



**ADVERTISING
ASSOCIATION**

ANNUAL REVIEW 2020

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RESILIENCE, RE-IMAGINING AND RECOVERY

STEPHEN WOODFORD

Chief Executive, Advertising Association

We launched our new mission at the beginning of the year, with a pledge to *'promote the role and rights of responsible advertising and its value to people, society, businesses and the economy'*. Little did we realise, at that time, how much our industry and our society would be impacted by a pandemic that most of us had only just heard about in what seemed to be a distant Wuhan province. While COVID-19 has clearly impacted our members and our activities, it has not diverted us from this strategy of an ever-greater focus on what responsible advertising means.

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The efforts of industry to share public health messaging and support Government communications around the pandemic was a key feature of 2020, but three main activities have dominated our efforts to help members and the wider industry mitigate the impact of COVID-19. We built on our existing engagement with Government to maintain a clear and consistent line of communication and advice to Ministers and civil servants, co-ordinating many and frequent industry meetings with Government in Westminster and Holyrood. We developed a series of industry proposals to help our industry and the country recover from the pandemic. Chief amongst these are for a tax credit incentivise greater advertising investment from companies to fuel a faster recovery, and our skills proposal to help people upskill and retrain to meet the needs of the future economy. Through initiatives like these we believe our industry can contribute to the strongest recovery when it comes in 2021.

Despite its magnitude, the pandemic was only part of the story of 2020. We also saw a great deal of activity on HFSS food and drink advertising, with the publication of the Government's proposals for a 9pm watershed and full ban on HFSS advertising online. The AA worked very closely with ISBA, IPA and IAB and other members, along with the food & drink manufacturing and hospitality industries, to achieve a coordinated reaction and opposition to this plan, based on the poor evidence for any meaningful impact that such approaches would achieve, versus their disproportionate cost and harm to the media and business ecosystems.

We took a great step forward on positive action on climate change with the launch of Ad Net Zero – our new plan to reduce our industry's carbon footprint to real net zero by end 2030, while harnessing the power of advertising to influence positive consumer behaviour change. There was also valuable progress in making our industry inclusive to all through the work of our Inclusion Working Group, chaired by Pearl & Dean's Kathryn Jacob. The launch in April of the 'UK Advertising Needs You' hub on our website is a growing showcase of all initiatives that recruit, support and advance diverse talent in advertising.

Our UK Advertising Export Group (UKAEG) launched formally in March 2020 and went from strength-to-strength in promoting UK advertising services to overseas clients, despite the complete disruption to the original activity planned. Moving immediately to a digital format, the group delivered Export Month in March, created new events and took part in

online festivals for audiences in China, created a special international Summer Showcase and launched UKAEG's first brand campaign, 'UK Advertising. Made Global' in September. Most recently, it has been setting out ambitious plans for 2021, when post-Brexit the message that the UK is the world's leading global hub for advertising will be more important than ever.

Any success we have managed to achieve in 2020 was down to the hard work of the AA team and the brilliant support and engagement of our members. It might be a cliché to say we wouldn't be here without you, but our members *are* the AA and the trials and tribulations of the past year have demonstrated both what we can achieve together under the toughest of circumstances and how our industry sits at the heart of the UK's economic and social wellbeing. I thank you wholeheartedly for your support.

It is clear we have significant work ahead as we build back better and to play our full part in the national recovery, all the while expanding on the work achieved in 2020 across trust, climate, inclusion and exports. I look forward to continuing to work with you on this journey to create the best possible conditions for the success of UK advertising in a successful UK economy.

“ ANY SUCCESS WE HAVE MANAGED TO ACHIEVE IN 2020 WAS DOWN TO THE HARD WORK OF THE AA TEAM AND THE BRILLIANT SUPPORT AND ENGAGEMENT OF OUR MEMBERS. ”

OUR WORK IN NUMBERS

CONTACTED
900
PARLIAMENTARIANS




HELD
12 COVID-19
RECOVERY
MEETINGS

RESPONDED TO
8 CONSULTATIONS




WELCOMED
50
UKAEG
MEMBERS



220
MEETINGS
WITH OUR MEMBERS
AND PROSPECTS



GAINED
14 NEW
MEMBERS



UKAEG HUB
VISITED 2,230 TIMES



AD PAYS
8 HUB
VISITED 1,440 TIMES

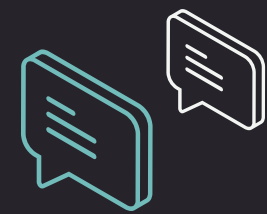


AD NET
ZERO HUB
VISITED 2,840 TIMES



INCLUSION
HUB
VISITED 2,250 TIMES

OUR WORK IN NUMBERS



APPEARED IN
1,440 ITEMS
OF MEDIA COVERAGE

24

PRESS RELEASES
ISSUED

30

OFFICIAL PRESS
STATEMENTS ISSUED



PUBLISHED
51
**ADVERTISING
MATTERS**
TO 945 INDUSTRY READERS



PRODUCED
48 PA
BULLETINS
FOR 350 POLICY MEMBERS

HOSTED
23 EVENTS
WITH 6,100 ATTENDEES



GAINED
2,740
FOLLOWERS
ACROSS SOCIAL MEDIA

148,660
PAGE VIEWS
OF OUR HOMEPAGE



64,360 USERS
ON OUR WEBSITE

OUR MEMBERS

ADVERTISING ASSOCIATION

Advertising Producers Association (APA)
Alliance of Independent Agencies
Assoc. for Commercial Broadcasters and On-Demand Services (COBA)
Association for Online Publishing (AOP)
British Interactive Media Association Limited (BIMA)
British Promotional Merchandise Association (BPMA)
Channel 4 Television
Cinema Advertising Association (CAA)
Data & Marketing Association (DMA)
Discovery
Facebook
Global Media
Google
Institute of Practitioners in Advertising (IPA)
Internet Advertising Bureau (IAB UK)

ISBA
ITV
Market Research Society (MRS)
News Media Association (NMA)
Outsmart
Pinterest
Professional Publishers Association (PPA)
Radiocentre
Royal Mail
Sky Media
Spotify
TikTok
Twitter
Verizon Media
Viacom

AA SCOTLAND

Carat Edinburgh
Front Page
Institute of Practitioners in Advertising (IPA)
ISBA
Leith Agency
LS Productions
MediaCom Edinburgh

News UK
Punk Creative
Republic of Media
Story UK
STV
The Lane Agency



**IF YOU EVER DREAMED OF PLAYING
FOR MILLIONS AROUND THE WORLD,**

NOW IS YOUR CHANCE.

Play inside, play for the world.



OUR MEMBERS

FRONT FOOT

adam&eveDDB
 Barclays Bank
 BBH
 Britvic Soft Drinks Ltd
 BT Group plc
 Camelot UK Lotteries
 Carat
 Channel 4 Television
 Clear Channel UK
 Creative Equals
 Dentsu
 Digital Cinema Media (DCM)
 Direct Line Group
 DMG Media
 Drummond Central
 E.ON
 Engine Group
 Essence Global
 Generation Media
 Global Media
 Google
 GroupM
 Guardian News & Media
 Havas London
 Havas Media Group
 Hearts & Science
 Institute of Practitioners in Advertising (IPA)
 ISBA
 ITV
 Jellyfish
 Kinetic
 Leo Burnett
 Lloyds Banking Group
 Manning Gottlieb OMD
 Mars Wrigley Confectionary UK Ltd
 McCann
 McDonald's Restaurants
 MediaCom
 Mindshare
 MullenLowe
 Nationwide Building Society
 News UK
 Ogilvy
 OMD
 Omnicom Media
 Performics
 PHD Media
 Pinterest
 Posterscope
 Publicis Media
 Publicis Poke

Royal Mail
 Saatchi & Saatchi London
 Sky Media
 Spark Foundry
 Starcom
 Talon
 The Specialist Works
 the7stars
 TikTok
 Vizeum
 Wavemaker UK
 ZenithOptimedia UK

UKAEG

23red
 360xec
 Across the Pond
 adam&eveDDB
 Advertising Association
 Advertising Producers Association
 Agency Inc
 AI Music
 Atomic Creative
 Brand Culture
 BrandFuel
 Chrome Productions
 Coffee and TV
 Cream UK
 Creative Industries Council
 Crowd
 Data & Marketing Association
 Datasine

Digital Detox
 ENGINE
 Experience 12
 Four Communications
 FX Digital
 Grace Blue Partnership
 Guinness World Records
 Happy Finish
 Hey Human
 Hoi Polloi Media
 ICP
 Ignis
 Kode Media
 Locate Productions
 London & Partners
 London Advertising
 LS Productions
 Madam Films

Made in London
 MBA
 MullenLowe Group
 Nexus Studios
 PingPong Digital
 Procure Worldwide
 Pulse Films
 Quimn
 St Luke's
 Talent Republic Ltd
 The Beyond Collective
 The IPA
 The Mill
 The Specialist Works
 Thomas Thomas Films
 Umbrella
 VCCP

ADGREEN

adam&eveDDB
 APR Co (Advertising Production Resources)
 Google

Havas
 MullenLowe
 Publicis Groupe
 Sky

WPP
 Unilever

OUR BOARD AND COUNCIL

AA BOARD

Chris Combemale, Data & Marketing Association (DMA)
 Jon Mew, Internet Advertising Bureau (IAB UK)
 Jonathan Allan, Advertising Association Vice-chair & Channel 4
 Karen Buchanan, McCann
 Kathryn Jacob OBE, Cinema Advertising Association (CAA)
 Lynne Anderson, News Media Association (NMA)
 Owen Meredith, Professional Publishers Association (PPA)

Paul Bainsfair, Institute of Practitioners in Advertising (IPA)
 Phil Smith, ISBA
 Philippa Brown, Advertising Association Chair & PHD
 Ronan Harris, Google
 Sajad Manzoor, Advertising Association Treasurer
 Sebastian Munden, Advertising Association Vice-chair & Unilever UK
 Siobhan Kenny, Radiocentre
 Stephen Woodford, Advertising Association

FRONT FOOT BOARD

Dominic Carter, News UK
 James Best, Credos Chair & adam&eveDDB
 Karen Stacey, Digital Cinema Media (DCM)
 Mark Evans, FF Chair & Direct Line Group
 Mark Howe, Google
 Paul Bainsfair, Institute of Practitioners in Advertising (IPA)

Phil Smith, ISBA
 Sajad Manzoor, Advertising Association Treasurer
 Sarah Jenkins, Saatchi & Saatchi London
 Tammy Einav, adam&eveDDB

AA COUNCIL

Adam Minns, Assoc. for Commercial Broadcasters and On-Demand Services (COBA)
 Brian Coane, Leith Agency
 Carey Trevill, British Promotional Merchandise Association (BPMA)
 Chris Combemale, Data & Marketing Association (DMA)
 Clive Mishon, Alliance of Independent Agencies
 David Wilding, Twitter
 Guy Black, Telegraph Media Group
 Holly Hall, British Interactive Media Association Limited (BIMA)
 Inam Mahmood, TikTok
 James Best, CAP and BCAP Chair & adam&eveDDB
 Jane Frost, Market Research Society (MRS)
 John Litster, Sky Media
 Jon Mew, Internet Advertising Bureau (IAB UK)
 Jonathan Allan, Advertising Association Vice-chair & Channel 4
 Josh Partridge, Verizon Media
 Karen Stacey, Co-chair of MBC & Digital Cinema Media (DCM)
 Kathryn Jacob OBE, Cinema Advertising Association (CAA)
 Katie Coteman, Discovery
 Keith Weed CBE, Advertising Association President
 Kelly Williams, ITV
 Lynne Anderson, News Media Association (NMA)
 Mark Lund OBE, McCann

Mark Howe, Google
 Mark Evans, FF Chair & Direct Line Group
 Mike Gordon, Global Media
 Milka Kramer, Pinterest
 Nigel Vaz, IPA President & Publicis Sapient
 Owen Meredith, Professional Publishers Association (PPA)
 Paul Bainsfair, Institute of Practitioners in Advertising (IPA)
 Peter Duffy, ISBA President & Moneysupermarket
 Phil Smith, ISBA
 Philip Ricketts, Royal Mail
 Philip Jenner, Viacom
 Philippa Brown, Advertising Association Chair & PHD
 Rak Patel, Spotify
 Richard Eyre CBE, President, Internet Advertising Bureau (IAB UK)
 Richard Reeves, Association for Online Publishing (AOP)
 Sebastian Munden, Advertising Association Vice-chair & Unilever UK
 Siobhan Kenny, Radiocentre
 Stephen Woodford, Advertising Association
 Stephen Maher, DMA Chair & Maher Bird Associates (MBA)
 Steve Hatch, Facebook
 Steve Davies, Advertising Producers Association (APA)
 Tim Lumb, Outsmart

OUR INDUSTRY'S RESPONSE TO COVID-19

The global pandemic had a deep impact on our industry in 2020. Despite the stark downturn in adspend, COVID-19 brought out the best in industry as it demonstrated its unique value to our national and local communities, promoting the positive work done to build solidarity and fight the pandemic. The crisis also demonstrated the resilience of colleagues across advertising who created and produced landmark work in the most trying of circumstances. In this most challenging of years, we were with our members, colleagues and industry every step of the way.





A LANDMARK YEAR FOR OUR INDUSTRY

PHILIPPA BROWN

Chair, Advertising Association and Worldwide CEO, PHD

2020 has been a year like no other. A global pandemic has resulted in tremendous changes to advertising, forcing advertisers to rethink their entire approach. While brands seek to strike the right tone during a global health emergency, it has never been more important for businesses to reimagine what it means to be champions for creativity, effectiveness and value.

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While there are limits to what the advertising industry itself can control, there is a clear need for advertisers and their partners to embrace inclusion and trust.

Over the past few decades, trust in advertising has declined, an issue the Advertising Association continues to tackle. The coronavirus outbreak provides an opportunity for the advertising industry to rebuild declining public trust, advance the issue of responsible advertising, and fulfil its duty to people, society, businesses and the economy – as reflected in our new mission statement. We must continue to build on this and keep momentum going as we demonstrate the crucial social contribution that advertising makes.

But it's not just public trust in advertising that has been pushed into the spotlight. Advertisers need to put greater emphasis on diversity and inclusion, and the welfare of their teams.

