

# MARKETING COMMUNICATIONS NEWS

December 2020



How consumers have changed their shopping habits in 2020. Read [here](#)



What does the 'next-normal' consumer look like? Read [here](#)

Read [here](#) how direct to consumer brands can create value



Welcome to the December edition of Marketing Communications News. This issue shares articles about changing shopping habits and considers what the 'next-normal' consumer looks like. It also considers how direct to consumer brands can add value.

This edition provides articles on the debate surrounding the ban on junk food advertising, a look at why John Lewis decided to drop their infamous 'Never Knowingly Undersold' slogan and a host of other practitioner articles on current industry topics.

The December issue includes links to a selection of interesting academic journal articles that consider perspectives on branding, social media and why we watch so much TV.

I hope you all stay safe and well – and enjoy the festive season.

*Sarah*

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Are we facing a junk food ad ban? [Read here](#)



[This article](#) highlights the importance of the customer journey



Is John Lewis right to drop their slogan 'Never Knowingly Undersold'? [Read here](#)



[Read here](#) about the future of account management.



[This article](#) considers how brand advertising has treated Christmas this year.



"Understanding Branding is Demanding". Read [here](#)



**You**Tube

[This](#) paper discusses how a brand's You Tube ad helps vulnerable consumers

Why do we watch so much TV? Read [here](#)

