

EACA Monthly Newsletter - November 2010

EU & National News

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European Commission organizes 3rd Open Forum on Alcohol and Health

Within the framework of the European Alcohol and Health Forum (EAHF), the European Commission organised the 3rd Open Forum on Alcohol and Health on 19 November.

The Forum presented the European Alcohol and Health Forum's work and provided an update of policy developments in Europe and internationally. Topics for debate were the social cost of alcohol, information to consumers and responsible selling and serving.

For more information, click [here](#)

Source: *European Commission*

▣ [Children](#)



Are food ads to blame for child obesity?

The food industry has taken a series of initiatives to restrict advertising of less healthy products to children, but consumer groups are not convinced and are calling for the development of even stricter criteria.

Marketing of food and drink in the EU is currently based on a self-regulatory approach, whereby companies voluntarily agree to follow certain codes of conduct and refrain from promoting unhealthy foods, in particular to children. The best-known example of such initiatives is the World Federation of Advertisers' (WFA) [EU Pledge](#).

Consumer organizations, while welcoming voluntary restrictions as a step in the right direction, want marketing to children of foods high in fat, sugar or salt to be stopped altogether and have little trust in industry's pledges to self-regulate.

Regulation of marketing to children varies considerably across Europe and few countries have specific rules on food marketing.

The food industry claims to have "dramatically shifted" the balance of products advertised to children under the age of 12 since major brands signed the EU pledge in 2005.

The WFA encourages advertising aimed at children to concentrate on "better for you" products and is in favour of educating children to take a critical view of today's commercial environment.

WFA also stressed that the industry's commitments mean that brands refrain from appealing directly to children, undermining parental authority or promoting unhealthy lifestyles.

For more information, click [here](#)

Source: *Euractiv*

▣ [Data protection](#)

EU survey reveals more Europeans on-line, but concerns about costs and security

In mid-October, a European Commission Eurobarometer, which questioned 27 000 households throughout the EU on their use of internet, telephones and TV, was released.

The results showed:

More Europeans are subscribing to broadband internet and digital television in fixed-cost bundled "packages". 35 % are now using social networking websites. However, they have concerns about costs, quality of service and security, as well as online freedom.

The Digital Agenda for Europe wants to bring broadband internet to all of Europe's citizens but also outlines measures to boost competition, trust and security.

Regarding Internet trust and security:

1. 84 % of households would want to be notified if their personal data was lost, stolen or altered.
2. 45 % are worried about their personal data being misused on social networking sites. (Those over 24 years old are less worried about this than the over 40s)

The full survey can be found at:

http://ec.europa.eu/information_society/policy/ecomm/library/ext_studies/index_en.htm

Source: *European Commission*

▣

► Pharmaceuticals

► EU



Adoption of Information to Patients Directive by European Parliament

On 24 November 2010, the European Parliament in plenary session voted on the European Commission proposition that aims to allow Information to Patients.

"Patients must have better access to high-quality information on prescription medicines in the future" said Members of the European Parliament. This

means providing objective information on a drug's characteristics and the treated disease or condition, while preventing unsolicited information or disguised information.

MEPs based their changes to the draft legislation on the fundamental principle that patients should have the right to obtain accurate and unbiased information on medicines. They clarify companies' obligation and possibilities to inform, as well as the role to be played by Member States.

Rapporteur Christopher Fjellner (EPP, SE) said "The most important thing we did during this process was to change the focus of the whole legislation from the rights of pharmaceutical companies to spread information to the patients' right to get the information they need and want. This proposal offers only improvements when it comes to the quality and amount of information available to patients."

Companies must inform and not advertise. Patients need to get informed from those who know the product best. Pharmaceutical companies must be able to provide basics, such as product characteristics, labeling and package leaflets and an accessible version of a drug's assessment report. Companies will be also allowed to provide certain other non-promotional information on price or packaging changes only with the authorization of the relevant Member State authorities.

