

The European Association of Communications Agencies (EACA) is a Brussels-based organisation whose mission is to represent full-service advertising and media agencies and agency associations in Europe.

EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies.

Tuesday, 10 March 2009

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Commission adopts 2009 Health Work Plan

On 23 February, the European Commission published its Health Work Plan for 2009 together with a new set of call for proposals offering funding for projects, operating grants, conferences and joint actions.

One of the projects mentioned is the realisation of the "Healthy lifestyles media campaign" led by The European Association of Communications Agencies & CIAA. This campaign targets young people and aims to empower them to choose healthy lifestyle options. It is planned to run a pilot programme in 5 countries: Hungary, Czech Republic, Greece, Slovenia, and Portugal.

To see the Health Work Plan 2009, click [here](#)

Source: *European Commission*

Bakers face ban on claiming salty breads are healthy

The European Commission is currently working on the setting of nutrient profiles. As far as the nutrient profile for salt and the implications for bread are concerned, some brands of bread could be banned from claiming the health benefits of their loaves because these are too salty.

EU regulations claim that bakers would no longer be able to market their products as "high in fibre" or "wholesome" if they contain more than 1g of salt per 100g.

The European Commission has no intention of regulating the salt level in bread. It just wants consumers to be aware of the amount of salt in the loaves.

Research in 2007 indicated that in Britain for example, half of the loaves on supermarket shelves were above 1g of salt per 100g.

Bread is the largest single source of salt in diets. Health experts say that cutting the amount used in baking could save 7 000 lives a year by reducing rates of heart attacks and strokes.

To see Commissioner Vassiliou's speech delivered at the UK Food and Drink Federation, click [here](#)

Source: *European Commission*

Portugal

Portugal: first country to fully implement the AVMS Directive

On 6 February, three television operators RTP, SIC and TVI signed a self-regulatory agreement that obliges them to warn their viewers of the insertion of product placements in movies, series, soap operas, entertainment programmes, music and contests.

The agreement has also been signed by the Portuguese Confederation of Social Media - CPMCS which brings together industry and the Portuguese Self-Regulatory Organisation.

The agreement states that "any form of product placement has to respect the principles of legality, decency, honesty and truthfulness." The signatories are committed to avoid this type of advertising for alcohol and tobacco and during news programmes, documentaries and children's programmes.

The adoption of those self-regulatory rules takes place within the framework of the Audiovisual Media Services Directive.

Source: *The Brussels Connection*

▶ **US**

Commercial breaks make TV more enjoyable

According to a study published in the *Journal of Consumer Research*, commercial breaks make watching TV more enjoyable because it refreshes people's capacity to concentrate.

The researchers conducted six studies where participants watched and evaluated either continuous or disrupted versions of programs.

The studies demonstrate that, although people preferred to avoid commercial interruptions, these interruptions actually made programs more enjoyable (study 1), regardless of the quality of the commercial (study 2), even when controlling for the mere presence of the ads (study 3), and regardless of the nature of the interruption (study 4). However, this effect was eliminated for people who are less likely to adapt (study 5), and for programs that do not lead to adaptation (study 6), confirming the disruption of adaptation account and identifying crucial boundaries of the effect.

Source: *The Journal of Consumer Research*

▶ **Alcohol**

▶ **France**



French Parliament divided on internet alcohol advertising

The 1991 French Law on alcohol and tobacco (the draconian Loi Evin) does not cover alcohol advertising on the internet. Since the condemnation of the Brewer Heineken in February 2008 who had to remove all advertising from its French websites, discussions on a possible extension of the current law's scope have begun.

The French Health Minister Roselyne Bachelot's proposition of a Law "Hospital, Patients, Health and Territory" is currently being discussed in the French Parliament and Members of the Parliament tabled the following amendments which are of interest for agencies.

An amendment offers to integrate Internet into the list of media where advertising for alcohol is authorized, excluding websites dedicated to youth, sport associations and pop-up advertising.

