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## **FRESH LOOK FOR AANA AHEAD OF GLOBAL MARKETER CONFERENCE**

The Australian Association of National Advertisers has refreshed its brand ahead of the AANA/WFA Global Marketer Conference on 26 March next year.

The re-brand is an evolution in the AANA's new strategic plan which positions it as the respected voice for brands and comes after the recent appointment of chief executive officer, Ms Sunita Gloster.

As part of its reinvigoration the AANA has adopted a three pillars approach aimed at inspiring and promoting responsible, innovative and respected marketing.

The "year of action" for the AANA will gain momentum with the Global Marketer Conference on 26 March and preparations for the event are now well underway with a selection of world class innovative speakers expected to attend.

"The re-brand is our public display of a clear and evolved direction for the AANA as we deliver our new strategic plan aimed at inspiring and equipping marketers to build strong brands and businesses in an environment of rapid change," AANA Chair Inese Kingsmill said.

"Responsible, respected and innovative marketing are at the heart of what the AANA stands for and supporting marketers has never been more important as they engage with their customers in new ways," Ms Gloster said.

"We will be announcing a series of events over coming weeks that will set the stage for the AANA/WFA Global Marketer Conference."

The AANA together with the Advertising Standards Bureau represent two halves of Australia's gold standard system of self-regulation and the new logo, developed by design and production company TASK2, took inspiration from that.

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 respectable 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.

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