

MEDIA RELEASE**AT NAB MARKETING IS SALES**

1st December 2014 –In this week's episode of *Marketing Dividends presented by the AANA*, Kevin Ramsdale, General Manager of Consumer Marketing at NAB, says to build credibility for marketing at the Board level there must be transparency about where the investment goes and what outcomes the investment generates.

'We will be crystal clear about the sales we generate for the marketing investment. We will sign up to an overall sales target for the year and the reason we can do that is through the power of data and analytics'.

Ramsdale says the key challenge for NAB is to focus on the key points in a customer's life cycle and then communicate what's different about what NAB's offering to its customers. This need for competitive differentiation also applies to purpose.

"We are very conscious that if you're not explaining how you are different, consumers won't want to stay with you; they won't want to use your product or services.

'We take the view that if you have a parity purpose you are not going to drive above parity growth, so I actually don't see purpose and brand growth as mutually exclusive. They are actually inextricably linked. The key issue is how much of your budget do you put behind purpose based perception changing activity and how much are you putting in direct response demand conversion today?,' Mr Ramsdale said.

'Clarity of purpose' is also very important to the people that work with NAB so the role marketing plays in internal communications and staff engagement is a key focus for NAB's marketing team.

The interview in long format can be found at
<http://aana.com.au/marketing-dividends/episode-6-national-australia-bank>

Marketing Dividends is a joint initiative between the Association of National Advertisers (AANA) and MEC Global. The series has been produced in partnership with MCN and Sky News.

The series on Sky News Business features three minute episodes, which can be viewed on the AANA YouTube channel. Extended versions are available for viewing on both the AANA YouTube Channel.

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About the AANA: For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who 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; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.