

**MEDIA RELEASE**  
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## **AANA ANNOUNCES INDUSTRY EVENT TO HELP ADVERTISERS ACHIEVE TRANSPARENCY AND EFFECTIVENESS**

**Friday 18 February 2017:** The AANA today announced an event to build on its commitment to provide capability development to advertisers that want more guidance to obtain greater transparency over the return and effectiveness of their media investment. The event **“The Media Challenge: Achieving Transparency and Effectiveness to Drive Business Outcomes** will take place on Tuesday 21 March 2017.

The event will feature, Nick Manning, Chief Strategy Officer for Ebiquity PLC (UK) who led the Ebiquity/FirmDecisions team that worked with the ANA in the US over the 9 month project as well as Professor Mark Ritson, who delivered the AANA Marketing Deconstructed lecture series in 2016.

“In October last year, the AANA launched its plan to help advertisers obtain greater transparency over the return and effectiveness of their media investment. This included the publication of the AANA Media Contract Template and AANA Media Contract Guidance Notes as a starting point for advertisers to reduce or eliminate non-transparent and non-disclosed practices that related to their spend. This event is the next part of our commitment to increase advertiser’s capability in this area” said Sunita Gloster, CEO of the AANA.

“Nick Manning has in-depth knowledge of developments in this media challenge globally, but more so from his involvement in the ANA/K2 work in the US. I am delighted to bring him to our program as he will join us hot on the heels of his keynote presentation to leading U.S. CMOs at the ANA’s Media Conference at which the AANA will be represented,” Ms Gloster said.

Ebiquity specialises in helping advertisers achieve accountability and transparency in media, and was selected by the Association of National Advertisers (ANA) in the U.S. to create the *“Prescriptions, Principles and Processes for Advertisers”* report which followed the ANA/K2 Intelligence investigation. Nick Manning was the principal author of the report. Nick also leads Ebiquity's partnership with the World Federation of Advertisers which ensures its member associations, including the AANA, remain well-informed on relevant global media developments.

“Professor Mark Ritson is a passionate advocate for the advertisers role in this media challenge and together with Nick Manning, this event will be one that Senior Marketers, their procurement leads and their agency partners should prioritise’ continued Ms Gloster.

The Media Challenge: Achieving Transparency and Effectiveness to Drive Business Outcomes is a free event for AANA members on Tuesday March 21<sup>st</sup> at 4pm. Registration and venue details for both AANA and non-AANA members is available through the AANA website.

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**Media contact:**

Res Publica, Gabriel McDowell

E: [gmcowell@respublica.com.au](mailto:gmcowell@respublica.com.au) | M: +61 417 260 918| T: +61 2 8297 1515

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**About the AANA:** For over 85 years the AANA has represented Australia’s largest and well-known brands across all major sectors, including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of those businesses that contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members, the AANA’s mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communication is conducted responsibly.