

**Who's looking out for the
advertiser's interests
in media?**

"Never in its 80 year history has the AANA had a more significant role to fill. This is the BEST time for all of us in this industry to come together - advertisers, media companies, creative and media agencies. We need to voice a common message; "marketing and advertising are valuable; responsible, free commercial speech is beneficial; trusted, community-based, self-regulation is preferable; and marketing and those that practice it, are a valuable asset for consumers, business, government and society". We don't need to defend our position, we need to promote it. And the AANA is ready to lead this promotion"

Joe Talcott
Group Marketing Director
News Limited



Why do advertisers need a Media Champion?

Because the media environment is changing faster and more profoundly than ever before.

AANA constantly monitors the media landscape from an advertiser's viewpoint, pursuing the interests of its members wherever and whenever opportunities arise.

In an increasingly unpredictable media landscape, AANA ensures its members are kept abreast of the changing opportunities for getting their messages across most effectively and efficiently.

- AANA remains an active force in the reform of media ownership policy in Australia.
- AANA remains the driver of media measurement 'harmonisation,' pressing for transparency and readily comparable user data.
- AANA facilitates discussion and understanding across the advertising, marketing and media industry.
- AANA provides insights and intelligence to its members in support of open and fair competition and maximising the value for advertising spend.
- AANA provides guidelines to its members on how to select media and creative agencies in the interests of continuous improvement in effectiveness and efficiency of advertising investments.
- AANA provides training in how to get the most from agencies and other suppliers.

Let AANA help you navigate the changing media landscape.

