

The IAA Forum

An IAA Jordan Newsletter

IAA Jordan worried about imposing extra 5% tax on ads

The International Advertising Association - Jordan Chapter (IAA Jordan) expressed its concern about the new law which imposes additional 5% tax on advertising in different media channels. This came as a result to the Lower House approval on imposing this extra tax in order to support cultural and artistic centers in the Kingdom.



Commenting on this move, Mustapha Tabba, IAA Jordan Chapter President, said: "We certainly support culture and art, but our growing concern revolves around small media being affected by this new law, which also will have a lesser affect on large media corporations. This regulation will stand in the way of small media companies aspiring to flourish and develop".

"The advertising is the sole source of revenue for media and thus to ensure media independence, their financial autonomy must be ensured, which is now under threat of the new law that will affect their ad spend," Tabba added.

This decision will aggravate the situation of the industry, which has to deal with the increase in the costs of fuel, transportation and distribution, as well as paper and printing.

According to Tabba, the advertising in Jordan is a small industry compared to that of the region as yet the local industry is passing through the growth period that needs much nourishment and support. Jordan's share of ad spend among other countries in the Middle East is about 3%, with an ad spend per capita of 17JD/person/year. This figure is after discounts (not rate card), compared to JD110 ad spend per capita in the Gulf Cooperation Council (GCC).

"Advertising is not just the lifeline for the media, but also an indication of a competitive and healthy market. It is the source of information to consumers as it allows them to make more informed purchase decisions in addition to giving them the chance to get better packages, promotions and prices from the market. The effects of the new proposed tax law will not only impact the industry negatively but will indirectly affect consumers," Tabba added.

IAA Jordan has always thought highly of the public-private sector partnership, stressing in many occasions on the need to keep the communication channel open between the two parties. "A mutual understanding and resolution would have been accomplished had there been dialogue between the public and private sectors," Tabba said.

As a result to this new legislation, IAA Jordan believes that many advertisers will renounce increasing their budgets by 5% to cover the extra expenses which will lead to a drop in the number of advertisements published in different media channels thus affecting media profits.

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April 2008

What's going on?

May

Kick it! 2008
IAA Jordan's
Friendly Football
Challenge
May 10th—17th
Jordan Youth Club

June

Direct Marketing
Masterclass with
Andy Owen
June 16th
9:00am —5:00pm
Zara Expo

For more information
please call +962 (6)
593 5004

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DISCOVER THE SECRETS OF SUCCESSFUL DIRECT MARKETING WITH ANDY OWEN



MONDAY 16TH JUNE 2008
9:00 AM—5:00 PM
ZARA EXPO
AMMAN—JORDAN

ANDY OWEN, One of the world's most respected direct marketers, is returning to Amman. He is an inspirational character, with a unique passion. This will be an exceptional event from one of the world's most respected and popular DM figures.

During this groundbreaking day, Andy will share with the audience, the very latest creative, copy and strategic techniques, tips and secrets of contemporary direct marketing that deliver “cash register” response....

Here are just some of the things you will discover on the day:

- ◆ **CREATIVE FOR DIRECT MARKETING** why it's very different than traditional advertising
 - ◆ **DIRECT MAIL EXPLAINED AND EXPLORED** what you must do and what you must not
 - ◆ **ENVELOPES, RESPONSE FORMS & REPLY DEVICES** how to create winners
 - ◆ **PROMOTIONAL POSTCARDS** one of the best-kept secrets of DM
 - ◆ **GUARANTEES & TESTIMONIALS** why you should always use them
 - ◆ **TYPOGRAPHY** fonts to use and fonts to avoid
 - ◆ **TESTING** an essential discipline. How to create meaningful test campaigns
 - ◆ **DIRECT RESPONSE ADVERTISING** how to create ads that pull response
 - ◆ **ONLINE AND DIGITAL MARKETING** how to create messages that cut through the morass
 - ◆ **COPYWRITING** the secrets & techniques. Learn how to harness the enormous power of words
- ...and much, much more, including over 100 campaign examples from around the world.**

For information on registration, please send an email to info@iaajordan.org or call 593-5004

International Advertising Association World Congress Convenes Elects 2008 Board Officers

