

www.abg-me.com
Twitter: @ABG\_GCC
Linkedin: linkedin.com/feed/

#### ABOUT US

## ADVOCATING RESPONSIBLE ADVERTISING & COMMUNICATION

- Founded in March 2007 & formerly known as the Advertisers Business Group
- Relaunched in November 2016 & rebranded as the Advertising Business Group to reflect the interests of the wider industry including advertisers, agencies, platforms and media owners

## ABG CODE

Based on global ICC Advertising & Marketing Communications Code

Legal | Decent | Honest | Truthful



## **OUR AMBITION**







Unite the industry around a common purpose and higher standard

Share best practices, deliver local insight via research so the industry makes informed decisions

Provide a platform for informal resolution of inter-industry disputes via discussion



#### INCREASED MEMBERS 20 ΙN 6 TO 6 0 ΙN







































































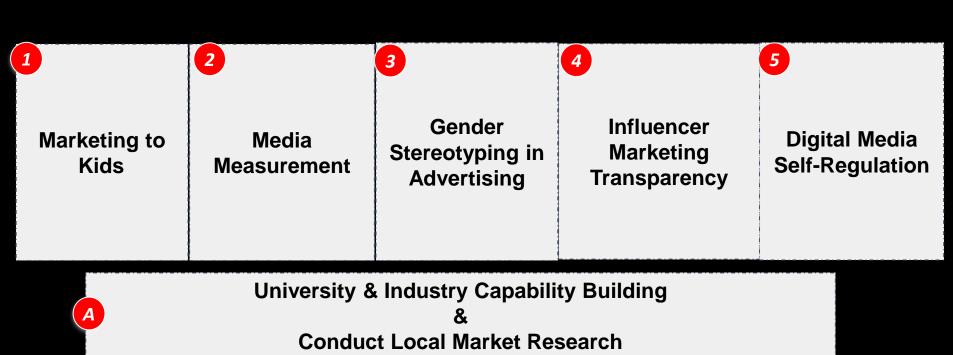








# Our Focus Strengthening ethical and responsible advertising via Our Pillars & Enablers



**B** Collective Industry Discussion & Dispute Resolution Committee

## Responsible Marketing to Children (M2K)

Promoting regionally ethical and responsible Marketing to Children (M2K)

- ABG endorsed the M2K Pledge (GCC) of the Intl. Food & Bev Alliance (IFBA)
- On-line responsible M2K road-test developed in partnership with World Federation of Advertisers (WFA)
  - Raising awareness via ongoing training

GCC FBA members 100% compliant across TV, print and online advertising during 2019 - a strong example of industry self-regulation in action

Have you taken the M2K test?If not contact Charlotte Fernandes @charlotte@abg-me.com



LEGEND:





#### Launched the UAE cross media measurement initiative



- Scope of work outlined
- Standards and Metrics to flow from WFA
- Partners agreed
- Workplan, Funding, Governance agreed
- Work & Resource plan agreed
- Governance agreed
- RFP to partner
- · Auditing mechanism in place
- Partner selection approach & criteria
- RFP process & partner finalisation
- Aligned design & implementation approach
- Agree funding for phase 4
- Agree commercial models & governance
- Focus on beta launch
- Data testing & validation
- Industry mobilization & commercialization
- Stabilised data, mobile adoption

ABG Workstream lead: Asad Ur Rehman, Unilever Media Director

Supporting advertisers: Unilever, P&G, Ferrero, Nestlé, Beiersdorf, L'Oreal

**Supporting Media & Agencies:** GroupM, MIS, Choueiri Group, MCN, Omnicom Media group, Publicis Group, Dentsu Aegis Network **Supporting Tech/Media platforms**: Google, Facebook

LEGEND: Done Work in progress

## Gender Stereotyping in Advertising

Developed GCC guidelines to tackle gender stereotyping in advertising

Commissioned Zayed University to conduct research on gender stereotyping in Gulf advertising

Key research findings

- Men and women are portrayed differently in GCC adverts
- Most portrayals continue to mirror traditional gender stereotyping
- Progress depictions are making headway; role & location categories are examples

Panel discussion on unstereotyping advertising in the region at Lynx 2019

Industry events participation

Guidelines developed by a 6 member ABG committee, which was influenced

guidelines for unstereotyping in advertising & marketing

**Defined and communicated local** 

• Launched guidelines at the MENA Effie on May 18th, 2021

by the ASA UK & adapted to local context

Unstereotyple Alliance (UA) in partnership with UN Women

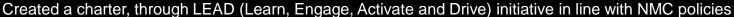
- The Unstereotype Alliance is a global thought and action platform convened by UN Women that seeks to eradicate harmful gender-based stereotypes in all media and advertising content
- Launched the UAE Chapter of UA in November 2020