Another amendment states that alcohol advertising on the internet should only be authorized on websites dedicated to professionals of the alcohol sector, producers or wholesalers.

The French Health Minister is in favor of the amendment that would allow advertising on websites dedicated to professionals only and has said that she would not forbid the referencing of professionals on search engines.

Source: *Le Journal du Net*

▶ **Environment**

▶ **EU**



EP calls for environmental labelling on energy-related products

In the context of the current EU recast of the energy labelling Directive, MEP Anni Podimata (Socialist, Greek) presented a draft Report which is in favour of more information requirements for advertisers as far as energy-related product adverts are concerned.

The draft Report states that: "As regards advertising, we consider a matter of utmost importance - in the context of providing all the necessary information to consumers - to present in advertisements of all energy-related products the same information that is found on the label. This type of information requirement has already been put in practice in other cases, for example car advertisements provide the carbon dioxide emissions of the model."

The vote on the draft Report in the Industry, Research and Energy Committee is scheduled for March the 9th.

To view the European Commission's proposal on energy labelling, click [here](#)

To view the EP's full report, click [here](#)

Source: *EACA*

EU ecolabel for food in the near future?

An amendment of the opinion of the Industry, Research and Energy Committee of the European Parliament on the proposal for a regulation on a Community Ecolabel scheme states that food would be subject to an EU ecolabel in the near future.

MEP Nikolaos Vakalis (Conservative, Greek) who wrote the opinion says that: "The European Commission should facilitate the development of an Ecolabel for the environmental performance of processed and unprocessed food products, covering the full product life-cycle, taking into account the specificities of this product group."

"The development of criteria must take into account the entire life-cycle of products, in order to develop

meaningful eco criteria, which guide the consumer towards more sustainable production patterns."

To see the full opinion, click [here](#)

Source: EACA

▢ Data protection

▢ Global



"Statement of Rights" adopted by Facebook

The social networking website Facebook announced that it would take full ownership of the content posted on its pages which engendered strong protests from users.

Facebook finally decided to adopt a new "Statement of Rights and Responsibilities" and new "Facebook Principles" which preserve user privacy and clearly state that users own all of their content.

To view the Facebook "Statement of Rights and Responsibilities", click [here](#)

To view the "Facebook Principles", click [here](#)

Source: WARC

▢ UK

Publication of Guidance to help organizations identify "personal data"

The Information Commissioner's Office (ICO) published the Data Protection Technical Guidance to help organizations determine if the information they hold enters the scope of the Data Protection Act (DPA).

The Data Protection Act is the implementation of the EU's Data Protection Directive at UK level. It is designed to protect people from abuse of their information by forcing organizations to treat personal information in certain ways. The only definition given to determine if the information should be kept or not is that, if it is "personal data", it shouldn't be.

The Information Commissioner's Office has published a guide that will help organizations to decide if the information they hold falls within the definition of "personal data" of the Data Protection Act. The guidance outlines the demands of the EU Directive. The guidance says: "The Directive...considers first whether the information relates to an identifiable individual and then describes the two different types of processing (processing by automatic means and manual processing within a "filing system") which will bring information within the scope of the Directive. The guidance says that organizations will most of the time determine relatively straightforward whether the data relates to an identifiable person or not.

The guidance says: "the Directive and the DPA cover two common categories of information:

- Information processed, or intended to be processed, wholly or partly by automatic means (eg on computer)
- Information processed otherwise than by automatic means which form part of, or are intended to form part of, a "relevant filing system" (i.e. manual information in a filing system.)

To see the Data protection Technical Guidance, click [here](#)

Source: UK Information Commissioner's Office

UK citizens want marketing opt-outs to be clearer

The Information Commissioner's Office (ICO), the UK privacy watchdog, undertook a survey on how people felt about data retention and privacy policies. The ICO interviewed 2,141 people about their opinion in terms of privacy policies.

