

# IAA Jordan Newsletter

## Letter from IAA President Mustapha Tabba

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Dear members,

As we welcome the year 2009, I would like to thank each one of you for extending your support to IAA Jordan during last year. Your support and belief motivated us to further accomplish significant achievements that were added to IAA Jordan's outstanding successes.

The Jordan Chapter has been on the go in the past year having been heavily involved in organizing different activities that aimed at bringing its members together while enriching their knowledge on the latest marketing communications trends.

I am positive that each one working in the

marketing communications industry feels proud to be part of a booming industry that is becoming of growing importance to the Kingdom's economy. Looking at where our industry was a couple of years ago and where it stands now inspires us to further excel, perform our best and make our industry a grand success.

Our newsletter presents brief insight on the most remarkable activities the Association was engaged in organizing during 2008. We are looking forward to continuing on the same path and witnessing more success. We have a lot going on for this year, and the elections for the Board



of Directors will be held on January 27th, hoping to see your active participation in these elections.

And here, I would like to invite each and every one of you to continue supporting IAA Jordan in order to bring what is of benefit for the Association and its members.

Thank you,

Mustapha Tabba

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## IAA Jordan holds its first annual gala

Under the patronage of His Excellency Nasser Judeh, Minister of State for Media Affairs & Communications, the International Advertising Association - Jordan Chapter (IAA Jordan) held its first annual gala dinner on October 28 at

the Four Seasons Hotel. The event was attended by over 200 businesspeople, CEOs of advertising and marketing communications' agencies, in addition to representatives working in both advertising

The Gala Dinner was an opportunity to celebrate the advertising and marketing communications industry by honoring Mohammad Khalifeh, one of the industry's pioneers who established Jordan's first agency in 1949.

The Lifetime Achievement Award was presented by His Excellency Judeh to Sami Khalifeh, who accepted it on behalf of his father who was unable to attend due to health reasons.

Furthermore and during the event, IAA Jordan honored one of its main partners; Al Rai newspaper, for its distinguished and continued support for the IAA and the industry.

The Gala Dinner also hosted Mazen Hayek, MBC Group Director of Marketing, PR & Commercial, representing the region's media giant. Hayek delivered a presentation about the Group's journey of success and their plans.

The event was sponsored by Arab Bank, Al Rai newspaper, Saraya, Arab Orient Insurance Company and Ipsos.



## IAA Jordan brings back direct marketing

*Direct marketing guru Andy Owen gives a one day Masterclass about the secrets of successful direct marketing*

The International Advertising Association - Jordan Chapter (IAA Jordan) brought back Andy Owen, one of the world's leading experts in direct marketing, to give a dynamic Masterclass on June 16<sup>th</sup> under the title 'Discover the Secrets of Successful Direct Marketing'.

Owen, the CEO and owner of Andy Owen & Associates in the United Kingdom, shared with participants the secrets and techniques that are used by the professionals to create campaigns that deliver "cash register" response.

Most importantly, Owen shared with the audience the very latest in creative, copy and

strategic techniques in addition to tips and secrets on contemporary direct marketing.

The Masterclass included over 100 examples from global campaigns and discussed why creative directing is very different from traditional advertising. what must and must not be done in direct mailings, fonts to use and avoid in typography, and how to create meaningful test campaigns. Other topics included how to create messages that cut through the clutter while finding out the secrets and techniques of professional copywriters in addition to learning how to harness the enormous power of words.

Owen visited Jordan for the second time, after being one of IAA Jordan's most popular speakers at last year's third Annual Advertising and Marketing Communications Conference "Box Basics".



## IAA expresses concerns on Google/Yahoo! business arrangement

The International Advertising Association (IAA) has expressed concerns regarding the proposed Google/Yahoo! Business arrangements which are currently underway in North America.

Last month, IAA met with the American Department

of Justice stating their concerns about Google/Yahoo! transaction.

According to a recent statement by Michael Lee, IAA, Executive Director, the Association does not know all the specifics of the transaction. However, concerns revolve around

the ultimate probability of less competition, an increased pricing landscape, and the fear that such a monopoly could impact innovation. In principle and in practice, monopolistic media control ad pricing has not been good for the industry.

As part of its other activities, IAA led the first advertising industry meeting with UN Secretary-General Ban Ki-moon to drive support for a comprehensive UN communications initiative to help combat climate change.

## IAA Jordan and Zikra Initiative launch a Ramadan giving campaign

The International Advertising Association - Jordan Chapter (IAA Jordan) joined hands with Zikra Initiative, an initiative that re-defined the traditional concept of voluntary work, to launch a Ramadan giving campaign under the name 'Zikrayat' and 'Collection Drive'.