Information on prescription medicines should be prohibited on television, radio and print media. Health professionals must also declare any links to pharmaceutical companies if they give information on medicines at public events or in the media.

Member States are responsible for national rules to ensure "objective, unbiased information" is available to the general public via leaflets in packaging, assessment reports of the product and information on how to prevent such diseases and conditions. Member States should provide dedicated websites for this information and any material must be in a format accessible for people with disabilities.

The Council will vote on the decision on 6 December 2010.

For more information, click [here](#)

Source: *European Parliament*

► Tobacco

► Global



WHO calls for more tobacco-control measures

On 20 November 2010, the World Health Organisation Framework Convention on Tobacco Control (WHO FCTC) adopted a number of decisions this week strengthening tobacco control efforts worldwide.

The conference decided that:

- flavoring ingredients that increase attractiveness of tobacco products should be regulated in order to reduce the number of smokers, especially among youth
- smoking cessation should be integrated into national health systems to make them more available for increasing number of smokers who wish to quit;
- parties should establish an infrastructure and build capacity to support education, communication and training, thereby raising public awareness and promoting social change.

Further work is asked in the following areas:

- control and prevention of smokeless tobacco products and "electronic cigarettes"
- liability with regards to the health effects of tobacco consumption
- cross-border advertising

For more information, click [here](#)

Source: *World Health Organisation*

► EU

Public consultation on possible revision of the tobacco products Directive

European Commission is expecting opinions from EU citizens, economic operators, non-governmental organizations and relevant national authorities on a possible revision of the tobacco products Directive by 17 December 2010.

As far as consumer information is concerned, the European Commission is currently considering three different options:

- No change: pictorial warnings would remain optional in Member States & different labeling patterns would continue to exist
- Add consumer information: picture warnings, information on the levels of tar, nicotine and carbon monoxide, information on harmful substances in tobacco products, health warnings would be placed

on water pipes

- Introduce generic or plain packaging

EACA will comment on the consultation on behalf of communications agencies.

For more information, click [here](#)

Source: *European Commission*

EACA and Members News



▶ EACA



EACA Care Awards CALL FOR ENTRIES!

The EACA Care Awards 2011 are now open for entries up to the **1st of April**.

These Awards for European Social Marketing Campaigns recognise excellence in promoting care for people, resources and the environment.

They are part of the EACA's overall commitment to promote Corporate Social Responsibility. The EACA Care Awards 2011 will be judged by a panel of Members of the European Parliament (MEPs) chaired by German MEP Thomas Mann (European Peoples' Party), together with other MEP's, representatives of media, agencies and stakeholders - so entering this award represents a unique opportunity to present your CSR work to an important political audience.

For more information, please visit our website: www.careawards.eu

▶ AD VENTURE



New Ad Venture brief challenges students to create a pan-European public awareness campaign about early detection of colorectal cancer

On 2 November 2010, in collaboration with DG Health & Consumers of the European Commission and Lynn's Bowel Cancer Campaign, the European Association of Communications launched the call for entries for its fourth annual student advertising competition: Ad Venture.

The Ad Venture competition is part of EACA's education programme: the European Foundation for Commercial Communications Education which aims at enhancing relationship between the advertising industry and academia bringing now together nearly 40 Universities and schools.

This year students are challenged to create a pan-European public awareness campaign about early detection of colorectal cancer. The focus should be on the importance of the participation in screening and addressing people's fear and misperceptions.

Three finalist teams will be selected by a Jury composed of a broad base of individuals, including senior advertising professionals, academics & professors representing a variety of communication and marketing disciplines from each country, physicians, policy makers, communication executives and representatives of patient organisations.

The finalist teams will have the opportunity to present their campaign during the EFCCE Annual Conference in Antwerp and the winning team will spend a week in Cannes at the Lions' International Advertising Festival and will attend the 2011 Euro Effies ceremony.

The Ad Venture competition website (www.eacaeducation.eu/student_competition/) includes the new brief and previous years' competitions.