In times of isolation, the diversification and wellbeing of our teams must be at the forefront of our priorities. A commitment is needed from advertisers to listen, support and evolve to meet the needs of a modern workforce. During heightened moments of uncertainty like this, advertisers must show empathy and reflect the diverse realities of the world.

That is one reason why we created the industry's 'UK Advertising Needs You' hub, showcasing the many diversity and inclusion initiatives in our industry. The hub supports employers seeking to create a more inclusive workplace, whether that's within our industry or outside of it.

As we brace ourselves for another year that is likely to bring profound change for our industry, we must be bold in our thinking, make the leap in creativity and unite in our determination to see a strong, sustainable future for advertising.

“ ADVERTISERS NEED TO PUT GREATER EMPHASIS ON DIVERSITY AND INCLUSION, AND THE WELFARE OF THEIR TEAMS. ”



itw

BRITAIN GET TALKING

S U P P O R T E D B Y

YOUNGMINDS
fighting for young people's mental health

mind
for better mental health

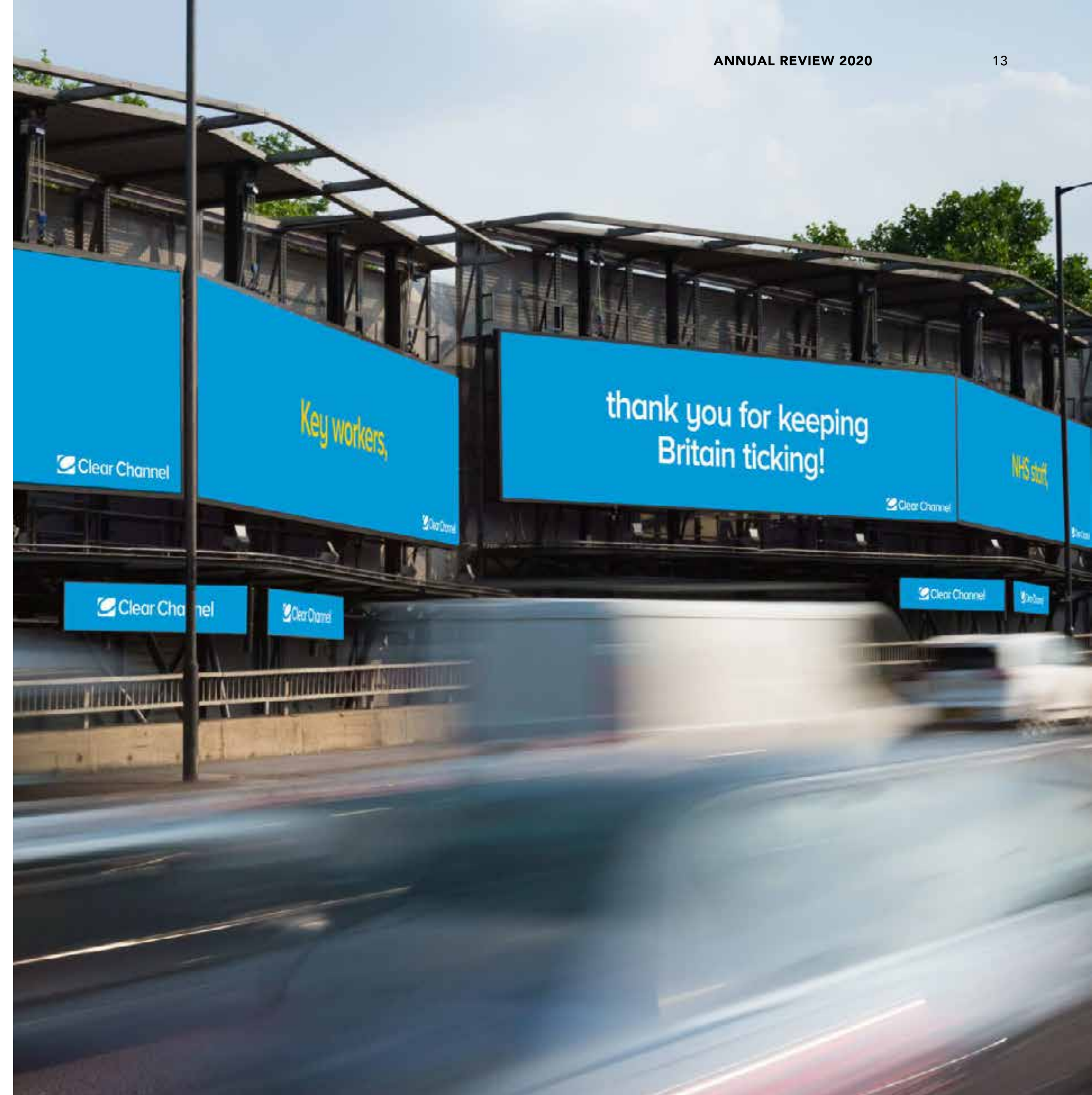
TRACKING THE IMPACT OF COVID-19 ON OUR INDUSTRY

At the beginning of 2020, no one could have predicted the impact that COVID-19 has had on society, the economy, and our own industry. We strongly believe at the Advertising Association that, especially at the time of a crisis, it is important to gather accurate and timely information from our industry in real time. This enables us to represent our members and the wider UK advertising industry by identifying their key areas of concern and advise the Government what further actions should be taken.

To understand COVID-19's impact on UK advertising, our industry's think-tank Credos conducted research on a regular basis from the beginning of the first lockdown to track changes in attitudes and behaviours as the pandemic and its fallout developed.

Over the course of tracking, we witnessed the ongoing popularity of certain Government measures – particularly the Coronavirus Job Retention Scheme and VAT deferral – with initial interest earlier in the lockdown later converting into uptake across the industry. Optimism for the future gradually began to increase as the initial shockwave of the lockdown subsided, but the uncertainty generated by a perceived lack of a clear Government plan led many to hold a more neutral and cautious view. Unsurprisingly, most respondents saw declining revenues in their businesses, although by the end of our tracking less pronounced declines became more likely.

The trends were shared with participants of the research, our Advertising Association and Front Foot members, Government and, as appropriate, via the media. It was vital in informing our work and our plans to rebuild the advertising industry.





REPRESENTING OUR MEMBERS TO THE GOVERNMENT DURING THE PANDEMIC

SUE EUSTACE

Director of Public Affairs

The COVID-19 pandemic meant the Government needed fast and effective collaboration with industry, including our own. For UK advertising, this meant how advertisers could use the power of their messaging to encourage a sense of togetherness and community during the early stages of the pandemic, support the Government's Enjoy Summer Safely campaign and find ways to restart the UK's economic and social recovery.

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When the pandemic hit and the first lockdown began in March, we immediately established an essential flow of information between Government departments and our industry. Our goal was to provide rapid and collective responses to consultations and lobbying on policies vital to mitigate the impact of the lockdown on our members.

In the early weeks of the pandemic, our Chief Executive joined wider weekly Creative Industry and Professional Business Services calls with DCMS and BEIS Ministers which continued at regular intervals as the first lockdown lifted.

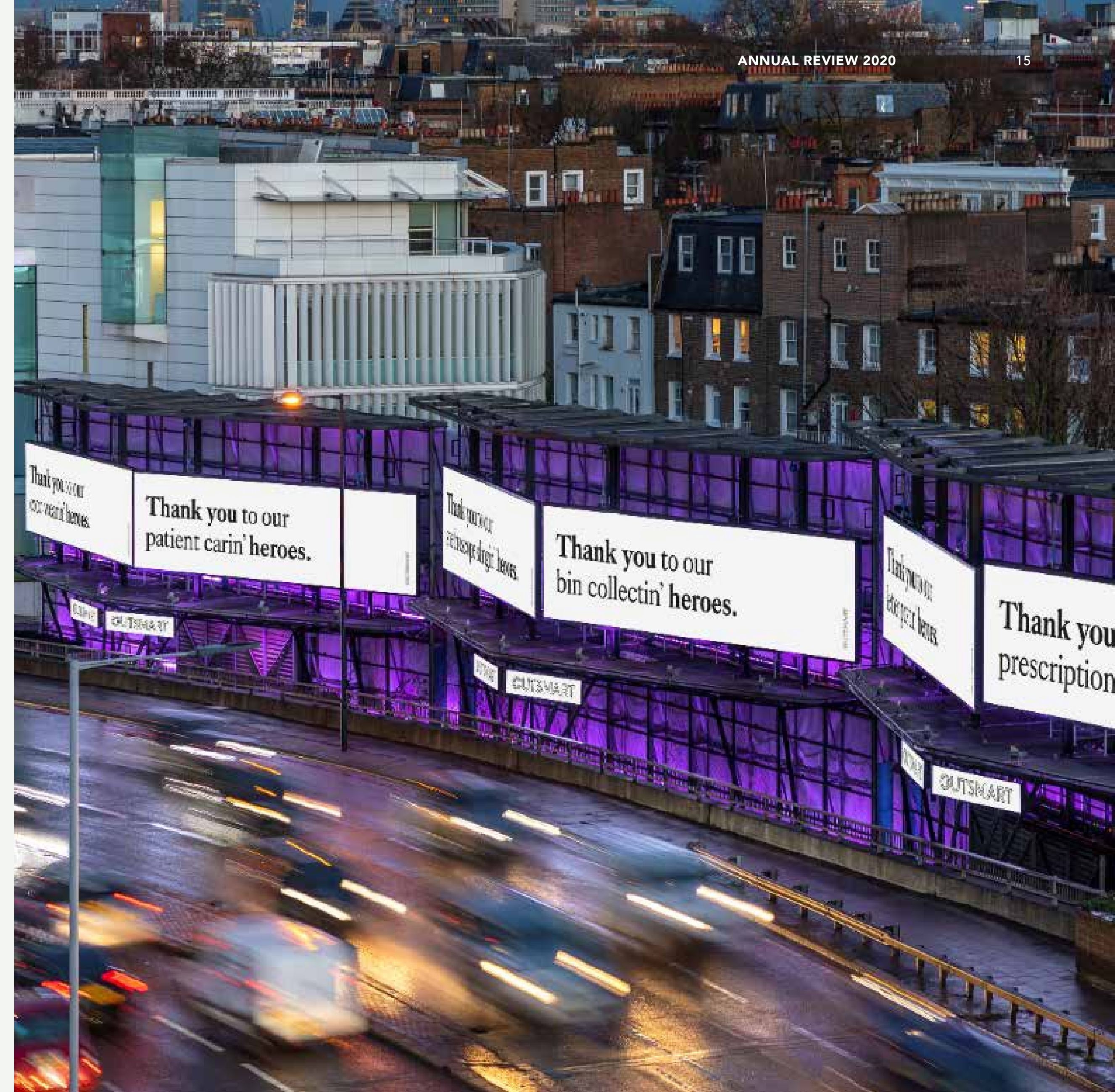
We created opportunities for wider industry engagement with Government departments through the AA's COVID-19 Business Recovery meetings, which ran fortnightly from March to June and monthly from September. These were attended by three Government departments (DCMS, BEIS and DIT). We also ran similar industry meetings in Scotland with Scottish Government officials and the Scotland Office. One such highlight was the meeting in October with Fiona Hyslop MSP, Cabinet Secretary for Economy, Fair Work and Culture in the Scottish Government.

These meetings provided a lobbying forum for members to express concerns on a range of issues, from business rates to credit and production insurance, and to add weight to member initiatives such as guidelines to facilitate the start-up of COVID-safe advertising production. In addition, our team supported members on many fronts, ran regular membership surveys on business prospects during the pandemic and responded to Government requests for information on the effectiveness of Government support schemes.

The meetings also provided a forum to develop our major policy initiatives to help in the recovery from the pandemic. These included our proposal for an advertising tax credit, which was put forward to the Treasury by DCMS, and the *'Skill up, Power up, Level up'* skills proposal of match-funding for certificated skills training run by professional trade bodies in areas of national jobs shortage.

We supported the Recovery Advice for Business scheme from BEIS which matched industry professionals from across our membership to SMEs to share advice on advertising and marketing services to aid them in their recovery.

This higher level of engagement with Government on behalf of our members will be a key feature of our work in the coming years as the UK deals with the many economic and social consequences of the pandemic.





PRESENTING THE STRONGEST VOICE FOR UK ADVERTISING

MATT BOURN

Director of Communications

Our industry and business media were dominated throughout 2020 by the pandemic, from January when the virus began to spread towards Europe to the first lockdown in March, through an easing of conditions over summer to a second lockdown by the end of 2020. No other peace-time story has ever generated so much editorial as COVID-19.

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It was our job then to ensure the Advertising Association was consistent and clear in its commentary to media about the many issues that UK advertising was dealing with as result.

From day one of the first lockdown, we provided fast-response commentary on every Government announcement, from the furlough scheme and support to businesses to the announcement of local and national rules. At the time of writing, we have issued 15 industry statements, all of which have been covered by our key trade media and, at times, featured also in national media; our position on COVID-19 reported in more than 250 articles since March.

This engagement extended into op-ed and comment pieces from our President Keith Weed and our Chief Executive Stephen Woodford in titles including Marketing Week, Campaign and The Drum. These pieces provided in-depth perspectives on our industry's position and set out the vision for how advertising should recover from the pandemic.

Regular briefing sessions were held with key journalists to share our perspective on the pandemic and its ongoing impact on our members. Our social media channels and website also served as vital channels to share information with media and industry throughout the pandemic. We saw our online traffic explode with the highest levels of engagement recorded yet and have developed plans to build on these as we aim, like all in our industry, to build back better.

Our goal has been to raise the highest awareness possible of our industry's position on the critical issues. We aimed to be a vital source of information on how the industry was coping, what support it needed and the work it was doing to support the UK's economic and social response to the pandemic.

Our AA/WARC Expenditure Report, a mainstay of our communications programme, was critical for explaining to the media how our industry was faring. The figures showed significant adspend decline with spend set to fall by 14.5% to £21.5bn for 2020 as a result of the

COVID-19 outbreak, a loss of £3.6bn compared to the previous year. The figures received widespread coverage at release with over 100 articles highlighting the pandemic's impact, especially during final quarter of the year, traditionally the 'Golden Quarter' for UK advertising and retail. In the crucial Christmas advertising season spend was due to see a 10.5% drop to a total of £6.2bn, some £724m lower than the previous year. The final figures for 2020, when we will truly see the size of the economic impact of COVID-19 on our industry, will be published at the end of Q1 2021.