Alan Rutherford, Digitas Global; Pheroza Bilimoria, Business India Publications, Ltd.; and Sandy Kornberg of Global Advertising Strategies named Senior VP, Secretary and Treasurer, Respectively

Washington, DC—April 7, 2008 — The 41st International Advertising Association (IAA) convenes today with newly elected officers to the IAA Board of Directors. Alan Rutherford, CEO of Digitas Global was elected to Senior Vice-President; Pheroza Bilimoria, Managing Director of Business India Publications, Ltd. To Secretary; and Sandy Kornberg, Advisory Board Member of Global Advertising Strategies to Treasurer. The elections follow the recent succession of Indra Abidin to IAA Chairman and World President from Senior Vice President.

The IAA Board of Directors is

the IAA's main governing body, making major decisions on the strategy and future direction of the Association. The Senior Vice-President, Secretary and Treasurer are elected by the IAA World Board every two years to represent its worldwide membership. The Senior Vice-President eventually succeeds as Chairman and World President.

The new board elections come at an exciting time for the IAA as its 41st IAA World

Congress kicked off in Washington D.C. with over 700 delegates from 65 coun-

tries— with a stunning reception at Washington's new Newseum. The IAA World Congress attracts prominent leaders from the advertising, media and marketing communications industry and featured speeches, panel discussions, awards and social events. Held under the theme of 'What's coming next?'SM the 41st IAA World Congress will reveal what's in store for the future of the ad industry and will be packed with cutting edge content.

IAA Names Prestigious IAA And Samir Fares Award Recipients

Tateo Matakhi of Dentsu wins the IAA Award and Jean-Claude Boulos of Alsumaria the Samir Fares

Washington DC—April 8, 2008—From underneath the Norman Foster designed glass canopy at the 41st International Advertising Association (IAA) World Congress Gala Dinner, Indra Abidin, new IAA Chairman and World President, presented prestigious **IAA and Samir Fares Awards**, to Tateo Matakhi, President & CEO of Dentsu and Jean-Claude Boulos, GM of Alsumaria, respectively.

The IAA Award has been given for distinguished services in the field of international advertising and marketing at every biennial World Congress for the last 50+ years. Previous recipients of the award include Maurice Lévy of Publicis Group (2006), Sir Richard Branson of

Virgin Group (2004), Carlos Ghosn of Nissan Motor Co. (2002), Sir Martin Sorrell of WPP (2000), and Ted Turner of Turner Broadcasting System (1996), among many others. The first IAA Award was given to Goar Mestre, Director General of Circuito CMQ, S.A., Havana, Cuba in 1951.

Upon accepting the IAA Award, Matakhi remarked: "I look forward to cooperating with our fellow members for further contribute to our industry. Thank you for the great honor."

The Samir Fares Award, presented jointly by the Lebanon and United Arab Emir-

ates (UAE) advertising communities, is a memorial to Samir Fares, a former UAE resident of Lebanese origin who began the IAA-UAE chapter in 1979, the third in the region. The award recognises career achievement in the IAA and outstanding service in furthering the objectives of the Association. Michael Lee, Executive Director of the IAA was last year's award recipient. Boulos' acceptance speech was a passionate tribute: "Samir Fares was someone who devoted his life to preserving and defending the vision of the IAA...This is what I've done." In closing, he exclaimed, "Samir Fares, this is yours!"

Advertising Tip:
When you are about to embark on an advertising campaign, take note of ads that appeal to you or encourage people who are representative of your audience to provide you with feedback about the type of advertising they would find most effective ... the look and feel of an ad can be just as important as the message itself.

Dubai Lynx announces Advertising Person Of The Year: Joseph Ghossoub

The first Dubai Lynx Advertising Person of the Year Award has been awarded to Joseph Ghossoub for his outstanding work in promoting the Middle East's advertising and media industry globally.

In his role as President and CEO of The Holding Group (THG) and also as outgoing Chairman and World President of the International Advertising Association, Joseph has been one of the sector's most prominent champions.

He will be honoured at the 2nd Dubai Lynx Awards Dinner & Ceremony to be held on 2 April, the final evening of the 1st Dubai International Advertising Festival.

Story from www.mediame.com



Print media kings going into broadcast media



AME Info reports that the Saudi Research and Publishing Co., the print media wing of the Saudi Research Marketing Group, is planning a network of TV studios.

