

MEDIA RELEASE
For Immediate Release

AANA ANNOUNCES ADVERTISING SENTIMENT INDEX (ASI)

19 April 2018 – AANA today announced a new initiative, the **AANA | Ipsos Advertising Sentiment Index (ASI)** which will measure the Australian community's perception of advertising issues and content, with initial results expected to be released in Q4 2018.

Global market research and consulting firm Ipsos, will conduct ongoing quantitative and social intelligence research into the Australian community's perception of advertising issues and content. It will then provide the AANA with quarterly results which will form the basis for the ASI.

This will be the first time the Australian community's sentiment on advertising content has been measured on an ongoing basis at an industry level. The results will help inform the AANA's advertising self-regulatory code development agenda and will complement Ad Standards' ongoing research into the Ad Standards Community Panel decisions. The research results will be published on a quarterly basis and be made available to AANA members.

"The AANA | Ipsos Advertising Sentiment Index (ASI) will provide our members with insights to what the Australian community thinks and is concerned about when it comes to advertising content," John Broome, CEO, AANA said.

"As custodians of the self-regulatory system, we need to be sure that advertisers are informed of community expectations in relation to socially responsible advertising. This is the first time we will regularly measure what the Australian public thinks about current advertising content."



"We chose to partner with Ipsos in developing the first Australian Advertising Sentiment Index due to their extensive experience, depth of knowledge and reputation in developing innovative and comprehensive solutions and excited at our ability to provide AANA members with access to the results of the ASI," Mr Broome said.

Ipsos Managing Director, Liz Harley, said: "We are pleased to be a part of this important project in partnership with the AANA to determine community perceptions of advertising. We look forward to working with the AANA to provide this important Australian research to its members and to better inform self-regulatory decisions."

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About the AANA: For 90 years the AANA has represented Australia's largest and well-known brands across all major sectors, including FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of those businesses that contribute to an estimated advertising spend of more than \$15 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, safeguard the rights of its members to commercial free speech and protect consumers by ensuring marketing communication is conducted responsibly.

About Ipsos

Founded in 1975, Ipsos is the 3rd largest company in the world in market and public opinion research. Ipsos produces and analyses information about Society, markets, people, brands and ideas in order to offer its clients the tools to act and to evaluate. The Ipsos group is global, specialised and independent.

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry. With offices in 89 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management

At Ipsos we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

We deliver with security, speed, simplicity and substance. We are Game Changers.

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