

# The IAA Forum

An IAA Jordan Newsletter

## IAA Brings its 2<sup>nd</sup> Football Challenge to a Close

The International Advertising Association - Jordan Chapter (IAA Jordan) wrapped up its second annual football tournament 'Kick it!' on Saturday May 17<sup>th</sup>, with a victory for Fitness First - Mecca Mall.

The four day tournament, sponsored by Fitness First - Mecca Mall, Arab Advisors Group, Trancity, Seagulls and Ipsos, and supported by Ultra Water, the Jordan Football Association (JFA) and Red Bull, took place at the Jordan Youth Club.

The finals which took place on

Saturday hosted 4 teams with THG taking 3<sup>rd</sup> place to Saraya with a score of 4 - 1, while Fitness First took the gold against Elite Advertising with a score of 2 - 1.

"We congratulate Fitness First for shining throughout this tournament which witnessed the participation of 16 powerful teams. We thank all the participants for their high spirit and the sportsmanship they have shown during the tournament," said IAA Jordan President, Mustapha Tabba.

"The tournament's success is due to the high turnout for our second football tournament as the number of teams this year doubled from last year's tournament. This reflects the demand for this event and we hope to continue bringing together our members and partners in future sporting events," added Tabba.



Volume 1, Issue 5

May 2008

What's going on?

June

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

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

IAA Jordan's Kick it!  
2008 Comes to a  
Close **1**

Jordanian Delegation  
Attends 41st IAA  
World Congress in DC **2**

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Talks to Andy Owen—  
DM Guru **3**

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## 41<sup>st</sup> IAA World Congress witnesses a successful participation by Jordanian delegation

The Jordanian delegation of the International Advertising Association (IAA) came back to Amman after attending the 41st IAA World Congress which was held in Washington DC carrying the theme "What's Coming Next?".

The three-day congress brought together top business leaders and executives from the marketing communications industry who discussed what is in store for the future of the advertising, marketing and communications industry. In their sessions, the speakers covered issues related to technology, advertising effectiveness, and consumer habits, as well as the directions that turn the industry upside down, affecting everyone such as clients, agencies, media, research and PR firms.

"Our participation in this congress comes in line with our mission to bring international expertise to the Jordanian market in order to support the local marketing communications industry, which is vastly booming and evolving," Mr. Mustapha Tabbá, President of IAA Jordan said. "The latest trends and the best practices

in the industry discussed at the congress contributed in expanding our know-how, triggering us to think of ways to bring these trends to life in our Jordanian market," he added.

During the congress, the participants listened to a unique lineup of international speakers such as Maurice Lévy from Publicis Groupe, Tom Bernardin from Leo Burnett for advertising, Kevin Johnson from Microsoft, Suzanne Vranica from Wall Street Journal, and Carla Michelotti from Leo Burnett Worldwide as well as others.

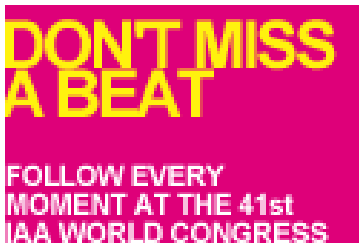
The first day of the congress kicked off with a welcoming speech and an introduction delivered by Mr. Indra Abidin, IAA Chairman and World President, followed by various sessions that featured a number of topics such as "What's next for the entertainment industry", "Latest consumer technology and brand trends", in addition to "Mobile mayhem and the opportunities of contextual advertising to trump privacy concerns". The sec-

ond day's sessions covered the titles "Good for business", "The power of influence", "What clients want. The consultant's view" and "The Facebook generation", while the topics of the third day included "What can our industry do to be more responsible!" and "The IAA world focus. The Gulf region".

The congress program included exhibitions, Q&A sessions, panels, awards as well as keynote speeches that were of benefit for those just beginning their careers in addition to experienced practitioners.

"We are delighted with the number of Jordanians who participated in this remarkable congress, having 13 business men and women from the Kingdom reflects the growing awareness on the importance of such events and their impact on the progress and development of our industry, especially during the sensitive period it is going through," Tabbá concluded.

**Advertising Tip:**  
**One of the keys to all advertising is to accentuate the pros of your company, those factors that give you your competitive edge.**  
**Too many ads are clever but fail to sell the benefits of the product or service.**



## Andy Owen

### MARKETING MISSIONARY

*Andy Owen is the opinionated Managing Director of Andy Owen & Associates, a Strategic marketing Consultancy, with offices in Birmingham, Dubai, Paris, New York and Los Angeles. In an interview with Venture's Abdul-Wahab Kayyali, Owen strikes out on the ineptitude of local advertising and why spam is a curse.*

#### **What is the single biggest common misperception about direct marketing?**

Well, there are many. To start with, most people tend to think of direct marketing as direct mail. But, it is much more than that. Direct mail is still the 'big brother' of direct marketing (DM) as it represents 65 percent of total DM expenditure, but there are many additional routes—off the page advertising, emails, door drop marketing, mail order, inserts.