Because of the importance of this subject, the EFCCE will do everything it can to try and turn the winning ideas into a real campaign with the support of the European Commission.

The call for entries is open until the 23rd December 2010 and students have until 30 March 2011 to develop their campaigns.

▶ SUMMER SCHOOL

Registration for the EACA International Summer School opens on 6 December 2010!

Registration for the second EACA International Summer School will opened on 6 December 2010. The EACA International School of Advertising and Communications in co-operation with the EACA's Education Foundation (EFCCE) has announced that.

the Summer School will take place during the week of 11-15 July 2011 at IESE Business School in Barcelona.

During one week students will attend different workshops given by leading advertising practitioners which will help them appreciate how the different disciplines fit together to create a complete campaign and will work in international teams on a single real client brief.

This year, students will be able to choose between two groups according to their level of experience. One group is addressed to 1st and 2nd year students and the other to 3rd year, Masters degrees students and young professionals with one or two years of professional experience.

For more information on programmes, trainers and previous year testimonials, click [here](#)

▶ France



French online advertising and e-commerce tax raised AACC concerns

The French Senate has voted in favour of the amendment introducing a 1% tax on the purchase of online advertising space and rejected the amendment introducing a 0.5% tax on online commercial sales from January 1, 2011 within the framework of its examination of the country's 2011 finance bill.

Philippe Marini, a French Senator, defended his amendments emphasizing the need to establish equality between the various advertising media by pointing out that advertising on both television and in the traditional paper press is already subject to taxation in France. Maintaining the status quo would therefore lead to a distortion of competition.

The French Association of Communications Agencies voiced their opposition arguing:

- Those amendments would lead to unfair consequences. Buyers of online advertising and professional e-buyers would suffer the negative impacts of fiscal competition between Member States. AACC thinks it would be better to harmonize the taxation system at European or international level.
- Such taxation will reinforce "law shopping" encouraging companies to settle in other countries in order to avoid the tax burden, which is going to dissuade international companies from settling in France.
- Online advertising allows small and medium sized firms to advertise for less cost and to promote their activities on a larger scale. Consequently, SMEs would be the first to suffer under the new tax. AACC pointed out that European Commission policies, such as the Small Business Act, focus on creating a favourable environment for SMEs since they play a strong role in the EU economy.
- E-commerce is quite limited in France even if a growth occurs. The European Commission focuses on the importance of e-commerce to further develop international exchanges. Such taxation would restrict the development of the French economy.

AACC is in favour of gathering all online advertising actors to find an adapted solution.

New guide on relations between advertisers and event communication agencies

On 17 November 2010, AACC (the French communication agencies association), ANAé (French event communication association) and the UDA (French advertisers' association) published the "Guide to the relations between advertisers and event communication agencies".

This pedagogical guide deals with all aspects of client-agency relationships. Since this relationship has become more difficult because of the economic situation, there is a need for increased efficiency, productivity and return on investment, as well as an evolution of communication techniques. Difficulties appear because of a misunderstanding and lack of knowledge between both sides.

The guide's mission is to share rules of concrete good practice and self-regulation.

For more information, click [here](#)

► Italy



Quality, Governance and Labour - the new role of the Association

In these years of great changes, particularly for communication agencies, associations have to vary their vision, their governance, the way they support members and their services to members. For this reason the AssoComunicazione Board decided to organise the event "Quality, Governance and Labour, the new role of the Association", which took place on 26 November 2010 in Milan.

AssoComunicazione's main aim was to learn from other experienced associations and they therefore invited representatives of the English and French national associations. Hamish Pringle, Director General IPA, and Marie Pierre Bordet, Vice-President AACC, shared their points of view with the audience.

To see the agenda: www.assocomunicazione.it/media/save-the-date-26-11-2010.pdf

► UK



IPA gives kudos to Credos think tank

Credos is funded by the advertising industry and overseen by a board that includes Nick Chater, Professor of Behavioural Science at Warwick Business School; Will Hutton, executive vice chair of The Work Foundation; and James Best, Chairman-elect of the Committee of Advertising Practice.

