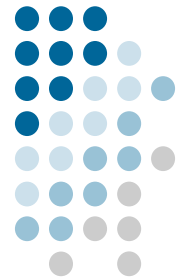




Inspiring Excellence
in Communications
Worldwide



The IAA Forum

An IAA Jordan Newsletter

IAA Jordan and Grapheast offer specialized training courses

The international Advertising Association - Jordan Chapter (IAA Jordan) has signed an agreement with Grapheast Jordan, specialists in providing creative software and products for the graphic arts, printing and photo industries, to provide an Adobe CS3 advance course and a Maxon Cinema 4D course beginning of April.

This partnership comes in line with IAA Jordan's strategy to promote education amongst marketing communications' practitioners as well as empower and enhance their skills through offering them the latest know-how of the industry technologies and tools.

This step is the beginning of the series of training courses IAA Jordan is planning to hold in collaboration with Grapheast Jordan in 2008.

41st International Advertising Association World Congress Announces International Sponsorships

The International Advertising Association (IAA) announces the latest in sponsorship endorsement from globally renowned companies for its upcoming 41st IAA World Congress, being held in the US for the first time in over 20 years. Sponsors include:

- Platinum level: CNN International, Dentsu, Dubai Media City, The Economist, EURO RSCG Worldwide, JCDecaux, Microsoft
- Silver level: Adweek Media, Eurosport, Global Advertising Strategies
- Bronze level: Hakuhodo, National Geographic, StarHit (Russia)
- Founder level: Telefonica

The Congress, appropriately titled: What's coming next?SM, will be held in Washington DC, between April 6th and 9th 2008. The Congress' agenda will be focusing on the challenges of today, and the impact of the future, as the issues of: technology, advertising effectiveness, consumer habits, the environment, engagement, and more, turn the industry upside down.

IAA Executive Director, Michael Lee says, "We are delighted to have such a strong level of corporate support for this event. With approximately 700 delegates expected from over 50 countries, the 41st IAA World Congress promises to be the 2008 event in the marketing industry's calendar. The exciting and innovative program will focus on the next rather than the now. It is about insights, and facing tomorrow's challenges—the information our delegates take away will enable them to shape the industry's future. I am confident this will be a key event for the IAA, delegates, speakers and sponsors."

Volume 1, Issue 2

March 2008

What's going on?

April 14–16th
Crisis Management
Training Course with
Samer Younis
Wild Jordan Tree
Room

April

Adobe CS3 & Maxon
Cinema 4D with
Grapheast

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

Inside this issue:

IAA Communication Skills Workshop	1
IAA & Grapheast Specialized Courses	1
IAA Announces Regional Winners in Inter AD Competition	2
Local Industry News: Daily Newspapers vs. Radio	2
Members Corner: News & Profiles	3
Industry News: Regional	4
Industry News: Global	5
We Recommend	5

IAA InterAd XII Global Advertising Competition Announces Regional Winners

The International Advertising Association (IAA) its client Unilever and sponsor Global Advertising Strategies are pleased to announce the IAA InterAd XII regional winners that finished 1st, 2nd, and 3rd within their regions.

Asia/Pacific

- Kajalu Communications - Charles Sturt University, Australia - Regional Winner
- Katapel Communications - ITKP The School of Advertising, Indonesia - 2nd place
- Altair - Waseda University, Japan - 3rd place

Europe

- Amora - Ecole Superieure de la Publicite, France - Regional Winner
- Swiss cans - SAWI, Switzerland - tie 2nd place
- Flamenco - Universidad CEU-San Pablo, Spain - tie 2nd place

Latin America

- Campus - Universidad Pontificia Bolivariana, Colombia - Regional Winner

- Conviction - UNIACC, Chile - 2nd place

- Boys Get Love - Universidad Argentina de la Empresa, Argentina - 3rd place

Middle East

- Lost Maestros - The American University in Dubai, UAE - Regional Winner
- Snipers - The American University in Cairo, Egypt - tie 2nd place

- Bubbles - Notre Dame University, Lebanon - tie 2nd place

USA/Canada

- Ladies in Red - The University of Georgia, USA - Regional Winner
- Mosaic Worldwide - Emerson College, USA - 2nd place

IAA InterAd XII challenged students worldwide to develop comprehensive campaign recommendations for promoting Unilever's AXE brand of male grooming products within ethnic multi-cultural markets.