#### **How do you cater different solutions and techniques to specific regions—like the Middle East?**

Obviously, any marketer who knows what they are doing should be aware of any cultural issues that can affect campaign activity. To do otherwise would be lunacy. But, other than that, all the proven techniques of DM will—and do—work in the Middle East. I know, because I have proved it hundreds of times in campaigns I have written over the last 13 years in Dubai, Bahrain, Oman and Saudi Arabia. The Middle East, in direct marketing terms, is very lucky. It's also, in my view, sometimes very dumb. In real terms, it's a new marketplace. So, marketers can take proven techniques and ideas from the USA, UK and other countries and they will work.

#### **You declare the mass market “dead” on your website. Do you think that viral marketing is the preferable alternative?**

Word of mouth has always been powerful. Way before the Internet was even thought of. The mass market is dead. I know, because I was at its funeral many years ago. People have

always been and will always be, individuals. Every one of us is unique, different, separate and apart from anyone else. Mass marketing methods cannot address this. Yet people still try. Especially in the Middle East. Some of the advertising agencies in the area are dinosaurs. They don't know how to address individuality, so they continue to waste client budgets on mass media. And, staggeringly, they continue to suggest that this is the way to market, advertise and promote a product or service. It used to be like this in the USA and UK until the late 60's. How many clients have good customer databases in the Middle East? Literally a handful. How many agencies recommend they build one? You could probably count them on one hand. I rest my case...

#### **In the US presidential campaign, we see a contrast in marketing styles: Hillary Clinton's chief strategist, Mark Penn, advocated catering to large numbers of niche groups. Yet that strategy has struggled against Barack Obama's mass targeting. What are your thoughts on that?**

I assume that this is a joke question. You are being mischievous asking me for an opinion about Hillary's marketing tactics and linking in the side issue of a niche versus mass approach. We all know that even the best marketing campaign will struggle to sell a flawed product.

#### **With the advances of technology and ways to reach audiences (SMS and email), where do you draw the line between marketing and spam?**

It's all about knowledge. It's about studying. Finding out what works and what doesn't—and why. No one studies. Spam is a curse. It is damaging



email effectiveness enormously. I know several large clients that are pulling out of email marketing in prospect terms, completely. It just isn't working. SMS is a youth tool anyone over 25 that I know that receives an SMS, would blow a fuse. It can be effective, but you have to be very careful with it. Most people are not. Ironically enough, it's more popular in the Middle East than anywhere else, yet I noticed recently in Dubai, that there's a groundswell of opinion starting to appear against it already.

#### **What precautions would you give marketers to safeguard them from damaging their brand?**

Hire people who know what they're doing. And be careful. Don't be seduced by the agency with a big name over the door. It doesn't mean a thing.

*Andy Owen is conducting a Direct Marketing Masterclass in Amman on June 16th at the Zara Expo.*

*Organized by IAA Jordan—call 5935004 or email [info@iaajordan.org](mailto:info@iaajordan.org) for more information on registration*

## In-game advertising begins in the Middle East

In a regional first, OMD Digital, an Omnicom Media Group company, has successfully launched an in-game advertising campaign targeting the youth market in Saudi Arabia. OMD Digital bought 250,000 impressions over two months in Saudi homes, across major X-Box and PC titles.

These include Burnout (X-Box 360), Guitar Hero (PC and X-Box 360), Tony Hawk’s Wasteland (PC and X-Box 360), NFS Pro Street (PC and X-Box 360), Pro Evolution Soccer (PC and X-Box 360).

Companies now have the opportunity to promote their brands in popular games through pre-defined billboards, such as virtual banners, street signs and other outdoor advertising spaces, adding a touch of reality to virtual worlds. The ads are downloaded onto new-generation game consoles and PCs linked to the Internet.

This is the first time this technology has been deployed in the region and in doing so, OMD Digital has created a welcome new revenue stream for game developers who face high levels of piracy in the Middle East.

Story from [www.mediame.com](http://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.**

## Arab broadcast professionals speak up against new transmission charter

Delegates to the Arab Media Transmission Forum in Abu Dhabi have criticised the Arab League’s new transmission charter, which calls for tough new measures to licence all TV channels and curb broadcasting excesses.

Rapid TV News reports that under the new charter broadcasters could lose their licences should they be found responsible for criticising religious or political leaders.

The Arab League’s secretary general Amro Moosa, in his pre-recorded speech, asked the 300 delegates to discuss the Charter’s proposals, saying it was the right of every Arab citizen to live in an era of openness. This somewhat contradictory statement certainly generated plenty of debate, with a wall of negative comment: “a device to shut the Arab mouth” said one delegate, and “censorial”, “harshly restrictive” and a “sword hanging over Arab TV” argued others.

Kuwait's former Minister of Information Sa'd Bin-Tafla al-Ajami called for freedom for the Arab media regardless of any considerations. The Arab media must be free from all fetters whatever the justifications might be, he asserted.

