



16th December 2019

Dear ABG Members,

Thank you to those who attended the 2019 ABG Annual Event. The strong turnout indicated the breadth of interest in the need for developing a wide-ranging, self-regulatory agenda for the region's advertising industry.

The ABG is here to advocate for responsible advertising standards, providing local insight via research and co-operation. It can only deliver impact via collective industry interaction and participation.

2019 Updates:

This year has seen good progress across several areas. Firstly, strong collaboration from within ABG members saw the formation of two sets of working committees that developed guidelines on Gender Portrayal in Advertising and Marketing Communication and Influencer Marketing in the UAE. You can access both guidelines [here](#). We encourage you to review and provide feedback prior to the guidelines being finalised in Q1 2020. The feedback forms can be accessed [here](#). You can also see independent research in both of these areas [here](#) and [here](#).

I'd like to thank Ganga Dhanesh, Claire Sherman and Ali Khalil of Zayed University for sharing their ABG commissioned research findings on the analysis of Gender Stereotyping in Gulf-focused Advertising at our annual event. Taghreed Oraibi of BPG Orange presented on the importance of transparency in influencer marketing and the need to address paid disclosure in building consumer confidence. You can view the presentation [here](#).

Thirdly, the ABG has also initiated training of university students in the UAE on 'Responsible Marketing to Children', by sharing the online training developed by ABG in collaboration with the World Federation of Advertisers (WFA). If you'd like us to reach out to a specific university, please do let us know.

2020 Priorities:

We have identified three key priorities for 2020: Media Measurement, MENA Ad Industry Research and Learning & Capability Building.

The first will aim to support the introduction of world-class TV audience measurement in the GCC; the second will support the accelerated development of the MENA Ad Industry by understanding the challenges and levers of growth; and it is only by embracing the third priority of capability building within both the industry and students will the industry move forward with optimism and confidence.

We also plan to launch the UAE Chapter of the Unstereotype Alliance soon and invite our members to become founding members of this important initiative.

We urge members to push our multi-faceted agenda to all clients and contacts as we must work collectively to face the wide-ranging challenges affecting the advertising sector. Please follow our social media platforms and drive engagement:

www.twitter.com/ABG_GCC

<https://www.linkedin.com/in/advertising-business-group-168445197/>

Wishing you all a relaxing end to 2019 and we look forward to bringing you more news, and taking the ABG to new heights, in Dubai's EXPO year.



Sanjiv Kakkar
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& ABG Chairman