

**NEWS**

## Advertisers agree junk ad plan

Some of the biggest advertisers in the country have agreed to a new voluntary code designed to limit junk food advertising to children and promote healthy eating.

Members of the Australian Food and Grocery Council (AFGC) which includes Arnott's, Cadbury Schweppes, Coca-Cola Amatil, Dairy Farmers Group and Kellogg Australia, have agreed to the plan in response to the Australian Communications and Media Authority's Children's Television Standards proposals.

While the ACMA proposals fell short of ordering junk food advertising to children be banned, the AFGC proposals will be seen as a bid to head off any future ban.

The Responsible Children's Marketing Initiative developed by AFGC will mean members abiding by a set of core principles, such as only advertising healthy foods and beverages during television shows predomi-

nantly watched by primary school aged children.

AFGC chief executive Kate Carnell said the code was supported by major food and beverage manufacturers and the Australian Association of National Advertisers.

It is expected an independent arbitrator will oversee the code, and take action to rectify violations. The initiative will also be underpinned by a compliance program and a public complaints mechanism. Companies will be required to list their company action plans on a public register.

The food manufacturing sector believes that the Responsible Children's Marketing Initiative is the mechanism best placed to address these concerns. Our aim in developing the Responsible Children's Marketing Initiative is to provide a framework for food and beverage companies to promote healthy dietary choices and lifestyles to Australian children,"

Carnell said.

"The aim of the initiative is to ensure that only healthy foods and beverages are advertised during television shows predominantly watched by primary school aged children."

The Parents Jury, a parent's advocacy group with more than 3000 members, said it was encouraged by the announcement but warned many fast food chains would not be covered by the plan.

"The proposed code will only regulate ads shown during programs specifically for children under 12 and will not cover the peak viewing time slot of between 6pm and 9pm when large numbers of children and watching popular programs and many unhealthy foods ads are shown. Fast food giants such as McDonalds, KFC and Hungry Jacks are not members of AFGC and will not be obliged to adopt the new code."

## STW rebrands sponsorship arm

STW has rebranded a specialist sponsorship management division of its International Quarterback agency as 'Subnine.'

The overhaul will see the division, which was also previously been branded STW Sports & Events, presented to clients and the market under the new name.

Subnine claims to offer the

"full spectrum" of sponsorship services and has a client list that includes Qantas, Ford, HSBC, Telstra and Hyundai.

STW, which owns Subnine, said the re-badged company will continue to work collaboratively with other agencies.

John Nicholl, managing director of Subnine, said: "While the

company name may have changed, we remain in the business of developing ideas to help our clients maximise their value from their sponsorship investment.

"We chose the name Subnine as it represents aspiration, human endeavour and the drive for improvement and results."



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## APN hands radio role to outdoor boss

APN News & Media has reshuffled its senior executives, with Richard Herring handed the newly-created position of group radio and outdoor chief executive.

Herring, currently chief executive of outdoor, will assume responsibility for all of the company's radio and outdoor activity.

Martin Simmons, chief executive of APN's New Zealand publishing, has been given a wider remit in his new role of group publishing chief executive.

Meanwhile APN's chief execu-

tive, Brendan Hopkins, has signed a three-year extension to his contract, effective from April next year. The extension effectively ends speculation that Hopkins, who was on secondment from APN's major shareholder, Irish-based Independent News & Media, would depart Australia.

APN said that roles of other senior staff, including online chief executive Warren Lee, would remain unchanged.

The company is the publisher of *The New Zealand Herald* and

oversees a portfolio of other print, online and radio properties in Australia and New Zealand. Radio assets include Classic Hits and Mix FM network. APN is also the largest Australasian outdoor operator.

Gavin O'Reilly, chairman of APN, said: "The board is very pleased that Brendan has agreed to extend his term with APN. Brendan has also today strengthened his senior team and I congratulate Martin and Richard on their new expanded roles."

## 2UE goes gaming with Nintendo Wii

Fairfax Radio Network's 2UE and Nintendo have teamed up to rename the Sydney station '2U-Wii' as part of a three-week marketing stunt promoting gaming to the 35-plus market.

From Monday, the station will be re-named and will begin a \$20,000 give-away of Nintendo Wii products to listeners.