At times of crisis, it is vital there is a clear and distinctive voice on behalf of our industry and this is always best when it is informed by the insights and data from our members and partners. Looking back on the year, it is pleasing to see a consistent set of messages about UK advertising's role and needs. That is largely thanks to the excellent engagement of our members and support from our partners during this incredibly intense and challenging period for all.

“ AT TIMES OF CRISIS, IT IS VITAL THERE IS A CLEAR AND DISTINCTIVE VOICE ON BEHALF OF OUR INDUSTRY ”



HOW UK ADVERTISING RESPONDED TO THE PANDEMIC

SHARON LLOYD BARNES

Commercial Director

Despite the huge impact that Coronavirus and the national and regional lockdowns had on many parts of the advertising industry, advertisers and their partners responded quickly to support vital public health messaging to protect our communities. They also adapted swiftly to produce work to reflect the changes that we all experienced to help the nation get through the pandemic and support our key workers and the NHS.

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As the voice of the UK advertising industry, we recognised the importance of reflecting this vital work and showcasing it in one place as a reference point for all. With this in mind, we launched a special new category on our Advertising Pays 8 hub - a one-stop-shop for the best UK advertising campaigns that make a positive contribution to society. This section was dedicated specifically to COVID-19-related work.

The number of case studies featured on the hub grew on an almost daily basis during the first lockdown and featured campaigns from the likes of ITV, Channel 4, Spotify, Clear Channel, MullenLowe, Mondelez and Google. Each one had a positive impact on the nation in some way – from sharing information on the symptoms of Coronavirus to looking after your mental health and the importance of coming together as a nation.

And the campaigns did not stop there – we continued to see brilliant ads as we eased out of the first lockdown to help the nation to do so in the safest way possible. Alongside our President Keith Weed, we supported Government calls for the advertising industry to look at how it could support the new *'Enjoy Summer Safely'* campaign by joining a coalition of partners. The campaign had the backing of over 30 brands, who all adopted the critical public health messages required to achieve a safer easing of the lockdown through their own advertising campaigns.

The COVID-19 category on the hub has since informed our conversations with Government, key decision-makers and professionals across our industry. It is a powerful demonstration of the positive impact that advertising can have.

[VISIT THE SHOWCASE](#) ▶



A PRESIDENT'S RECEPTION WITH A DIFFERENCE

Our President's Reception is an annual event we all look forward to and is a key date in the calendar as it enables us to focus on our key areas of work and thank our members for their support over the year.

COVID-19 forced us to do things a bit differently. We were not able to gather in person to hear from our President, Keith Weed, as we usually would, but we were determined to mark 2020 in a new way and decided to create something innovative that future colleagues could look back on with pride. While it was important to record the unique challenges we were facing, we also wanted to capture the light-hearted nature of past Annual Receptions.

We were fortunate that Keith Weed is also a trustee on the board of Grange Park Opera – a fabulous performance venue in Surrey. Luckily, he was able to arrange access to the stage and auditorium and we were able to book a film and sound crew. We produced a special film that featured Keith, our Chair, Philippa Brown, and Stephen Woodford, who all reflected on our work before the coronavirus crisis began and then how the industry should best respond.

The film featured news on our new Advertising Association board members as well as the fact that we would be moving out of our old offices in Artillery Row. We also welcomed new members and reminded viewers of the Association's mission to renew our industry's focus on responsibility in advertising. The film also featured further themes such as rebuilding public trust in advertising, taking positive action on climate change and building a more inclusive workforce – all of which remain as vital as ever despite the health crisis. Naturally, alongside all this was of course the need for our industry to support the UK's social and economic recovery from the Coronavirus pandemic.

We enjoyed producing the film and coming up with a new and innovative solution in unusual circumstances. But we hope 2021 will mean a return to a more traditional format for our President's Reception, where our friends and colleagues can mark our success in person together.

[WATCH THE PRESIDENT'S RECEPTION](#)



ADDRESSING THE DECLINE OF PUBLIC TRUST IN ADVERTISING

Our President, Keith Weed, is leading our work to restoring public trust in advertising and this goal sits at the heart of our mission. In 2020, we worked hard to deliver on our action plan - *'Arresting the Decline of Public Trust in Advertising'* – with our Trust Working Group, chaired by the IPA and ISBA. New initiatives include the launch of the first study into UK advertising's social contribution, Ad Pays 8, a new report *'Improving the public's advertising experience: the advertisers' view'* plus the ISBA Trust MOT, and a new national advertising campaign from the ASA demonstrating their role in keeping advertising *'legal, decent, honest and truthful'*.





OUR WORK TO REBUILD PUBLIC TRUST IN ADVERTISING CONTINUES

KEITH WEED, CBE

President, Advertising Association

My goal during my tenure as President of the Advertising Association is to set us on the very best path to rebuild public trust in advertising. When I set out this mission in January 2019, I made no bones about the fact that we must do better to regain the trust of those on whom we all depend for our livelihoods. For me, this past year has shown ever more clearly just how much trust is the common thread that binds together all of our work as an association on behalf of members. Whether it is our campaigns on COVID-19, on inclusion or on the climate emergency – everything we choose to do as an industry impacts on how the public will trust our work.

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2020 was a year when advertising's role in our national life was very much in the spotlight. All industries were called upon to help fight the pandemic and serve our country and our communities in ways that were wholly unexpected and, for many, wholly new. For UK advertising, COVID-19 demonstrated how vital our work is in sharing messages with the general public. Who did the Government turn to in order to create and communicate its public health messaging? The advertising industry. Creative agencies, media and platforms all stepped in when called upon and designed campaigns, carried or donated space for the vital messaging that kept our communities safe. 'Stay at home. Protect the NHS. Save lives.' was a simple, but effective phrase and one that, no doubt, saved countless numbers of lives.

Similarly, many brands and their agencies were quick to adapt to the changing mood, producing adverts respectful of the situation we were all facing and building a sense of community through the darkest of times. Our role continued into summer with support for the 'Enjoy Summer Safely' campaign, backed by a powerful coalition of industry partners which I am immensely proud to have helped put together. The campaign had the backing of over 30 brands at launch who all adopted critical public health messages required to achieve a safer easing of the lockdown through their own advertising campaigns. Throughout, we showed ourselves to be a trustworthy industry, conscious of our responsibilities as a partner of Government and as responsible corporate citizens of our society.

Yet, rebuilding public trust in advertising goes way, way beyond the pandemic. It is a cornerstone of new workstreams this year for the Advertising Association such as Inclusion and Climate Action.

I have always believed that a key part of building trust among people is for them to see themselves reflected in the advertising we create. This positive change must continue in 2021 through initiatives like the Unstereotype Alliance and we must maintain the momentum created by the Advertising Association's Inclusion Hub – UK Advertising Needs You. Our ambition to deliver the industry's first Inclusion Census is one I believe a trade body like ours is uniquely positioned to achieve, but we can only do it with the complete support of all our members.

Likewise, the public also needs to know that we fully understand our role in safeguarding the environment. For too long, people may have thought that advertising valued today's profit over tomorrow's planet. This applies to those who work in our industry, as much as the public. We have work to do to clearly demonstrate we can make fast and meaningful change in the way we work and in the work that we do to be a positive factor in tackling the climate emergency. I urge everyone to look at how they can support our industry initiative, Ad Net Zero, and its goal for the industry to reach real net zero by end 2030 - it truly is a case of All For None.

While our response to the pandemic and our work on inclusion and climate have been powerful examples of how we as an industry care for our communities, there is always more to do. We learned much about our industry and its resilience and I believe in the most testing of times we gain the clarity of vision and benefit of experience to understand where we go next.

What's clear to me is we are strongest when we work together as an industry and can have the biggest impact when we have a clear focus on the biggest, most important issues facing us all. I am on record as saying it is trust or bust for our industry and, while we have begun our journey, the work is just beginning. Rebuilding the trust of our public for the work we do remains a must for us all.

“ A KEY PART OF BUILDING TRUST AMONG PEOPLE IS FOR THEM TO SEE THEMSELVES REFLECTED IN THE ADVERTISING WE CREATE ”

CONTINUING OUR MISSION TO REBUILD PUBLIC TRUST IN ADVERTISING

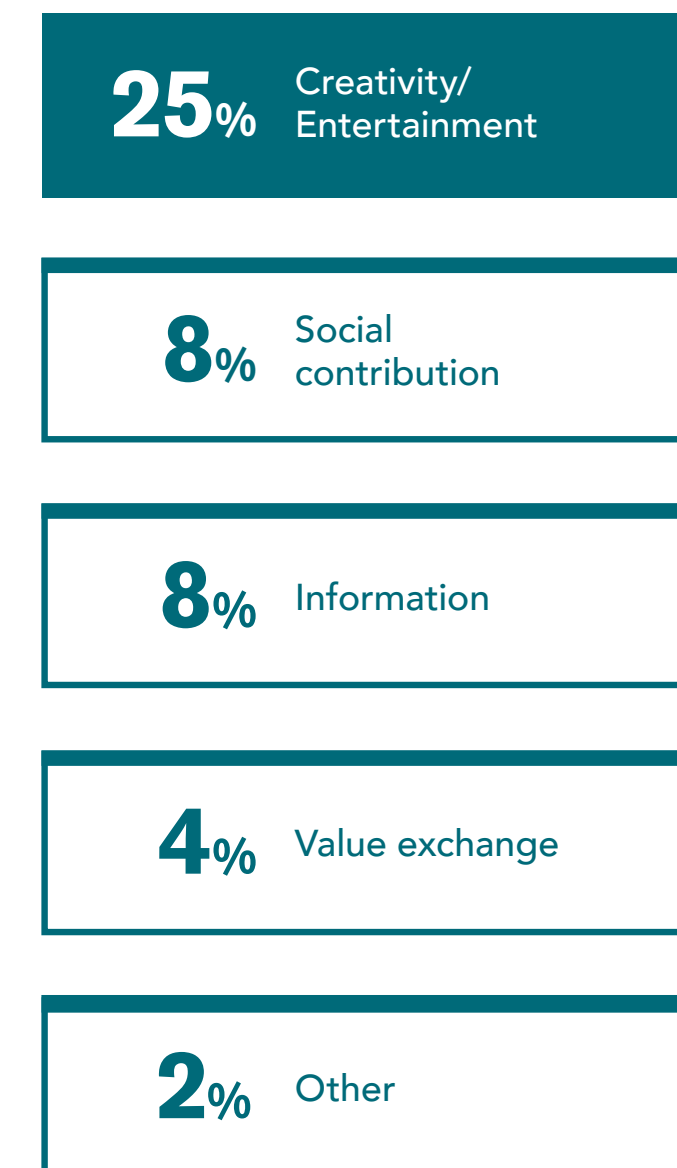
Rebuilding public trust in advertising, something that Credos research has shown to be in long term decline, is the central pillar of our strategy. Much of the association’s work in this sphere is directed via the Trust Working Group, co-chaired by Phil Smith, DG of ISBA and Paul Bainsfair, DG of the IPA, whose mission is to counter the decline in public trust in our industry and find ways to rebuild it.

As part of these efforts, in 2019, we launched a report, ‘Arresting the Decline of Public Trust in UK Advertising’, which highlighted five actions the advertising industry should undertake to arrest the decline in trust. These actions were:

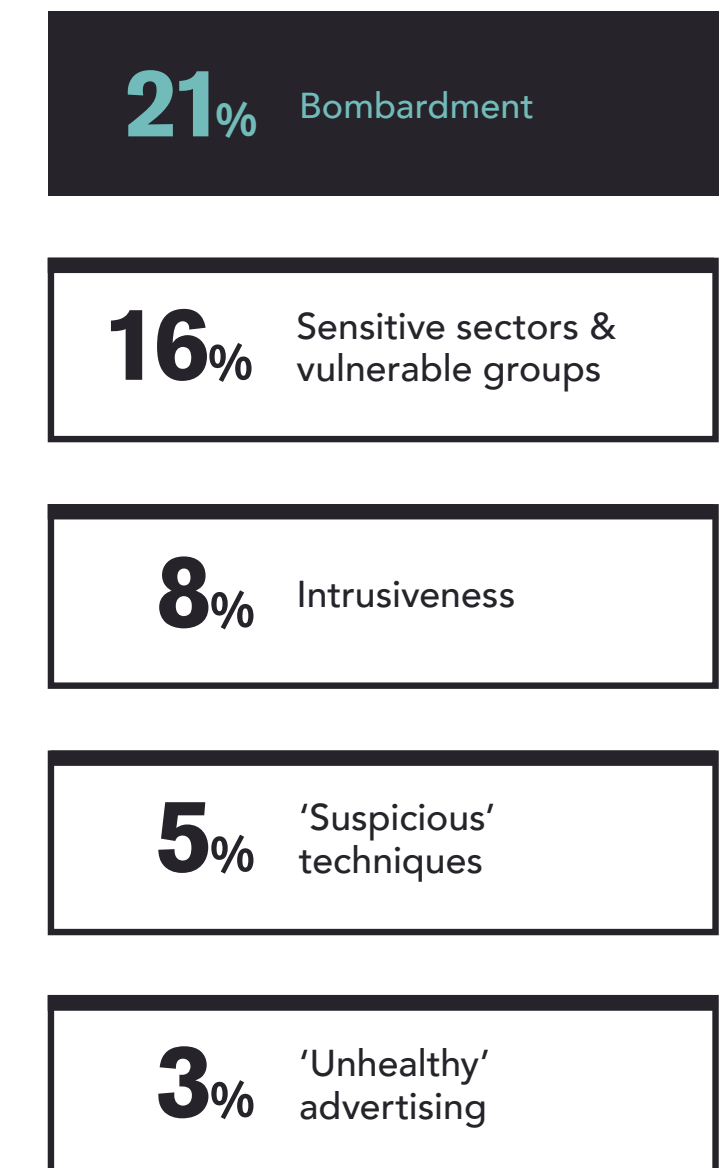
<p>ACTION 1 WE WILL REDUCE ADVERTISING BOMBARDMENT</p>	<p>ACTION 2 WE WILL REDUCE EXCESSIVE ADVERTISING FREQUENCY AND RE-TARGETING</p>
<p>ACTION 3 WE WILL ENSURE THE ASA IS “BEST IN CLASS”</p>	<p>ACTION 4 WE WILL ENSURE THAT DATA PRIVACY MATTERS</p>
<p>ACTION 5 WE WILL SHOW THAT ADVERTISING CAN DRIVE SOCIAL CHANGE</p>	

KEY DRIVERS OF PUBLIC TRUST IN ADVERTISING

POSITIVE DRIVERS



NEGATIVE DRIVERS



Throughout the year, we made continuing progress in the mission to rebuild public trust.