If you are interested in joining the UAE Chapter of Unstereotyple Alliance - Email: charlotte@abg-me.com

LEGEND: D



Work in progress



- Conducted interviews & roundtables with various industry stakeholders across the value chain of influencer marketing practice to understand challenges **Industry engagement** • Interviews - December 2020 & January 2021 Roundtables - March 2021 · Created a charter highlighting and breaking down local NMC rules and international best practices to Charter creation guide the market on how to navigate influencer marketing and apply transparency in practice & Industry Buy-in Publication of charter and obtaining commitment & buy-in from local players/companies (in progress) Promotion of Charter during MENA Effie thought leadership bootcamp through panel discussion with different industry players **Charter Promotion** Preparation of additional collaterals explaining and promoting the charter (video explainer,
  - · Activation opportunity during MENA Effie End of Year Ceremony & Gala Report "State of Influencer Marketing Transparency in the UAE 2021"

infographic..)

- Preparation of report bringing together industry analysis and insights from stakeholders around the need for transparency in the UAE Publish stand alone piece in Communicate, ahead of announcing the publication of the full report,
- linking it back to charter



Outreach & Education

Thought Leadership promotion of

**charter and transparency** 

## 5 Digital Media Self-Regulation

- User Online Experience Coalition for Better Ads
- Partnered with the <u>Coalition for Better Ads</u> (CBA) in 2019 to present best in class ad formats based on data from users
- Hosted a webinar with CBA on 30<sup>th</sup> June 2021 where Director, Neal Thurman presented their latest insights in digital advertising
- Conducted workshop and communicated guidelines to industry



Ad Fraud

**Influencer Marketing** 

LEGEND:

Workshop conducted with lawyer Alexandra Neri about the EU privacy law GDPR (January 2020)

Dr Augustine Fou, a US based consultant presented what online Ad Fraud is

and how to tackle it (June 2020): The Cost of Ad Fraud is Predicted to Hit



\$87 Billion by 2022 – ABG (abg-me.com)
 Launched the Influencer Marketing Transparency Charter @MENA Effie



on May 18<sup>th,</sup> 2021
Run workshops with influencers, agencies and brands (WIP)

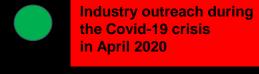


Do

Done Work in progress



Trained students from Zayed University, Murdoch and American University of Sharjah, in Marketing, ethical and responsible advertising





Contagious on "Agile brand longtermism through the Covid 19 crisis"

Hosted a webinar with industry experts - Creative Directors from Google and





with Mediaguest to drive understanding & action on key industry topics Hosted a webinar in June 2020 on Ad Fraud with Dr Augustine Fou Launched the influencer Marketing Transparency Charter at MENA Effie on

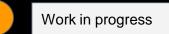
Launched **LEAD** (*Learn*, *Engage*, *Activate*, *Drive*) in Q2 2020 in partnership

- May 18, 2021 Host webinar on gender stereotyping in advertising in partnership with UN
- Women (Q4 2021) (WIP)
- **Local Industry Research**
- Initiate Industry Market Research (form committee of research experts, RFP, select partner)
- Provide ABG members access to local research on an ongoing basis









## **B** Collective Industry Discussion and Dispute resolution committee

Create opportunities for the industry to discuss and act on key industry topics

In July 2020, members discussed the upcoming UAE draft law on consumer data privacy

**Dispute resolution committee** 

Created a Dispute resolution committee

#### ABG INTER INDUSTRY DISPUTE COMMITTEE



























## **OUR INTERNATIONAL PARTNERSHIPS**



## MEMBERSHIP BENEFITS THROUGH OUR AFFILIATION WITH ICAS



### **Knowledge-sharing**

Using tools such as an information-exchange forum, on-demand internal surveys, topical reports etc



### Networking

Via its Annual Meeting is a unique opportunity to connect with peers in other markets and discuss projects of mutual interest



#### Recognition

By taking part in the Global Awards for Effective Advertising Self-Regulation & benchmark themselves against other markets



### Intelligence

to help monitor global trends and anticipate business, technological and regulatory changes that impact their activities



**Advocacy** 

Actively promote the benefits of ad self-regulation towards the industry & global regulators

## MEMBERSHIP BENEFITS THROUGH OUR AFFILIATION WITH WFA



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Using tools such as an information-exchange forum, on-demand internal surveys, topical reports etc.



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## BOARD MEMBERS 2020-2022



JULIEN CORDAHI
ABG LEGAL OFFICER
Choueiri Group
Deputy General Counsel



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