

AANA's AWARD WINNING MARKETING DIVIDENDS RETURNS TO SKY NEWS BUSINESS

6 June 2016 - The Australian Association of National Advertisers (AANA) today announced that *Marketing Dividends presented by AANA* will return in June for a second series on SKY NEWS BUSINESS, Australia's only 24-hour dedicated business channel. The series was created to help elevate the profession of marketing and profile the value and contribution marketing brings to brand growth, shareholder value and the wider economy.

"Marketing Dividends was originally conceived to create a better understanding of the role and value of marketing in driving business growth, which is one of our core tasks. The first series of 12 episodes was very well received, indeed it won 'The President's Award' for "Outstanding Leadership in the Marketing Industry" from the World Federation of Advertisers' (WFA). Series Two, will deliver a further 10 episodes profiling the thoughts and experience of AANA members," said Sunita Gloster, CEO of the AANA.

The new series will have a more interactive format, with two leading Advertisers contributing to a panel discussion in a dedicated 13 minute program. The show will air live 3:30pm AEST on Thursday afternoons and then replay on SKY NEWS BUSINESS throughout the next week. All episodes will also be featured on AANA content platforms, including the [AANA YouTube Channel](#).

This initiative is a continued collaboration between the AANA, MEC, SKY NEWS and MCN.

'The fact that SKY NEWS has encouraged us to produce the second series is testament to the strength of the content and the interest business leaders have in the stories Australia's leading marketers have to tell,' said Ms. Gloster.

The series kicks off with Vittoria Shortt, Group Executive, Marketing and Strategy, Commonwealth Bank and David Scribner, Head of Virgin Mobile Australia. The returning host is James Hier, CEO MEC who will be joined by Nadine Blayney, Deputy Business Editor at SKY NEWS BUSINESS.

Marketing Dividends will be shot and produced by the SKY NEWS BUSINESS team. The executive producers are Sunita Gloster, CEO of the AANA and Paul MacGregor, National Director – Client Solutions, Marketing & Production, MCN.

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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.