As part of our response to Actions 1 and 2 in the Trust action plan, we saw the launch of the 'Improving the public's advertising experience: the advertisers' view' report published at the ISBA conference in late February (discussed in full on [page 26](#)). The 'ISBA Advertising Experience MOT' service was also launched at the same time and programmes are now underway with leading advertisers. Work has also been completed on the media owner and media agency versions, developed via interviews with senior leaders from both sectors.

We held a Front Foot event with a mix of 40 senior leaders from agencies, media and brands to debate the principles underpinning our work to improve trust, which received strong support. Our task in 2021 is to convert these principles into tangible actions that can link better advertising experience with better commercial outcomes, with this next output to be launched at the RESET 2021 conference.

On Action 3, an ASA Scottish advertising campaign launched in September 2020, with widespread support from TV, press, outdoor and online media owners, along with The Leith Agency and Mediacom Edinburgh. ASA pre-campaign research showed the strong correlation between ASA awareness and trust in advertising. You can read more about this campaign on [page 27](#). On Action 5, we have kept the 'Ad Pays 8: UK advertising's social contribution', launched at LEAD 2020 in January, updated with COVID-19 related case histories and Credos conducted a qualitative research investigation into the impact of these on the public's attitudes.

Addressing the decline of Public Trust in Advertising is our biggest workstream and for a full update on all the activities in progress, please visit the dedicated Public Trust section of our website.

[VISIT](#) ▶



AN MOT FOR ADVERTISERS

In February, ISBA – in partnership with consultants Derek Morris and Nick Manning – launched a new Advertising Experience MOT for any advertiser seeking to secure greater value and efficiency in improving the public's experience of their campaigns. It was conceived as a new and independently verified test of a company or brand's approach to safeguarding the consumer, avoiding advertising bombardment and wasted investment.

The development was a key part of our Trust Working Group's Action Plan to address the decline of public trust in advertising, which is led by the Advertising Association, IPA and ISBA.

One of the first steps the group undertook was to develop a five-point industry action plan to address the issues that had emerged from research by Credos into public trust in our industry. The first two of these actions, around advertising bombardment and excessive frequency were found to be advertising's top drivers of public negativity.

The MOT is a process conducted by Morris and Manning with a given brand's marketing team over the course of a full day where the time is spent on a series of questions and challenges reviewing the detail of the five action points.

Talking about the Trust Action Plan at ISBA's Annual Conference in February, ISBA Director General Phil Smith and Front Foot Chair Mark Evans discussed the outputs from the Trust Working Group. They said that loss of trust remained an existential risk for the industry and it is vital that advertisers engage with measurement, particularly ad frequency, to regain public trust and confidence in our industry.

[FIND OUT MORE AT ISBA](#) ►

THE MOT HAS FIVE ELEMENTS:

1 Make your advertising welcome in people's lives

2 Place business effectiveness above efficiency

3 Achieve full visibility of where your advertising goes

4 Ensure every impact and exposure matters

5 Deploy the necessary resources to track, measure and manage this programme

KEEPING ADS 'LEGAL, DECENT, HONEST AND TRUTHFUL'

In September, the Advertising Standards Authority (ASA) launched a brand-new advertising campaign in Scotland to promote its role in helping to keep all ads 'legal, decent, honest and truthful'. It was developed in partnership with our Trust Working Group and featured creative by The Leigh Agency, starring famous brands including Audi, Churchill, IRN-BRU, Marmite, Mastercard and Tesco.

The campaign took famous advertising campaigns for brands and interpreted them in a fresh take to remind the public that all ads are fully regulated. Straplines such as Churchill's "Oooh Yes", Mastercard's "Priceless" and Marmite's "Love it or hate it" featured in print, outdoor and online ads, while two TV 10" and 20" ads featured Churchill and Marmite. It ran as a national campaign across TV, radio, print, outdoor, social and online display in activity planned by MediaCom.

We know that strong awareness of the ASA as an effective regulator of advertising content correlates with public trust in advertising and this campaign played a key role in moving us forward in the right, positive direction. It also demonstrated the industry's support for our world-class self-regulatory system and the creative strengths of the Scottish ad industry.


The Trust Working Group plans to expand the campaign UK-wide, following its successful trial.

Advertising Standards Authority
asa.org.uk

**We make sure
you can trust
online ads.**

**The ASA gets
you through.**

ASA ✓
Legal, Decent, Honest and Truthful




Advertising Standards Authority
asa.org.uk

**Ads. We keep
them in check.**

**Whether you
love them
or hate them.**

ASA ✓
Legal, Decent, Honest and Truthful



**Knowing
can trust
ads you**

Priceless

ASA ✓
Legal, Decent, Honest and Truthful

ADVERTISING PAYS 8: UK ADVERTISING'S SOCIAL CONTRIBUTION

TOP 10 KEY FINDINGS

1 Advertising's social contribution is an important driver of positive public sentiment towards advertising

2 46% of the public already feel that advertising has a positive impact on society and 42% of adults believe advertising can help make the world a better place

3 The social benefits of advertising make up 40% of all positive factors driving public perceptions of advertising's impact on society, while they also account for 38% of public favourability and 31% of the public's trust in advertising

4 53% of UK adults think more highly of a for-profit company that tries to make a positive impact on society through its advertising

5 A third of UK adults cite that advertising from for-profit companies has encouraged them to make a positive change in their own life or the lives of others

6 'Promoting a more harmonious society' is the most significant driver of positive public perceptions about advertising's impact, but it is the type of social benefit least often encountered by consumers

7 The public believe NGOs, Government and for-profit companies all have a role to play in generating advertising that positively benefits society

8 The top three areas that the public would like to see reflected more in advertising are mental health (63%), the environment (59%) and domestic violence /abuse (58%). Industry practitioners also highlighted the environment as the key area for future focus

9 An estimated **£1 billion** worth of billable media and advertising supports advertising that makes a social contribution each year

10 The UK advertising industry spends around **£75 million** worth of pro bono hours on this type of work

UNDERSTANDING UK ADVERTISING'S SOCIAL CONTRIBUTION

We launched the latest in our Advertising Pays series examining the economic and social impact of our industry on national life at LEAD 2020. Advertising Pays 8: UK Advertising's Social Contribution was produced by Credos, UK advertising's think tank, and focused on the many ways our industry supports social good across the UK.

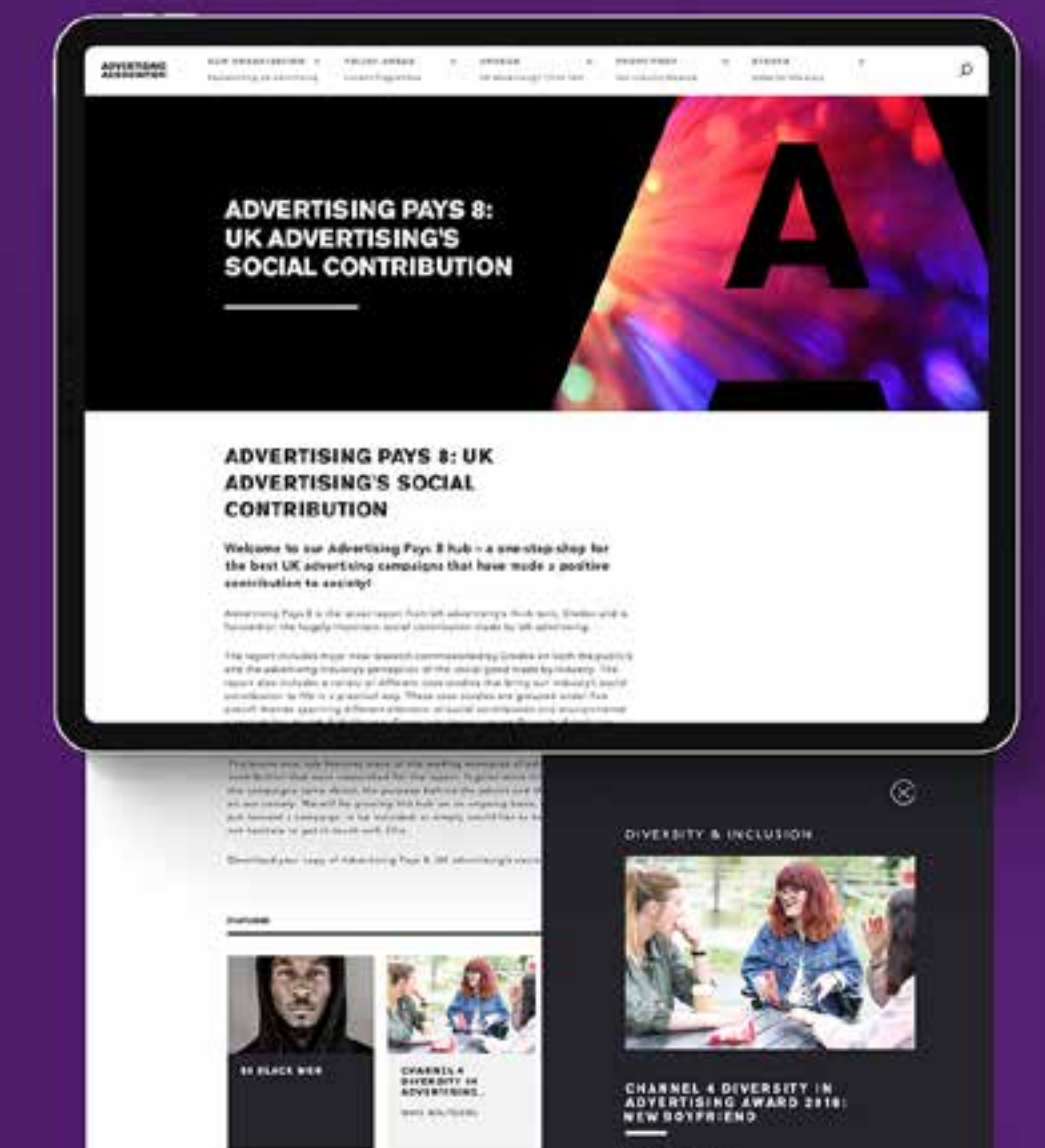
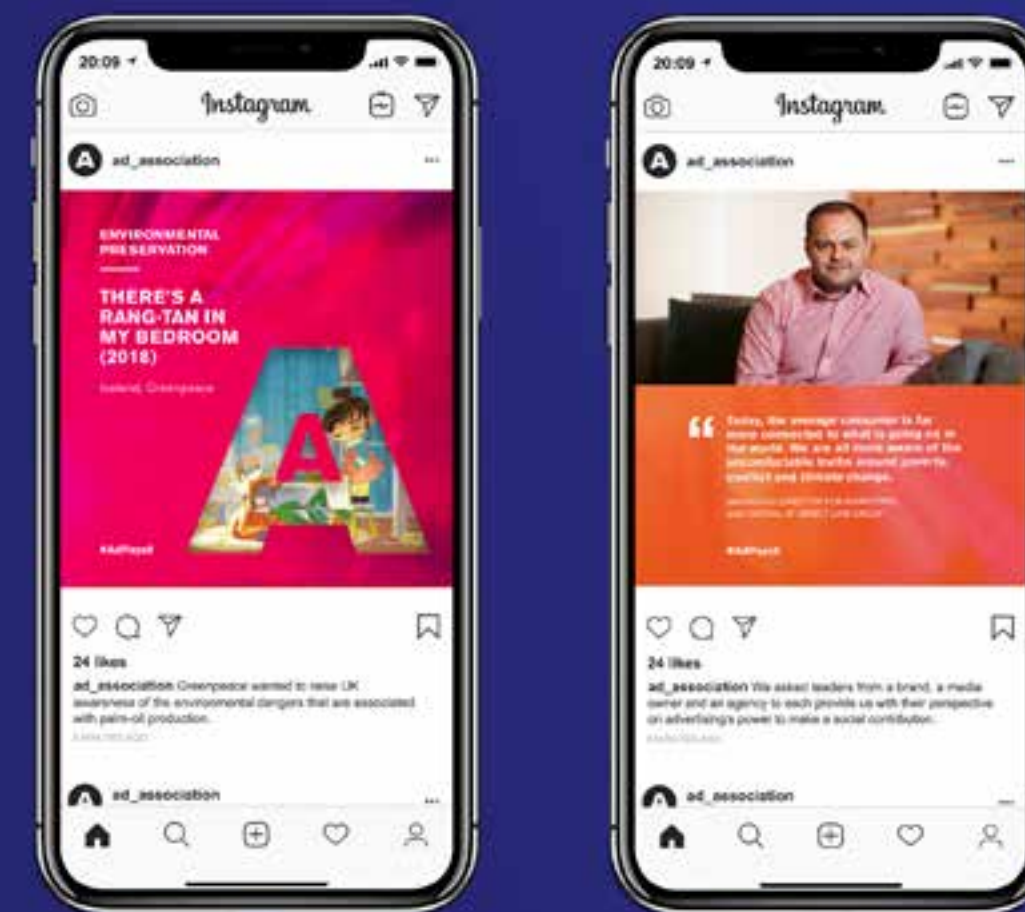
Advertising Pays 8 includes case studies that demonstrate the industry's social contribution in action. These range from inventory donated to good causes, to mental health campaigns and the many hours dedicated by industry professionals to CSR activities. These are grouped under five overall themes spanning different elements of social contribution and environmental sustainability: Health & Wellbeing; Community Improvement; Diversity & Inclusion; Environmental Preservation; and Human Rights.

The report also includes major research commissioned by Credos on both the public's and the advertising industry's perception of the social good made by industry. Alongside the evidence of advertising campaigns that have made a positive impact on society, the report highlights the opportunity to rebuild the decline of public trust in our industry. It also reflects on our mission statement, which pledges to promote the role and rights of responsible advertising and its value to people, society, businesses and the economy.