It showed that:

- 66% of people interviewed want marketing opt-outs to be clearer
- 62% want a clearer explanation of how personal information will be used
- 71% say that they do not read or understand privacy policies
- 47% believe that companies deliberately make policies hard to read or hard to understand

The ICO is running a public campaign to encourage consumers to read the privacy policies attached to services they sign up for and to persuade companies to make them easier to understand.

To see the ICO consultation, click [here](#)

Source: UK Information Commissioner's Office

▢ US

FTC publishes report on online behavioral advertising principles

The Federal Trade Commission (FTC) published a staff report entitled "Self-regulatory principles for online behavioral advertising: tracking, targeting and technology."

The report is based on a consultation process launched by the FTC in 2007. It is designed to "serve as the basis for industry self-regulatory efforts to address privacy concerns in the area of behavioral advertising." One of the privacy concerns is that "data collected for behavioral advertising – including

sensitive data regarding health, finances, or children – could fall into the wrong hands or be used for unanticipated purposes.”

The FTC report includes four principles:

- **“Transparency and Consumer Control:** Every website where data is collected for behavioral advertising should provide a clear, concise, consumer-friendly, and prominent statement about the fact that data about consumers’ activities online is being collected and consumers should be able to choose whether or not to have their information collected for such purpose. The website should also provide consumers with a clear, easy-to-use, and accessible method for exercising this option. Where the data collection occurs outside the traditional website context, companies should develop alternative methods of disclosure and consumer choice that meet the standards.”
- **“Reasonable Security and Limited Data Retention for Consumer Data:** Any company that collects and/or stores consumer data for behavioral advertising should provide reasonable security for that data. Consistent with data security laws and the FTC’s data security enforcement actions, such protections should be based on the sensitivity of the data, the nature of a company’s business operations, the types of risks a company faces, and the reasonable protections available to a company. Companies should also retain data only as long as is necessary to fulfill a legitimate business or law enforcement need.”
- **“Affirmative Express Consent for Material Changes to Existing Privacy Promises:** a company must keep any promises that it makes with respect to how it will handle or protect consumer data, even if it decides to change its policies at a later date. Therefore, before a company can use previously collected data in a manner materially different from promises the company made when it collected the data, it should obtain affirmative express consent from affected consumers. This principle would apply in a corporate merger situation to the extent that the merger creates material changes in the way the companies collect, use, and share data.”
- **“Affirmative Express Consent to (or Prohibition Against) Using Sensitive Data for Behavioral Advertising:** Companies should collect sensitive data for behavioral advertising only after they obtain affirmative express consent from the consumer to receive such advertising.”

The report notes that the FTC “is committed to protecting consumers’ privacy and will continue to address the issues raised by online behavioral advertising. As a result, the FTC is looking to undertake the following actions:

- “Continue to monitor the marketplace closely so that it can take appropriate action to protect consumers.
- During the next year, Commission staff will evaluate the development of self-regulatory programs and the extent to which they serve the essential goals set out in the Principles;
- Conduct investigations, where appropriate, of practices in the industry to determine if they violate Section 5 of the FTC Act or other laws;
- Meet with companies, consumer groups, trade associations, and other stakeholders to keep pace with changes;
- Look for opportunities to use the Commission’s research tools to study developments in this area.”

Source: AEF

▣ Gambling

▣ EU



EP adopts report on integrity of online gambling

On 10 February, the Members of the Internal Market and Consumer Protection Committee of the European Parliament agreed on the own-initiative draft Report on the integrity of online gambling.

The two following amendments which are of interest for the advertising industry were adopted:

The first one considers that self-regulation regarding the advertising, promotion and provision of online games is not sufficiently effective and therefore emphasizes the need for both regulation and cooperation between industry and the authorities.

The second one urges Member States, to cooperate at EU level to take measures against any aggressive advertising and marketing of any public and private operator of gambling online, including free demonstration games, to protect especially problem gamblers and vulnerable consumers such as children and young people.