The month-long campaign, which was in partnership with Esense and Jo Bedu, aimed at raising funds for a micro-loan to be given to families residing in Ghor Al Mazra'a and collecting donations to be distributed to the less fortunate communities across Amman.

The campaign included two parts; the first was

Zikrayat; in which IAA and Zikra Initiative raised funds that were directed towards the benefit of Ghor Al Mazra's local children and their families in the form of micro loans. Funds were collected through the ticket sales for 2 Iftar events at Ghor Al Mazra'a and through a generous contribution from Esense.

The second event was a Collection Drive, in which IAA collected donations of canned goods, household supplies and clothes and were distributed later that month to unprivileged families in Amman.

IAA Executive Manager Mrs. Hania Juma said: "The reason behind partnering with Zikra

stemmed from the different and remarkable message this initiative carries. It re-defines the traditional concept of donations and volunteer servicing through the 'exchange' concept that establishes a relationship between the donors and those receiving the donations to spread empathy, understanding and pro-activity". She added "This initiative is an original one, that we - as an organization that encourages creativity - felt the urge to join hands with".

'Zikrayat' events witnessed the participation of more than 30 persons who visited Ghor Al Mazra'a



and enjoyed an Iftar with its residents and participated in a number of workshops teaching them how to bake bread, weave the tassels on a Hatta, and make other handicrafts. The evenings ended with everyone participating in fun games and watching a collection of short films produced with the support of talents from Ghor Al Mazra'a and the Amman Filmmakers Cooperative.

## IAA led the first advertising meeting with UN

IAA led the first advertising industry meeting with UN Secretary-General Ban Ki-moon to drive support for a comprehensive UN communications initiative to help combat climate change.

Michael Lee, Executive Director of the IAA, stated: "We wanted to build on the IAA's history of cooperation with the UN and its official NGO status. It has become increasingly clear that the complexities of climate change issues present a communications challenge with both policy makers and the general public. The ad industry is up to the task of making a significant contribution to help change consumer behavior, influence public policy and help the UN make further progress on this issue."

Next steps include the formation of the industry's working group (hand-selected by the leaders present at the meeting) which will develop a set of firm objectives and deliverables.

### STAY TUNED FOR 2009 EVENTS



*Extra ordinary General Assembly with elections*

27<sup>th</sup> January 2009



*Digital media workshop*

February 2009



*Branding Seminar*

March 2009



*Football Tournament "Kick it"*

March 2009

## IAA Jordan holds its General Assembly meeting

IAA Jordan held on October 30, its General Assembly meeting to discuss issues related to the Association. The meeting was attended by the board of directors and the Association's members.

In the meeting, IAA Jordan Chapter President Mr. Mustapha Tabba highlighted in a presentation major achievements accomplished by the Association during this year such as hosting direct marketing guru Mr. Andy Owen to give a one day Masterclass on secrets of direct marketing, and the effective participation of the Jordanian delegation in the 41st IAA World Congress held in Washington.

Furthermore, Tabba outlined the future plans for the IAA which include carrying on organizing specialized training courses in advertising and marketing communications, organizing beneficial events that bring together the Association's members and practitioners of this industry.

The meeting also formed a vital platform for attendance to discuss the budget and approve the audit report for the fiscal year 2007-2008.

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## IAA Jordan heavily involved in organizing various marcom workshops:

### *“Innovative & Creative Leaders”*

Business acclaimed educator Basil Saliba held a workshop entitled “Innovative and Creative Leaders”, hosted and presented by IAA Jordan, in collaboration with HigherPro, to implement creative solutions, solve persistent problems and achieve performance excellence in today's dynamic organizations.

Topics of discussion included innovative and business success, skills leading to creativity, getting the best ideas from the working team, becoming an innovative leader in addition to strategies for promoting innovation in the organization.

### *“Communication Skills for Account Managers”*

IAA Jordan held a four-day workshop entitled “Communication Skills for Account Managers” led by instructor Samer Younis, President of the National Forum for Youth and Culture, and a Distinguished Toastmaster.

The workshop focused on interaction within teams to create direct and concise communication through verbal and nonverbal means. It also covered communication skills such as speech writing, group presentation, listening, and mentoring and communicating problems.

### *“Monitoring & Evaluation of Advertising Spending”*

The Jordan Chapter organized a workshop on “Monitoring & Evaluation of Advertising Spending” in collaboration with trainer Ms. Patricia Bakir. In a participatory approach, advertising and marketing experts engaged in fruitful discussions and shared their professional experience in measuring Return on Investment (ROI) in advertising and public relations activities.

With her 20 years of experience, Ms. Bakir introduced participants to the meaning of evaluation and internationally accepted techniques for measuring ROI, as well as “quick and dirty” methods used to show the benefit of ROI to clients and managers.