

**Are other advertisers
getting more bang
for their buck?**

"The AANA has set appropriate standards for self regulation in the advertising industry. We support their efforts and urge other national advertisers to do the same."

Ben Houston
Supervising Counsel –
Telstra Strategic Marketing



How does access to Guidance and Best Practice improve your profitability?

By giving you the tools and services that help maximise the value of your advertising spend.

As well as monitoring where leading advertisers are spending their money, AANA scans the broader commercial media landscape, reporting to members on developments and trends across Australia and around the world.

- AANA facilitates peer-to-peer networking through a variety of member-only events, providing a secure environment for the free and frank exchange of ideas and insights on how to improve advertising outcomes.
- AANA provides member guidelines in such areas as Communications Strategy; The Client Brief; Finding an Agency; Evaluating Advertising & Marketing Communications Effectiveness; Judging Creative Ideas and Remuneration; and Improving the Client-Agency Relationship.
- AANA affords access to a legal helpline with 2 x 20 minute free consultations with expert advisors per year, as well as model contracts, and member access to an international research portal.
- AANA offers a copy advice service, enabling advertisers and their agencies to help ensure advertising and marketing communications concepts and copy comply with all codes and legal requirements.
- AANA provides benchmarking of planned advertising against the inventory of all previous complaint records to further minimise the risk of breaching code or regulatory requirements.
- AANA industry partnerships offer access to case studies of award-winning advertising, judged on effectiveness and incorporating innovative techniques and the latest trends in commercial communication.

These benefits and more are only available to members.