Some MEPs under the leadership of Malcom Harbour (EPP, UK) will soon present an alternative opinion and will produce a minority Report.

The vote in Plenary Session on the Report is scheduled for March.

To see the Report, click [here](#)

Source: EACA

▣ Obesity

▣ EU

MEPs go for minimum font sizes & mandatory front of pack info



The Internal Market and Consumer Protection Committee of the European Parliament is the first Committee to vote on the European Commission's proposal on food information labelling.

On 11 February, MEPs agreed on two minimum font sizes depending on the pack size and mandatory nutrition labelling giving the amounts for calories, fat, carbohydrates, salt and sugar. Calories would be placed in the same spot on the front of the pack. However, the committee failed to agree on how front-of-pack nutritional information should be depicted, one of the most contentious issues.

It also ruled out mandatory Guideline Daily Amounts, saying that reference intakes could be given per 100ml or per 100g and voted for mandatory declarations on saturates, trans fats, sugars, fibre and protein.

The report will now go to the Environment, Public Health and Food Safety Committee.

To see the full European Commission's proposal on food information labelling, click [here](#)

To see the full European Parliament's Report on food information to consumer, click [here](#)

Pharmaceuticals

EU



Exchanges of views with Vice-President of the European Commission on the pharma package

On 17 February, the Vice-President of the European Commission Günter Verheugen took part in an exchange of views with MEPs on the new pharma package.

He presented the three proposals of the pharmaceutical package and, as far as information to patients is concerned, recalled that even though it is the most controversial proposal, it was crucial to find an agreement and offer EU patients proper information.

He argued that information is a fundamental principal of democracy and that citizens need to be informed. He emphasized the need to establish a clear definition of advertising and information and of the media where "information" will be allowed.

Source: EACA

EACA and Members News

EACA



EACA Euro Effies® call for entries 2009

The Call for Entries for the Euro Effies 2009, the Gold Standard in Commercial Communications Effectiveness Awards, will run until the closing date 31 March 2009., with a special late entry extension period to 19 April.

The EACA Euro Effies 2009 are open to all agencies for campaigns which ran in two or more European markets in 2008. A campaign may have started before 2008.

To be considered for a Euro Effie, campaigns must prove beyond reasonable doubt that the choice and use of commercial communications were key to the campaign's success.

Winners will be officially announced at the Awards Gala in Brussels on 16 September hosted by Sir John Hegarty, Worldwide Creative Director of BBH and on the Euro Effies website www.euro-effie.com on 17th September 2009.

In addition to the standard categories, the 2009 competition will retain the following established Special Awards: the Sappi Print Media Efficiency Award, sponsored by Sappi, which recognises efficiency in print where print comprises at least 40% of the budget, the Grand Prix, sponsored by WARC and the coveted Agency Network of the Year Award, currently held by Grey Europe EMEA for the fourth consecutive year.

Judging of the Euro Effies takes place in two Rounds. Round 1 is conducted solely online and only takes into consideration the effectiveness of each campaign based on objectives, strategy, market insights, choice and use of media channels and results. In Round 2 the creative element is taken into consideration and contributes up 20% of the final score.

The Euro Effies are organised by the European Association of Communications Agencies (EACA) in partnership with EuroNews with the support of Sappi, The Economist, TIME, WARC, CMD Global, adforum, Procter & Gamble, creativebrief and Viva Xpress Logistics.

The EFFIE award was created in 1968 by the New York AMA and is now celebrated in almost 40 countries worldwide.