The first phase of the project will be implemented by Unitecnic, MediaPro Group's engineering department, which has been contracted for the work.

Once the facilities are ready, SRPC will offer broadcast services to local and international broadcasters.

Story from www.mediame.com

307 local FM stations currently broadcasting in 18 Arab countries

New Arab Advisors Group's research revealed that 307 local FM radio stations currently broadcast in 18 Arab countries. The regional landscape varies between countries in the number and ownership of the FM radio stations.

Algeria and the UAE have the highest number of local government-owned FM radio stations while Palestine, Iraq and Lebanon have the highest number of private local radio stations. The research revealed 9 regional radio stations that broadcast on FM frequencies in multiple countries. These regional stations raise the total of FM radio stations to 316 FM radio stations in the 18 covered countries.

"State-owned FM radio stations in the Arab World still outnumber private FM radio stations, although the number of private ones has grown rapidly and is approaching the number of state-owned radio stations." Mr. Firas El Farr, Arab Advisors research analyst wrote in the report. "There are 157 local state-owned radio stations in the 18 covered countries, and 150 local private FM radio stations."

"Algeria, Palestine and Iraq have the highest number of local radio stations and contributed the most in the total number of radio stations. Both Iraq and Lebanon, with no state-owned radio stations, contributed 42% of the total growth in local FM radio stations in the covered countries," Mr. El Farr added.

Story from www.mediame.com



Copywriting Tip:
Speak the reader's language: Do what a salesman would do. Think about how you would sell the product to someone. The best copy often has a kind of speech type "you-and-me-talking" quality about it.

US SENATE SEEKS TO OVERTURN MEDIA OWNERSHIP RULE CHANGES

WASHINGTON DC: US lawmakers are trying to overturn a Federal Communications Commission ruling that has watered down rules barring media owners from controlling both a TV channel and a newspaper in the nation's 20 largest markets.

A resolution introduced to the Senate by the Commerce Committee seeks to undo the changes to the 32-year-old restrictions voted in by the FCC in December. The effort is being led by Senator *Byron Dorgan*, a Democrat highly critical of media concentration.

Presidential hopefuls *Hillary Clinton* and *Barack Obama* have backed Dorgan's bill, although President *Bush* has signalled he will veto it if it is passed by the Senate.

Says Dorgan: "We have five or six major corporations in this country that determine, for the most part, what

Americans see, hear, and read every day. I don't think that's healthy for our country."



He cited News Corporation's attempts to buy a third major New York newspaper, *Newsday*, while also owning two TV stations and two other major newspapers in the same market as "another example of concentration that I think is unhealthy".

He refutes the Republican-controlled FCC's argument that the internet and cable TV allow for many media voice.

Dorgan adds: "Diverse, independent, and local media sources are essential to ensuring that the public has access to a variety of information."



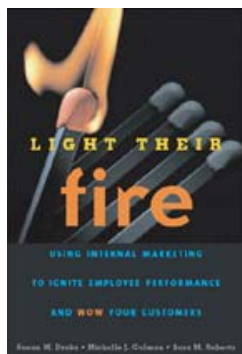
Inspiring Excellence
in Communications
Worldwide

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We recommend...

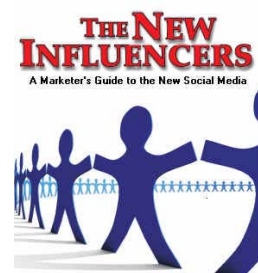
Reviewed by 89 customers on www.amazon.com

"There are few books that are a 'must read.' *Light Their Fire* is a "must read over and over."



Reviewed by 76 customers on www.amazon.com

"If you buy one book on employee/corporate communication, this is the one."



Reviewed by 27 customers on www.amazon.com

"A marketing book that explains a new approach to use when promoting yourself, your services, and/or your products!"

PAUL GILLIN

Customers who bought these books also bought:

- Smart Start-Ups: How Entrepreneurs and Corporations Can Profit by Starting Online Communities - by David Silver
- We Are Smarter Than Me: How to Unleash the Power of Crowds in Your Business - by Barry Libert, John Spector, and Don Tapscott

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Solution

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Puzzles from <http://www.sudokucllection.com/>