

VIETNAM ADVERTISING ASSOCIATION



WELCOME DELEGATES



ADVERTISING IN VIETNAM - THE VERY FIRST MILESTONES

- 1992: Advertising on TV started.
- 1993: VAC - one of the first local advertising Companies was established.
- 1994: The first TV commercial of Pepsi aired on TV.
- 1995: Foreign advertising companies opened representative offices in Vietnam. P&G entered Vietnam market.
- 1996: Unilever entered Vietnam market.
- 1997: First Supermarket established in Ho Chi Minh city.
- 1999: TV commercial of local brand Biti's aired.
- 2001: Vietnam Advertising Association (VAA) was established and became member of IAA and AFAA.

ADVERTISING IN VIETNAM - OVERVIEW

- Vietnam Advertising industry started in late 80s when Vietnam opened door for the market economy.
- Strongly picked up at the beginning of 21st century with the average growth of about 25%/year.
- Advertising industry has become an important economic sector of Vietnam with annual turnover of more than USD 1 billion.
- International leading Advertising companies (WPP, Dentsu, O&M...) entered Vietnam market.
- Big advertisers (P&G, Nestle, Coca Cola, Pepsi, Unilever, Samsung, Toyota...) contributed importantly into strengthening and developing the sector.
- The growth of advertising sector also stimulated the growth of communication sector as well.

ADVERTISING IN VIETNAM - GOVERNANCE

- In Vietnam, the advertising activity is governed by the Government. The Government assigned the Ministry of Culture, Sports and Tourism to be responsible to the Government for implementing the State management on advertising activity.
- Other Ministries (Information & Communications, Industry and Trade, Agriculture and Rural Development, Ministry of Health...) are responsible for collaborating with the Ministry of Culture, Sports and Tourism to implement the State management on advertising activity.
- VAA is the only professional organization on advertising in Vietnam having duty of coordinating with the State management authority to propagandize, disseminate the law on advertising, protecting consumers's interest;

ADVERTISING IN VIETNAM – LEGAL SYSTEM

- Existing legal system: Advertising Ordinance, Government Decree, Circulars of Ministries, regulations of localities. These will expire by 01/01/2013;
- New Advertising Law was approved by the National Assembly in June 2012 with effective from 01 January 2013. The new Law has made some critical changes toward regional and international advertising integration.
- Especially, the Law officially assigned VAA the duty of establishing and managing Advertising Code of Conduct (hereinafter referred to as Code) putting forth principles in advertising activity, ensuring the compliance to the law, healthy competition environment and protecting interest of consumers.

VAA- INTRODUCTION

- VAA was established in 2011 with the mission of uniting, helping and protecting legal interest of members.
- VAA has more than 300 members all over the country.
- It is the member of IAA, AFAA.
- Regular activities: providing industry's inputs to policy makers, training and consulting services, organizing creative activities and competitions, coordinating advertising prize, Festival, International Exhibition ...
- Government Certificate of Merit over 10 years of operation.
- **Key activities in 12-13:**
 - **Establish and manage the Advertising Code of Conduct;**
 - **Host AdAsia 2013 in Vietnam.**

ESTABLISHING AND MANAGING AD CODE

Advantage:

- Having solid legal base in the new Advertising Law and being supported by assigned ministry.
- Availability of international and regional good practices/models.
- Strong support from some leading players of industry

Disadvantage:

- First time, no experience, limited expertise.
- No organization in place, no in-house expert.
- Lack of technical expertise and financial resources.

ESTABLISHING AND MANAGING AD CODE

INITIAL STEPS

Develop the Advertising Code of Conduct:

- Charter project team (done)
- Develop drafting plan and align with MOC (done)
- Engage drafting agency/consultant (done)
- Generating and consolidating inputs from industry, experts and relevant authorities through dialogues/ consultative meetings.
- Compiling and submitting final draft to Ministry of Culture, Sports and Tourism for approval.
- Organize training for deployment of the Code.

ESTABLISHING AND MANAGING AD CODE INITIAL STEPS

Establishing Ad Screening Committee

- Ad Screening Committee will include representatives from advertisers, ad agencies and Media houses and independent experts.
- The Committee will provide copy screening and compliant consulting services to all members and non-members on request on the basis of Advertising Code of Conducts and related regulations and laws.

CAPABILITY BUILDING NEEDED

VAA needs to build capability for the development and management of the Code and would like to call for **international technical support** from APEC members in the following areas:

- Development of the Advertising Code of Conduct;
- Build organizational and technical capability to manage the Code: screening, compliant, hearing ...
- Studying international and regional good practice, good SRO model to adopt for VN.
- Other relevant support.

Thank you and see you at Asian Advertising Congress 2013 (ADASIA 2013) to find the renovation and development of Vietnam Advertising after deploying the Advertising Code.



ADASIA
Vietnam 2013

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