

MarketingWeek

FEATURES LIST 2012

****PLEASE NOTE****

Our special reports have four formats (see description below). These will be a set format each month so there will be NO SYNOPSIS posted, simply the author details, if outside contributors are required. If the author details are not posted then the feature has not been commissioned or does not require outside contributors. The author details will be put up in due course.

Innovation update - this feature always looks at the latest cutting-edge developments in a particular industry. *Suggestions of BRAND interviewees sent direct to the author are welcome.*

Marketplace - this is an invaluable guide to the must-know information about this particular market, discipline or industry. It will contain FAQs, data and practical tips. The marketplace features will build into a collectible portfolio over time. *Suggestions of BRAND interviewees sent direct to the author are welcome.*

Attitudes Research - this is a poll of our own readership, carried out in-house. We throw out questions about trends, ideas and developments in various industries to our readers. These will add up over time to a benchmarking resource for marketers. *This does not require comment.*

Peer panel - this piece takes the form of a panel discussion. The idea is that there is an established panel of experts in place who address some questions about a particular area that are important to the readers. These are all marketing directors or other senior executives. There will usually be between three and six panel respondents. *Suggestions of BRAND participants are welcome.*

Digital Strategy, Data Strategy, PR Strategy and CMO Strategy - we also publish Digital Strategy and Data Strategy, which are monthly bound-in specialist sections of *Marketing Week*. Please contact Bal Bhogal ONE MONTH before publication for any synopses for Digital Strategy (bal.bhogal@centaur.co.uk) or Amelia O'Hagan for Data Strategy (amelia.ohagan@centaur.co.uk). For PR Strategy, which is quarterly, please contact Amelia O'Hagan (amelia.ohagan@centaur.co.uk). For CMO Strategy, please contact Vicky Ridley (vicky.ridley@centaur.co.uk), David Butcher (david.butcher@centaur.co.uk), Bal Bhogal (bal.bhogal@centaur.co.uk) and Kim Fleming (kim.fleming@centaur.co.uk).

February 12

02 Vouchers & Incentives - MARKETPLACE. COMPLETE.

09 Indoor Events (Trade and Consumer Shows) - MARKETPLACE. COMPLETE

16 Customer Publishing - MARKETPLACE. COMPLETE

23 Point of purchase - INNOVATION UPDATE. COMPLETE

March 12

01 Design - ATTITUDES RESEARCH. No outside contribution needed.

08 Field Marketing (with a focus on mystery shopping) MARKETPLACE. Contact Lucy.Handley@centaur.co.uk with suggestions for CLIENT SIDE marketers only to take part.

08 DATA STRATEGY

15 Vouchers & Incentives - MARKETPLACE. Contact Michael.Barnett@centaur.co.uk with suggestions for CLIENT SIDE marketers only to take part. Focus on brands providing incentives to

consumers to promote them.

15 DIGITAL STRATEGY

22 Corporate Hospitality - INNOVATION UPDATE. Contact Laura.Snoad@centaur.co.uk with suggestions for CLIENT SIDE marketers only to take part.

22 PR STRATEGY

29 Market Research - INNOVATION UPDATE. Contact Lucy.Handley@centaur.co.uk with suggestions for CLIENT SIDE marketers only to take part.

29 CMO STRATEGY

April 12

05 Retail Marketing - INNOVATION UPDATE. Contact Rosie.Baker@centaur.co.uk with suggestions for CLIENT SIDE marketers only to take part.

12 Media (Radio) - INNOVATION UPDATE. Contact MaryLou.Costa@centaur.co.uk with suggestions for CLIENT SIDE marketers and MEDIA OWNERS only.

12 DATA STRATEGY

19 Promotional Marketing - MARKETPLACE

19 DIGITAL STRATEGY

29 Experiential - MARKETPLACE

May 12

03 Design - INNOVATION UPDATE

10 Corporate Hospitality - MARKETPLACE

10 DATA STRATEGY

17 Market Research- ATTITUDES RESEARCH

17 DIGITAL STRATEGY

24 Training - PEER PANEL

31 Digital Outdoor - INNOVATION UPDATE

31 PR STRATEGY

June 12

07 Vouchers & Incentives - INNOVATION UPDATE

07 CMO STRATEGY

14 Field Marketing - PEER PANEL

14 DATA STRATEGY

21 Marketing Week Live - PREVIEW

21 DIGITAL STRATEGY

28 Promotional Marketing - INNOVATION UPDATE

July 12

05 Market Research - MARKETPLACE

12 Customer Publishing - MARKETPLACE

12 DATA STRATEGY

19 Training - INNOVATION UPDATE

19 DIGITAL STRATEGY

26 Direct Marketing - ATTITUDES RESEARCH

August 12

02 Point of purchase - INNOVATION UPDATE

09 Media (TV) - INNOVATION UPDATE

09 DATA STRATEGY

16 Vouchers & Incentives - MARKETPLACE

16 DIGITAL STRATEGY

23 Experiential - INNOVATION UPDATE

30 Licensing - INNOVATION UPDATE

September 12

06 Christmas-driven Marketing (including staff gifts) - INNOVATION UPDATE

13 Market Research- PEER PANEL

13 DATA STRATEGY

20 Indoor Exhibitions - INNOVATION UPDATE

20 DIGITAL STRATEGY

27 Customer Publishing - INNOVATION UPDATE

October 12

04 Retail Marketing - PEER PANEL

11 Christmas Parties (Corporate Hospitality) - INNOVATION UPDATE

11 DATA STRATEGY

18 Vouchers & Incentives - PEER PANEL

18 DIGITAL STRATEGY

25 Field Marketing - MARKETPLACE

November 12

01 Point of purchase - PEER PANEL

08 Market Research - INNOVATION UPDATE

08 DATA STRATEGY

15 Design - INNOVATION UPDATE

15 DIGITAL STRATEGY

22 Digital outdoor - MARKETPLACE

29 Training - MARKETPLACE

December 12

06 Point of purchase - INNOVATION UPDATE

06 DATA STRATEGY

13 Direct Marketing - INNOVATION UPDATE

13 DIGITAL STRATEGY

20 Promotional Marketing - INNOVATION UPDATE