

## NEWS

### Online Behavioural Advertising (OBA)

Is, for anybody who doesn't know, the use of online data to target ad campaigns. It's like advertising plus-fours in Tatler, but cleverer. If you haven't 'opted-out', advertisers use cookies (to collect non-personal data) to determine what kind of consumer you are. It's cost-effective for advertisers and makes browsing cheaper and more relevant for users.

Anyway, the Office of Fair Trading has looked into the fledgling world of regulating OBA, and believe there has been a good start to self-regulation with IAB's [Good Practice Principles](#), but 'more could be done'. OFT's press release is [HERE](#). We say that:

*"We absolutely support the OFT's vision of an industry-wide, transparent system of self-regulation that works for the consumer. We will be working with all sides of the industry including ISBA, the IPA and the IAB, to ensure that self-regulation in this area meets the standards set elsewhere by the Advertising Standards Authority."*

Readers can opt-out of OBA (via IAB's 'Your Online Choices') [HERE](#), but *advertising matters* will still find you.

### Think!

Government advertising is in line for hefty cuts, we are told. There was much speculation this week about the type, size and impact of the coalition agreement to reduce the costs of advertising and consultancy across Government Departments. It's unclear who will cut what, and where.

What is clear, is that Government advertising is a cheap and effective way to achieve public policy objectives. The new administration has limited resources with which to set their agenda, and there is no doubt that advertising will play an important part in their strategy.

And now for stirring examples of some great work, from Ministry of Information wartime [rabble-rousing](#), to a tight-shirted [Kevin Keegan](#), and a modern-day [masterpiece](#).

### The Brand New Institute of Promotional Marketing



The Institute of Sales Promotion has changed its name to The Institute of Promotional Marketing (IPM) today. The name-change "underlines the fact that promotions are about more than sales. Promotions are a part of the marketing

communications industry, and not 'apart' from it". More [HERE](#)

## ASA

The Advertising Standards Authority (ASA) annual report came out yesterday – [HERE](#). 2009 saw an increase in the number of complaints received, but the number of adverts that attracted complaints fell by 10% (to 13,956). Interesting to note that 90% of all complaints were made online. The ASA should be thankful its jurisdiction doesn't extend to Sicily – [HERE](#).

## Rupert Howell to leave ITV

AA Vice-Chairman Rupert Howell is to step down as MD of brand and commercial. More [HERE](#). Adam Crozier has said:

*"I would like to thank Rupert for the work he and his team have done in building advertiser confidence in ITV and delivering a strong performance through what has been the worst advertising downturn on record".*

## Too many Tweets make it..

Twice, into News this week. The Beeb has announced plans to integrate Twitter & Facebook et al into 'iPlayer beta'. More [HERE](#). Dick Costolo (Twitter's COO) used more than 140 characters on Monday, when he blogged on third-party ad networks, [HERE](#). It seems that the Tweeting Gentry are committed to an advertising model, but are unsure which one yet.

## Other

- + McDonald's to sponsor Olympic volunteering [HERE](#)
- + PM tells Garry how it's done. David Cameron intervened during *Today's* racing tips this morning to give us his nap selection. Morning Fantasy in the 3pm at Wolverhampton. 10-1, if you're interested.

## EVENTS

### Media Society Awards for Excellence – 7<sup>th</sup> June 2010

Each year these awards add to the industry's knowledge of marketing excellence, the winners will be featured in Marketing magazine after the event which takes place on Monday 7<sup>th</sup> June for more info [HERE](#)

### EACA Care Awards – 23<sup>rd</sup> June 2010

EACA are celebrating the best in European social marketing campaigns at the presentation of the EACA Care Awards, which recognise excellence in promoting people, resources and the environment.

The winners will receive their awards from MEP Mr. Thomas Mann (EPP), Chair of the Jury, at the European Parliament, Brussels. As places are limited, we encourage you to confirm your attendance at the soonest and no later than 14th June. Reserve your place [HERE](#)

### Agency v. Clients Triathlon – 2<sup>nd</sup> July 2010

MCCA and Haymarket are joining forces for The Prostate Cancer Charity, and

sponsoring a Marketing Industry Triathlon, at Dorney Lake in 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'.

If there are any tri-partite trade associations out there who want to take us on, the AA will take you on. [Click this](#) to register.

### **DPA Digital Publishing Awards**

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 [HERE](#).

### **Debating Group – dates for your diary**

Below are the advance dates for upcoming Debating Group debates:

14 June 2010 (*JICREG*)  
18 October 2010 (*Direct Marketing Association*)  
29 November 2010 (*Advertising Association*)  
24 January 2011 (*Chartered Institute of Marketing*)

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

Receiving this indirectly? [Contact us](#) to sign up to 'advertising matters'.

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