"Unquestionably, this year's IAA InterAd XII project has been a dynamic experience. Our regional judges have been pleased with the quality of entries. While only one team from each region can be selected to advance, we believe that all the IAA InterAd XII participants should be very proud of their submission", said IAA Executive Director Michael Lee. Plaques are awarded to the winning schools and all participating students receive certificates.

The IAA InterAd XII World Champion team will be selected by senior marketing communications professionals including executives from Unilever and Global Advertising Strategies.

The IAA InterAd XII World Champion will receive a trophy plus a travel allowance of up to US\$7,500 to present its award winning recommendations at the 41st IAA World Congress in Washington, DC, April 9th-11th, 2008.



Industry News – Local

Majority do not read daily newspapers as radio gains ground

AMMAN - Less than half the Kingdom's general population read daily newspapers, and radio is becoming a more effective medium, a study revealed yesterday.

The Jordan Media Survey, was conducted by IREX and implemented as part of the USAID-funded Jordan Media Strengthening Programme.

The study was developed to create a better understanding of the Jordanian media market, and to take a brief look into non-traditional media.

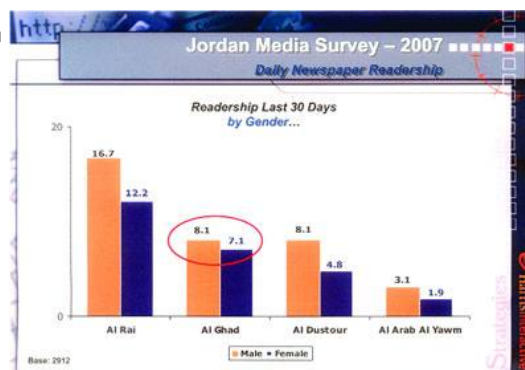
"The main purpose is to help media outlets, small- and medium-media operators in developing a better understanding of their market to find a niche audience to be successful in the future," IREX Chief of Party Samuel

Compton told The Jordan Times, noting that normally only large media outlets can afford such studies.

It is for this reason smaller media outlets often conduct business by their "feelings rather than actual market needs", he said, stressing that the study is free and available to all interested parties.

Another important aspect of the study is for advertisers to choose what outlets and avenues are the best for reaching their targeted audience, he added.

The survey was based on 2,912 interviews of diverse regional and socio-economic areas during the run-up to the parliamentary elections in November 2007. The confidence level for the poll is 95 per cent with a margin of error at 2.5 per cent.



For full story, please visit <http://www.jordantimes.com/index.php?news=6341>

Marketing Tip:
Research is a vital part of your marketing plan. Your effort should produce answers to who your prospects are, and where, why, when, and how they are converted into active buyers.

Wunderman and GLCI sign agreement

Wunderman Jordan, the leading direct and interactive marketing company, and the General Lightweight Concrete Company (GLCI) have signed an agreement whereby Wunderman Jordan will develop and roll out two product campaigns for GLCI.

GLCI is the premier building material manufacturer and supplier in Jordan that offers a variety of innovative products such as the lightweight concrete blocks under the brand name Thermostone and the popular dry mix cement under the brand name Mix It.

“Our company is offering products that are considered 20th century achievements. For such products to be properly introduced to real estate developers, owners, architects, designers, contractors, subcontractors and even workers, we have chosen Wunderman Jordan to be our communications partner,” said Engineer Helena Bannayan CEO of GLCI.

Known to be successful in Europe, Thermostone is a revolutionary material that offers a unique combination of strength, light weight, thermal insulation, sound absorption, unsurpassed fire resistance, and unprecedented building ability in addition to being environment friendly. On the other hand, Mix It is a ready-to-use white cement where only water is required to be added for immediate use at the construction site.

