

MEDIA RELEASE

For Immediate Release

AANA LEADERSHIP IN MEDIA TRANSPARENCY GETS GLOBAL RECOGNITION

02 May 2017 - The AANA's efforts to get better transparency in media buying was recognised with a President's Award for "Outstanding Leadership in the Marketing Industry" at the World Federation of Advertisers' (WFA) Global Marketer Week in Toronto. The AANA's Media Contract Guidance Note was the initiative that secured the prestigious award for the AANA.

'The WFA has long advocated greater media transparency globally, and the AANA's initiatives in this space, in particular the Contract Guidance Notes should be recognised for advancing this agenda. It is an initiative we believe could be scaled globally to help advertisers through this challenge,' Stephan Loerke, CEO, World Federation of Advertisers said.

The award is made every two years and was presented by David Wheldon, the CMO of the Royal Bank of Scotland and President of the World Federation of Advertisers, to the AANA's CEO, Sunita Gloster, at a gala dinner in Toronto last Thursday. 'The AANA should be commended for taking a collaborative approach with all the marketers' partners in the media supply chain to address transparency issues. Despite the uncomfortable conversations this approach must have brought to the surface, collaboration with our agency partners is a prerequisite for success on this agenda item and the AANA's open and transparent initiatives should be recognised.' said David Wheldon on the night.

'The media challenge has been a priority that the AANA has leaned into this year and we are delighted to have our efforts recognised globally. Our approach to helping marketers navigate and define the parameters of value allocation was guided by the principle of open dialogue with media partners about the contractual terms that really matter. Ultimately this focus should lead not only to fairer contracts but also to stronger, more enduring relationships.'" Ms Gloster said.

Page 1 of 2/continued over

It's great to have our initiatives recognised, but more so to learn that many AANA members are putting them to good use and that the WFA is encouraging other national bodies to share them with their members,' Ms Gloster said.

The AANA thanks its members, the AANA Media Reference Group, Jen Davidson (Consultant), Ebiquity, FirmDecisions, the ANA (Association of National Advertisers in the US) and ISBA (Incorporated Society of British Advertisers) for their contributions to this initiative.



(Picture: Sunita Gloster, CEO, AANA and David Wheldon, CMO of the Royal Bank of Scotland and President of the World Federation of Advertisers).

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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.

Page 2 of 2