

## CFIM Quotes

"As we all struggle to achieve true effectiveness in this ever more integrated world, the Centre for Integrated Marketing is a hub of excellence in its consultancy, research and tools development."

**Rachel Wood, Peach Business Development and Marketing Consultancy**

"The Centre has helped us clarify and develop our thinking and strategies around the core issue of building and measuring our relationships with key clients"

**Jaeson Middleton, Marketing Leader, EMEA BCS Marketing, IBM**

"Having been an exponent of integrated marketing for some time, it gave me enormous pleasure to discover that Angus Jenkinson and Luton University were giving it the dedicated attention it deserves. When one is in the business, as I have often been, of making relatively small marketing budgets perform like much bigger ones, there is no other way than to think and plan integrated. Only in this way - as the Centre for Integrated Marketing appreciates - does every marketing pound pull its weight; only by being truly integrated can one ensure that all elements in the chosen marketing mix are directed to achieving the same strategic objective(s) and, at the same time, reinforcing the brand's image and integrity. I look forward to maintaining my relationship with the Centre for Integrated Marketing and to attending its future events."

**Clive Hill-Archer MSc DipM FCIM MIMC Chartered Marketer Certified Management Consultant, Head of Marketing, Hempsons**

"The Centre for Integrated Marketing is at the forefront of thinking in this interesting and important area. I have found the case studies particularly revealing and have really benefited from my involvement in the research group facilitated by the Centre".

**Jos Sharp, Manager Integrated Marketing, Vauxhall**

"The Centre for Integrated Marketing is one of the very few centres which is attempting to carry out cutting-edge research and to deal effectively with the newly emergent paradigm of integrated marketing.

"Integrated marketing provides an effective tested mechanism for developing brand-related communication and marketing experience for consumers, customers, and all stakeholders"

**Prof. P.J.Kitchen, Chair in Strategic Marketing, Hull University Business School, University of Hull**

"I believe successful marketers, many who may have moved on from their roles in the marketing department, understand the need to focus on the flawless implementation of their customer vision and business plans. The Centre for Integrated Marketing go beyond the realms of marketing strategy, analysis and decision making and provide the intellect, tools, and inspiration to implement winning marketing strategies effectively."

**Alan Dodds Dip M FCIM, FIDM, Chartered Marketer, Director: ContactPlus**

"At last, some refreshing new thinking on optimising the impact of marketing programmes, productively conjoining practitioners and academics from all quarters of the marketing community"

**John Wright, Head of Marketing Programs at Huron University USA in London**

" The Centre brings a most unusual blend of pragmatism and academic diligence to any subject they tackle - materials are also readily digestible ;interesting and ,most importantly, actionable "

**Clare Salmon, Managing Director, AA Financial services**

"CfIM has managed to shine a torch into one of marketing's darker corners. Illuminating Open Planning as a critical issue has helped CRICKET continue its work with brands with a real ambition to really connect with their customers.

**John Stubbings, Managing Director, CRICKET Brand Communications**

"I have been working with Angus and Branko on the issues surrounding best practice in Open Planning and have found that their help and insight has enabled me to develop an approach to project manage the process of channel planning for Vodafone. The benefits of this approach are already becoming clear to Vodafone in terms of adding value to the communication briefing process and rooting decisions in well defined business and marketing objectives: the whole thing being underpinned by research and evaluation.

"Working with the Centre for Integrated Marketing has made a substantial contribution to my success in developing this project from concept to practical reality."

**Alan Wilson, Team Vodafone CCP Managing Partner (WPP)**

"We have found the Centre's thinking really helpful in developing our international strategy to create more value for our top marketing clients."

**Susan Burnell, Marketing Consultant to VNU**

"Working with the CfIM has helped us take time out to explore and develop some quite radical ideas, some of which we have put into practice successfully. They are able to combine leading edge academic thinking with an understanding of how big corporations work and I've found this to be quite powerful"

**Alan Flack, Executive Dialogue Programs Manager, IBM Business Consulting Services**

"Truly Integrated Marketing is the holy grail for the marketer. The Centre for Integrated Marketing provides a path to achieve it with a facility unrivalled in the UK, great resources and benchmark learning from a broad range of case studies, project learning and highly professional insight and support."

**Colin Green, Marketing Director, Land Rover UK**

"In a frantic market place, integrated marketing effort is an increasingly important factor in ensuring efficiency and clarity of message. The research being done by Angus Jenkinson and the Centre for Integrated Marketing is advancing our understanding of this developing field."

