

05.08.10

## advertising matters

Advertising  
Association

### NEWS

#### ITV

ITV this week announced pre-tax profits of £97m for the first six months of 2010, then unveiled a 5-year strategy; a foray into HD and the international TV market, and a reduced dependence upon advertising revenues. [Telegraph analysis](#) and Steve Smith's [Newsnight segment](#) both ruminate on what the future looks like.

#### Getting your air-brushed

The Girl Guides [navigated their way](#) onto the news agenda, opposing any image that has been airbrushed. IPA DG [Hamish Pringle appeared](#) on GMTV's famous orange sofa to discuss how the technique is used in advertising.

Hamish appeared just after fashion expert Mark Heyes explained to viewers how they could 'drop a dress size' by using floral patterns. Kelly Brook [later backed](#) the Girl Guides' campaign, at the site of her first-ever naked billboard site. The poster for Reebok EasyTone trainers had in fact, been airbrushed.

#### VoD stop shop

The ASA will [take responsibility](#) for regulating ads that appear on TV-like video-on-demand services from 1<sup>st</sup> September, when the [new codes](#) enter into force. If you need any ad-vice about the new codes remember to use [CAP copy advice](#). It's free and they are very nice.

#### Path to loyalty

Institute of Promotional Marketing has launched a 'Path to Loyalty' White Paper - to provide answers for companies addicted to price discounts. It delivers a practical guide for marketers to maximise returns, conserve hard-pressed funds, and halt the ongoing destruction of their brand values.

The Paper also provides a run-down of added-value promotional activities that can grow both sales and loyalty. Step 1 is free to IPM members and available to non-members for £90. Anyone who is interested in should [contact Magda](#) (020 7291 7735).

#### More?

- + [Marie Stopes ad cleared by ASA](#)
- + [Google trade mark change is common sense, say IAB](#)
- + [The COI to cut back on approximately 40% of their staff](#)
- + [RAJAR Q2 – Commercial Radio results in full](#)
- + [More growth for Outdoor – 79% rise in digital revenue](#)
- + [Virgin and Project Canvas](#)
- + [News Corp back in black](#)
- + [Sky and Ofcom - pay-tv movies](#)

- + Controversy over Supermarket Adjudicator
- + Kellogg's to launch reduced sugar coco-pops
- + Sky to sponsor radio football
- + Sainsbury's runs Facebook recipe competition
- + CGI Advertising
- + Careless Chris Evans loses 1m listeners

## Ads of the week

### Summer Gremlins

**Client:** Coca-Cola **Agency:** Mother **Media:** TV, Online



"Made by Cows"

**Client:** Anchor Butter **Agency:** CHI&Partners **Media:** Outdoor

## EVENTS

### International Marketing Festival, Edinburgh – 23-28<sup>th</sup> 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 24<sup>th</sup>, 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.

### IAA UK Chapter, Lunch – 17<sup>th</sup> September

IAA UK will hold its [next luncheon](#) on 17<sup>th</sup> September, at the Mandarin Oriental Hyde Park in London, with BP's Luc Bardin.

Luc invites you to share his experiences as custodian of BP's brands. He is Group Chief Sales & Marketing Officer and a Group Vice President, BP plc. He is responsible for BP's Sales and Marketing strategies and capabilities, Group Brand management and Olympic sponsorship. He also has P&L accountability for BP's Strategic Partnerships organization.

AA members pay £85. £105 for non-members. Read more at the [dedicated site](#).

### **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](#).

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

### **Changing Advertising Summit – 12<sup>th</sup> 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 here](#).

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 3<sup>rd</sup>-6<sup>th</sup> 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 3<sup>rd</sup> November to Saturday 6<sup>th</sup>. 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 – 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.

Awards will be 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.

**-ends-**