

Intelligence

A MONTHLY ROUND UP OF ADVERTISING NEWS AND ISSUES



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We welcome any
suggestions, ideas
or information for
this newsletter.
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Agency/industry news

Made-to-order magazine let readers choose
March 18, 2009 - Time Inc. is experimenting with a customized magazine that combines reader-selected sections from eight publications as it tries to mimic in printed form the personalized news feeds that have become popular on the Internet. [International Herald Tribune](#)

Spotlight U.S.: House speaker urges easing competition laws for newspapers
March 17, 2009 - According to speaker of the U.S. House of Representatives, Nancy Pelosi, *ailing American newspapers should be given leniency under competition laws so that they can find ways to remain viable and pursue their vital democratic role.* [The Guardian](#)

Monthly research

Spotlight UAE: smaller budgets force accountability
March 19, 2009 - According to a marketing study to be released in next month's *Gulf Marketing Review (GMR) magazine*, *more than half of senior Gulf marketers saw their budgets decline this year compared with last year, while 20% experienced a drop of more than 50% and according to 90% of respondents, the recession had increased pressure to provide accountability.* [Zawaya via The National](#)

Local small business interactive ad market shows promise

March 18, 2009 - According to a new Borrell Associates report, by the end of 2013, local advertising expenditures by small-to-medium U.S. businesses will grow by almost 34% from 2008 levels. Those companies will spend nearly 70% of their interactive ad budgets on paid search and video. [ClickZ](#)

Asia: drives online video development

March 18, 2009 - According to the Cable & Satellite Broadcasting Association of Asia (CASBAA), China, Japan and South Korea will drive the next wave of online video development. (registration required) [Advertising Age China](#)

U.K.: online ad spend up 17% in Q4, but growth slowing

March 16, 2009 - U.K. ad spend declined across all mediums besides online during the fourth quarter of

2008, according to numbers released by the World Advertising Research Center (WARC) on behalf of the advertising association. Online growth did slow dramatically, however, falling from a 39.5% increase between Q4 '06 and Q4 '07. [ClickZ](#)

Marketers expect to keep jobs, budgets

March 14, 2009 - The CMO Council interviewed 659 global senior marketers and found that they are not planning major restructuring, head-count reductions or wholesale agency terminations this year. More than half (56.7%) do not feel their jobs are at risk and 20.6% simply are not sure. More than a third (38%) plan to keep their teams intact and 26% expect to add staff. [BrandWeek](#)

U.S.: ad spending fell 2.6% in 2008, Nielsen reports

March 13, 2009 - Nielsen recently reported that U.S. advertising for the full year 2008 was down 2.6% compared to the full year 2007. According to preliminary figures, U.S. ad expenditures declined almost \$3.7 billion to a total spend of \$136.8 billion in 2008. [PRNewswire via Commercial Alert](#)

China: ad spend will increase 5-8% in 2009

March 4, 2009 - Ad spend in China will grow between 5-8% in 2009, according to CTR Market Research, a significant drop from 2008. (registration required) [Advertising Age China](#)

Survey shows marketers lack adequate tools for campaign analytics

February 27, 2009 - Marketers will continue to invest significantly in online marketing this year, but less than half (47%) actually use analytics to measure their campaigns, and one-fifth only have a 'basic' website, according to the sixth annual marketing survey from Alterian. [Marketing VOX via WFA](#)

Advertising & obesity

Spotlight U.S. : omnibus bill calls for study of food marketing

March 16, 2009 - The omnibus appropriations bill passed by the U.S. Congress and signed on Friday, March 13 by the President is accompanied by an explanatory [statement](#) calling for a working group of four government agencies (FTC, FDA, CDC and the Department of Agriculture) to study whether standards are needed for marketing of

Advertising & obesity (cont.)

