

# The IAA Forum

An IAA Jordan Newsletter

## Welcome from IAA President Mustapha Tabba

Dear members,

With the beginning of 2008, we send to you the first copy of our new monthly newsletter, including news about the IAA international, member profiles, our activities for the next month and general industry news from Jordan.

The marketing and communications industry in Jordan was only JD30 million in size 10 years ago, today it is JD200 million (rate card). In this industry, IAA Jordan is the 2nd largest Chapter in the region, with a membership base of close to 150 members from diverse backgrounds.

With this position in the region and with our large base of members, IAA Jordan has witnessed outstanding accomplishments in 2007. We have had, as always, a number of activities to boost the professional network among our members. As such, IAA Jordan organized a gathering of industry professionals which convened in Amman under "Box Basics," the Annual Advertising and Marketing Communications Conference.

IAA Jordan is also working on legalizing the advertising of "Over the Counter-OTC" pharmaceutical drugs, and we forecast that this will have at least a 7.5% positive impact on our industry once approved.

In 2007, there were also opportunities for media exposure for IAA Jordan, such as a feature in Injazat and an interview in Oxford Business Group's annual publication. That, in addition of course to the social events we periodically hold for our members and their families and guests, such as the 2nd Annual Charity Bowling Tournament, which proceeds of JD6,800 were entirely dedicated for the King Hussein Cancer Foundation, and our first annual football tournament that took place in July of last year.

With hopes for exceptional achievements in the coming year, I invite you to support IAA Jordan with your resources and abilities, for the benefit of our industry and yourselves.

Sincerely,

Mustapha Tabba  
IAA Jordan Chapter President



Volume 1, Issue 1

January 2008

What's going on?

February 18–21  
Training course with  
Samer Younis  
Wild Jordan—Tree  
Room  
4:00 pm — 7:00 pm

February  
Ad Spends Results  
Media Round Table

March 8th  
Brain Sells...Not Just  
a Quiz Night!  
King Hussein Club  
7:00 pm–11:00 pm

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

### Inside this issue:

Welcome from IAA President	1
41st IAA World Congress 2008	2
Industry News: 60,000 Square Meters of Signage Removed	3
Member Profiles	4
Members Corner	4
We Recommend... (IAA's Book Picks of the Month)	5
Industry News: Ad Growth Still Strong, Google Says	5-6

## US President George W. Bush to Open the Congress 41<sup>st</sup> IAA World Congress Kicks Off in April



The International Advertising Association (IAA) is holding its 41<sup>st</sup> World Congress on April 7<sup>th</sup> 2008 at Washington DC carrying the theme “What’s Coming Next?”. The congress, which is held every two years, brings together business leaders and executives from the advertising and marketing communications industry in the largest gathering of its kind in the world.



**41<sup>st</sup> IAA World Congress 2008**

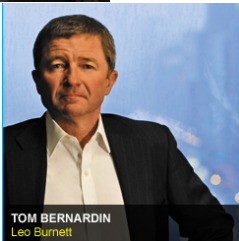
**Washington DC, April 7<sup>th</sup>- 9<sup>th</sup> 2008**

**For more information, visit:**

**<http://www.whatscomingnext.org>**



“The congress forms a vital platform for delegates to learn the latest trends and best practices in the advertising and marketing communications industry which will be addressed by a number of top notch speakers. It also forms an ideal opportunity for networking and making new contacts,” said Mr. Mustapha Tabba, President of IAA Chapter in Jordan.



Tabba pointed out that the IAA wouldn’t have been able to organize its World Congress for the 41<sup>st</sup> year if it hasn’t been for the credibility and the global network it is renowned for.



The theme of the congress will present what is in store for the future of advertising, marketing and communications industry tackling issues related to technology, advertising effectiveness, and consumer habits, as well as the directions that turn the industry upside down, affecting everyone from clients, agencies, and media to research and PR firms.



Participants at the congress will listen to a line-up of distinctive international speakers who will discuss the latest innovations and developments in research trends, digital creative solutions, media, search consultancy, integrated media, responsible advertising in addition to topics like negotiation skills, the future of the media, creativity and doing the business in different countries such as China, India and Brazil as well as other topics that are of high importance to the industry.



President George W Bush is expected to open the congress that will host a number of prominent speakers such as Tom Bernardin from Leo Burnett for advertising, Nick Brien from Universal McCann for media planning and buying and Chuck Brymer from DDB advertising agency. The unique list of speakers will also include Robert Madelin, EU Director General for Health and Consumer Protection and Deborah Platt Majoras, Chairman of the Federal Trade Commission in addition to other renowned speakers.



