



ADVOCATING RESPONSIBLE ADVERTISING & COMMUNICATION IN GCC

[www.abg-me.com](http://www.abg-me.com)

Twitter: @ABG\_GCC

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## ABOUT US

- 2007 : Founded & formerly known as the Advertisers Business Group
- 2016 : Relaunched & rebranded as the **Advertising Business Group**
- Ambition: Advocating responsible advertising & communication in GCC



STANDARDS



CAPABILITY



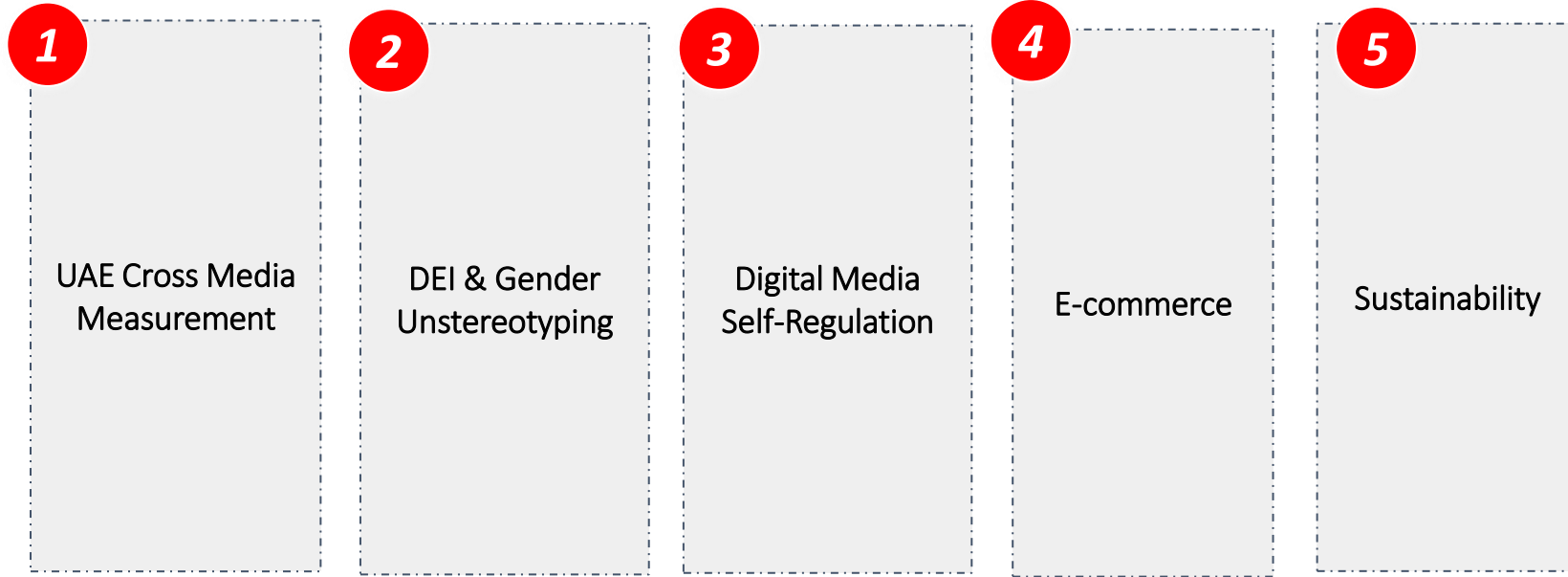
COOPERATION

# OUR MEMBERS HAVE INCREASED FROM 15 IN 2016 TO 60 IN 2022



# Our Priorities & Planning for 2022

To drive change in the ad industry via our 5 focus areas & 3 enablers



# 1 UAE Cross Media Measurement



Image source: WFA

## *Challenges:*

- UAE population is demographically fragmented (over a 100 nationalities & digitally advanced (100% smart phone penetration)
- Media landscape also fragmented with cross cultural TV content (Pan Arab viewership at 30%, South Asian at 40% combined),
- However, media industry measurement largely remains underdeveloped due to lack of shared industry data makes planning of and measuring advertising and media investments difficult.