(registration required) [Advertising Age](#), [Association of National Advertisers](#) and [Foodnavigator](#)

Australia: junk food ad ban not supported

March 12, 2009 - An attempt to ban junk food advertising from television during peak children's viewing times has run into trouble as the federal Government has indicated it will not support the Greens' bill, which is being debated in the Senate. [The West Australian](#)

Self-regulation

Spotlight Malaysia: fast food advertisers to self-regulate

March 20, 2009 - After protracted discussions between the Ministry of Health, fast food companies and the 4As, all parties have agreed to do self-regulation, calling off the ministry's earlier proposal to ban fast food ads, which would have been a big hit to the advertising industry. [Marketing-Interactive](#)

U.K.: ASA to regulation video-on-demand advertising

March 11, 2009 - The Secretary of State for Culture, Media and Sport issued a statement that the Government expects Ofcom to designate and delegate powers to, the Advertising Standards Authority (ASA) to regulate advertising in video-on-demand services. The U.K. government's statement can be accessed by clicking [here](#). [Advertising Standards Authority](#)

Self-regulation shouldn't be advertising's best-kept secret

February 23, 2009 - The number of cases handled by the advertising industry's best-kept secret, self-regulation, are on the rise. Last year the National Advertising Division of the Council of Better Business Bureaus handled 214 cases, up 22% from 2007. And in 2008 ad challenges, in which one advertiser challenges a competitor's claim, rose 31% to 81 cases. (registration required) [Advertising Age](#)

Regulatory/legal

Spotlight: new FTC rules

March 12, 2009 - The Federal Trade Commission (FTC) wants to toughen the rules for endorsements and testimonials by requiring evidence that results are likely to be typical—a move that would put pressure on purveyors of diet pills and exercise equipment, among others. (registration required) [Advertising Age](#)
To view the AAF comments, please click [here](#). [American Advertising Federation](#)

Britain: retains ban on product placement in television shows

March 11, 2009 - According to the government, Britain will not allow broadcasters to use product placements in their programming despite the collapse of traditional advertising revenues. [International Herald Tribune](#)

Representative Waxman reintroduces tobacco advertising legislation

March 5, 2009 - The House Energy and Commerce Committee has approved a bill that would transfer authority of tobacco advertising from the Federal Trade Commission to the Food and Drug Administration. H.R. 1256, the Family Smoking and Tobacco Control Act, would also direct the secretary of the Department of Health and Human Services to publish an interim rule enacting unprecedented advertising restrictions. [American Advertising Federation](#)

U.K.: RCN urges government to improve alcohol advertising legislation

March 4, 2009 - The Royal College of Nursing (RCN) has renewed its call to the U.K. government to introduce a national mandatory code to address the issue of alcohol abuse. The RCN says that the current self-regulatory, voluntary system is not providing an effective solution. [Royal College of Nursing press release](#)

Advertising & children

Spotlight China: industry association discusses rules for children

March 16, 2009 - According to the China Advertising Association (CAA), advertisements containing improper contents may have negative effects on children. [Xinhua via People's Daily](#)

France: youth alcohol ban

March 11, 2009 - French lawmakers adopted an amendment that would ban the sale of alcohol to teens under the age of 18 in an attempt to stem youth alcohol consumption. The amended bill still requires approval by the Assembly and the Senate. However, economic interests prevailed and the law allows advertising on the Internet for alcoholic beverages for the first time. [International Herald Tribune via AP](#)

Advertising & sustainable development

Spotlight: advertising campaign for clean drinking water expands

March 5, 2009 - A project that originated at a boutique advertising agency to help Unicef deliver clean drinking water to children in developing countries is expanding in its third year as more companies join to support the cause. The Tap Project is adding cities and sponsors and is going bilingual, with ads in Spanish as well as English. [TAP Project](#) and (registration required) [The New York Times](#)

TAP Project 2009



Newspaper promo offsets carbon emissions



March 10, 2009 - Save the Planet and Win, a social network dedicated to raising global carbon awareness, is helping to neutralize the carbon footprints of newspaper readers. The network is inserting "Gallon of Gas" Carbon Offset cards in 20,000 Berkeley Daily Planet newspapers every week for two months. [Environmental Leader](#)