

23.06.10

advertising matters

Advertising  
Association

## NEWS

### Fool me once shame on you, fool me twice shame on NICE

Our favourite institute of clinical excellence has published [some more guidance](#), this time on cardiovascular disease. Amongst the recommendations – a 9pm watershed ban on the advertising of foods high in fat, salt and sugar. The AA and ISBA both [responded here](#).

### Part of the solution

After Nick Clegg's [speech on children](#) last week, we offered the Deputy Prime Minister [these words](#) of encouragement.

### Com-Ply With Me

The Advertising Standards Authority [yesterday published](#) a Food and Soft Drink compliance survey for 2009. Over one thousand ads were reviewed across all media, with only seven found in breach of the codes.

ASA Chief Exec Guy Parker said that the 99.4% compliance rate *"underlines the strength and effectiveness of our work, and the industry's commitment to maintaining high standards in advertising"*.

### YouTube Gambling ads

Google have [given the nod](#) to licensed UK gambling companies to run display ads on YouTube (for over 18s). Ladbrokes have been the first to sign-up, in what is a first for the UK.

### Hot offer

This newsletter is undertaking a readership survey. If you can find the time, [please answer five questions here](#). It will help us to do better. You can also enter into the prize draw to win free drinks with AA staff. Iron those party pants.

### More?

- + [Channel 4 to break even despite the ad downturn](#)
- + [60 seconds with the OAA's Mike Baker](#)
- + [Financial Services shake-up ruffles feathers](#)
- + [Renault to sponsor free Metro app](#)
- + [Vince Cable & Jeremy Hunt make the Fashion 100](#)
- + [Don't mention the oil. Ad for US airline spoofs Gulf disaster](#)
- + [Stuart Smith on NICE](#)
- + [Bavaria Beer latest](#)

### Ad of the week

A bona fide award winner this week. The 2010 Gold World Medal for 'Best Digital and Interactive Campaign' at the New York Festivals International Advertising Awards, no less. A £47k budget was no barrier, and the 90-second seatbelt spot for the people of Sussex proved a worldwide smash. [Read more](#).

## Embrace Life, Sussex Safer Roads

### POLITICS WATCH

#### Hunt & Bradshaw in Commons Clash

The new Culture Secretary Jeremy Hunt [clashed](#) with his predecessor Ben Bradshaw in the Commons this week. The funding of local media was a hot topic.

#### Debating Group

The Debating Group's recent debate (on whether council Freesheets undermine local democracy) was a lively affair; the House of Commons hasn't heard references to Pravda being thrown around so much since the fall of the Berlin Wall. The motion that they do undermine local democracy was carried. Make sure [you never miss](#) a Debating Group event.

#### Local Media

The future of local media in the UK will be debated again in Parliament tomorrow, with advertising vital in funding the media plurality we enjoy. Set your watches for 2.30pm and [watch the debate](#).

#### Tory Creatives

The AA attended the first meeting of the [Conservative Creative Industries Network](#) since the election last week. The group is coordinated by former advertising man, Damian Collins MP. We also heard from new Culture Minister Ed Vaizey.

### EVENTS

[Members – contact us to get your event placed here](#)

#### Agency v. Clients Triathlon – 2<sup>nd</sup> July

MCCA and Haymarket are joining forces for The Prostate Cancer Charity, and sponsoring a Marketing Industry Triathlon, at Dorney Lake, Windsor. Participants can choose to go alone or take part of a relay. The promotional material is billing the event as a 'head-to-head with your client/agency'. [Click this](#) to register.

#### ISBA Annual Lunch – 6<sup>th</sup> July

Tuesday 6 July 2010 at The Dorchester, Park Lane, London W1. Drinks reception is at 12.30pm with Lunch at 1pm. Sponsored by Royal Mail.

The speaker at this year's event is David Abraham, the new Chief Executive of Channel 4. David joined Channel 4 from UKTV, where he was Chief Executive. Prior to that he was President and General Manager for TLC at Discovery

Networks USA, and before that Founding Partner and Chief Operating Officer of the mould-breaking St. Luke's advertising agency. This puts him in a unique position to comment on the issues that broadcasters and advertisers face.

Tickets are available to non-members at £150 (+VAT) and to ISBA members at £120 (+VAT). To secure your seat at the lunch, download a [booking form](#) and return to [Elvira Bagge](#) at ISBA. Alternatively you can host your own table and take advantage of the limited offer - book a table for 10 before 4<sup>th</sup> June and only pay for 9 places. [Contact Elvira](#) (020 7291 9020) for enquiries.

### **Appeal To & Engage Today's Children & Their Parents – 28<sup>th</sup> September**

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

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

### **DPA Digital Publishing Awards – 18<sup>th</sup> 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 4<sup>th</sup> May.

Closing date for entries for the Digital Publishing Awards, sponsored by the DPA and the PPA's Business Media Group, is Friday 25<sup>th</sup> June, with Awards presented at a Gala Dinner that follows the DPA Annual Digital Publishing Conference, 18<sup>th</sup> 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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