The report involved gathering an extensive number of positive campaigns and with this in mind, we created our Advertising Pays 8 hub as a one-stop-shop for the best UK ads that have made a positive contribution to society. Since launch, we have added a category dedicated specifically to the brilliant campaigns that helped the nation get through the first wave of the Coronavirus pandemic. Our industry's response to the crisis was a shining example of the positive impact that advertising can have on our society.

[DOWNLOAD THE ADVERTISING PAYS 8 REPORT](#) ▶

[VISIT THE ADVERTISING PAYS 8 HUB](#) ▶



TAKING ACTION ON THE CLIMATE CRISIS

Climate Action is a key part of our responsibility agenda – we know advertising accelerates behaviour change and can be a real force for helping drive sustainable growth and social good. This section shows how our industry can help tackle the climate emergency, led by Ad Net Zero, our new industry-wide initiative to reduce UK advertising's carbon impact to real net zero by end 2030. In addition, AA initiative AdGreen will support the advertising production community in curbing emissions from production with training, a carbon calculator and certification.





MAKING CLIMATE ACTION A REALITY

JAMES BEST

Chair, Climate Action Group, Advertising Association

The AA Climate Action Working Group met for the first time in November 2019; a year later it handed its report and recommendations to the UK advertising industry, to be taken forward by the AA's new Ad Net Zero group.

With members from across the AA tripartite, representing advertisers, media owners, creative and media agencies, and commercials producers, the Group was set up to understand where our industry stands at present in its response to the climate crisis, and to set out practical steps for companies in all sectors to take in reducing the carbon footprints of what they do, make and run.

Continues on the next page

We commissioned research into the attitudes and aspirations of people in the business, together with new analysis of the agency sector's carbon footprint. We collected the experiences and advice of many companies across the industry which had embarked on programmes of carbon reduction and sustainable policies. We built up an arsenal of resources for agencies and others to draw on in determining their own policies. We took advice, inspiration and challenge from individuals and organisations with something to offer on the issue.

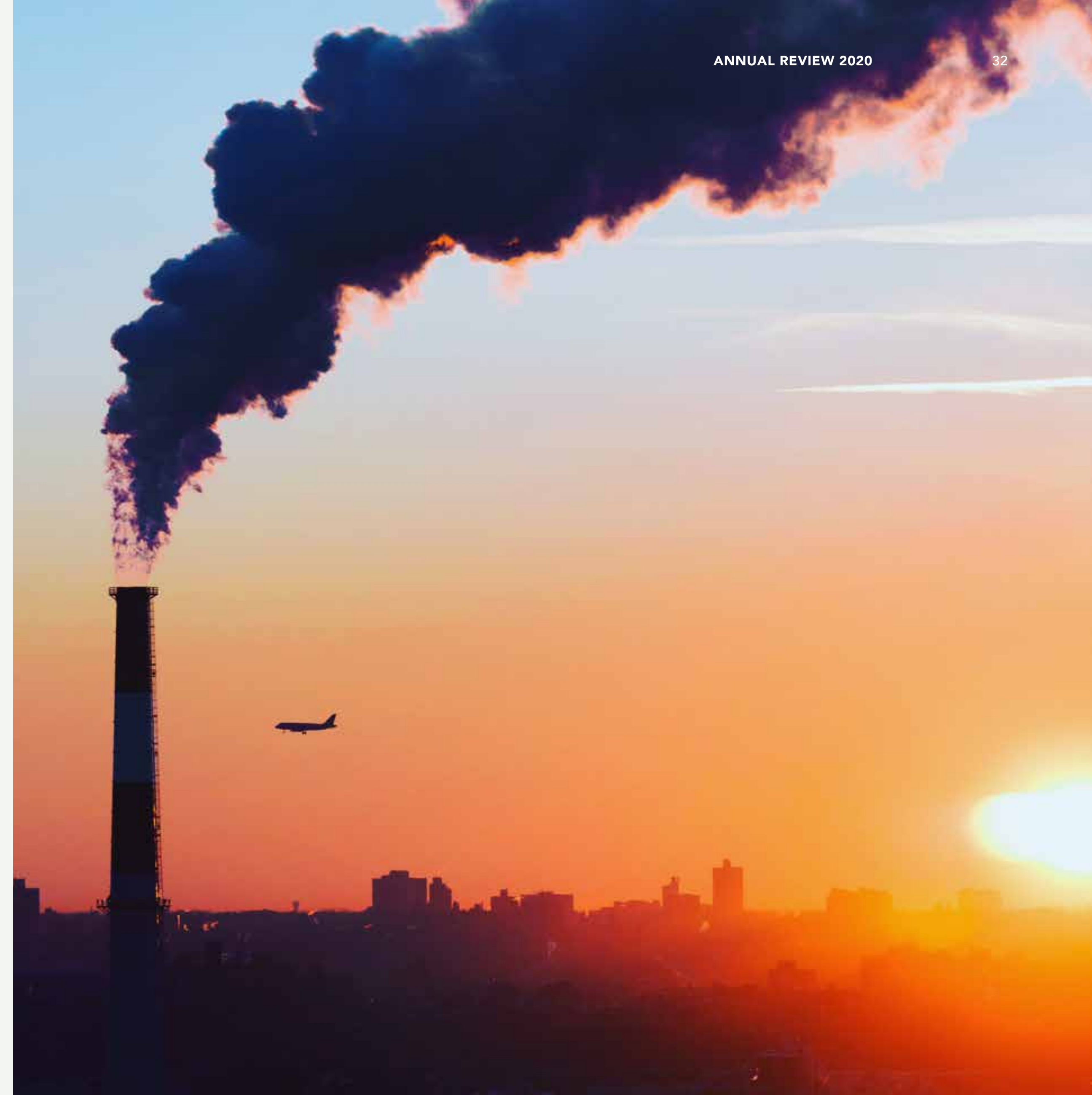
Above all, in the light of the willingness to act on emissions and desire to drive our industry forward that we found throughout the advertising world, we developed a set of initiatives for the industry to adopt collectively that can, we believe, enable the development, production and media placement of UK advertising to be carbon neutral by the end of 2030.

Those initiatives embrace five distinct but connected areas: the business operations of agencies of every type – their energy use, travel policies and all-round behaviour; film, video and photography production; media planning and investment decisions; the organisation and content of awards and events; and the wider issue of advertising's influence on consumer purchasing decisions and lifestyles.

Each theme has its own particular aspects and focus, but together they involve everyone in the business of developing, making and running advertising, whether practitioners or clients, organisations or individuals.

We encountered widespread concern about the issue of climate change and advertising's role in it, amongst people in the business and outside. We know that advertising is seen by many as part of the problem and in need of stricter regulation, but we believe that it can be part of the solution if we are prepared to lead. If the industry gets its own house in order, curbing its direct emissions across the board, it can also go on to wield its considerable influence on companies' marketing and communications to help both clients and consumers make more sustainable, climate-friendly decisions.

Our hope is that the AA Climate Action Working Group has defined the path to follow and the steps to take for the industry to play its part in tackling the challenges of the climate crisis. There remains a great deal to do, but with the solid commitment of advertising' businesses and people behind it, Ad Net Zero can make that goal a reality.



In partnership with the IPA and ISBA, we launched Ad Net Zero in November as an industry-wide initiative to help UK advertising respond to the climate crisis caused by CO2 emissions. The launch of the initiative also saw the publication of a dedicated report about our industry's response to the Climate Emergency and how it can adapt to meet the challenges we face in protecting our environment.

Ad Net Zero's mission is for immediate, collective industry action to help achieve real net zero carbon emissions from the development, production and media placement of UK advertising by the end of 2030. The report, by our Climate Action Working Group and Credos estimated total UK IPA-agency member operational CO2e emissions to exceed 84,000 tonnes a year. This can be scaled to around a million tonnes per annum when the impact of all advertising and marketing services professionals are taken into account. It also recognised that concern over the climate emergency is shared across our industry by individuals and companies alike. At the time of research, some 71% of people working in advertising were found to be worried about the negative impacts of the industry on the environment and even more wanted their agencies to take climate action. As such, in the report, we set out Ad Net Zero's call-to-action with a **5-point plan**.

Ad Net Zero is the result of work by leaders in companies including Unilever, Sky, The Guardian, adam&eveDDB, APA, Wieden+Kennedy, PPA, DMA, Iris, Adjust Your Set, PRCA, The Marketing Society, The Marketing Academy and Mindshare. We need widespread industry support in order to achieve our goal of reaching real net zero by end 2030. Becoming a supporter means you will be joining many companies across our industry in implementing the practical changes in our 5-point action plan.

Everything you need to know about Ad Net Zero, including how to become a supporter, can be found through the Ad Net Zero website.

VISIT



5-POINT PLAN:

- 01 Advertising businesses' own operations:** all companies commit to curtail their carbon emissions, principally by reducing travel, fossil energy use and waste.
- 02 Advertising production:** advertisers, agencies and production companies commit to adopt tools and training to curb production emissions, such as AdGreen's.
- 03 Media choice:** media agencies commit to the IPA Media Futures Group Climate Charter, working with their clients to develop lower carbon media plans.
- 04 Awards and events:** organisers build sustainability criteria into awards, and plan events to minimise their carbon footprints, especially from travel.
- 05 Using advertising's positive influence:** agencies and clients harness the power of their advertising to promote more sustainable consumer choices and behaviours.

UNDERSTANDING UK ADVERTISING'S CARBON IMPACT

At the end of 2019, the Advertising Association's Climate Action Working Group tasked Credos with undertaking research to understand the current carbon impact of UK advertising, the steps already being taken to reduce this by some businesses, and what more the industry needs to do in order to protect our planet for generations to come.

As a starting point, Credos wanted to understand – as best they could – the carbon footprint of our industry. Data was relatively hard to come by (itself testament to the need for a climate action plan for the industry) so they decided to focus on the core of advertising business by exploring the operational footprint of advertising agencies. This means emissions caused by running offices and business travel.

To help Credos do this, they partnered with environmental consultancy Green Element, who have worked with many agencies in the UK advertising industry. Using their extensive bank of emissions data, they were able to analyse the carbon footprints of 167 agencies over a three-year period.

From this they generated an estimate of annual operational CO2e emissions for the average agency worker – 3.4 tonnes. This was then combined with IPA census data to get an estimate of the operational carbon footprint for UK advertising agencies within the IPA membership, which was calculated to be over 84,000 tonnes of CO2e emissions each year from agency offices and people. Delving further into this data shows that the vast majority of an agencies' emissions typically come from business travel – around 60% of the carbon footprint – with this being primarily driven by business flights. The remaining 40% of emissions come from energy use.

We and Credos are very grateful to the Green Element team for supporting our work to generate an estimate of advertising emissions. Resources from Green Element about reducing organisational carbon footprints are available through the [Ad Net Zero website](#).

VISIT



In September, our Climate Action Working Group, in partnership with ISBA and the IPA, launched AdGreen, an initiative to unite the advertising industry to reduce the negative environmental impacts of advertising production.

AdGreen launched with two clear aims: to measure advertising production carbon footprints allowing the project team to understand which activities have the biggest impact, and to empower the industry to reduce emissions and to act for a zero carbon/zero waste sector. Those working in advertising production can already access specialist training, a renewable energy buy-in scheme (Creative Energy) and high-quality offsetting scheme (Creative Offsets) along with other resources via the AdGreen website. The AdGreen Carbon Calculator will be launched later in 2021, incorporating global carbon factors from over 140 territories, followed by a certification scheme.

AdGreen is led by Project Director, Jo Coombes, with support from Strategy Advisor Tricia Duffy. AdGreen has a strategic partnership in place with albert, the BAFTA led sustainability project for the TV and film industry. The partnership allows AdGreen to accelerate progress by building on their experience and resources wherever possible.

AdGreen is also working with the Ad Net Zero team on point number two of its five point action plan – to curb emissions from advertising production. AdGreen will provide information, services and tools to support the transition to zero waste/zero carbon advertising production.

AdGreen is backed by adam&eveDDB, APR Co (Advertising Production Resources), GoogleUK, Havas, MullenLowe Group as part of IPG, Sky, Unilever, Publicis Groupe UK and WPP, along with the support of the IPA, the APA, the Association of Photographers and ISBA. AdGreen continues to seek new partners, so if you are interested in joining, please head to: weareadgreen.org

VISIT



where low impact counts

where
low impact
counts



ADGREEN | ADVERTISING ASSOCIATION

AdGreen is uniting the advertising industry to eliminate the negative environmental impact of production, and will enable the community to measure and understand waste and carbon impacts.

where
low impact
counts



ADGREEN | ADVERTISING ASSOCIATION

“AdGreen will make it possible for anyone producing ads to be confident they can do it in a way that does not impact on the climate – a fundamental change that we have to all make now.”

Stephen Woodford
Chief Executive, Advertising Association

where low impact counts

TACKLING THE ISSUE OF GREATER INCLUSION IN UK ADVERTISING

Searching questions have been asked globally this year about inclusion and representation, led by the momentum of the Black Lives Matter movement. The strength of UK advertising lies in our diversity of creativity and the diversity of our thinking but the Advertising Association is determined to do more on this front. This year, we have launched our new Inclusion Group, chaired by Kathryn Jacob, CEO of Pearl & Dean, and established the UK Advertising Needs You hub with the goal to create a more inclusive workplace for all.





DELIVERING ON OUR AMBITION OF AN INCLUSIVE WORKPLACE FOR ALL

KATHRYN JACOB, OBE

CEO, Pearl & Dean & Chair, Inclusion Group

It is a pleasure to be part of the team focusing on diversity and inclusion on behalf of the Advertising Association, which combines the wisdom and insight from the client and agency community along with the excellent contributions from media owners and diversity experts.