**“The congress forms a vital platform for delegates to learn the latest trends and best practices in the advertising and marketing communications industry.”**

## Industry News—60,000 Square Meters of Signage Removed

AMMAN (JT) - The Greater Amman Municipality (GAM) on Sunday announced that it has removed 60,000 square metres of signs and billboards since it started applying new regulations for advertisements in mid-2007.

The initiative, which began last year, sets limits on the size, quantity and location of billboards to give Amman a cleaner look and reduce visual pollution.

The municipality started a campaign yesterday to apply the new regulations in the Tareq and Qweismeh districts, Director of the Advertisement Department in GAM Ali Hadidi said, adding that GAM also plans to cover Marka in the next stage.

The new regulations define signboards as boards fixed on buildings to inform the public of the location, and billboards posted on sidewalks and rooftops for pure advertisement purposes, according to GAM press centre information.

The new policy stipulates that the billboards cannot obstruct pedestrian walkways or cause a distraction to motorists.

In addition, they must not exceed 20 centimetres in depth and cannot be posted on top of buildings that are licensed for commercial or housing purposes, but are allowed on industrial structures.

Under the new rules, thousands of billboards were removed in several parts in the capital, a measure that was criticised by business owners, who claimed that they rely solely on billboards and signage to attract customers.

But GAM continued with the project, removing all illegal signboards in Ibn Khaldoun and Wakalat streets. GAM officials pointed out that the new address system for Amman, whereby every building will be numbered, will enable citizens to locate buildings more easily.

### Planning expertise

Meanwhile, the GAM will assist the planning efforts of three neighbouring municipalities and the Greater Irbid Municipality by sharing with them its expertise gained from the Amman Master Plan, according to municipal affairs experts.

The four major municipalities have sought GAM's help for their regions.

During a workshop held at GAM headquarters on Saturday, representatives from the Salt, Ruseifa, Fuheis and Irbid municipalities were given a detailed explanation of the planning process and stages the Amman Master Plan went through over the past year-and-a-half.

The workshop was designed to provide the participating municipalities with the necessary skills and know-how in the area of planning, as well as essential studies prior to the commencement of the planning process.

"Municipal work is the cornerstone for development, particularly through drawing up appropriate strategies in order to enhance citizens' lives," Amman Mayor Omar Maani told the workshop participants.

The mayors of participating municipalities and several GAM officials, particularly those supervising the Amman Master Plan Project, attended the event.

Samir Subhi, director of the Master Plan at GAM, presented the basic elements of the Amman Master Plan, the mechanism of the planning process and challenges that faced its implementation.

Article from Jordan Times ([www.jordantimes.com](http://www.jordantimes.com) January 28, 2008)



***“The Greater Amman Municipality has removed 60,000 square metres of signs and billboards since it started applying new regulations for advertisements in mid-2007”***

## Member's Profiles



Name: Jawad J. Abbassi  
 Company: Pixman Levant  
 Title: Founder

Jawad has 15 years experience in the telecommunications, Internet, datacommunications and media fields. Mr. Abbassi founded the Arab Advisors Group in 2001 and Pixman Levant in 2006.

Jawad received a BSc in engineering from the American University in Cairo (Egypt - 1993). Jawad also received an academic scholarship to complete his MSc in information systems from the London School of Economics (United Kingdom - 1998).

Pixman Levant (Al Rafed Al Arabi for Marketing Services Private Shareholding Company)  
 Tel. +962-6- 55 46 470  
 Fax. +962-6- 55 46 480  
 info@pixman-levant.com www.pixman.com

Pixman™ is a unique mobile and wearable digital medium for effective and innovative branding and marketing. Pixman™ is a cutting-edge supplier of a patented nomadic media platform.

Pixman™ is leveraged to get customers to interact with your brand via multiple nomadic touch points. It is an innovative and ubiquitous marketing media based on a "human transaction" approach to reach and expand the brand to consumer experience.

Pixman™ carrying models engage people in high traffic areas to get the branding and marketing message across. "Ripple effect" and "viral" marketing.

The Pixman™ design, concept and trademark are patented and protected by the international laws and treaties (PCT) related to the protection of intellectual property.

Pixman Levant is the exclusive partner for Pixman™ Corporation in Jordan, Syria, Lebanon and Palestine.



