

22.07.10

advertising matters

Advertising
Association

NEWS

Media Landscape

The IPA today unveiled [TouchPoints3](#), a tool designed to understand how consumers interact with media. It contains hourly consumption figures, 'reach' by media type, conversation catalysts - and is the only comprehensive guide to how we consume media. [Explore TouchPoints](#) or [contact the IPA](#) more information.

Feelgood Factor

ITV has launched a [nationwide search](#) to find role models and healthy heroes as part of the Daily Mirror [Pride of Britain Awards](#). It's the second year of the Feelgood Factor Award, as part of ITV's business4Life activities supporting the Government's Change4Life campaign.

The title will go to an outstanding individual who supports and enables others to change their lives for the better, an inspirational champion who encourages others to lead healthier lives. The show will be hosted by Carol Vorderman and screened on ITV1 in the autumn. The deadline for nominations is Friday August 27th. [Nominate here](#).

FSA future

The Government [yesterday announced](#) its intention to retain the Food Standards Agency (FSA), but with a more focused role on food safety. DH will be responsible for nutrition policy in England, and Defra will be responsible for labelling (not related to food safety), and food composition policies in England.

FSA Chair Lord Rooker said, 'Food safety and hygiene have always been at the heart of what the Agency does. They are our top priorities in protecting the interests of consumers.'

Oh Mandy

Following on from [the ads](#), the spoofs, the subsequent [book launch](#) and some pretty funny interviews/plugs, Lord Mandelson spoke to *Campaign*; Do you like advertising?, they asked. "Yes, I do – it's sharp, competitive and creative, public-facing and combines communication, art and messaging in a sophisticated mix".

More?

- + [Join our Check \(Children's Ethical Communications Kit\) *LinkedIn* group](#)
- + [Cross Media Ownership rules to be scrapped by November](#)
- + [...And Mark Sweney reports on the the prospective 2012 Communications Bill](#)
- + [Facebook ads up 33% on last year](#)
- + [Media100 - Sorrell, Sutherland, Donnelly and Snowball keep adland's end up](#)
- + [Stuart Smith on the drinks industry](#)
- + ['ASA turns blind eye to Paddy Power ad'](#)

- + Reckitts to buy Durex and Scholl
- + 'Shell ready to take up consumer champion role'
- + Recruitment and salaries on the up in marketing, says survey
- + ClickCEOP – a week in
- + Ian Darby on a successful ad-funded model for online news (*Campaign*, p.22)
- + As BBH and Levi part company, take a look at their best work
- + Politicians: Don't blame it on the Meerkat

Ad of the week



Client: Kit Kat
Agency: JWT London
Media: Outdoor (SW19)

EVENTS

International Marketing Festival, Edinburgh – 23-28th August

The Festival is the first of its kind worldwide and seeks to promote the role and impact of marketing within our everyday life, throughout society. We want to examine what happens when 'creativity meets commerce', and how this creativity is the powerhouse behind transforming many of the ways we engage customers, stakeholders and society in general.

We will explore how marketing permeates and fashions a lot of what we do in our society and how this influence to and from society is ever more prescient as technology, attitude and behaviours change and advance.

AA Chief Tim Lefroy will be delivering the opening address on the 24th, within the theme of 'a decade of opportunity'. This is not an industry conference, but a

Festival of Marketing. [Read more](#) at the dedicated site.

Appeal To & Engage Today's Children & Their Parents – 28th September

Respond to the latest trends and deliver targeted campaigns across different media channels at *Marketing's* September conference. Book before 12th August and save £100. Visit the [event website](#).

Tim Lefroy will be talking about the current regulations, ethical guidance and CHECK.

Changing Advertising Summit – 12th October

Now in its fourth year, this in-depth one-day summit will examine the changing dynamics of effective consumer engagement in a world where digital is no longer the 'new' but the 'norm'.

Discover how the recession, the recovery, globalisation, digitalisation, fragmentation and convergence are reshaping your industry and how you can stay ahead of the curve.

[Book before 30 July and save 20% on the cost of a delegate place](#)

Speakers will include Keith Weed, David Jones and Ben Hughes (FT). For the latest speaker news and access to exclusive CAS 2010 content and offers follow [@GuardianCAS2010](#) on [Twitter](#).

Media Business Course, Brighton 3rd-6th November

The Media Business Course has rightly established itself as the UK's leading syndicate-based media course. Nowhere else is so much knowledge and experience provided so professionally by experts in their respective fields. As such a, fantastic learning experience guaranteed. Get some more information and download the 2010 [booking form](#) here.

This year's course is held at the Grand Hotel in Brighton, and will run from Wednesday 3rd November to Saturday 6th. Speakers will include Rory Sutherland (Ogilvy/IPA), Andrew McGuinness (BMB), Grant Millar (Vizeum UK), Adam Freeman (Guardian), Richard Eyre (IAB) and Barry McIlheney (PPA).

DPA Digital Publishing Awards – 18th November

Entry to the 2010 Digital Publishing Awards, the top event in the digital publishing sector, bringing recognition and status to winning brands, teams and individuals, opened for online entries on Tuesday 4th May.

Awards will be presented at a Gala Dinner that follows the DPA Annual Digital Publishing Conference, 18th November, the De Vere Grand, Brighton. For further information visit the [dedicated website](#)

Debating Group - dates for your diary

Below are the advance dates for upcoming Debating Group debates:

18 October 2010 (*Direct Marketing Association*)

29 November 2010 (*Advertising Association*)
24 January 2011 (*Chartered Institute of Marketing*)

Further information about the Debating Group [is here](#).

Receiving this indirectly? **Contact us** to sign up to 'advertising matters'.

Do you tweet? **Follow us** on Twitter.

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