**David Gagie, Managing Director Consumer Lending & Current Accounts, Lloyds TSB Bank plc**

"The CfIM's work shows how our assumptions about which media do which jobs not only limit the effectiveness of our marketing, but also prevent us evaluating it properly. By challenging these assumptions, they point the way to more creative communications planning and better evaluation."

**Les Binet, European Director, DDB Matrix**

"I have believed in integrated marketing for many years but for most of this time I have seen more theory than practice. In the Centre for Integrated Marketing it is refreshing to come across an objective, professional organisation that has a practical set of tools to enable marketers to practise what they preach. My exposure to Professor Angus Jenkinson and his team has been positive and beneficial and I hope to persuade more people in the world of PR that this is the right approach"

**Simon Ward, CEO, Brodeur Worldwide UK (global communications consultancy backed by Omnicom)**

"In today's fragmented media world, effective marketing cannot be achieved unless it is integrated. The work the Centre has done, and continues to do, should be of relevance to every Marketer".

**Andrew Molle, Marketing Director, Specsavers**

"Angus and his team are unique in providing a real depth of understanding of the Integrated Marketing field based on years of empirical study."

**Chris Pinnington, CEO, EURO RSCG Worldwide**

"The Centre for Integrated Marketing deal in an area awash with buzz words but full of relevance. Whether it is integrated marketing, integrated communications, media neutral planning or through the line integration, they all focus upon one thing - building marketing and communications around customer needs, not marketing discipline, history and dogma. The Centre for Integrated Marketing are playing a key role in pushing this line".

**David Bridges, billettts marketing sciences**

"Integrated Marketing is obviously common sense, but amazingly still not common practice. The work of the Centre is therefore essential in defining the real issues and opportunities for marketing, whilst also providing stimulus and guidance to support marketers in its practical implementation"

**Peter Fisk, CEO, The Chartered Institute of Marketing**

"the real value of the Centre is that it produces material that is not only original and intellectually satisfying but has direct relevance to the issues and challenges of everyday business life"

**Chris King, Founder KB49**

"Just as customers are expecting ever better experiences, the teams -from agency to factory- responsible for creating those experiences, are being driven apart in the name of cost efficiency. In this challenging climate knowledge coordination has become a source of competitive advantage. The work of the integrated marketing centre plays a key role in helping companies understand how to build bridges not only between between the different communication channels, but also between communications and the delivery assets not traditionally viewed as part of the marketing mix. "

**Gus Desbarats , Chairman, Alloy Total Product Design**

"The Centre for Integrated Marketing has quickly built a reputation for the finest research and evaluation in an exciting and important field which surely represents the future of marketing and communications. The pursuit of excellence in marketing and communications by organisations across all sectors can only be enhanced by the quality and rigour of the work carried out at the Centre"

**John Grounds, Director of Communications, NSPCC**

"Angus Jenkinsons innovative approach to whole enterprise marketing (Integrated marketing) creates a whole new and effective tool for business and organisation development."

**Brian Swain, Director, Rubicon Associates**

"Our industry struggles with a fragmented effort to push forward big initiatives, like ROI and media neutral planning. These initiatives are the keys to success for our future, especially in light of the increasing scrutiny and downward trends on agency compensation. Prof Jenkinson and the Luton institute provide the necessary thinking and horsepower to really put some muscle behind these initiatives, and finally make them a reality. I endorse his work completely."

**Lex Suvanto, Corporate Development Director, EURO RSCG**

'We seem to be at a junction. Down one route the procurement drive seeking lower prices in the name of efficiency. Down the other route, the common-sense drive for smart integrated communications planning. The only problem is the first route is simple for companies to get and execute. The second one is beset by vagueness, constant redefinition, much talking and little commitment to proving success. Every time I come into contact with Angus Jenkinson, he always helps to replace vagueness with clarity, the complex with simplicity, emotion with sound argument and a pathway to deliver proven results.'

**Paul Bay, former Director of Consumer Marketing, Levi Strauss, Europe**

"The CFIM provides a valuable role to the marketing community at large in raising the profile of idea based brand solutions as opposed to the traditional media channel approach to communications. At 23red we've found working with Professor Jenkinson and his team a real fillip".

**Adam Wylie, Managing Partner, 23red**

"There is a growing recognition that current marketing strategies aren't working in the face of communications clutter and disjointed brand messages. The Centre for Integrated Marketing has a critical role to play in guiding marketers toward a more effective way of getting their message across."

