

29.07.10

advertising matters

Advertising
Association

NEWS

Ofcom Special

Ofcom has completed its [final review](#) into HFSS advertising, concluding that the new rules have met their objective to reduce the percentage of children viewing ads for HFSS products. The current rules are to remain in place but no further regulations are to be added. They have been tough for the industry, but have been implemented in the right spirit.

Following consultation, Ofcom is [removing rules](#) that govern airtime ad sales for commercial public service broadcasters.

Ofcom completed a pretty busy week by [raising concerns](#) over broadband providers and their advertising. Virgin Media Chief Neil Berkett [wants a crackdown](#). The ASA report that the [code writing bodies](#) are already conducting a wider review of the sector, and that Ofcom's research will be 'a valuable resource'.

Lords

The Lords Communications Committee has [launched an enquiry](#) into the regulation of TV advertising, starting with a call for evidence. The committee is keen to assess the need for current regulations, the CRR mechanism and product placement.

Commons

Just before summer recess; the Culture, Media and Sport Select Committee [heard from Channel 4](#), Caroline Flint posed PQ's re: advertising [HERE](#) and [HERE](#), and Jo Swinson asked Jeremy Hunt [about the BBC](#). We also noticed this [Early Day Motion](#) on Drink Driving, which commended the Budweiser World Cup campaign.

More?

- + [Join our Check \(Children's Ethical Communications Kit\) LinkedIn group](#)
- + [Ofcom also this week found time to publish their annual report](#)
- + [As did the COI](#)
- + [ITV bag the Rugby World Cup rights](#)
- + [Government launch mobile broadband 'spectrum modernisation'](#)
- + [Sky's marketing push rewarded](#)
- + [...and they've also scooped up HBO's TV catalogue](#)
- + [DMGT ad revenues keep rising](#)
- + [And good news for Trinity Mirror](#)
- + [Best of British Brands](#)
- + [Haymarket to launch X-Factor magazine](#)
- + [Fly-by advertising](#)
- + [US car firm remembers the Siege of Yorktown](#)

Ad of the week



Brief: to familiarize London commuters with the history of the Tube
Client: Transport for London. **Agency:** M&C Saatchi. **Media:** OOH, Print, Online.

EVENTS

International Marketing Festival, Edinburgh – 23-28th 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 24th, 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.

Appeal To & Engage Today's Children & Their Parents – 28th September

Respond to the latest trends and deliver targeted campaigns across different media channels at *Marketing's* September conference. Book before 12th August and save £100. Visit the [event website](#).

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

Changing Advertising Summit – 12th 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 before 30 July and save 20% on the cost of a delegate place](#)

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 3rd-6th 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 3rd November to Saturday 6th. 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 – 18th 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 4th May.

Awards will be presented at a Gala Dinner that follows the DPA Annual Digital Publishing Conference, 18th 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'.

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