

## ABOUT US

### ADVOCATING RESPONSIBLE ADVERTISING & COMMUNICATION



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

Twitter: @ABG\_GCC

LinkedIn: [linkedin.com/feed/](https://www.linkedin.com/feed/)

- Founded in March 2007 & formerly known as the Advertisers Business Group
- Relunched 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



## STANDARDS

**Unite the industry around a common purpose and higher standard**



## CAPABILITY

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



## COOPERATION

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



# WE HAVE INCREASED FROM 15 MEMBERS IN 2016 TO 60 IN 2021



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



**A** University & Industry Capability Building  
&  
Conduct Local Market Research

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

# 1 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:



Done



Work in progress

00 WELCOME 01 ABOUT THIS TEST 02 YOUR TEST 03 USEFUL RESOURCES LOG IN SIGN UP

more marketing speed limits existed..

DRIVE SAFELY!

an ad is irresponsible  
is a tricky business.

CREATE MY ACCOUNT

Log in

World Federation of Advertisers

## 2 Cross Media Measurement

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

### 3 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



**Industry events participation**

Panel discussion on unstereotyping advertising in the region at Lynx 2019



**Defined and communicated local guidelines for unstereotyping in advertising & marketing**

- Guidelines developed by a 6 member ABG committee, which was influenced by the ASA UK & adapted to local context
- Launched guidelines at the MENA Effie on May 18<sup>th</sup>, 2021



**Unstereotype 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 Unstereotype Alliance - Email: [charlotte@abg-me.com](mailto:charlotte@abg-me.com)**

LEGEND:



Done



Work in progress



# 4 Influencer Marketing Transparency



Created a charter, through LEAD (Learn, Engage, Activate and Drive) initiative in line with NMC policies

●	<b>Industry engagement</b>	<ul style="list-style-type: none"><li>• Conducted interviews &amp; roundtables with various industry stakeholders across the value chain of influencer marketing practice to understand challenges<ul style="list-style-type: none"><li>• Interviews - December 2020 &amp; January 2021</li><li>• Roundtables - March 2021</li></ul></li></ul>
●	<b>Charter creation &amp; Industry Buy-in</b>	<ul style="list-style-type: none"><li>• Created a charter highlighting and breaking down local NMC rules and international best practices to guide the market on how to navigate influencer marketing and apply transparency in practice</li><li>• Publication of charter and obtaining commitment &amp; buy-in from local players/companies (in progress)</li></ul>
●	<b>Charter Promotion Outreach &amp; Education</b>	<ul style="list-style-type: none"><li>• Promotion of Charter during MENA Effie thought leadership bootcamp through panel discussion with different industry players</li><li>• Preparation of additional collaterals explaining and promoting the charter (video explainer, infographic..)</li><li>• Activation opportunity during MENA Effie End of Year Ceremony &amp; Gala</li></ul>
●	<b>Thought Leadership promotion of charter and transparency</b>	<ul style="list-style-type: none"><li>• Report “State of Influencer Marketing Transparency in the UAE 2021”</li><li>• Preparation of report bringing together industry analysis and insights from stakeholders around the need for transparency in the UAE</li><li>• Publish stand alone piece in Communicate, ahead of announcing the publication of the full report, linking it back to charter</li></ul>

LEGEND: ● Done ● Work in progress

## 5 Digital Media Self-Regulation

### User Online Experience



- Partnered with the [Coalition for Better Ads](#) (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

### User Privacy



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

### Ad Fraud



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 \(abg-me.com\)](#)

### Influencer Marketing



- Launched the Influencer Marketing Transparency Charter @MENA Effie on May 18<sup>th</sup>, 2021
- Run workshops with influencers, agencies and brands (**WIP**)

LEGEND :



Done



Work in progress

# A University and Industry Capability Building & Local Industry Research



**Ongoing University outreach**



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



**Industry outreach during the Covid-19 crisis in April 2020**



Hosted a webinar with industry experts - Creative Directors from Google and Contagious on “**Agile brand longtermism through the Covid 19 crisis**”



**Created LEAD Initiative**



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

LEGEND



Done



Work in progress

# 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



Dina Faour  
Prof of Ad - AUD



Austyn Allison  
Editor - Campaign



Roy Haddad  
Director - WPP



Habiba Al Marashi  
Chairperson EEG



Gaelle Duthier  
Professor ZU



Lino Cataruzzi  
MD - Google



Badran Badran  
Professor - ZU



Alex Hawari  
CEO - Mediaquest



James Piecowye  
Associate Professor ZU



Hani Alaita  
Abbott



Noelia Michael  
Asst. Professor ZU



Pamela Creedon  
Acting Dean ZU



Ashish Banerjee  
Consultant



Ian Michael  
Associate Prof. ZU



Zaira Lakhpatwala  
Managing Editor - Communicate



Rainer Müller  
Nestle

# OUR INTERNATIONAL PARTNERSHIPS



International Council  
for Ad Self-Regulation



World Federation  
of Advertisers

# 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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## Intelligence

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



## BOARD MEMBERS 2020-2022



**JULIEN CORDAHI**  
**ABG LEGAL OFFICER**  
Choueiri Group  
Deputy General Counsel



**SANJIV KAKKAR**  
**ABG CHAIRMAN**  
Unilever, Executive  
Vice President MENA  
Turkey, Russia,  
Ukraine and Belarus



**ELDA CHOUCAIR**  
**ABG VICE CHAIR**  
Omnicom Media Group,  
CEO



**DEEPA  
VAIDYANATHAN**  
**ABG Knowledge &  
Development Officer**  
Procter & Gamble  
Head - Communications,  
Sustainability and Gender  
Equality, Asia Pacific Middle  
East and Africa



**MARIE DE DUCLA**  
**ABG TREASURER**  
Google, Industry Head  
FMCG & Luxury  
Middle East & North  
Africa



**PRIYA SARMA**  
**ABG COMMUNICATIONS  
OFFICER**  
Unilever MENA  
Senior Sustainability &  
Corporate Affairs Manager



**OMAR KATERJI**  
**MEMBERSHIP  
DEVELOPMENT OFFICER**  
Ferrero Gulf  
Regional Media Manager