Name: Izz Aldeen Abu Al-Faillat  
 Company: Top Advertising  
 Title: General Manager

Since its inception, Top Advertising was able to gain strength in the ability to thoroughly understand our clients business and convert ideas into powerful branding designs that surprises the audiences with wit, truth and optimism.

We believe great brands are built by differentiated strategies, a strong reputation, excellent brand communication and an experience that lives up to the brand promise.

Top will continue on its path of creativity and modernization to remain youthful and never break its promise of innovation which it has been maintained over the past two decades.

*IAA Jordan members enjoy many benefits such as networking opportunities, public policy advocacy, participating in the IAA accreditation program and roundtable discussions on topics of their choice!*



### Members Corner

With the closing of member renewal late December, we are proud to announce that we have a total of 124 members. IAA Jordan is the second largest chapter in the Middle East, closely following the UAE Chapter.

IAA Jordan would like to extend a warm welcome to our 3 new members who have joined us this January;

- Mr. Issa Marto, CEO of Kroma Advertising
- Mr. Hadi El Farra, General Manager of 4p's Integrated Marketing Communications,
- Mr. Azzam El-Farhan, General Manager of Al Waseet, Irbid Branch .

Looking forward to hearing from you!  
**Send press releases, announcement, advertisements, and your general company news and we will be happy to include it in our Newsletter!**

*Want to advertise an event? Or simply share interesting news with your fellow members? Send your information to Najwa Kandil at*  
**n.kandil@iaajordan.org**

## Industry news — Ad Growth Still Strong, Google Says

By MIGUEL HELFT  
Published: February 1, 2008

**SAN FRANCISCO —** Google said it has seen no effect from a slowing economy on its advertising business, as it reported a 17 percent jump in profit and a 51 percent growth in revenue in the fourth quarter.

The result represents a slowdown in Google's growth rate and fell shy of expectations. The company said it remained bullish about its business, regardless of the outlook for the overall economy.

"We have not seen any impact as of now," said Eric E. Schmidt, Google's chief executive, in an interview Thursday afternoon after the financial report was announced.

Mr. Schmidt said he had yet to see weakness in any advertising category.

It is not clear whether the comments from Google, the largest seller of online ads, will calm growing fears that a slowdown in the economy could take a bite out of online advertising.

While some analysts view Google as a bellwether for the online advertising sector, others say that its business relies disproportionately of small text ads that appear next to search results. Those ads tend to produce immediate results for advertisers because they drive traffic to their Web sites.

Analysts believe they are more impervious to a slowdown than banner ads, which are aimed at building brand

awareness and are common on most sites.

"I don't think Google's ad model is insulated from a recession, but it is probably less vulnerable to cutbacks than other online ad models and definitely than traditional advertising," said Scott Kessler, an equity analyst with Standard & Poor's.

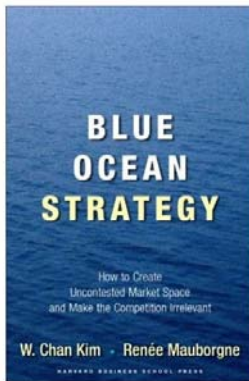
This week, Yahoo said it was too early to determine whether a slowdown in sectors like retail, housing, finance and travel would have an impact on its online advertising business.

During a conference call with investors, Google executives were upbeat about both the company's results and its prospects.

*(continued on pg. 6)*

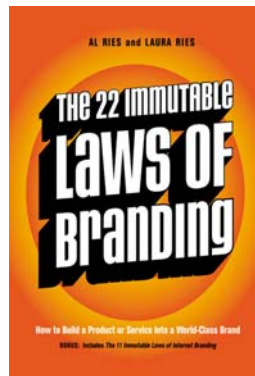
**Tip of the month: Promote benefits rather than features. A benefit is the emotional satisfaction your product or service provides, or a tangible performance characteristic.**

### We recommend...



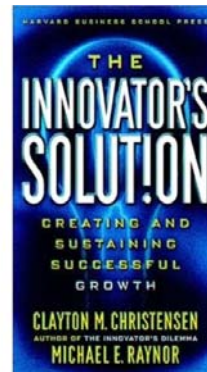
Reviewed by 150 customers on [www.amazon.com](http://www.amazon.com)

*"Incredible look at strategy, a must read for business owners, managers and certainly strategic planners."*



Reviewed by 77 customers on [www.amazon.com](http://www.amazon.com)

*"The book provides food for thought in a highly readable context."*



Reviewed by 50 customers on [www.amazon.com](http://www.amazon.com)

