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Press Release

IAA Jordan brings back direct marketing guru Andy Owen

Amman, April, 2008 - The International Advertising Association - Jordan Chapter (IAA Jordan) is bringing back Andy Owen, one of the world's leading experts in direct marketing, to give a dynamic Masterclass on June 16th under the title 'Discover the Secrets of Successful Direct Marketing'.

Owen, the CEO and owner of Andy Owen & Associates in the United Kingdom, is expected to show how direct marketing works. He will share the secrets and techniques that are used by the professionals to create campaigns that deliver "cash register" response. Most importantly, Owen will share with the audience the very latest in creative, copy and strategic techniques in addition to tips and secrets on contemporary direct marketing.

The Masterclass will include over 100 examples from global campaigns and will discuss why creative directing is very different from traditional advertising. what must and must not be done in direct mailings, fonts to use and avoid in typography, and how to create meaningful test campaigns. Other topics include how to create messages that cut through the clutter while finding out the secrets and techniques of professional copywriters in addition to learning how to harness the enormous power of words.

Owen will be visiting Jordan for the second time, after being one of IAA Jordan's most popular speaker at last year's third Annual Advertising and Marketing Communications Conference "Box Basics".

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