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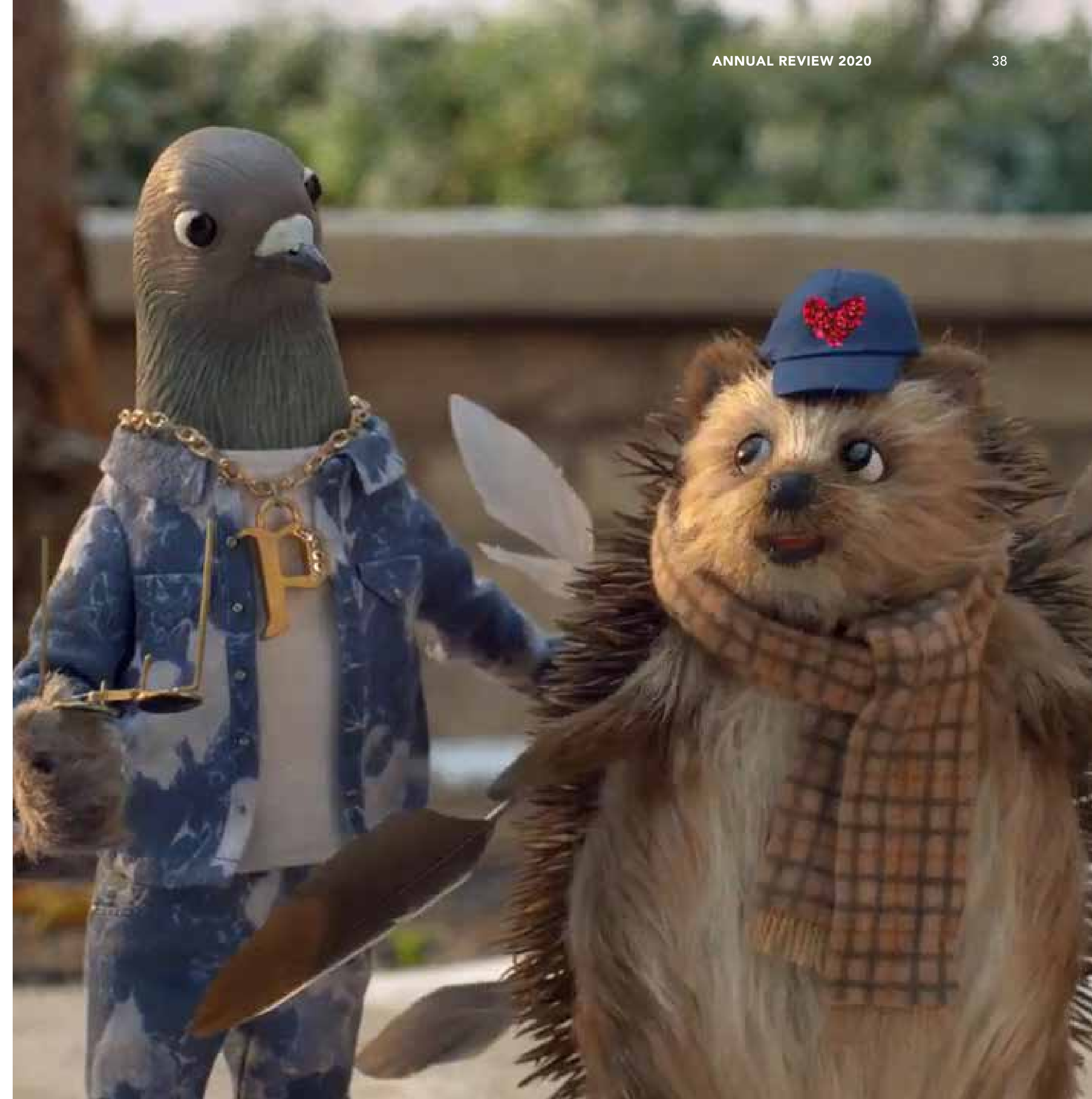
Our global position as a hub is reflective of the talent and ability of our colleagues and the aim of our group is to ensure that we are open to talent, and that their position and progress is determined by their contribution rather than any other factor.

Across the industry, there have been great examples of companies striving to reflect the diverse audiences we serve in the teams that they recruit. By creating the inclusion hub – *UK Advertising Needs You* – we want to showcase these great initiatives and ensure that best practice can be widely shared and celebrated. Covering all aspects of employment, from recruitment to ensuring that workplaces are supportive of under-represented groups, the aim is to ensure that advertising is always striving to create the most welcoming workplace.

Obviously, we are aware that there is no 'quick fix' to address the issue and we wanted to ensure that we built from a foundation of knowledge by analysing the make-up of the communications industry, building on the work that has been done by the IPA and extending that to clients and media owners.

Looking ahead to 2021, we have big plans for the first Census of the UK advertising industry, something which will be supported by the Advertising Association, the IPA and ISBA. Through the powerful collective of the combined memberships, we are going to create a 'stop the clock' moment and ask all UK advertising and marketing services professionals to fill in a short survey. The result will be the most comprehensive record of people working in our industry, reviewed and analysed on our behalf by Kantar. It will provide a concrete measure from which we can build to deliver on our ambition of an inclusive workplace for all.

“ WE WANT TO SHOWCASE THESE GREAT INITIATIVES AND ENSURE THAT BEST PRACTICE CAN BE WIDELY SHARED AND CELEBRATED ”



UK ADVERTISING NEEDS YOU

SHARING BEST PRACTICE ON INCLUSION

We know that great creativity is linked to diversity of thinking and experience and it is vital our industry reflects the society that we serve. We are committed to doing everything we can to build the world's most diverse workforce - it is central to our future as a global advertising hub.

We, alongside ISBA and the IPA, formed a new Inclusion Group to improve the diversity of UK advertising's industry through its workforce and creative output. The group is chaired by Kathryn Jacob, CEO of Pearl & Dean, and includes members from Channel 4, Creative Equals, GSK and Saatchi & Saatchi.

One of the first actions the group undertook was to create an online hub - UK Advertising Needs You - to showcase the many diversity and inclusion initiatives in the advertising industry. Since launch, the hub has been updated regularly and offers advice for people looking to begin their career in the industry, as well as resources for employers looking to recruit from a wider range of candidates. In addition, it features a range of initiatives such as BAME2020 and those from Creative Equals and Brixton Finishing School, covering backgrounds including gender and racial diversity, age, disability and neurodiversity. Business Minister, Nadhim Zahawi, commented at the time of the launch: *"As a previous business owner, I know that only by drawing on a diverse talent pool can businesses truly reach their full potential. This group is an excellent initiative to drive forward diversity and inclusion within the advertising industry, and I applaud the Advertising Association for their work."*

We have been proactively sharing the hub's resources with industry as a bank of information and guidance. We urge all employers to use it not only as a resource but also as a showcase to share the work that they are doing in the area.

So, if you're looking to build a truly inclusive workplace and support greater diversity and inclusion in our industry, head to the **UK Advertising Needs You** hub.

VISIT



ACTIONS NOT WORDS - ADLAND COMMITS

In response to the growing awareness of the importance of effective representation and diversity in industry and the rise of the Black Lives Matter movement, in summer 2020, over 200 advertising and media leaders signed an open letter calling on the industry to address inequality and to take action against racism.

The letter, coordinated by Creative Equals, pledged solidarity with black talent and proposed concrete steps to achieve greater equality within the creative sectors. Our Chief Executive, Stephen Woodford, signed the letter on behalf of the Advertising Association.

The letter asked that the industry be held accountable in the following ways:

- 01** Empower leaders and boards to drive representation and inclusivity by being a core part of the leadership team's strategic priorities with clear KPIs, actions and objectives, transparently communicated. Deeply understand and monitor the data of your company and understand what goes on within it.
- 02** Senior leaders must step up, speak out and take action. All leaders need to acknowledge the escalating racism of the last few months in town halls and company-wide gatherings, in order to open this conversation in their organisations. Leaders should use their company channels to share links, information, resources and black-driven research.
- 03** Enable employees to understand their own privileges (and what white privilege means) and their biases to help them become accountable allies and activists.
- 04** Call out racism whenever it is encountered. Everyone is responsible for this, from the CEO to all staff across your organisation. Implement an incident management plan or refer to your equality policy for guidance. Building trust creates solidarity in the workforce and provides a psychologically safe space to work. This can allow for issues such as micro-aggressions (subtle acts of discrimination) to be addressed.



ACTIONS NOT WORDS

ADLAND COMMITS

#BLACKLIVESMATTER

- 05** Create safe and inclusive spaces to have open and frank conversations about racism with everyone in attendance. Use these to promote active advocacy and open dialogue for both black talent and allies.
- 06** Use existing employee resource groups, such as WPP's Roots, Publicis Group's Embrace or for those without networks, assemble ad-hoc forums now such as Publicis Sapient's 'Brave Spaces'.
- 07** 'Check the make-up of your own circle and seek out different points of view,' as recommended by WPP UK Country Manager & CEO GroupM UK, Karen Blackett OBE.
- 08** Check-in with black employees - particularly if you are a leader or line manager.
- 09** Represent at every level and most importantly, on your leadership team: welcome, promote, champion, and celebrate black employees. Commit to amplifying and elevating black talent, working with black-owned businesses and supply chains.
- 10** Examine your preferred supplier's list. Ensure your advertising isn't funding white supremacy or racist content.

The message pointed to the findings of the latest IPA Agency Census, which showed that the proportion of staff in UK agencies from black, Asian and minority-ethnic backgrounds had fallen at each of the three most senior levels. People from BAME backgrounds also made up a slightly smaller proportion of the overall workforce, at 13.7%.

We are determined to increase diversity and inclusion so advertising better represents the society in which we live.



LEADING FROM THE FRONT IN 2020

On January 30, we held our flagship annual summit – LEAD 2020 – at the QEII Centre in Westminster. LEAD has always been a highlight of our calendar, but last year's felt particularly significant as we launched our brand-new mission – to promote the role and rights of responsible advertising and its value to people, society, businesses and the economy – to hundreds of members and colleagues from across industry. Reflecting this new mission, responsible advertising was the focus of the event and has been at the top of our agenda ever since.



LEAD is traditionally billed as the place 'where advertising meets politics' and 2020 was no different. Minister for Business and Enterprise, Nadhim Zahawi MP, gave the opening keynote at the event where he highlighted the importance of services in trade negotiations with the EU and pointed to the value of our UK Advertising Exports Group. He also urged business to do more to encourage diversity and inclusion in the workplace, noting that the issue was a "matter of fairness" that all should address. Former Speaker of the House of Commons Rt Hon. John Bercow also addressed delegates, discussing Brexit and its potential implications for the country.

We also published the latest report in our Advertising Pays series – Advertising Pays 8: UK Advertising's Social Contribution - which you can read more about on **page 29**. The theme of the report reflected the new mission statement, and the research demonstrated our opportunity to rebuild declining public trust in our industry through advertising that makes a clear social contribution.

We were grateful to our sponsors – Teads, Spotify, News UK and Advertising Week Europe – for their support for the event. In 2021, we are taking a year off from LEAD to make room for our very special event, RESET 2021, in partnership with ISBA and the IPA.

To see what LEAD 2020 was all about, please watch our record of the event.

[WATCH NOW](#) ▶



OUR PUBLIC AFFAIRS WORK

Our Public Affairs role lies at the heart of the Advertising Association's work. As the voice of industry to Government, we have an active outreach programme to engage with politicians, policy makers and Whitehall officials. This activity is not limited to Westminster, with increasing engagement in Scotland and the wider nations and regions of the UK, as well as in Brussels, where we maintain relations with our colleagues from other European countries. In a year dominated by COVID-19 and Brexit, we were active in representing members and the industry to Government and officials right across the UK as the pandemic and its effects on industry unfolded.



PA SPOTLIGHT: FOOD AND DRINK ADVERTISING

The advertising of food and drink high in fat, salt or sugar (HFSS) has been an important issue for the Advertising Association for over 20 years. Since 2008, when the restrictions on the advertising of these products were first introduced, we have successfully challenged a pre-9pm watershed ban on four occasions.

The basis of these challenges is that all the evidence points to the inefficacy of this kind of regulatory intervention. It doesn't address the Government's objectives to address childhood obesity and we know, from Government data, that obesity prevalence varies across the UK and would be more effectively tackled with locally targeted measures.

We greeted the Prime Minister's announcement in July 2020, therefore, with dismay. Not only did the Government announce its intention to introduce a pre-9 pm ban on TV, but it also proposed to extend it to online advertising as well, with the new restrictions coming into force by the end of 2022. The Government also stated that it wanted to "go further" and would be publishing a short consultation on the introduction of a total HFSS advertising restriction online. The short, six-week consultation required extensive input in the final quarter of last year and we now await the Government's decision.

We support an equivalence of approach between TV and online, though with measures suitable to the medium. We continue to oppose the pre-9 pm TV ad ban as well as the idea of a total ban on online HFSS advertising. The latter restriction goes much further even than a pre-9 pm TV ban. It would prevent most marketing communications with consumers, whether in paid-for space or on companies' own websites or social media and goes way beyond the Government's objective to protect children.

We continue to respond publicly and pro-actively to the Government's announcement and the subsequent online consultation launched on November 10. We have written, alongside other trade bodies, to all Conservative backbenchers and key MPs from other Parties as well as to the Prime Minister, Culture Secretary Oliver Dowden MP and several Ministers. We held a member roundtable with DCMS and DHSC civil servants and continued the dialogue with civil servants during the consultation. Our views on this issue were reported in the trade and national media over 900 times across the year. As the new year gets underway, we await the Government's announcement on its decision and next steps.