Greg Arthurton, marketing director at Nintendo said: "The people playing video games these days aren't as young as you think. More and more people aged 35 and above are playing video games. Games like Brain Training, Wii Sports and Wii Fit



NEW NAME FOR 2UE

have become very popular with that audience profile," he said.

The radio station approached Nintendo with an idea for the campaign after a number of older listeners had called 2UE to share their experiences with electronic games.

"2UE had also identified that there was a burgeoning part of

their listenership interested in videogames. 35 years and plus is the cornerstone of 2UE's audience so there is a good synergy there," Arthurton said.

As part of the integrated campaign, 2UE has changed the sign on its building to reflect the temporary name change and the 2UE website will feature Wii characters.

Graham Mott, general manager of Fairfax Radio said: "It's not often that an opportunity like this comes along where a brand such as 2UE can totally embrace a promotional concept in this manner."

## Online ad effectiveness gets IAB test

Interactive Advertising Bureau (IAB) Australia has partnered with the major five online publishers to launch a major study into the effectiveness of internet advertising.

The publishers - Fairfax Digital, News Digital Media, Ninemsn, MediaSmart and Yahoo!7 - have each provided equal online inventory in a standard IAB ad format to create an "average" online brand building campaign.

The ads, for an FMCG client, have been provided free of charge and will provide an insight into the impact of online advertising.

The IAB refused to name the

brand involved or the media agency handling the placements, citing the need for unaffected results.

Nielsen Online is managing the project and will compile the final analysis of the study. Results of the five-week project, which is described as "unheralded" by the IAB, will be released on 26 November.

Paul Fisher, chief executive of the IAB, said: "This project continues the IAB focus and determination to help shape and grow the online advertising market. The level of cooperation shown by all of those involved is exceptional and we're looking forward to seeing just what

impact online advertising has on brand building.

"We know from US, UK and other overseas studies that online is a cost effective medium suitable for building brands. The aim of this and further studies is to provide agencies and clients with local, Australian case studies to support their continued growth in investment in online advertising.

"There is no doubt that online advertising is effective for performance advertising campaigns and we believe the project results will show that online advertising also has a strong role to play for marketers focused on brand development."

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**NEWS**

**BREAKING CAMPAIGN**



**Pfizer, McCann Sydney**

Pfizer has launched a new education campaign encompassing press, online, and TV, which shines the spotlight on the extent men will go to for love. The campaign for Viagra is aimed at taking erectile dysfunction off the taboo list and move discussion on the topic towards clinical practice.

The 'Things we do for love' campaign emphasises the fact that men, in their earlier days travelled that extra mile for their love lives and shouldn't let erection problems come in the way of their love life when they are older. The campaign will run throughout November and is expected to reach approximately nine million Australians and encourage men to speak to their general practitioner for assistance and support.

To view the ad, [click here](#)

**Credits:** Agency McCann Sydney, art director David Heytman, joint CD David Brownlow, writer Pete Watman, production company Film Construction.

**TV RATINGS**

**Top 15 programmes for Thursday 23 October OzTAM data (Total people 5 city metro)**

		m'	
1.	Seven News	Seven	1.346
2.	Today Tonight	Seven	1.301
3.	The Prime Minister Is Missing	ABC	1.241
4.	Home and Away	Seven	1.168
5.	Two and a Half Men	Nine	1.143
6.	Law and Order: Criminal Intent	Ten	1.118
7.	RPA	Nine	1.044
8.	Getaway	Nine	1.039
9.	Law and Order: SVU	Ten	1.016
10.	Nine News	Nine	1.009
11.	The Amazing Race	Seven	1.008
12.	ABC News	ABC	0.979
13.	Make Me A Supermodel	Seven	0.978
14.	A Current Affair	Nine	0.976
15.	Are You Smarter Than a 5th Grader?	Ten	0.891

The dramatised documentary about former Australian Prime Minister Harold Holt from the ABC was the third most watched program last night, pulling in an audience of 1.241 million viewers. *Seven News* topped the ratings with 1.346 million followed by *Today Tonight*. Nine narrowly won Thursday night primetime with a total five city audience share of 26.9% to Seven's 26.8%. Ten had a 23% share, followed by ABC 18.9% and SBS 4.5%.



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