For further information, please contact:

EACA
Yulia Fokina
Euro Effies Event Manager

Dominic Lyle
Director-General

152 Boulevard Brand Whitlock
1200 Brussels, Belgium
Tel: + 32 2 740 0712
E-mail: yulia.fokina@eaca.be
www.euro-effie.com
www.eaca.be

152 Boulevard Brand Whitlock
1200 Brussels, Belgium
Tel: + 32 2 740 0711
E-mail: dominic.lyle@eaca.be
www.eaca.be

To register, click here: <http://www.euro-effie.com/html/register-form.asp>
For more information, click here: <http://www.euro-effie.com/>



EACA Care Awards

The winners of this year's EACA Care Awards will be presented at the official ceremony on 16th April in the European Parliament in Brussels. The EACA Care Awards celebrate creative excellence in European social marketing campaigns and promote care for people, resources and environment.

Entries in 6 categories will be judged by a jury of MEP's and media & agency representatives. The winners will receive their awards from MEP Mrs. Ruth Hieronymi, chair of the jury. The ceremony will start at 18h30 and continue until 20h30. Reserve your free place at the ceremony via the EACA Care Awards website: http://www.eaca.be/care_awards.asp



EFCCE Annual Conference: Towards integrated chaos

Turning chaos into opportunity; teaching creativity; enhancing co-operation between industry and academia; promoting the value of cultural diversity in commercial communications education - these are just some of the themes which will be discussed at the third EFCCE conference in at the Werbe Akademie, Vienna on 15 & 16 May 2009.

Under the title "Towards Integrated Chaos", this year's conference will look at how the current chaotic communications environment affects agencies and academia in Europe. Agency representatives and academics will discuss how to deal with the recession, a fragmented media landscape and global consumers.

The European Foundation for Commercial Communications Education is now entering its third year of existence and has over the years strengthened its role as an interface between agencies and academia throughout Europe, with almost 30 academic members from 12 European countries now actively supporting the Foundation.

The annual conference aims to help academia adjust to industry trends and facilitate industry's access to topical research papers and is an opportunity to showcase the outcomes of the projects run by the Foundation and to share the conclusions drawn from its different working groups, which combine academics who teach commercial communications and communications specialists.

The conference will be of interest to academics, researchers, marketing communications professionals and students.

For more information, click [here](#)

► Belgium



ACC's 10th Open Days attract over 1300 students

One of the Belgian Association of Communications Agencies' (ACC) priorities is to reach out to students. On an annual basis, the ACC organises its Open Days in March which offer students the opportunity to visit one of the ACC's member agencies and meet its staff.

The Open Days are open to students in their last year of study specialized in marketing, communication, graphics, economy, arts, business management, public relations and corporate advertising.

This project has been very successful since its launch 9 years ago. Over the years, students have become more and more interested and more and more agencies are taking part in the project. This success confirms that jobs in the communications sector are considered as attractive opportunities by young graduates looking for a fulfilling career.

This year 1300 students from 23 universities and schools have registered and will visit 32 agencies representing a wide range of communication specialties. Students will have the opportunity to visit advertising, direct marketing and e-marketing agencies and meet professionals from the brand activation sector.

The Open Days represent an important investment for agencies. Each agency person in charge of the project gives an average of 700 hours of his/her time to present his/her agency.

The ACC sees this investment not merely as useful but as compulsory. Because of the growing importance of the internet, there is a crucial need for a well-trained new generation of agency people.

The following agencies will be taking part in this year's initiative: Air, Boondoggle, DDB, Duval Guillaume Brussels, Duval Guillaume Antwerp, DVN, Famous, Fé, Euro RSCG, Germaine, Happiness, JWT, Lbi, Leo Burnett, Lowe, LDV United, Navajo BBDO, Nelson, N'ill, Ogilvy, Openhere, Polygone, Proximity BBDO, Redleg, Saatchi & Saatchi, Stratégie, Tagora, The Retail Company, TBWA, Tequila/Agency.com, Un pas plus loin, VVL BBDO.

A unique course on brands: BrandPalace®

BrandPalace® is a unique course created for talented communication professionals working in agencies or in the media sector and for advertisers. During seven interesting sessions, the participants will learn everything on how to create brands.