*"Certain to become a business classic"*

Customers who bought these books also bought:

- Marketing Warfare: 20th Anniversary Edition by Al Ries & Jack Trout
- What Customers Want: Using Outcome-Driven Innovation to Create Break-through Products and Services by Anthony Ulwick



**Join our Facebook Group International Advertising Association—Jordan Chapter for regular updates!**



Inspiring Excellence  
in Communications  
Worldwide

JORDAN CHAPTER

IAA Jordan  
P.O. Box 831116  
Amman 11183 Jordan

Phone: +962 6 593 5004  
Fax: +962 6 593 5007  
E-mail: info@iaajordan.org

**WE'RE ON THE WEB!  
CHECK OUT  
WWW.IAAJORDAN.ORG FOR  
MORE NEWS!**

## Sudoku!

		6	2	4				
2	7							
8	4			7	5		3	
	8				1			
	1		4		9		5	
			3				1	
	3		1	9			4	8
							6	1
				5	8	7		

### Solution

3	2	7	8	9	6	4	5	1
1	9	6	7	3	7	1	2	8
8	4	5	2	7	1	9	3	6
6	1	8	7	2	4	5	3	9
9	5	3	6	8	7	2	1	4
4	7	2	1	9	5	6	8	3
2	3	9	5	7	1	4	8	6
5	6	7	9	1	8	3	2	4
7	8	1	3	4	5	6	9	7

Puzzles from  
[http://  
www.sudokucollection.com/](http://www.sudokucollection.com/)

**Creative behind the lens is a photography competition open to non-professional photographers working in the creative industries.**

corbis.

graphcast



For complete rules and details on how to enter, visit [www.graphcast.com](http://www.graphcast.com) or call +971 4 336 8482



Employees at the Google offices in New York. Google executives, based in California, extolled last year's results.

## Industry news – Ad Growth Still Strong, Google Says

(Continued from pg. 5)

"We are very, very pleased with our year and also with the quarter that just ended," Mr. Schmidt said. He said that the movement of ad dollars from traditional media to online media is a trend that is not going to reverse. "We are optimistic about 2008," he added.

Google executives went so far as to suggest that they might benefit in some ways from an economic downturn. Jonathan Rosenberg, senior vice president for product management, said worries about the economy could lead consumers to spend more time online searching for good deals. "If people are doing more comparison shopping and looking for bargains, that could be a positive," he said.

The company's shares closed at \$564.30 during regular trading, up \$16.03 for the day, or nearly 3 percent. But its stock fell 6.5 percent after hours, to \$527.40.

The Internet search giant reported net income for the quarter of \$1.21 billion, or \$3.79 a share, compared with \$1.03 billion, or \$3.29 a

share a year ago. Excluding items like stock based compensation, income was \$4.43 a share, slightly below the \$4.45 expected by Wall Street analysts.

Google said revenue in the last three months of the year rose to \$4.83 billion, from \$3.21 billion a year ago. Excluding commissions paid to advertising partners, a measure closely watched by Wall Street analysts, Google's revenue jumped to \$3.39 billion, from \$2.23 billion a year earlier. Analysts had expected revenues, without partner commissions, to be \$3.45 billion.

However, Derek Brown, an analyst with Cantor Fitzgerald, said that the results, "don't indicate significant changes in the competitive landscape, the company's growth trajectory or profit levels."

Google also had some difficulties finding effective ways to advertise on social networks like MySpace. Sergey Brin, Google's co-founder and president for technology, said some of its experiments did not pan out. But he said social networks represent "a big opportunity, because there is so much

inventory."

One issue weighing on investors is whether Google will win an auction for wireless spectrum, which is being conducted by the Federal Communications Commission. Google had promised to bid at least \$4.6 billion – the reserve price set by the agency – for a portion of the spectrum known as the C Block.

The F.C.C. said it had received a \$4.7 billion bid for the C Block on Thursday morning. The F.C.C. will not identify who places top bids until the auction for the C Block and for other portions of the spectrum are completed, a process that could take weeks. Many analysts believe that Google has no intention of winning.

But the uncertainty has been a drag on Google's shares. Some investors fret that if the company won the spectrum, it might have to spend even more to build out a wireless network. Google ended 2007 with more than \$14 billion in cash and marketable securities.

Article from [www.nytimes.com](http://www.nytimes.com)

<http://www.nytimes.com/2008/02/01/technology/01google.html?ex=1359694800&en=69030b7b0d8eea24&ei=5124&partner=permalink&exprod=permalink>