

Intelligence

A MONTHLY ROUND UP OF ADVERTISING NEWS AND ISSUES



Inspiring Excellence
in Communications
Worldwide

A one-of-a-kind global network. 4,000 Members. 56 Chapters. 76 Countries.

**INSIDE
THIS
ISSUE**

- Agency/industry news 1
- Monthly research 1
- Advertising & obesity..... 2
- Self-regulation. 2
- Regulatory/legal 2
- Advertising & children.....2
- Advertising & sustainable development.....2

We welcome any suggestions, ideas or information for this newsletter. Visit our website at iaaglobal.org

Agency/industry news

Spotlight: 42nd IAA World Congress May 12-14, Moscow, Russia - Save the date!

Spring 2010 - The 42nd IAA World Congress will be held in the Kremlin Moscow, Russia May 12-14, 2010. Under the theme "Change: Consequences," the event will have its usual cutting edge programs addressing key industry issues and insights.



Confirmed speakers include Maurice Levy, Publicis Groupe; Sir Martin Sorrell, WPP; Emilio Azcárraga, Televisa; Marc Pritchard, Procter and Gamble; Michael Mendenhall, Hewlett-Packard; Darren Huston, Microsoft; Darren Shaw, Shaw Brothers; Serge Dumont, Omnicom Group; Laurence Boschetto, Draft FCB; and Joanne Davis, Joanne Davis Consulting. For more information on the 42nd IAA World Congress please visit: www.iaamoscow2010.com.

Monthly research

China: ad spend rose 14% in 2009

January 20, 2010 - According to data released this week by Nielsen, advertising spend in China rose to \$87.81 billion in 2009, up 14% from 2008. (subscription required) [Ad Age China](#)

2010 estimates increase for search ad spend growth

January 18, 2010 - According to search engine marketing firm Efficient Frontier, 2010 estimates have increased for search ad spending. They now expect spending to increase between 15% and 20%, up 5% from its earlier estimates. [Paidcontent.org](#)

U.S.: magazines lost 25% of ad pages in '09

January 14, 2010 - According to recently [released](#) figures from the Publishers Information Bureau, American magazines lost 58,340 pages in 2009. (subscription required) [New York Times](#)

U.K.: online advertising spend up in Q4

January 14, 2010 - According to the latest Bellwether survey from the Institute of Practitioners in Advertising and BDO, online advertising expenditure increased by 10.4 %, with search marketing registering an increase of 11.5%. [IABUK](#)

Analyst: online display ads will surge in 2010

January 4, 2010 - According to leading industry analyst Imran Khan of J.P. Morgan, who recently released the annual report, "Nothing but Net 2010 Internet Sector Outlook," display spending will surge by 10.5% in 2010 after a 5% dip last year. [Mediaweek](#)

AdweekMedia forecasts 2010

January 2, 2010 - *AdWeek* recently released its media forecast for 2010 for the following categories:

[Automotive](#), [Cable television](#), [Consumer packaged goods](#), [Digital](#), [Local broadcast](#), [Media agencies](#), [Media regulation](#), [Network television](#), [Out-of-home](#), [Print media](#), [Pharmaceuticals](#), [Studios/entertainment](#) and [Telecom](#). (subscription required) [AdWeek](#)

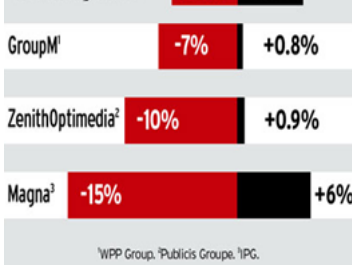
Spotlight Global: advertising forecasts from ZenithOptimedia and Group M

December 8, 2009 - *Global ad spending according to ZenithOptimedia, will decline 10.2% in 2009 when the year is complete, but eke out a 0.9% increase in the coming year. Western Europe will similarly see ad spending fall 11.8% in 2009 and 0.5% next year, while Latin America posts gains in 2009 and 2010.*

Group M, is projecting a 6.6% drop off to \$445 billion in global ad spending in measured media in 2009, to be followed by a slight positive bounce of 0.8% to \$448 billion in 2010. (subscription required) [Advertising Age](#) and [AdWeek](#)

THE GLOBAL FORECASTS

Worldwide client spending compared to the previous year, as projected by three media agencies



¹WPP Group, ²Publicis Groupe, ³IPG.