The speakers are famous personalities such as Anne-Françoise Piette (Eurostar), Françoise Burlet (Iglo), Hans Cools (Sanoma), Helen Willems (Beiersdorf), Pascal Mignolet (Sara Lee) and Saskia Schatteman (De Lijn). Surprise! A mystery guest will join each session. Various known names have already agreed to join the programme. Once the training will be over, the participants will have the necessary tools to develop a strong brand.

To see the program and to register: www.brandpalace.be

The number of participants is limited to 25 and the first session starts on March the 24th.

► France



Agencies & advertisers commit to develop self-regulatory code on TV food advertising

On 18 February 2009, the French Association of Communications Agencies (AACC), members of the advertising (French Advertisers Association (UDA) and French Association of Food Industry (ANIA)) and broadcasting industries signed a "Charter for the Promotion of Healthy Diets and Physical Activity during TV Programmes and Advertising"

which includes the revision of self-regulatory codes on advertising to children. The commitments will be monitored by the Superior Broadcasting Council (CSA) and the Professional Advertising Regulation Authority (ARPP).

Advertisers pledge to reassess the rules on the content of advertising messages to children.

The reassessment should pay particular attention to the following issues:

- Attitudes and vocabulary: the limits of humour directed at children;
- References to nutritional comparisons with fruit and vegetables etc.;
- Presentation of the messages;
- Relations with educators and parents;
- Guidance for economic stakeholders related to communication on PNNS nutritional marks.

The new text will be presented to both the Health and Sports and the Culture and Communications Ministries.

The companies make the following pledges in the Charter:

- The TV Channels and their advertising management will apply preferential fees to collective campaigns promoting products which consumption should be increased, in order to help them gain visibility.
- Advertisers or coalitions of advertisers from the food industry will engage to finance short education programmes aimed at young viewers, to encourage good living, eating and physical activity habits.
- The content of programmes (promoting healthy lives) will not feature any food industry advertising.
- Quotas for television stations for programming dedicated to healthy nutrition (500 hours/year)

This Charter is signed while numbers of amendments are tabled on the new "Hospital Reform Bill" such as:

- TV or radio advertising for foods containing added sugar, fat or sweeteners, will be banned during programmes qualified by the Broadcasting Council as having an audience mostly composed by children and youth. This advertising will also be banned during the fifteen minutes preceding and following these programs. These provisions will apply to commercials broadcasted from and in the French territory from the 1 January 2010 onwards.
- The rate: 1.5% for the tax on processed foods and sugary drinks advertising is replaced by the rate: 3% in the Public Health Code.

To see the Charter, click [here](#)

AACC organises its 4th 'Campagne Citoyenne' Awards

The AACC together with the French Parliament organised on Thursday 5 February the 'Prix de la campagne citoyenne' which recognises the best social advertising campaigns.

The event was sponsored by the French Parliament, BNP Paribas, the French Parliament channel, Metro, Orange and Radio France Publicité.

These awards were established with the aim of promoting better individual and collective behaviour.

The Jury, composed of Members of Parliament and communications professionals, awarded the "Grand Prix" to the Direction for Roads safety for its campaign "Legislation, safety jacket and warning triangle" realised by the Agency Lowe Stratéus.

This year the AACC also decided to create a new award category for green campaigns and named it 'Grenelle spirit' after the new law adopted by the Ministry of Ecology, Energy and Sustainable Development.