Wunderman Jordan is the first direct marketing agency in the Jordanian Market, offering diverse marketing services with powerful creative campaigns. Ms. Claudia Lemlihi, Country manager of Wunderman Jordan commented on the company's agreement with GLCI: “It is with great pleasure that we add GLCI to our current client roster. We have developed the corporate branding and messaging for the company and will



develop and carry out product campaigns using trade magazines, advertorial, online support with websites and multimedia CDs, direct marketing, and events”

Wunderman Jordan is one of the leading agencies of The Holding Group (THG) Jordan, the Middle East's largest marketing communications conglomerate, which also includes advertising agencies Team Y&R, Internarkets, and Objects, media buying arm Media Edge:CIA, and public relations firms ASDA'A and Polaris.

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



Member Access Only

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

Member Profile



Name: Sofian Bacel Ahmad Qurashi
Company: Polaris Public Relations / a PR practice of THG Jordan
Title: Account Director

Sofian Quarshi is a public relations expert with an extensive experience in strategic planning, communications and team management. He possesses excellent linguistic skills in both Arabic and English. With an academic background in Marketing, Sofian roots communication advice in sound research to ensure effective message targeting, and cost containment.

Sofian's strength is his ability to transform communication plans into implementation campaigns with effective results.

Sofian currently represents and advises several of Jordan's largest companies from a variety of industries, offering them proficient marketing and public relations counseling, strategy and direction.

Final count for this year's Dubai Lynx: 2023 Entries, from 17 countries

It official: 2023 entries from 17 countries are competing for the coveted Dubai Lynx trophies this year, an increase of 20 percent compared to last year.

	2007	2008
TV/Cinema	256	257
Print	865	863
Outdoor	246	433
Radio	85	87
Direct	142	165
Interactive	66	79
Integrated	22	27
Media	-	112
TOTAL	1682	2023

"We are delighted to see such a strong growth in the number of entries from across the region, particularly in Outdoor and the new Media category. Although these are young awards, they have already become well established and highly regarded in the MENA region, establishing the definitive standard for creative excellence in advertising", said Steve Lane, Dubai Lynx Festival Director.

All entries can be viewed during the 1st Dubai Lynx International Advertising Festival held in the Sheikh Rashid Hall at the Dubai International Convention and Exhibition Centre where a 3-day program of seminars and workshops addressing both regional and international industry issues will also take place. The winners will be revealed and honored during the Dubai Lynx Awards Ceremony on the evening of 2 April.

For more information, visit www.mediame.com

BBC Arabic News Channel to launch next week

The BBC's Arabic language news channel starts transmission on March 11, 2008, and will be available on Arabsat, Nilesat and Eutelsat; starting with 12 hours-a-day broadcasting, growing to 24/7 coverage in the summer.

BBC Arabic is promising contributions from 250 correspondents "reporting from 72 bureaux around the world" although to be fair this is the entire BBC news-gathering compliment, and few of them will be Arabic speakers.

Its on-screen talent includes some well-known faces from the region, including Rania Al Alattar; Fida Bas-sil; Tony El-Khoury; Dalia Mohamed; Osman Ayfarah; Hasan Muawad; Lina Musharbash; and Dina Waqqaf.

Hosam el Sakkari, the head of BBC Arabic, drew attention to the BBC's trusted name in the region in his comments, saying: "The BBC is uniquely experienced in bringing the key stories of the region and the world to Arab audiences. Because BBC World Service has a genuinely international perspective, it is also best placed to take the views, key issues and real lives of our Arab audiences to a wider global audience."



Digital revolution 'dissected' in Dubai this week

Speakers at the AME Info Digital Marketing Conference will include experts from Nakheel, Jumeirah, Nokia and HSBC. It's a 4-day activity, with two days of workshops, before and after, the two main conference days.

The event, is aimed at marketing professionals who want to strengthen their knowledge in the digital sector, such as online and mobile communications.

