

MEDIA RELEASE**AANA CREATES MARKETING CONTENT SERIES FOR SKY NEWS BUSINESS**

20th October 2014 - The Australian Association of National Advertisers (AANA) will present a new content series on Sky News Business aimed at elevating the profession of marketing and explaining the value marketing brings to businesses and the wider economy.

Called '*Marketing Dividends presented by AANA*' the series began as a collaboration between the AANA and MEC Global. It will profile some of the country's leading marketers and AANA Members who will offer insights and case histories to illustrate how marketing is a driver of growth within their businesses and, where relevant, the economy.

Marketing Dividends will screen on Sky News Business in 13 three minute episodes from next week. The first episode kicks off with Suncorp Group's, Group Executive – Customer, Data and Marketing – Mark Reinke. The series will also be available in longer format online via the AANA Website and YouTube channel.

'To raise the profile of the marketing profession is one of the key strategic pillars of the AANA. I am delighted that our members have really got behind our content marketing initiative. Consumers are empowered like never before. Consequently, successful businesses have recognised the need to become much more consumer-centric. The marketing function is the conduit to that focus which is why we are seeing leading corporations now expanding the role of the marketer to encompass virtually every facet of the consumer experience.'

'We believe this series will do much to create a better understanding of the role and value of marketing. The fact that Sky News has embraced the concept is testament to the growing realisation that the marketing profession is core to business success,' the AANA's CEO Ms Sunita Gloster said.

Jeff Brown, Head of Business Development at Australian News Channel said: 'Sky News Business delivers viewers unrivalled business and financial news for c-suite, business leaders and senior managers. *Marketing Dividends* will appeal to anyone interested in learning what makes businesses tick and what fuels business and economic growth. The AANA have enlisted an authoritative and highly respected guest list of marketers from Australia's biggest brands. Marketing Dividends will be compelling viewing for existing and aspiring business leaders'.

Marketing Dividends was conceived by the AANA in partnership with MEC Global, a GroupM company and AANA member. James Hier, Chief Strategy Officer at MEC Global will host the series. *Marketing Dividends* will be shot and produced by the Sky News Business team. The Executive producers are Sunita Gloster, CEO of the AANA and Tim Flattery, Head of Business Development and Diversified Services at MEC Global and Paul MacGregor, Director – Marketing and Production at Multi Channel Network. Brand design was created by Designworks, an STW Group Company which is also an AANA member.

A promo for the series can be found on the AANA website <http://aana.com.au/marketing-dividends/marketing-dividends-sky-news/> and the AANA YouTube channel <http://youtu.be/fruK5J9hnRA>

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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.

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