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

This article considers how brand advertising has treated Christmas this year.

“Understanding Branding is Demanding”. Read here

This paper discusses how a brand’s YouTube ad helps vulnerable consumers

Why do we watch so much TV? Read here