List of winners:

Grand Prix

"Legislation, safety jacket and warning triangle" by Lowe Stratéus for the Direction for Safety on roads

Category Non-profit Organisations and Non-Governmental Bodies

"Domestic Violence" by TBWA Paris for Amnesty International France

Category Government Bodies and Related Organisations

"Legislation, safety jacket and warning triangle" by Lowe Stratéus for the Direction for Safety on roads

Category Local and Regional Authorities

"The train in Auvergne: When marketing makes lines move..." by Stratis for Regional Authority Auvergne

Category Public and Private Sector Businesses

"Urgent, hiring human beings!" by CLM BBDO for Adia (Groupe Adecco)

"Grenelle Spirit"

"Priceless" by McCann Erickson Paris, MasterCard

▶ Italy**Meeting Change - The future is no longer what it used to be**

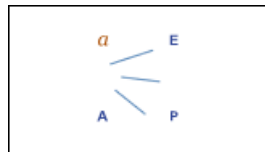
Under the title "Meeting Change", AssoComunicazione has launched a cycle of meetings aiming at underlining the opportunities offered by the current economic situation.

The aim of the initiative is to consider that the crisis, as far as the market transition is concerned, represents an opportunity for those who will be able to anticipate new trends.

The first meeting will be held on Wednesday 25th of February in Milan and the floor will be given to top economic, financial and communications experts.

Giacomo Vaciago, Professor of Economics at the Catholic University of Milan, will make an in depth analysis of the current crisis and will outline the possible future scenarios, starting from the current situation and trends.

The meeting will be an opportunity to discuss the current economic downturn but also the new opportunities it brings for agencies.

▶ Spain**7, 5 % decrease in advertising investment**

According to the 2008 Infoadex study, advertising investment in the Spanish market amounted to 14.915,3 million euros, which represents a decrease of 7, 5% compared to last year's investments which reached 16.121, 3 million euros.

Above the line media represent 47,6% of the total advertising investment. It reached 7.985,1 million euros in 2007 and 7.102, 5 million euros in 2008, which represents a decrease of 11, 1%.

Below the line media represent 52, 4% of the investment. It reached 8.136,1 million euros in 2007 and 7.812,9 million euros in 2008, which represent a decrease of 4%.

▶ UK**Special Report on "Creative Britain"**

The latest report on the creative industries in the UK has been published in The Guardian this week. "Let's get creative", a supplement created in conjunction with the IPA, NESTA (National Endowment for Science, Technology and the Arts) and Creative & Cultural Skills, assesses the creative landscape in the UK and has been published to coincide with the one-year anniversary of the Government's Creative

Economy programme: Creative Britain: New talents For The New Economy. It looks at the progress of the many sectors within it (including advertising, design, theatre, and publishing) and what the government is doing to nurture these industries.

Articles in the supplement include how the creative sector is performing both at home and abroad in the current economic climate, how digital is rewriting the rules, what training schemes (including "Diagonal Thinking") are available to attract the right talent, what can we learn from foreign competitors, and why Soho's Golden Square is setting a trend worldwide.

To view the Report, click [here](#)

Special Offers for Members**▶ Belgium****Interact 2009 - Digital Advertising gets Innovative**

Brussels 10-12 June 2009

Innovation is the central theme of this year's Congress, providing new and inspiring ways to connect with the International digital community.

Uplifting speakers, the newest ideas, innovative presentations, critical insight and must-have research are all at Interact 2009.

To see the draft programme, click [here](#)
<http://www.interactcongress.eu/programme.php>

To view last year's **videos**, click [here](#)

To view last years' pictures and presentations, click [here](#)

To register, click [here](#)

▶ Netherlands



A4uexpo Europe 2009

Amsterdam 28 -29 April 2009

a4uexpo Europe, the Pan European Affiliate Marketing Conference & Exhibition, is designed to bring together everyone working in and around the European Affiliate Marketing industry.

The action-packed two-day event will provide a professional environment in which Affiliates, Merchants, Agencies, Networks and Suppliers can come together, share knowledge, meet colleagues and debate the market's very existence and future development.

More information is available at: <http://www.a4uexpo.com/europe/>

▶ Spain



The Festival of Media - Inspiring Communications

Valencia 19-21 April 2009

After two stunning years in the city of Venice, the world's first global festival for the media industry has announced that it will be moving to a new city in 2009 – Valencia, Spain.