In its first research study into public attitudes, the newly formed think tank found that over half of respondents (55 %) say they are neutral towards advertising and a quarter (27 %) harbour some negative feelings. Credos has also undertaken research among a range of opinion formers including MPs, NGOs and academics.

These studies have identified four priority areas that Credos believes the industry must focus on to ensure it is fit for the future.

1. Advertising to children

Advertising and marketing to children provokes strong emotions. While significant protection is already in place, Credos will identify further research needed to improve understanding of advertising's impact on children and young people, and how that translates into responsible practices.

2. Uncovering advertising's value to the economy

Advertising's broader impact on the economy is poorly understood. Credos believes the industry needs to find better ways to measure its role in driving innovation, choice, jobs and growth. This will be a key focus for the think tank.

3. Advertising's creative contribution

Advertising's ability to foster and support creative talent and content is recognised and valued by some, but

not as widely as it might be. It is a significant aspect of the industry's contribution to making the UK a highly competitive economy. A concerted industry strategy to deliver support for growth in creative industries would be a hugely influential step. Credos research will uncover where the priorities for such a strategy should lie.

4. Creating broader understanding

Credos believes the advertising industry must open up and better explain how it operates as a responsible industry. It will aim to provide new thinking on what people want to hear and see from the industry, and how the advertising community can create better understanding of how it regulates itself.

Karen Fraser, Director at Credos, said: "This is a time of great change, for the advertising industry and the wider economy. Credos will be an honest and critical friend, providing the industry with an objective voice on the key challenges it faces. Over the coming months and years our analysis should help to shape the industry's response to these issues."

Credos has been set up by the Advertising Association as part of its role to promote and protect advertising, communicate its commercial and consumer benefits and seek the optimal regulatory environment for the industry.

Welcoming the launch of Credos, Tim Lefroy, Chief Executive of the Advertising Association, said: "Credos will tell it straight, the good and the bad. The insight they provide will enable us to mobilise our industry into action. We must take this opportunity to prove advertising's value; to the economy, society, and British culture."

Hamish Pringle, Director General, IPA said: "Credos is a big step forward for the industry and we're delighted to see Tim Lefroy's 'Front Foot' initiative delivering on its promise so soon, thanks to great support from key advertisers, media owners and agencies."

IPA endorses Check on marketing to children

Check (www.check.uk.com) is a website that brings together all the existing regulations around marketing to, or communicating with, children. The site will bridge the knowledge gap that has appeared as new marketing techniques, and their corresponding regulation, proliferate.

Marketing to children featured in both the Conservative and Liberal Democrat pre-election manifestos and Prime Minister David Cameron now chairs a "childhood and families taskforce". When launching the taskforce in June, Deputy PM Nick Clegg announced:

"We are committed to cracking down on irresponsible advertising and marketing (...) If we are really going to restore and protect the innocence of childhood, action here is absolutely key."

In reality, children have never been better protected, but while regulation and best practice have increased, the AA's research shows a need for more clarity on what can and can't be done and where.

"Check" offers marketers a simple guide to the rules and where they apply, based on key campaign elements. With the help and support of Government, regulators, practitioners and trade bodies all the existing regulations and rules are now accessible in one place.

Culture Minister, Ed Vaizey said:

"Childhood should be free of excessive commercialisation and inappropriate content. Fortunately the UK advertising industry has a good track record in taking its responsibilities seriously, and this industry-led initiative is further evidence of that. Check will play an important role in ensuring advertisers and marketers continue to act responsibly when communicating with children and the Government fully supports this important work."

Ian Barber, Director of Communications at the Advertising Association said:

"Nobody gains from irresponsible marketing where children are concerned. It's damaging for client relationships, for brands, for the industry's reputation and for the person that gets it wrong. Marketing and children is a hot topic and it's good to see the industry keeping one step ahead."

