

**Advertising Association** – New research commissioned by the Advertising Association has identified social influence, resulting from personal friendship networks, as sufficient to explain the recent increase in binge drinking among young people in the UK.

The ground breaking study by market research consultancy FDS International and economic consultancy, Volterra has shown a link between social conformism and the increase in binge drinking

The press release announcing the publication of the research is available [here](#). The research was widely reported, including the [Telegraph](#), [Marketing](#), FT, Campaign and Marketing Week.

**Alcohol advertising** – Speaking during a debate (23/06/08) in the House of Lords on the Alcohol Harm Reduction Strategy, Baroness Thornton (Baronesses in Waiting, HM Household) recommended “that noble Lords look at the adverts that are on between 9 pm and 10 pm, during programmes such as “Big Brother”. They are hard-hitting adverts aimed at that age group. We are informed that they are having some effect.” The text is available [here](#)

**Byron Review** - On 24 June, the Department for Children, Schools and Families (DCSF) published *The Byron Review Action Plan*. The full text is available [here](#)

**Unfair Commercial Practices directive** – On 26 May the Unfair Commercial Practices directive was transposed into UK law. The Television and Radio Advertising Codes have been adapted by BCAP to reflect the changes brought by the new law.

On 24 June, BCAP launched a public consultation on the revised codes, which will last until 22 July 2008. Available [here](#)

**Ofcom** – Ofcom announced last week that David Currie is to step down as Chairman of the Ofcom Board from Easter 2009. The full news release is available [here](#)

## European Update

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## Debating Group

[www.debatinggroup.org.uk](http://www.debatinggroup.org.uk)

**Debating Group 7<sup>th</sup> July: “The only future for print media is online.” sponsored by the International Advertising Association,**

The debate is scheduled to start at 6.00pm in Committee Room 10 of the House of Commons.

The debate will be chaired by Dr Austin Mitchell MP (Labour Member of Parliament for Great Grimsby & President of the Debating Group).

Proposing the motion will be James Montgomery (Editor, FT.com), seconded by Guy Phillipson (Chief

Executive Officer, Internet Advertising Bureau UK). Opposing the motion will be Tom Lynch (Communications Controller, Newspaper Marketing Agency) and Professor Steven Barnett (Professor of Communications, University of Westminster).

Debates take place at 1830hrs in Committee Room 14 of the House of Commons, unless stated otherwise. Tickets at £12 to be purchased in advance from the Secretary, Doreen Blythe ([dblythe@varinternational.com](mailto:dblythe@varinternational.com) or 0208 994 9177)

Chartered Institute of Marketing will sponsor the debate on the evening of Monday 27 October.

The Advertising Association 2008

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