

03.02.10

advertising matters

Advertising
Association

NEWS

Simon says, Goodbye

Sion Simon, Minister for the Creative Industries and MP for Birmingham Erdington, has announced that he will step down as an MP at the next election. Mr Simon will stand down from Government next Wednesday. It remains to be seen whether the portfolio will be handed to a new Creative Industries minister before the election or rolled into someone else's brief until May.

On the Front Foot

As we've reached our first funding milestone, the AA's first Front Foot board will be meeting for the first time tomorrow, and Amanda Mackenzie of Aviva will Chair. Keep an eye out for the latest on Front Foot [HERE](#), or e-mail frontfoot@adassoc.org.uk for more information.

Behave

Writing in the *Guardian* last Friday, Shadow Chancellor George Osborne and American economist Richard Thaler revealed Conservative plans to embed behavioural economics into the heart of policy-making. Read the very interesting article [HERE](#). And if you haven't already, read about Rory Sutherland's Behavioural Economics Think Tank. Download the report (free to IPA member agencies) [HERE](#), or watch him on YouTube [HERE](#).

Sunbeds

The Sunbeds (Regulation) Bill received its Second Reading in the Commons on Friday. The Bill's sponsor, Julie Morgan (Lab, Cardiff North) said "*It is also very important that the Bill would prevent operators from advertising unsupported benefits of sunbed use*". Whilst sunbed use clearly has to be handled with care, it would appear this particular provision is unnecessary given the way the CAP/BCAP codes already require that all advertising claims must be substantiated.

Local News

Trinity Mirror's CEO called for the abolition of council newspapers at the Oxford Media Convention last week, [HERE](#). Meanwhile, the Audit Commission wrote to Stephen Timms last week with their conclusions from research into this area. They said that '*the money being spent by councils is not unreasonable, though they should always consider whether it provides good value. Few council publications are published sufficiently frequently to be viable media for most local advertising.*' The letter and the appendix are published [HERE](#).

Other News

- + Patrick Basham and John Luik on Professor Hastings' BMJ article - [HERE](#)
- + Mad Men like Crozier - [HERE](#). *Guardian* on why ad men are dominating TV.
- + *The Times* are today reporting that a prospective Conservative government would transform the BBC Trust to a "licence-fee payers' trust" [HERE](#).
- + We missed this from 22nd January, apologies. Another blog post from Stuart Smith on health messaging, it's a good-'un. Read it [HERE](#).
- + Alan Philipp was presented with the Data Publishers Association's lifetime achievement award (the George Henderson trophy), at a reception last week.
- + *Will you (advertise) my Valentine?* Local Slough journalist Inderdeep Bains (26) is fundraising for the Haiti Earthquake Appeal by offering readers a chance to go on a date with her. To be in with a chance, or to just donate, click [HERE](#).

EVENTS

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 for more details](#).

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