient, news management factor etc).

Will the key beneficiaries of this latest piece of legislation be lawyers, plus anyone who has anything to do with the production and proofreading of that other piece of misleading communication design – the smallprint. John Parnell, Business development director, Head, London W1T

QPR fan forgot about Brentford neighbours

I read Peter King's letter with interest and it's good to see that there are some people out there who want to fight to stop QPR being turned into a Chelsea Mark 2 (*MW* May 29).

However, I remind him that there are four professional football clubs in south-west and west London – QPR, Fulham, Chelsea and Brentford. I'm used to us being forgotten and

being described as "minnows" but to be totally forgotten about by a local rivals is positively insulting.

Brentford FC is the only London club owned and run by its supporters' trust. We have, finally I hope, solved the problems Peter King describes in his letter, after all who better to look after the club for the fans of the future than the fans themselves?

I wish him all the best in his quest to keep the spirit of QPR alive and if it doesn't work out he can always come down to Griffin Park.

Tony Cross, Managing partner, Icebreaker, Barnet, Herts

Charities jump on to the label bandwagon

Can the marketing directors and agencies that work for charities only copy each other? The latest "great idea" seems to be sending consumers personalised sticky address labels. In a short space of time I have now collected labels from four different charities.

I suppose it could be one agency selling the same idea to lots of charities. Alistair Nicoll, Market research manager, University of Sheffield, Sheffield S10

The Sun can only gain from Polish venture

I was interested to read that The Sun newspaper, which has run stories like "Polish criminals set free in the UK", "Poles in benefits scam claims" and "Polish builders nicked my flat"

is now bringing out a Polish edition called *Polski Sun* for Euro 2008. Is this a case of, if you can't beat them, join them?

Don't get me wrong; it's good to see a national paper follow in the steps of some regional papers that have produced Polish editions. Having worked in multicultural communications in the UK for over 20 years, it's great to see a national paper take a big step towards recognising the benefit of targeting multicultural communities. For one, there is the size of these communities and the second is their spending power.

This move could really pay off for The Sun; if done right, the paper stands to increase its circulation figures and open itself to a new influential and large niche.

Rupert Murdoch's News Corporation, The Sun's owner, has already benefited from targeting ethnic communities. Not only is his channel Star Plus, that targets Indians, number one in India, but it's also the number one channel here in the UK targeting British Asians.

Could The Sun be the new Star Plus for the UK Poles? We'll just have to watch this space. Saad Saraf, CEO, Media Reach Advertising, London SW6

Indiana Jones film is not aimed at children

The comments made by Richard Watt in your story Burger King under fire over Indiana Jones tie-up (*MW.co.uk* May 29) are misguided and inflammatory. To suggest that Indiana Jones



Indiana Jones: Adult appeal

is a children's film is inaccurate. The communication and marketing for the film seems to be more to adults nostalgic for the return of an action hero from decades ago – it is certainly not targeted at "children". To then accuse Burger King of breaking their prom-

ise is inaccurate and inappropriate.

More importantly, though, is the misguided belief that stopping adverts will somehow magically stem the tide of obesity and poor eating habits. Though the issue is undoubtedly important, to bury our heads in the sand by attempting to blame others will not solve the problem.

A more appropriate response is to invest in proper education about food and nutrition, and importantly to teach children about advertising and the intent of advertising to persuade. Parents need to take back the power they have relegated to their children, not to divert the power to another entity in the hopes that children will somehow respond appropriately and grow up healthy.

As long as we as a society choose to have an economy dependent on commerce, then we need to be honest with ourselves about how things work. Transparency and accountability should be the demand, not an outright ban.

Bryan Urbick, Managing director, Consumer Knowledge Centre, Edgware, London

AMV did not win Royal Mail brief on price

As a client who has just reappointed AMV in a pitch, I am happy to rebut the assertion of "an industry executive" that their success is down to cutting their fees.

I am grateful to my procurement colleagues for allowing us to judge on value and not simply price – but the snide suggestion that AMV BBDO are cheap just doesn't ring true to our recent experience. I wouldn't want to enter into a detailed discussion of Farah's hourly rates but the accusation smacks more of sour grapes than substance.

Alex Batchelor, Marketing director, Royal Mail, London W1T

Niche media delivers high impact creativity

The outdoor and ambient feature by Paul Gander (*MW* May 29) focused on the benefits offered by the rise of digital media, but underestimated the benefits offered by other niche media owners to deliver high impact creativity and quality. As Mike Anstey of i-vu acknowledged, niche formats