## *Ambition:*

- Obtain baseline data on the UAE media scene
- Who is watching what, where and how are they receiving that signal?
- Obtain a measure of cross platform reach
- TA reach as intended and verified by a third party
- Measure Digital Share of Spend - specially within a set group of upper funnel advertisers
- Put in place UAE specifics standards on Viewability across digital platforms

## Diversity, Equity & Inclusion & Gender Unstereotyping



- DEI an important agenda for UAE and GCC
- In 2016 ABG together with UN Women launched the UAE Chapter of the Unstereotype Alliance .
- Ambition: Tackling harmful gender stereotyping in advertising, promoting equal opportunities in the workplace and showcasing women and men in positive role model contexts.

### Work Done:

- Research conducted by ABG & Zayed University: majority of Gulf TV Ads continue to perpetuate traditional gender stereotypes. 85% of those polled in this study believe that it is the responsibility of brands to depict women and men positively
- Supported WFA DEI Global Census in MENA

### Upcoming : 2 Campaigns:

- i- Highlighting the stories of women leaders and role models and the impact of stereotypes on their journey.
- ii- Campaign by Zayed univ on how to eliminate stereotypes from media and advertising in the GCC.

## 3 Digital Media Self-Regulation

Focus on the following key areas:

- 1- User experience
- 2- Prevention against Ad Fraud/ Ad Piracy and efforts to reinforce brand safety
- 3- User Privacy
- 4-Formation of Privacy & Data Protection committee



## 4 E-Commerce

NEW

ABG aim :

- Provide guidance on best practices from proper user experience to personalization and customer loyalty
- Provide platform to discuss industry solutions to avoid pitfalls in our region like fake reviews, fake products, bad sales copies, misuse of personal data

## 5 Sustainability

NEW

- Brand purpose an important agenda for industry
- COP28 to be hosted in UAE – opportunity to expand engagement on WFA Planet Pledge



# A

# Knowledge & Capability Building

**i** **Webinars 2020-2021**

- Rob Rakowitz, Global Media Leader at [WFA's GARM](#) | Importance of removing harmful content from advertiser-supported media on platforms (Oct 2021)
- Neal Thurman, Director ([CBA](#)) Coalition for Better Ads | Insights in digital advertising user experience & CBA standards (June 2021)
- Consultative Webinar for Industry on UAE Personal Data Privacy Draft Law (July 2020)
- Dr Augustine Fou | Ad Fraud (June 2020)
- Webinar on Agile brand longtermism through COVID with Google Creative Director & Contagious (April 2020)
- Workshop with lawyer [Alexandra Neri](#) around the EU privacy law GDPR (Jan 2020)


**ii** **LEAD**

Initiated in 2020

- Learn
- Engage
- Activate and
- Drive change

Focus on Influencer Transparency:

- Engagement with global SROs
- Local industry engagement
- Preparation of Charter
- Preparation of report



**iii** **Research**

Conducted 2 researches' with Zayed Univ;

- 1- Stereotypes in GCC advertising
- 2- Influencer transparency

**(WIP)** Appointed an industry-led research committee to support upcoming work.

The committee chose 'The Future of data privacy' as its first topic

**Next steps: Vendor selection made and have been asked to reduce their scope, in order to reduce budgets**

**iv** **University Engagement**


Responsible Advertising sessions hosted with:

- Zayed University
- American University of Sharjah ;
- Murdoch University students

**Upcoming:** Session with Universities on **'The Power of Brands to Make an Impact' in April**

**v** **Partnerships 2021-2022**

- 1- Institute of Practitioners in Advertising (IPA)
  - ABG Members get discounted access to a range of IPA qualifications, including the entry-level Foundation Certificate, and Excellence Diplomas in Brands and Business.
- 2- Interactive Business Bureau) to launch TAG (Trustworthy Accountability Group) – an industry coalition to promote digital advertising safety in the GCC



# Dispute Resolution Committee

## Principle :

The ABG aims at being an instrument of mediation between stakeholders in the advertising industry in case of dispute.

The ABG disputes committee members have been selected from across academia, NGO representatives and media professionals – essentially a selection from outside, rather than from within the advertising industry. This has been a deliberate choice, in-order to ensure the dispute committee's independence and credibility of decision making.



Mediaquest  
Alex Hawari

[Learn more](#)



Zayed University  
Badran Badran

[Learn more](#)



AUD  
Dina Faour

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Zayed University  
Gaelle Picherit  
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