



INTERNATIONAL CLASSIFIED  
MEDIA ASSOCIATION

# ICMA Projects

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# Name change

- implemented 1 July 2003
- slogan 'making classified media work better!'
- external
  - logos on website
  - coupons
  - websites
  - spot checks!
- internal
  - ICMA website
  - marketing material
  - suppliers



ICMA

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# Growth

- recruitment
  - three new members
  - US push
  - bounty scheme
  - several prospects attending Dublin
  - APE committee project
  - 13 new members projected in 2004



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# Communication

- 8-page newsletter
- email newsletter added from 2004
- database to be re-developed to improve existing services and offer new ones



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# Website

- re-structured
  - simpler, clearer navigation
  - less duplication
  - name change!
- more content
  - public section inc. GM registration, opportunities
  - member section e.g. adex, library



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# Benchmarking

- spring survey completed
  - 26 respondents
- autumn survey distributed
  - business model oriented = ‘apples with apples’
  - shorter and clearer
  - separate sections for different disciplines



# Short-term Adex actions

- web resource created
  - statistics
  - news
  - best practice
  - top tips
  - UK-Ireland
  - FAPDATA
- monthly adex bulletin to ACPs and sales managers



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# UK-Ireland Adex

- launched 1 August 2003
- 4 publishing companies, 11 titles
- slow start over summer
- training and promotional plan



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# Project Phoenix

- set up by Committee in July 2003
- led by Ingemar Elfvin
- six other ICMA and Head Office team members
- mandate of 'establishing business case and outlining principal features and requirements of a new ad-exchanging service'



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Any questions?