PA SPOTLIGHT:

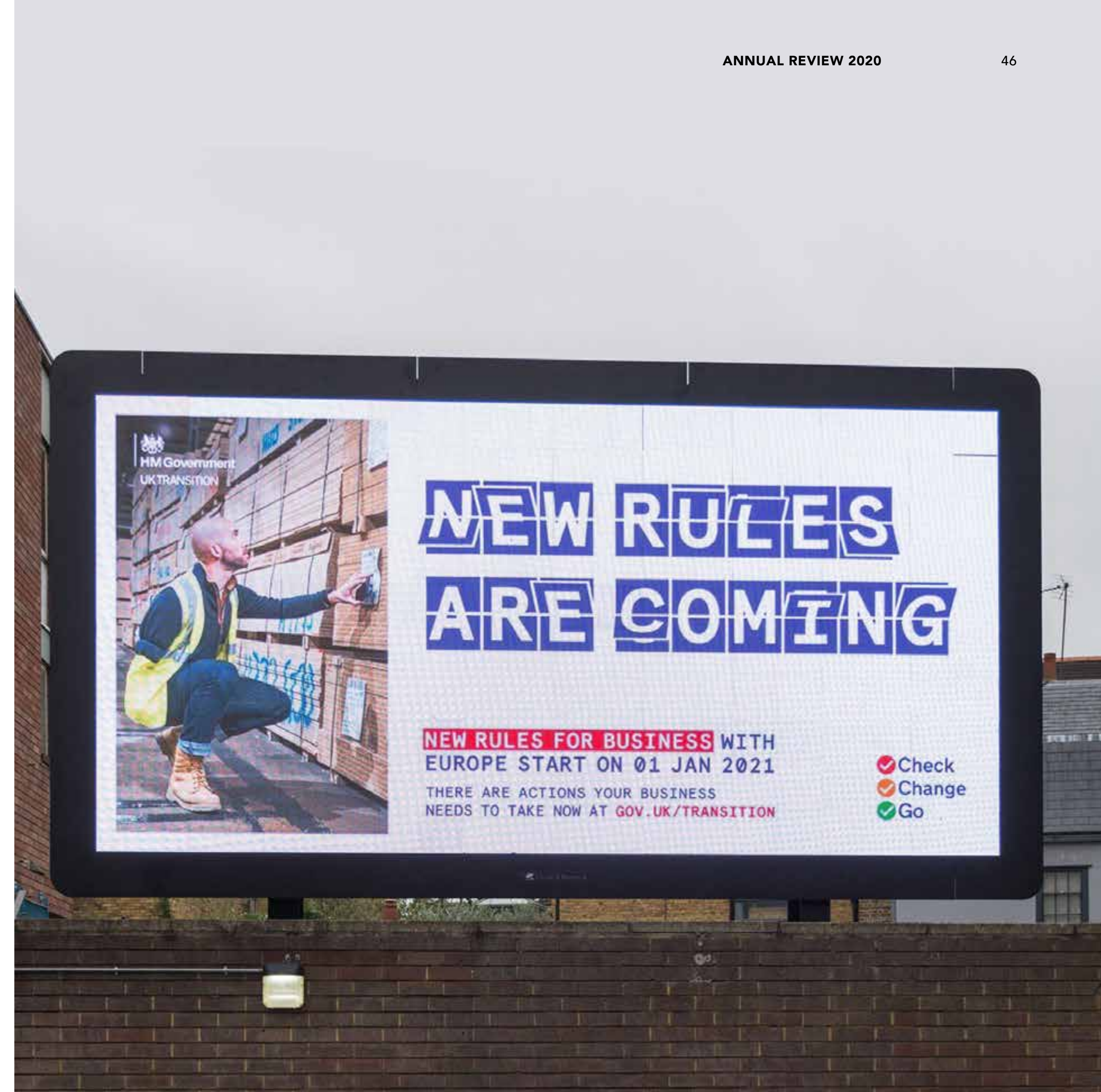
BREXIT AND INTERNATIONAL TRADE

To industry's relief a UK-EU trade agreement was finally agreed on Christmas Eve - just days before the end of the transition period – and avoided a potentially disorderly exit from the Single Market and Customs Union. At the AA we hope that this lays the foundations for expanding UK advertising exports to the EU even further. However, there are still many unanswered questions surrounding the future relationship on services.

From our initial assessment of the agreement, we have noted that:

- The agreement puts in place temporary provisions for the continued free flow of personal data until a data adequacy decision is reached. This provides a welcome reprieve from what could have been an unwelcome cliff-edge at the end of the transition period. Whilst the signs are that we will get a data adequacy before the 1 July 2021, businesses are being advised to incorporate Standard Contractual Clauses in their contracts with EU partners as a precaution, to minimise the risk of disruption.
- For advertising, there will be changes in how UK companies currently operate cross border that do not have an establishment in the EU. As per EU WTO commitments, roughly half of the EU Member States require an economic means test for Contractual Service Suppliers providing advertising services. Fortunately, some of our biggest export markets France, Germany and Ireland will not require this. However, self-employed independent professionals face added complexity as they will need to review individual host state rules.
- Finally, the UK will no longer benefit from "Country of Origin" rules under the Audiovisual Media Services Directive. This will have a particular impact on UK-based broadcasters carrying UK advertising.

Throughout 2020, we lobbied the UK and EU for a comprehensive deal on services, mobility and. In October, our Chief Executive Stephen Woodford joined a CBI statement, which included around 70 other signatories from trade associations and professional bodies representing 190,000 businesses and seven million employees, calling for politicians on both sides to carve a path towards a deal.

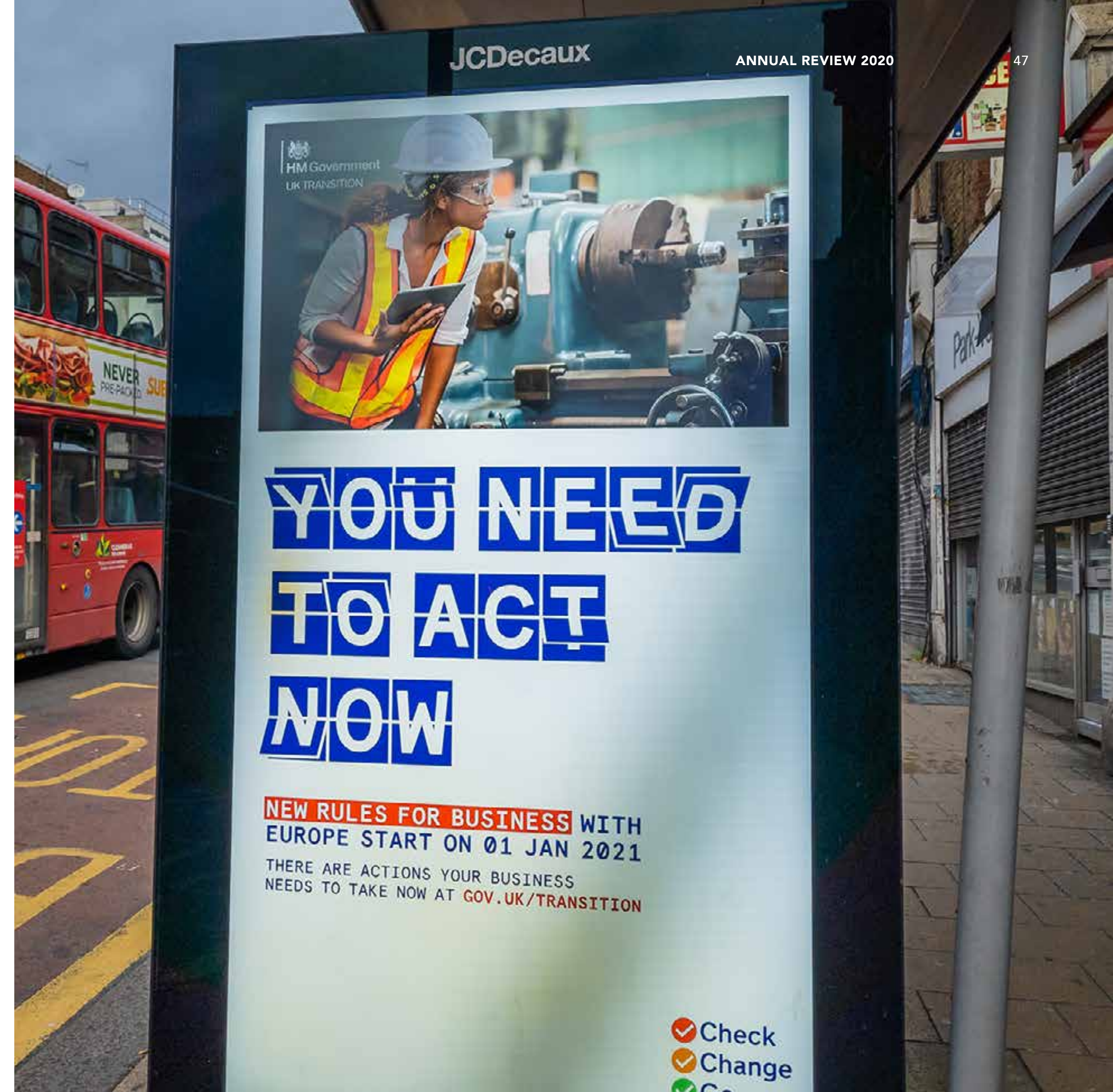


In June, via our membership of the Professional Business Services Council, we took part in a series of calls with European stakeholders, such as EU Permanent Representatives, DG Trade, Taskforce UK, Business Europe and the European Services Forum to talk up the importance of the UK and the EU in reaching a deal.

And whilst the deal outcome was not yet certain, we helped members prepare for a no-deal scenario though signposting information on our Brexit hub. In October, we hosted a virtual Front Foot insight session giving members an update on Brexit negotiations.

Separately, we have noted the UK has continued to make progress in its Free Trade Agreement (FTA) work notably signing an agreement with Japan. Trade negotiations with the US, Australia and New Zealand continue at pace and we expect that the UK will start talks on acceding to the Comprehensive and Progressive Agreement for the Trans-Pacific Partnership (CPTPP) soon.

Given that the UK is now following an independent trade policy, we expect this work to increase in prominence and significance, and we hope to take an active part in this. Konrad Shek, our Director for Policy Research, was invited to give oral evidence to the Trade Bill Public Bill Committee in June. And in August, we were pleased that Konrad was also nominated in August to be our expert representative on the Department for International Trade's Trade Advisory Group for Creative Industries.



PA SPOTLIGHT:

RESPONSIBLE ADVERTISING AND THE GAMBLING SECTOR

Gambling advertising and gambling-related harms continued to be a significant focus in Parliament in 2020, with questions on the subject put forward in the House of Commons and House of Lords on a near-weekly basis. The Government has committed to a review of the Gambling Act, which launched at the end of 2020 and closes in March 2021.

In response to concerns about gambling-related harm during lockdown, all members of the Betting and Gaming Council (representing about 90% of the industry) removed TV and radio adverts for a 6-week period over May and June. BGC members account for around 50% of all gambling advertising on TV and radio.

The House of Lords Select Committee on the Social and Economic Impact of the Gambling Industry produced a report in July which made recommendations to reduce gambling-related harm. Lord Currie and Guy Parker, Chairman and CEO of the ASA, were among the witnesses who gave evidence before the Committee during the consultation stage.

The Lords recommendations included the commissioning of independent research to establish the links between gambling advertising and advertising related harm, a ban on gambling advertising in and around sports grounds (with exceptions for horse and greyhound racing) and a ban on advertising on sports teams' kits. The APPG on Gambling Related Harm also published a report calling for a total ban on gambling advertising.

While neither of these reports are binding, they are likely to inform the Government review and shape Parliamentary discourse on the issue. CAP and BCAP are also conducting a public consultation on gambling advertising, reviewing newly proposed rules to limit the appeal of gambling ads to under-18s. We were in regular contact with colleagues from across industry, including the BGC, and updated members frequently on developments in gambling advertising. Briefing calls were also held with prominent MPs with an interest in gambling, such as Labour's Barry Sheerman, MP for Huddersfield.



BIRMINGHAM COMMONWEALTH GAMES 2022



Last year, the team continued its work on the advertising and trading restrictions for the Birmingham Commonwealth Games 2022. Public affairs activity included a number of stakeholder roundtables and outreach with the relevant departments and Parliamentarians.

On 25 June, Parliament passed the Birmingham Commonwealth Games Act 2020, introducing a number of temporary measures. Following a similar approach used for the London Olympic Games 2012 and the Glasgow Commonwealth Games 2014, these measures included an advertising and trading offence, which restricts the advertising and selling of products, services, businesses to the public in and around the games locations, and an "association right", which prevents businesses suggesting an association with the games. These measures are typical for major sporting events to help protect the rights of commercial sponsors who help to offset the public costs of the Games.

Our key concerns continue to be around the nature and timing of the restrictions in the vicinity of events and the implications that these have for the sale and distribution of newspapers and magazines in the restricted areas, as well as the need for the Government to consult early on the implementing regulations.

DCMS consulted on the exceptions to advertising and trading restrictions for the Games to ensure a proportionate approach that minimises disruption on existing business. The consultation closed early January 2021 and we await the response. The restrictions will apply in around the event locations across the West Midlands, as well as one location in London, anytime between 7 July-13 August 2022. The details of the exact location and timing of the restrictions, alongside the exceptions, will be brought forward in secondary legislation in 2021.



PA SPOTLIGHT:
DATA & DIGITAL

While 2019 was an unprecedented year for regulatory scrutiny for online advertising, 2020 was notable for the ICO announcing in May a pause in its adtech investigation work whilst it reassessed its priorities and resources during the pandemic. The ICO appeared keen not to place any undue pressure on industry.

However, it was acknowledged that the ICO's concerns around adtech and real-time bidding still remained. Given that they planned to restart their work in the near future, it was felt important to continue our engagement with the ICO. Our letter to them in August, updating the ICO on the ongoing work undertaken by industry, was well received. When the ICO eventually resume their investigation, we expect them to find a different operating environment and industry practices having evolved from where they had left off.

In February, we submitted a response to the CMA Online platform and digital advertising interim report and April, responded to the DCMS call for evidence for their Online Advertising Review. In July, we took the opportunity to invite members of the CMA, Ofcom and ICO to brief Advertising Association members on the future role of the Digital Markets Unit and Digital Regulation Cooperation Forum which was in the process of being established in response to the final CMA report's recommendation.

The Government only published their response to the CMA's full report at the end of November and, at time of writing, we have yet to see the Government's response to the Online Advertising Review's call for evidence. In any case we continue to monitor developments and analyse what impact these policies will have on the online advertising market.

Going forward we will continue to monitor the progress on the draft e-Privacy Regulations. Even though the UK's has departed the European Union, the extraterritorial nature of the legislation will mean it will still have an impact on the UK. We will also take an interest in the development of the National Data Strategy, which we submitted a response to, and see what impact that might have on the UK's future international data transfer framework.

PA SPOTLIGHT:

BUILDING INDUSTRY'S PROFILE ACROSS THE NATIONS AND REGIONS

We have increased our parliamentary outreach across the devolved nations with the establishment of new relationships in Cardiff and Edinburgh.

Following the uncertainty caused by the COVID-19 pandemic, in April, we began holding bi-weekly calls for members in Scotland. These calls became a crucial forum for members to express their concerns about the challenges they faced due to the public health crisis. Civil servants from both the Scottish Government and UK Government's Scotland Office joined the calls and the meetings gave members the opportunity to feedback concerns directly to those involved in the policy making process. We held eight of these calls for members in Scotland between March and July and we plan to continue these monthly calls into 2021 to continue representing our Scottish members effectively and raising the profile of advertising in Holyrood and across the country.