Advertising & obesity

U.K.: compulsory and standardize front-of-pack labeling for all prepackaged foods

January 18, 2010 - The Faculty of Public Health and the Royal Society for Public Health have published a [package](#) of 12 practical recommendations that could be adopted by the next government. The package includes an at-a-glance labeling system, including a "traffic-light" indication of the level of fats, saturated fats, sugars and salt. [Faculty of Public Health](#)

Spotlight: call to ban all junk food advertising to children by WHO
January 4, 2010 - The World Health Organization (WHO) has suggested that a complete ban on advertising junk food to children is preferable to more limited controls such as those used in New Zealand. [New Zealand Herald](#)

U.K.: product placement proposal raises junk food fears

December 7, 2009 - A possible change in U.K. law to allow product placements in U.K.-made television programs is causing concern for children's food campaigners, who fear it will increase kids' exposure to marketing of unhealthy food and drink products. [Foodnavigator](#)

Self-regulation

Brands are using courts more, self-regulation less, to settle disputes

January 4, 2010 - The marketing industry has historically used self-regulation to settle disputes. However, more marketers are settling disputes in the courts and the court of public opinion. (subscription required) [Advertising Age](#)

Spotlight: the impact of self-regulation on the nutritional quality of foods advertised to children

December 19, 2009 - According to the advocacy group Children Now and their report, [The Impact of Industry Self-Regulation on the Nutritional Quality of Foods Advertised on Television to Children](#), there is serious doubt about the future viability of industry self-regulation to help address the growing epidemic of childhood obesity. [Children Now](#)

Regulatory/legal

Spain: curbs body image ads on television

January 18, 2010 - The government in Spain has stepped up its fight against what it sees as forces that push girls to be thin. They have introduced a law banning so-called "cult of the body" advertising on television before the children's watershed hour. The ban has already been approved by the lower chamber of parliament and is being reviewed by the upper house. [The Guardian](#)

Spotlight France: President supports Google tax plan

January 8, 2010 - French President Nicolas Sarkozy has added his support to a proposal to tax Google and other online advertising networks in order to compensate the creators of artistic and other works who lose out to digital piracy. [PC World via Yahoo!](#), [MediaPost Communications](#) and [IABUK](#)

European Union regulators warned France that they would have to check any French plan to tax Google's advertising revenues and channel the money to the ailing music industry. [AP via Yahoo!](#)

U.S.: judge lifts some tobacco advertising limits

January 5, 2010 - A federal judge in Kentucky recently issued a mixed ruling in the first significant legal challenge to the new federal law. The judge ruled that companies could be forced to put new, graphic warning labels covering the top half of cigarette packages by 2013, but could not be forced to limit their marketing materials to only black text on a white background. (subscription required) [New York Times](#)

Advocacy groups urge FTC to block Google-AdMob deal

December 28, 2009 - Advocacy groups have asked U.S. antitrust regulators to block Google's purchase of AdMob, a provider of advertising services for mobile phones, on antitrust grounds and to address privacy issues raised by the deal. In a letter to the Federal Trade Commission (FTC) the groups state that the proposed deal would substantially lessen competition in the increasingly important mobile advertising market and that the deal created privacy concerns. [Reuters via Yahoo!](#) and [Wall Street Journal](#)

Advertising & children

Spotlight U.S.: FCC extends deadline for kids content-control comments

January 19, 2010 - The Federal Communications Commission (FCC) recently extended the deadline for children's content-control comments to February 24, 2010. Associations representing billions in ad spending have asked the FCC to give them more time to weigh in on its proposed inquiry into virtually every facet of children's media. [Broadcasting & Cable](#)

Argentina: government stops beer promotion

January 14, 2010 - The Argentine government recently stopped a beer promotion claiming the "Pileta de Cerveza" ("Pool of Beer") ad campaign and the plunge into a pool brimming with beer would encourage irresponsible drinking. (registration required) [Advertising Age](#)

Advertising & sustainable development

Spotlight: 2nd IAA-Dentsu global student poster competition launched

January 2010 - The 2nd IAA-Dentsu Global Student Poster Competition has begun. The program is organized by the International Advertising Association (IAA), sponsored by Dentsu Inc., with the technical support of AdForum.com.



This year's theme is biodiversity in support of the United Nations action on climate change. The challenge for the student teams is to communicate that our lifestyle and consumption habits have to change in order to stop the destruction of our ecosystems. The entry deadline is March 1, 2010. For more details and to download the brief, please [click here](#).

Customers reward marketing and advertising that employ "green" messages

January 7, 2010 - According to the report, "Green Marketing: What Works a What Doesn't," firms that increased spending on green advertising and marketing find distinct additional marketing and advertising advantage. [Business Wire via Yahoo!](#)