The Festival of Media is one of the fastest-growing business events in the world and was founded in 2007 in order to reflect the many profound changes taking place in global communications.

The event brings together senior advertisers, media strategists, agencies and media owners to discuss the new business models and working relationships brought about by digital technology, convergence, the development of content, the rise of mobile and the globalization of advertising budgets.

More information is available at: <http://www.festivalofmedia.com/>

▶ UK



Conference for buyers and users of Online Research

London 4-5 March 2009

Online Research has enjoyed rapid growth by adapting and harnessing the many opportunities provided by the explosion in the online environment. But alongside the freedoms and flexibility offered by this

new media come challenges.

Over the two days WARC will bring together examples from those at the forefront of this brave new world sharing best practice from both the client and agency environment. We will also debate and discuss some of the challenges for the future.

Topics covered include

- Trends in social media
- Mixed-mode research approaches
- Beyond access panels
- Qualitative research online
- Mobile Research

The speaker line up includes:

Sean Case, Senior Vice President, **Peanut Labs**
 Joel Rubinson, Chief Research Officer, **ARF**
 Fergus Hampton, CEO, **Millward Brown**
 Cathy Bickham, Senior Business Insight Manager, **British Telecom**
 Sophie Dekkers, Customer Research Manager, **easyJet**
 Julian Balaam, Head of Customer Insight, **Bradford & Bingley (now part of Abbey)**
 Reg Baker, Chief Operating Officer, **Market Strategies International**
 Martin Hayward, Director of Strategy, **dunnhumby**
 George Terhanian, President, **Harris Interactive Group**
 David Day, CEO, **Lightspeed Research Ltd**
 Frederic-Charles Petit, Founder & Chief Executive, **Toluna**
 Chris Dubreuil, Head of Client Development, **Research Now UK**
 Tom Smith, Head of Consumer Futures EMEA, **Universal McCann**
 Martin Oxley, Managing Director, **BuzzBack Market Research Europe**
 Julia Rogers, Head of UK Sampling and Statistics, **TNS**
 Hugh Davis, Co-founder, **Greenfield Online**

The Chairman is: Mike Cooke, Global Director Online Development, GfK NOP
 To see the full programme and speaker line-up or even book your ticket just [click here](#)

For further information please call Clare Beveridge on: +44 (0) 1491 418 614
 Please quote the reference number: **33404**

Creativity in advertising

London 26 March 2009

Advertisers are under pressure to do more for less, to engage with their public in more innovative, memorable and cost-effective ways. The buck stops with the creative director, and many are rising to the occasion.

WARC's annual Creativity in Advertising conference brings together leading lights from the creative community to analyse recent developments in creative content.

We will be showcasing the very best the industry has to offer, and analysing future directions in creative endeavour, plus our experts will be debating and discussing what it means to be creative in 2009.

Presentations on the role of experiential campaigns and non-traditional channels, the effects of the economic downturn, and techniques for fully exploiting social networking and mobile marketing will enlighten as well as entertain.

This conference will leave you equipped and inspired to face up to the unique challenges posed by the downturn. If you need to retain your creative edge, look no further.

To reserve your ticket at the special 'early bird' price of £550 + VAT (a saving of £75 per seat booked) just [click here](#)

For further information please call Clare Beveridge on +44 (0) 1491 418 614
Please quote marketing reference: 33412

**A4uexpo London 2009****London 13 -14 October 2009**

The Affiliate Marketing Conference & Exhibition will be held on the 13th & 14th October.

a4uexpo London 2009, will take centre stage yet again as the must attend event for anyone working in or around Affiliate Marketing. Developed to educate and inspire through an action packed conference agenda, featuring top industry professionals, in a mix of presentations, Q&A sessions and panels.

<http://www.a4uexpo.com/london/>

To see previous presentation and pictures: <http://archive.a4uexpo.com/london/speakers/>
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