**Laura Mazur, Business Journalist & Writer**

"Great thinking that bridges the commercial and academic Worlds."

**Tim Foley, Managing Director, PointLogic UK**

“The Centre for Integrated Marketing is at the cutting edge of marketing. It does what we do best at Luton - undertaking relevant, practical research that is of real value to companies. As a result it is highly respected by marketing professionals. I invite you to be part of the exciting developments that are planned.”

**Paul Burns, Dean Luton Business School, University of Luton**

“Integrated Marketing has long suffered the problem of being put into the “too difficult box”. The work being done at The Centre for Integrated Marketing is, at last, bringing some clarity and practicality to the subject with a “tool box” of techniques and guides to best practice. Never has integration been more vital than in today’s complex marketing landscape; it’s an idea that was once, like Martin Peters, ahead of its time and now, like Beckham, a product of our time.”

**Ron Legas, Chairman, Edge Ideas**

“In CODAR, the Centre for Integrated Marketing has created the most innovative tool for planning integrated campaigns that I have yet seen.”

**Don Cowley, Langham Works**

“I think the work that the Centre is doing is extremely relevant and valuable to the modern marketer, I particularly like the research work that is presented in a very useable form”

**Steve Nicholls, Managing Director, [1stdynamics](#)**

“As a marketer in a large organisation I need to understand the benefits of integrated marketing and how to plan and implement it successfully. The Centre for Integrated Marketing is a unique resource that has helped me to answer these key questions and more. As well as having an excellent range of research and case studies, the Centre also runs a number of events through which I have met other marketers who are grappling with similar issues.”

**Tim Lees, Marketing Manager, Royal Mail**

“There has been a great deal of talk about integration in recent years without a great deal of substance behind it. The work that The Centre for Integrated Marketing is doing is really helping to identify, more scientifically, the key factors that drive successful integration at the same time as providing tangible evidence of the benefits of taking a genuinely integrated approach.”

**Jon Ingall, ais**

“The marketing landscape is changing fast. Increasing consumer sophistication, media fragmentation and convergence of technology not to mention budget pressures are forcing marketers to focus delivering more holistic integrated marketing solutions. The Centre for Integrated Marketing is driving leading edge thinking in this area. It provides invaluable research resources and best practice case studies. Its conferences encourage networking amongst marketers who are committed to delivering better integrated marketing solutions and its awards recognise thought leadership.”

**Jane Asscher, Managing Director, 23red**

"The CFIM is leading a much needed debate about how to integrate marketing with other business functions and position marketing as the leader of business strategy. This is not just an academic issue. British companies can only succeed if we align our whole organisations with the needs of our markets and this applies to SMEs as much as MNCs. The CFIM helps marketers to raise their game to be better able to meet international business challenges."  
Malcolm Johnston BA, MSc, MInstD, FCIM, FRSA, COO, ADAllen Pharma Ltd

"The CIM is an important catalyst; highlighting the need for marketers to challenge existing paradigms and to embrace a more open approach to communications; to see things in the round rather than as a set of specific disciplines."

**Greg Turzynski, Experience**

"Integrated marketing is easy to preach but difficult to do. I have found the work of the centre to be full of useful tips, case insights and best practice distillations - yet with a surprisingly low sermon quotient!"

**John Grant**

"Our contact with the Centre for Integrated Marketing, and with Angus Jenkinson in particular, has inspired us to formalise our integration process, and has acted as a catalyst for accelerated change in the agency, which has, in turn, filtered through to our clients, who are now adopting this approach."

**Jeremy Silverstone, Group Account Director, BMB**

"In addition to the dialogue and strategic thinking offered to industry practitioners I find it exemplary that the Centre for Integrated Marketing also finds time to think of the next generation of marketers – those still at university. Professor Angus Jenkinson and his colleagues at CfIM have made superb contributions to the ongoing academic dialogue within my department and have helped us to offer post-graduate and under-graduate courses that incorporate cutting-edge thinking in integrated marketing."

**Rob Townsend, Principal Lecturer, Course Director: MSc in Marketing Communications, Department of Business and Marketing, Luton Business School, University of Luton**

"Professor Angus Jenkinson's work is a sharp reminder to marketers that they should be absolutely sure of what they are trying to communicate to customers, and why, before they start on how they do it. His work shows that if you start with the how and work back to the what and why - as many companies do - you could be wasting up to half of your marketing communications budget."

**Professor Merlin Stone, Business Research Leader, Business Consulting Services, IBM UK Ltd**