Research on the market from YouGovSiraj will be exclusively revealed, plus the audience will be able to participate in interactive voting throughout the conference.

mediaME.com is one of the conference supporters, and it's Founder & Editor-In-Chief Zeid Nasser, will be moderating a panel on Web 2.0 at the event.

Digital Marketing 2008 takes place from 24-27 March at Le Royal Meridien hotel in Dubai.

For more info visit the event website. http://www.ameinfo.com/digital_marketing_2008/



Advertising Tip:
Keep your message simple and ensure your call to action is clear. What is the most important part you'd like your audience to read or hear and how would you like them to respond? This should form the basis of your ad/s in terms of content, look and feel.

Souring US economy crimps advertising

NEW YORK -- A souring US economy put the brakes on advertising spending in 2007, as more than half of the top US marketers cut their budgets from the previous year.

Data released by TNS Media showed US advertising spending for the full year rose less than one percent to \$US148.99 billion (\$165.05 billion) after a fourth quarter when spending was essentially flat. The report said spending had showed no signs of picking up since then.

"As a whole, the ad market remains stalled and is being engulfed by the spreading pessimism about general economic conditions," said Jon Swallen, TNS senior vice president of research.

"Fourth-quarter performance was indicative of this malaise and early figures from 2008 suggest the growth rate for measured ad spending has not appreciably changed," he added.

A year ago, the research company initially predicted advertising spending would rise 2.6 per cent in 2007 after climbing 4.1 per cent in 2006.

But concerns about US consumer spending amid the credit crunch and housing down-

turn prompted corporate America to rethink advertising budgets.

Six of the 10 largest advertisers cut spending in 2007, including: General Motors , Time Warner , Ford , AT&T , Walt Disney and News Corp .

Overall, Procter & Gamble again finished the year as the largest spender, at \$US3.49 billion, up 5.6 per cent, TNS said.

The spending cuts took a toll nearly across the board, with advertising declines in television, newspapers, and radio.

Spending on Web display advertising and outdoor advertising like billboards salvaged the numbers, rising 15.9 per cent and 4.9 per cent respectively. TNS does not measure search advertising, which by many accounts is the fastest growing sector of advertising.

While TNS did not include a forecast for 2008, others like Universal McCann have predicted a 3.7 per cent rise in advertising spending this year, thanks largely to the Olympics and the elections.

Article from www.businessspectator.com.au



Inspiring Excellence
in Communications
Worldwide

JORDAN CHAPTER

IAA Jordan
P.O. Box 831116
Amman 11183 Jordan

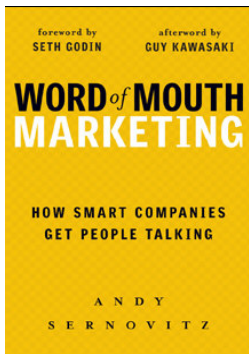
Phone: +962 6 593 5004
Fax: +962 6 593 5007
E-mail: info@iaajordan.org

WE'RE ON THE WEB!

CHECK OUT

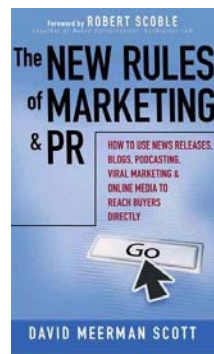
**WWW.IAAJORDAN.ORG FOR
MORE NEWS!**

We recommend...



Reviewed by 89 customers on www.amazon.com

"If you want to make a measurable improvement in your marketing programs and empower your customers, buy this book."



Reviewed by 76 customers on www.amazon.com

"The New Rules of Marketing & PR presents the most complete picture of any book I've read. For the marketing specialist, it will fill in the gaps. For the generalist, it will open up a whole new world."



Reviewed by 27 customers on www.amazon.com

"Whether you are a client marketer, or an agency person who would like to inspire a client to more creative work, this is a must read."

Customers who bought these books also bought:

- Ogilvy on Advertising - by David Ogilvy
- Hitting the Sweet Spot: How Consumer Insight Can Inspire Better Marketing and Advertising - by Lisa Fortini-Campbell

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

Solution

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

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