



MEDIA RELEASE

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AANA and IAB Australia launch Native Advertising Principles

The Australian Association of National Advertisers (AANA) and the Interactive Advertising Bureau of Australia (IAB Australia) have jointly launched best practice principles for online advertising which is in the style of editorial content, commonly known as Native Advertising.

The Native Advertising Principles are a consumer protection tool for advertisers to reference, aimed at ensuring readers can readily distinguish between what is paid-for advertising versus editorial content in the online environment. They bring together the guidance of both the AANA and IAB Australia at a time when brands are increasingly delivering editorial-style content in digital formats.

"We are delighted to have been able to work with IAB Australia to deliver these Native Advertising Principles. They will help ensure that people know when they are viewing independent commentary and when they are viewing paid-for content in the form of native advertising," Simone Brandon, Director of Policy & Regulatory Affairs at the AANA said. "Responsible, respected and innovative marketing is at the heart of what our members stand for and these principles will help guide advertisers so that they are transparent and ethical in how they communicate about their brands online."

Alice Manners, CEO of IAB Australia commented: "The rise of native advertising and storytelling by brands is fundamentally shifting the way in which we, as an industry, need to consider advertising. The Native Advertising Principles are an important addition to the IAB Australia's Advertising Playbook and the AANA's Code of Ethics and we expect they will provide valuable guidance to advertisers and publishers alike."

The Native Advertising Principles will require advertisers to provide consumers with a prominently visible cue so they immediately know the content is paid-for advertising – for example, these cues could be the use of the brand's logo in or around the content or the use of a different design, font or shading to clearly differentiate it from the editorial content.

"With the increasing potential for blurred lines between editorial and paid-for advertising, it's timely that these principles are being launched to provide guidance to advertisers and publishers about how they should guarantee transparency for consumers," said Matt Tapper, Managing Director Global Markets, Lion Beer, Cider and Wine and new Chair of the AANA Board.

Ed Harrison, IAB Australia Chairman and CEO of Yahoo7 said: "Native advertising is a strategically important format for our industry, particularly in our drive towards monetising mobile. Its ability to provide a seamless consumer experience is exceptional, but its success will ultimately be defined by ensuring the advertisements are clearly delineated and defined for consumers."

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About the AANA: Founded in 1928, the AANA is the peak national body for advertisers involved in Australia's \$30 billion a year advertising, marketing and media industry. As the respected voice for brands the AANA charter is to inspire and promote responsible, innovative and respected marketing. At the core of this charter is AANA's clear mandate to maintain and evolve the Codes which underpin the self-regulatory system of advertising in Australia, safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

About The Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation.

For further information about IAB Australia please visit: www.iabaustralia.com.au

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