

Who does Google think you are?

Inspiration provided by propellergroup.com



Simon Freedman

Group head of marketing, The FA

- The first result takes us to the website of an osteopath.
- The next is for the poet Simon Freedman's website.
- Third is a Wikipedia entry for a character in Australian soap *Neighbours*.
- The fourth link pushes to The FA's Freedman's LinkedIn.
- Last, is the osteopath Simon Freedman's Qype entry.

Verdict Only one of the top five results relates to Freedman, and while his LinkedIn profile is up to date, it lacks some details. If FA is added to the search terms, all the links relate to our man.

Action Achieving a higher rating than two personal websites and a Wikipedia entry would be a tall order. However, Freedman could start a Twitter feed, which would rank above his LinkedIn profile. This would also be a good way of providing additional current information. As it is the only site showing, it is key that he maintains and adds to his LinkedIn profile.

Home | Simon Freedman

Simon Freedman is an expert Osteopath based in London centrally located between Covent Garden and the Strand. simonfreedman.com/ - Cached - Similar

Simon Freedman | Poet

simon freedman | poet. "The variety of subject matter and style is impressive...he has a great way with words and can use humour to very good effect. ..." www.simonfreedman.co.uk/ - Cached - Similar

Simon Freedman - Wikipedia, the free encyclopedia

Simon Freedman is a fictional character from the Australian soap opera *Neighbours*, played by Mauricio Merino Jr. He made his first on-screen appearance on ... en.wikipedia.org/wiki/Simon_Freedman - Cached - Similar

Simon Freedman - United Kingdom | LinkedIn

London, United Kingdom - Head of Marketing at The Football Association View Simon Freedman's (United Kingdom) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Simon ... uk.linkedin.com/in/simonfreedman - Cached

Simon Freedman - Covent Garden, West End, London - Osteopaths

Simon Freedman, Covent Garden, West End, London WC2E 7RS - Expert health care, orthodox & alternative therapies. Specialising in: deep tissue / sports mas. www.qype.co.uk/place/232073-Simon-Freedman-London - Cached

We'll Call You

Kia

Mole has always been a sore loser, so when Kia saw fit to run an ad that made light of England's World Cup defeat to Germany, we decided to take issue with it



Mktg Hi, I'm ringing about a press ad I saw in *The Times* about Kia's seven-year warranty, which read: 'Oh well at least our warranty beats the Germans.' I felt that it capitalised on England being beaten in the World Cup.

Kia I'm sorry that you felt that way. I can assure you it met the Advertising Standards Authority's requirements and we just wanted to reference the World Cup.

Mktg I'm aware that it probably did, but I just thought that it was distasteful.

Kia Well, it's done through our advertising agency and not directly through Kia. I'm sorry again that you felt that way. I will pass on your complaints.

Mktg I wasn't sure why Kia would run that ad.

Kia We're not a brand like Benetton, it's not our intention to shock. You can rest assured, however, that the ad has been cleared by the Advertising Standards Authority, which

does look at all the advertising boundaries.

Mktg Have you received many complaints about the ad?

Kia No, yours is the first. We did get complaints about our exploding car ad, which ran on Five, because of its association with roadside bombs, but that is being looked at both here and with the advertising agency.

Mktg OK, thanks for your help.

Kia You're welcome, and your complaint will be passed on.

Verdict

The call-handler sounded genuinely apologetic that I had found the commercial offensive and was quick to assure me that it had been approved by all the right channels. They also ensured that I was aware that my complaint would be passed on straight away.

Score

9/10

Want to read more? For the full transcription go to marketingmagazine.co.uk/comment

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Dominic Grounsell
Marketing director,
Capital One

What would it take to secure an hour of your time?

An understanding and appreciation of Capital One, our products and the credit-card industry.

What brand issues keep you awake?

How to connect with consumers more powerfully



using digital, rather than TV and print media, and how to rebuild trust following the banking crisis.

If you were stranded on a desert island, what three brands would you take, and why?

iPod; Ray-Ban sunglasses; and Piz Buin - my fair Northern skin doesn't react well to strong sun.

incite.
Challenging Insight

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YOUR RESEARCH

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