Andrew Mallandaine, UK Sales Director at Turner Media Innovations said:

"As well as working to set guidelines, Turner Media Innovations places paramount importance on a high standard of self-regulation and responsibility in the advertising space, so there is an obvious synergy between our outlook and CHECK's objective. We're delighted to partner with the Advertising Association on what we believe is a great initiative for the industry as a tool for best practice."

Hamish Pringle, Director General, at the IPA said:

"The Children's Ethical Communications Kit (Check) addresses an important issue and we very much appreciate Turner Broadcasting's support for this AA initiative. We are alerting the 1,273 people who have passed the IPA LegRegs qualification as Check is such a useful resource, and we will be including a link in the updated LegRegs we're developing with the support of Lewis Silkin for launch early in 2011."

For more information, please visit www.check.uk.com



Specific Media retains top spot in latest IPA Online Media Owner Survey

Specific Media continues to lead the way, in the latest IPA Online Media Owner Survey, with 79 % of respondents agreeing/agreeing strongly that "My overall experience of dealing with this supplier is a good one", as well as coming top in a further 7 out of 13 attributes in which it features. Adconian is in second place, and the only other media owner to score in excess of 75

%.

The latest results reveal a couple of key trends emerging:

- A shifting hierarchy in service levels - new contenders such as The Telegraph are showing widespread substantial improvement across the board, coming top in the cross-media category. However previously strong providers such as Microsoft have shown a strong decline (5+ percentage points) in 11 attributes.

The Guardian has declined more over a two-year period than any other media owner.

- Widespread decline in media owners' communications with agencies, with 10 out of the 20 media owners listed showing a drop by 5 percentage points for the following attributes: "It's easy to contact the sales team" and "I have regular constructive face-to-face or telephone contact with the sales team".

The Survey is designed to highlight the levels of service media owners provide and outline where improvements can be made, with the aim of helping the growth of digital advertising, providing a voice for the industry and raising the digital standard in general.

From 2011 a new Media Owner Awards scheme will be launched, in which eight attributes from the current survey will be awarded and a further eight awards will be handed out after submissions are judged. The winners will receive their trophies next November in an awards ceremony and dinner, full entry criteria will be launched in March 2011. Go to www.ipa.co.uk/moa in the interim.

Overall key findings:

- Specific Media retains top spot overall, and leads a further seven attributes. Adconian is the only other media owner to come top in more than one attribute.
- Telegraph.co.uk has shown most widespread substantial improvement across the board, coming top in understanding how to exploit cross media opportunities, compared to the March survey.
- The following have all recorded their highest scores in the last two years: Adconian, Unanimis, AOL Advertising, Telegraph.co.uk, IPC Media, Sky Digital Media and ITV.com.
- Microsoft Advertising is showing a serious decline (5+ percentage points) in 11 out of 13 attributes, slipping to 11th place in the best overall media owner ranking ranking compared to 3rd place in the survey conducted in March.
- Facebook, Microsoft, Bauer and The Guardian have all recorded the lowest scores in last four surveys.
- The Guardian has declined more in the last two years than any other media owner.
- Channel4.com has shown a significant decline in the exploitation of cross- media opportunities compared to the March survey.
- MoneySupermarket remains anchored to the bottom of the results.

Research was carried out in September and October 2010 with digital planners, strategists and buyers in media agencies as well as digital specialists being invited to take part. 212 survey responses were received.

Says Matt Simpson, IPA Digital Media Group Chairman and Head of OMD Group Digital, "Once again these results show the value of an attentive service proposition. It is great to see more competition at the top of the table with a few providers now giving Specific Media a run for its money. What is more worrying is the overall decline in communications between media owners and agencies; hopefully this survey will act as a catalyst to help get things back on track."

Says Nigel Gwilliam, Digital Consultant, IPA, "Comparing the latest results to those of the last two years, it's pretty clear complacency has crept into the operations of some previously high scoring media owners. It's equally evident a number of media owners who have struggled in the past are seeing the time and effort invested in service paying dividends."

For more information, click [here](#)