

NEWS

ASA Digital Remit Extension

We announced on Monday that the industry has made recommendations to extend the Advertising Standards Authority's remit, to include non-paid-for space online. This will include marketing communications on social networking sites and companies' own websites. AA press release [HERE](#). ASA statement [HERE](#).

Display advertisements on websites are already regulated by the ASA, just like any paid-for-space online. Within the scope of these recommendations, the regulator would be able to investigate any commercial messaging where a complaint is received. It is anticipated this will come into force later this year, once formally ratified by CAP and the ASA.

This is quite big news, and more evidence of our industry's pro-activity in the field of protecting consumers and children. It follows the Byron Review, Digital Britain and the Buckingham Report, which all flagged up the need for action in this area. By coincidence, the recent Conservative policy document '*Responsible Business*', pledged to 'tackle unregulated marketing on corporate websites', by 'shutting the regulatory loophole'. Consider it shut.

HoC debate on HSC Alcohol Report

Today, the Health Select Committee's Report on Alcohol was debated in the Commons. In his opening speech, the Committee's Chairman, Kevin Barron MP, focused mainly on pricing, but acknowledged the advertising industry's plans to extend the ASA's remit further into online media, see above.

Some MPs were critical of the advertising industry, but Conservative MP Philip Davies launched a scathing attack on the HSC recommendations on marketing, labelling them wrong and simplistic. He added that they would be damaging for media and sport, but have no effect on binge drinking. Public Health Minister Gillian Merron, summing up, outlined all of the actions that the Government was undertaking on alcohol, and also said that the Advertising Codes were being currently reviewed and the Government would be interested in the outcome. The Government will be responding shortly to the Committee's recommendations.

Advertising & Society - A Call for Fresh Evidence

Our Front Foot initiative, through **CREDOS**, is building a new evidence base for the advertising industry to use, in order to better understand the present reality of advertising today and build a picture of its future. We are looking for interesting and insightful evidence about the ways that people relate to advertising and on the role it plays in their lives and that of the broader economy. Read more [HERE](#).

James Best wants **you** to get involved. Get in touch with Ina Mongia at the AA [HERE](#).

ISP to IPM

The Institute of Sales Promotion is changing its name to the **Institute of Promotional Marketing**, to represent the wider range of activities undertaken by its members. The name-change decision was taken at an extraordinary general meeting of the organisation's members. The fresh name and corporate identity will be officially launched at the end of May.

Others

- + The excellent Radio 4 show 'The Bottom Line' was graced last week by advertising giants Rita Clifton (Interbrand) and Sir Martin Sorrell (WPP). Listen [HERE](#).
- + The IPA has launched IDOL, an online databank for the IPA effectiveness awards - <http://idol.ipa.co.uk/>
- + Chime up by 14. Lord Bell reveals 'best ever' results [HERE](#).
- + Good ol' advertising fisticuffs. Microsoft wage war on Google with Bing TV ads - [HERE](#)
- + Interesting Tim Hayward blog on food advertising for *Observer Food Monthly* - [HERE](#)
- + *Guardian* article on Mother's simple and successful re-brand of Devo - [HERE](#)

Warc Prize

Warc [Prize for Ideas and Evidence](#) 2010 is still open for entries. The \$10,000 (£6,642) cash prize will be awarded to the author of the best case study from any marketing discipline worldwide to demonstrate innovation in effective integrated communications. Read more [HERE](#).

Young Lions

The Guardian is still accepting registrations for their annual Young Lions competition. The competition gives six young UK advertising professionals the opportunity to go to the Cannes Lions festival in June, and represent the UK in the global Young Lions contest. More [HERE](#). Closes this Friday.

THIS WEEK

This week, the Advertising Association has seen/been:

- + The CBI Presidential address at Stationers Hall, Monday – where Helen Alexander set out the CBI's Creative Priorities – [HERE](#)
- + Giving a presentation on advertising regulatory issues to RadioCentre
- + To a Change4Life Ministerial reception on Tuesday
- + At a European Policy Forum roundtable event with Ed Vaizey MP as the guest, to hear about latest Tory thinking on culture, media and sport policy.
- + Meeting with the Fitness Industry Association and Prospective Parliamentary Candidates
- + Warc and Thinkbox

Tomorrow the AA will be at DH on Business4Life duty, PepsiCo HQ later on and a Google Dinner in the evening. We will also be time-travelling to the Conservative Creative Industries Network event with Digital Radio UK. Hope to see you there.

EVENTS

Free Seminar for Scotland – Wednesday 17 March 2010

Music In Advertising 2010 is a free, educational seminar, which addresses the issue of licensing music for advertising campaigns on TV, radio and in the online space which will take place at City Halls, Glasgow on 17 March.

“The seminar will include insider tips and tricks, practical advice and real-life music licensing solutions for immediate implementation in your own job role or campaign.”
More [HERE](#)

ISBA Annual Conference 2010 - Thursday 18 March 2010

The conference will take place at Lord’s Cricket Ground, St. John’s Wood, London, NW8, between 9am and 4pm. Speakers will include; Guy Parker (ASA), Alan Gould and Ken Orkin (The Nielsen Company), Keith Moor (Santander) and Thomas Gensemer (Managing Partner of Blue State Digital), who worked on President Obama’s Election Campaign.

To secure your place [Contact ISBA](#) or visit the ISBA website.

Debating Group – dates for your diary

Below are the advance dates for upcoming Debating Group debates:

12 July 2010 (*RadioCentre*)
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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