

## NEWS

### Local Media

Culture Secretary Jeremy Hunt used his first speech on media policy to announce new plans for some 'super-fast broadband' in rural areas, and measures to 'boost local media' - [HERE](#). Plans include reforming local cross-media ownership rules, asking Ofcom to look at the case for removing all of those rules, and support for new local TV stations in towns and cities (like [this one](#)).

"I want a modern regulatory environment which will help nurture a new generation of hungry, ambitious and profitable local media companies" said Mr. Hunt.

### Apple of your ads

Apple has reported more than \$60m (£42m) in bookings for its forthcoming iAd network, [HERE](#). The new advertising platform will be built into Apple's new operating system from 1<sup>st</sup> July.

Steve Jobs: "iAd offers advertisers the emotion of TV with the interactivity of the web, and offers users a new way to explore ads without being hijacked out of their favourite apps". AT&T, Unilever and Chanel have all signed up so far.

## AWARDS

Waitrose scooped the major gong at the 26<sup>th</sup> Marketing Society Awards on Monday for their 'Essentials' range, which appealed to consumers in the recession without 'sullyng their premium positioning'. A cracking ad campaign, reminder [HERE](#).

The Facebook campaign that saw Rage Against The Machine brush off poor old [Joe McElderry](#) on its way to Christmas Number 1, beat off stiffer competition in the form of Virgin Atlantic's '[Still Red Hot](#)' campaign, Avatar, Twitter and Nick Clegg to win 'Marketing Moment of the Year', more [HERE](#).

### More?

- + Ad campaign to combat Islamophobia [HERE](#)
- + World Cup Chairdvertising? [HERE](#)
- + Sir Terry Leahy is retiring. Read Stuart Smith's epitaph [HERE](#)
- + Economist to re-launch iconic poster campaign with AMV [HERE](#)
- + IAB appoint Google's Robinson to chair B2B Council [HERE](#)
- + Santander in brand re-positioning [HERE](#)
- + Broadcasters bid Bleakley [HERE](#)
- + Mark Ritson on the phallucy (*sic*) of our Olympic mascots [HERE](#)
- + Love football, love ads? Click [HERE](#) and love Thinkbox.

### Ad of the week

In the first of a (potentially) regular section, we bring you the latest ad that has made a splash over at AA towers. This week, a little gem from the Madeira Tourist Board, broadcast across Europe on TV, Cinema, Online and Radio.

The ads were produced *para livre*, by a team of local agencies (YOUMIX, Dizplay, Krypton Photo, Trix, Gideon Nel, and Smiling Frog Animation).

[Madeira, as beautiful as ever – HERE.](#)

## POLITICS WATCH

### UK

John Whittingdale (CON) was elected unopposed to continue as Chair of the Culture, Media and Sport select committee today. He is a strong supporter of advertising's regulatory framework, and is well respected on all sides of the House. Read more about the CMS Select Committee [HERE](#).

David Amess (CON) is a prolific tabler of PQ's. He asks about advertising [HERE](#) and [HERE](#). For a list of all of this week's questions on or about advertising, click [HERE](#).

David Cairns MP (LAB) has tweeted about local news and product placement, follow him on Twitter [HERE](#).

Jo Swinson (LD) has tabled [an EDM](#) suggesting that advertising makes children too thin. This follows hot on the heels of claims that advertising makes children [too fat](#).

### EU

The ECJ has ruled that 'countries can ban online gambling' if their aim is to combat fraud, More [HERE](#).

Last week, the European Parliament's Internal Market Committee discussed MEP Philippe Juvin's (France, EPP) report on "the impact of advertising on consumer behaviour". UK MEP Emma McClarkin (CON) stressed the benefits of advertising. We'll keep you up-to-date with the report over the coming months.

## EVENTS

### [FREE 'Music in Advertising' Seminar, London – 10<sup>th</sup> June](#)

*Need To License Music For Your TV, Radio & Online Campaigns?*

Presented by *PRS for Music*, this free afternoon seminar will include insider tips, practical advice and real-life music licensing solutions. Speakers will include the multi-award winning composer Jonathan Goldstein. The seminar will conclude with networking drinks and nibbles. For further information and to register, [click here](#).

### [Debating Group – 14<sup>th</sup> June](#)

The Debating Group brings marketers and politicians together to debate issues around advertising, marketing and promotion. The next debate will be in the

House of Commons on Monday 14<sup>th</sup> June.

The debate, sponsored by JICREG, will explore whether local council 'freesheets' undermine local democracy. Labour MP Austin Mitchell will be in the chair. All are welcome at these popular events. Contact Doreen Blythe on 020 8202 5854 or by [email](#) for tickets.

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

EACA are celebrating the best in European social marketing campaigns at the presentation of the EACA Care Awards, which recognise excellence in promoting care for 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**

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'.

If there are any tri-partite trade associations out there who want to take us on, the AA will take you down. [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'.

Do you tweet? [Follow us](#) on Twitter.

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