Egypt, which proposed the Charter, is on record as saying the plan was not to restrict freedom but to organise media and curb some channels which were “spreading ignorant messages and illegitimate religious edicts,” as reported by local press.

Work on the Charter started last June and was enthusiastically endorsed by the Arab world’s broadcasting and information ministers early in February.

Story from [www.mediame.com](http://www.mediame.com)



## KSA- Jeddah chamber hosts Creative Marketing Forum

About 300 participants including experts and future marketers took part in the second Creative Marketing Forum held at the Jeddah Chamber of Commerce and Industry (JCCI).

"The event aimed at providing the students with a first-hand experience from leading experts in marketing, advertising and PR in order to build an indigenous industry, an increasingly important sector that is growing rapidly," Ammar Sharafuddin, deputy managing director of

Arab Conferences Company that organized the event, said on Monday.

The forum focused on two key themes featuring seven presentations that included Full Stop, P&G, Visualizeit, Al-Jawal and Saudi Post. The themes addressed various aspects of the marketing industry in the Kingdom as well as key issues and challenges facing the marketing industry in the Kingdom.

The forum also showed the intricacies of marketing, ad-

vertising and PR, and how these industries operate.

Dr. Obeid Al-Abdali, adviser at Prince Sultan University, highlighted the importance of organizing and hosting such events. "The forum contributed to the shaping of the students' personalities and opened up new channels of communication between them as well as understanding the advertising, marketing and PR disciplines."

Story from <http://www.menafn.com/>

## New West Coast Based Independent Marketing Firm Alt. Joins Worldwide Partners

Worldwide Partners, Inc. has added another partner to the world's 9th largest marketing communications network, according to Al Moffatt, President and Chief Executive Officer of Worldwide Partners headquartered in Denver, Colorado.

Alt. (<http://www.thinkalt.com>), a new west coast based independent marketing firm that at its core is digitally fueled, has offices in Alameda, California and Seattle, Washington.

The association with WPI will provide Alt. the opportunity to collaborate, when needed with the global network of WPI firms, allowing them to provide innovative, effective tools necessary for clients to achieve maximum business growth.

"As the 9th largest marketing communications company in the world, each partner is a shareholder," said Mr. Moffatt. "We're a bottom-up agency network whereby our

partner agencies own us rather than us owning them. We provide the resources and the global outreach to help our partners achieve greater profits and revenue while the partner agencies work together to build each other's business and service clients internationally. We're a flat-world network for a flat-world economy. We're built on trust, not turf. Each partner firm is hand-selected for its progressive and innovative approach. In short, we have the critical mass and skills of the agency conglomerates coupled with the flexibility of the independents. We're very happy to have Alt. join us," adds Moffatt.

Alt.'s mission is to find new ways to integrate traditional and emerging media and marketing methods to connect with people, improve campaign results and redefine success for clients in the new age of digital marketing without leaving behind the advantages and wisdom of tradi-

tional marketing methods. Blending both lends itself well to working with other partner agencies that are part of the WPI network.

"The Worldwide Partner Network is demonstrating that client companies can have the terrific energy of an independently-owned regional agency along with global networking that is as good as it gets in the advertising industry. Alt. is already serving multi-national corporations and we don't think it will be long before every one of our clients will need global reach. Additionally we love the idea of working closely with a host of superb agencies. Collectively we have a range of best-of-breed services that make us a great alternative to publicly-held multi-national agency holding companies," said Bill Fritch, chairman of Alt.

Story from [www.foxbusiness.com](http://www.foxbusiness.com)

**Advertising Tip:**  
**Consider your return on investment - to effectively get your advertising message to your audience you may need to place a series of ads across a variety of media. Placing a solitary ad in the newspaper may not elicit a strong response.**

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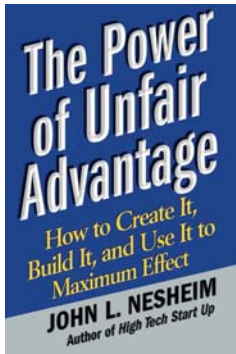
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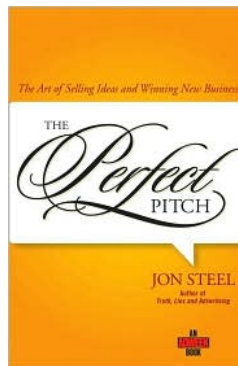
Send press releases, announcement, advertisements, and your general company news and we will be happy to include it in our newsletter!



**We recommend...**

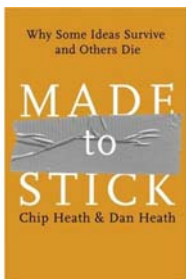
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**Solution**

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

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

Customers who bought these books also bought:

- Take a Stand for Your Brand: Building a Great Agency Brand from the Inside Out – by Tim Williams
- The Art of Client Service - by Solomon Robert