In October, we also held an exclusive roundtable event for members in Scotland, with the Scottish Cabinet Secretary for Economy, Fair Work and Culture, Fiona Hyslop MSP. The roundtable gave members the opportunity to ask questions of the Scottish Cabinet Secretary responsible for the creative industries, particularly around the pandemic and Scottish Government business support measures.

The ASA's campaign in Scotland, featured on **page 27** of this Annual Review, was a further demonstration of advertising's prominent role in Scotland and how we aim to grow public trust in advertising right across the UK. It was a campaign undertaken by an AA Scotland member, The Leith Agency, where AA Scotland Chair, Brian Coane, is a Partner. Brian is also a representative for the Creative Industries on the Scottish Government's Creative Industries Advisory Group, with Fiona Hyslop, and Jamie Hepburn, Minister for Business, Fair Work and Skills.

In February, we also began our first outreach in Wales when members of the AA's Public Affairs team met with Conservative Members of the Senedd Angela Burns, Shadow Cabinet Secretary for Health and Well-Being; Russell George, Shadow Cabinet Secretary for Business, Economy, and Infrastructure; and Janet Finch-Saunders, MS for Aberconwy, to discuss prospective food advertising restrictions and the state of the Welsh advertising industry.



PA SPOTLIGHT: **STAYING ENGAGED WITH EUROPE**

In 2020 we managed to keep up our programme of European lobbying work via the Advertising Information Group (AIG). AIG is run in partnership with the German and Austrian advertising associations and includes a number of Brussels-based trade associations that have a specific interest in European advertising and media regulations.

Responding to the exceptional circumstances, we managed to successfully switch the AIG meeting format to a monthly virtual call to enable industry partners to continue exchanging information on priorities and discuss EU policy developments relevant to the advertising industry. Key policy issues discussed in 2020 covered consumer rights, advertising and the environment, the draft e-Privacy Regulation and the forthcoming Digital Services Act.

Over the course of the year, we initiated or co-signed several letters to MEPs lobbying on issues of concern, managed to stave off the threat of a European Advertising Tax, secured an interview with Politico, tabled amendments to the Cormand report, and submitted consultation responses. We also secured a meeting with German MEP Axel Voss, Shadow rapporteur for e-Privacy, in December to convey our concerns that some MEPs were pushing for the regulation of targeted advertising under the Digital Services Act.

The AA, as part of AIG, continues to sit on the European Advertising Standards Alliance (EASA) Board. EASA is the single authoritative voice on advertising self-regulation issues in Europe and its Board is constituted of European industry associations and self-regulatory bodies, including the ASA. EASA recently welcomed Google as the first corporate member of the Alliance and a partner of the ad self-regulatory network. It is expected that this partnership will strengthen Google's collaboration with EASA's self-regulatory organisations. advertising industry.



SUPPORTING GROWTH IN EXPORTS OF UK ADVERTISING

The UK provides advertising and marketing services to customers around the world. To do this, our industry has a unique combination of strategic, creative, technical and production expertise which allows us to service a global client base. Last year's launch of the UK Advertising Export Group took things to a new level as we explored opportunities to develop new markets and champion exports of our advertising and marketing services to international customers.





UK ADVERTISING. MADE GLOBAL

JANET HULL, OBE

Chair, UK Advertising Exports Group & Director of Marketing Strategy, IPA

The UK Advertising Export Group (UKAEG) is the advertising industry's response to the wider agenda of the Creative Industries Trade and Investment Board (CITIB) and forms part of the UK Creative Industries partnership between industry and Government to promote growth in international business wins (exports) and inward investment on the global stage. For Government, exports mean operating a new office in a new territory or securing financial investment from an international source. For industry, this means expanding our businesses into new markets working on new briefs from clients, and winning market share in billings and new briefs versus other country rivals.

Continues on the next page

Our first goal was to recruit companies who share our vision to grow their business internationally and we launched UKAEG officially in March 2020 with a diverse range of 50 advertising and marketing services companies. Our second was to hone our proposition and develop a virtual strategy following the impact of COVID-19. We transitioned quickly and easily to the new ways of working caused by the pandemic, always mindful of keeping our members' interests at the forefront of our work.

UKAEG launched its first brand campaign - "Made Global" - at Advertising Week 2020. The campaign is led by a 2-minute film produced by The Mill with strategy by adam&eveDDB and features work from UKAEG companies for global brands. It aims to show that the UK's advertising market is not just a gateway to Britain; it's a gateway to everywhere and underlines how the country is open for business.

[FIND OUT MORE ABOUT THE CAMPAIGN](#) ▶

The campaign aims to celebrate the long heritage of the UK as one of the world's leading hubs for advertising and marketing services. Over the years global clients have been drawn to the UK for many reasons, for example the UK is the most awarded advertising hub per capita. We are the home to some of the world's leading storytellers with a unique culture of delivering effectiveness through creativity. The UK's geographic position in the world also provides the perfect time zone for working globally – we are able to cater for the USA and Asia and everywhere in-between.

The UK has always been a truly international population – our diversity as a nation means we can think globally and act hyper-locally. We speak many languages and attract creative talent from all over the world. It is this genetic make-up that makes the UK advertising industry rich in cultural perspectives and innovative ideas. The UK is also the world's most advanced digital advertising economy, third only in size to the US and China. UK advertising is a global business; one that contributed £7.9bn annually to the UK economy in the latest ONS figures. With our

pool of diverse skills, global talent and world class creative capabilities, the UK Advertising market is not just a gateway to Britain, it's the gateway to everywhere. The future of exporting our sector's services, indeed UK creativity, around the world is in our hands. We want everyone involved in UK advertising to be part of our drive. UKAEG is already planning trade missions in 2021 to events and locations including SXSW, China and Lions, spreading the word that British advertising is the best in the world and ready to trade.

[CONTACT UKAEG MARKETING MANAGER AISLING CONLON TO SEE HOW YOU CAN GET INVOLVED](#) ▶

“ **OUR DIVERSITY AS A NATION MEANS WE CAN THINK GLOBALLY AND ACT HYPER-LOCALLY.** ”

PROMOTING UK ADVERTISING ON THE WORLD STAGE

Our UK Advertising Export Group (UKAEG), a unique cross-industry business development drive to accelerate investment in UK advertising from international business and to safeguard the UK's position as a global advertising hub, went from strength to strength during 2020.

UKAEG launched in March with a cohort of over 50 of the best advertising and marketing services, AdTech, creative, production and post-production companies, research, data companies and talent scouts, from across industry. Together, they set out to boost the reputation of UK advertising on the global stage and to accelerate its growth in export performance. As the pandemic spread, the group adapted to a new virtual way of working, delivering strong value to members in unprecedented circumstances and growing membership despite the pressures of lockdown.

UKAEG led a dedicated marketing programme where it created an estimated 146,000 opportunities to meet and hear from the companies in its membership. The group's marketing drive ensured that UK advertising was highly visible, travelling virtually to key markets such as the US, China, Europe and South Korea. UKAEG launched its first virtual trade mission which included 19 presentation slots and hosted networking events with China and South Korea during Lions Live. UKAEG's second trade mission delivered over 55 new business meetings for members while UK advertising was the headline sponsor at the inaugural PHNX Festival.

The team also launched its first brand campaign to profile the country's leading advertising and marketing service companies at Advertising Week 2020. The campaign, 'Made Global', was produced by The Mill with strategy by adam&eveDDB. The 2-minute film features work from UK based companies for global brands. It aims to show that the UK's advertising market is not just a gateway to Britain, it's a gateway to everywhere, and underlines how the country remains open for business during the coronavirus crisis. The film also celebrates the UK's rich history and strong global reputation for creativity. The UK is in a perfect geographic position as its time zone is optimum for global work, supporting the service of businesses from the USA to Asia and everywhere in-between. The 'Made Global' campaign will be taken to events around the world in 2021.

__UK_____
ADVERTISING
____MADE_
_GLOBAL__



UKAEG also commissioned research by PwC in partnership with UK advertising think tank, Credos, which highlighted that creativity, talent and reputation are the foundations of UK advertising's global success. The report – Powering Up UK Advertising Exports – included a micro-economic study by PwC of companies behind these UK advertising exports, identifying drivers and barriers, while also assessing the impact of COVID-19 on future success. The report illustrates how exporting endeavours can fuel business growth and reduce dependency on the UK's domestic market.

Looking ahead to 2021, UKAEG will be curating content at key events such as SXSW, Shanghai International Advertising Festival and Cannes Lions International Festival of Creativity. It will be building on work with key markets such as the US, Europe and China and expanding into new markets such as India, Middle East & North Africa, and Asia where there is a growing demand for work from UK advertising. At the same time, the group will be encouraging more companies to build their export revenues through collaboration and joining the industry-wide promotional plans, in partnership with UK government.

Any UK advertising and marketing services company seeking to grow their international revenue streams or know a company that should be considered, please contact us using the below:

[EMAIL UKAEG MARKETING MANAGER, AISLING CONLON](#) ▶

[VISIT UKAEG HOMEPAGE](#) ▶

品牌全球化论坛
BRAND GLOBALIZATION FORUM 2020

越山向海 | 赢销无界

11月16日 厦门国际会议展览中心4层观海厅

Keith Weed
 英国广告协会主席
 President, AA

主办: CAA 承办: BlueFocus 协办: IAA

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2020第二届
 北京国际公益广告大会
 2020 THE 2nd BEIJING INTERNATIONAL PUBLIC SERVICE
 ADVERTISEMENT CONFERENCE

大师盛宴——公益有爱，同心
 "Masters' Voices" Seminar: Public Service For Love, Hearts For

简·阿斯彻 Jane Asscher
 23red广告公司创始人兼CEO
 英国广告出口委员会 (UKAEG) 成员

THE BENEFITS OF BEING ONE OF OUR MEMBERS

Our members are at the centre of all we do at the Advertising Association - they are who we are and this has never been truer than while facing the challenges of the coronavirus crisis. We represent their interests and so, the interests of the UK advertising industry, wherever and whenever we can. Being part of the Advertising Association, our Front Foot network and initiatives such as Ad Net Zero, the UK Advertising Export Group and UK Advertising Needs You brings members a host of benefits, enabling them to get the very best from their membership - from access to exclusive events, to bespoke Public Affairs advice.



WHAT IT MEANS TO BE AN ADVERTISING ASSOCIATION MEMBER

The Advertising Association is unique in our industry. We bring together the companies that use advertising to drive their businesses, the agencies that create and buy campaigns, the commercial media that carry them and the tech companies that provide advertising solutions.

Members speak with one voice to ensure advertising and communications is high on the business agenda, that we have support and understanding in Government and that responsible practice continues to earn the confidence of the public, regulators and policy-makers alike.

Our work is crucial to the long-term prosperity of any business which relies on the freedom to create, sell or use advertising and marketing communications. Our members work together to share advertising's contribution to the economy and society and to provide research and expertise to inform public debate. We protect and promote the freedom to advertise responsibly and members support the industry's self-regulatory system through the Advertising Standards Authority.

Last year, notably, members were able to feed into the industry's position throughout the Coronavirus pandemic as well as workstreams including Public Trust in Advertising, Inclusion and Climate Action. We are also involved in a range of policy debates affecting UK advertising as a whole and across all media formats. By joining us, members have a place at this table, as well as access to the wider discussions and policy development by the industry.

We collaborate closely with global trade body partners including the Federation of European Direct and Interactive Marketing (FEDMA) the International Advertising Association (IAA), the World Federation of Advertisers (WFA) and the American Association of Advertising Agencies (4As) in the US.

FOR MORE INFORMATION ON HOW TO JOIN THE AA CONTACT OUR COMMERCIAL DIRECTOR, SHARON LLOYD-BARNES



“

Being part of the AA and Front Foot is all about perspectives for us. Bringing different voices from right across the marketing spectrum into E.ON has helped to improve, educate and inspire our teams and the ability to provide our perspective into discussions that affect all of us as marketing professionals is a real benefit. This is right from areas we're actively involved with and pursuing right now which could be ensuring sustainability is always a first thought so that we can fight the climate crisis or making sure we're playing our part in ensuring diversity and equality is a given in everything we do and how we do it, all the way through to contributing to longer-term, future policy topics that will shape the campaigns of the future.

SCOTT SOMERVILLE

Head of Brand & Marketing, E.ON

“

The Advertising Association's pragmatic expertise, networks and support continue to be hugely valuable in a very testing year for the industry.

TIM LUMB

Insight and Effectiveness Director, Outsmart





“ The AA continues to act as a force for good across the advertising industry, focusing on the trust and effectiveness of all our work and protecting our right to advertise freely where appropriate. It also provides a critical forum for collective agreement on the big issues of the day.

JONATHAN ALLAN
Chief Operating Officer, Channel 4

“ As the voice of our industry, the AA works tirelessly to champion our work, our contribution to the economy and provides vital support and positive action around our common challenges. This year has been no exception, and the forums that have brought together every corner of our industry to share experiences and learnings during this crisis have been hugely valuable. We're grateful to be part of the conversation.

SUE FROGLEY
Chief Executive Officer, Publicis Media UK



“ As a platform, we're driven by collaboration, with creators picking up on trends from each other or duetting to create amazing new content that drive cultural moments in the UK. As a business, we know the value of collaboration in the industries in which we operate, and UK advertising is no different. TikTok might be relatively new here but the response to our platform is reflective of this culture of creative energy across people, creators and advertising. We're delighted to be joining the Advertising Association, working with the representatives of our industry to champion that culture and energy as we play our part.

INAM MAHMOOD
Managing Director, Global Business Solutions (UK), TikTok



“ The Advertising Association has clearly demonstrated its value during the pandemic and as a lead within a trade association myself, the AA is, for me, the benchmark to which I aspire. The team, its individuals and the support received has been phenomenal. They provide a platform that enables us to participate and contribute to essential dialogues, facilitate key connections, and provide a thorough and balanced representation of the advertising community to Government and legislators on our collective behalves'

RICHARD REEVES
Managing Director, AOP



FRONT FOOT

Front Foot is our industry's member network of over 60 businesses across UK advertising. It aims to promote the role of responsible advertising and its value to people, society and the economy through a coalition of senior leaders from advertisers, agencies and media owners.

Front Foot membership helps fund the work of Credos, UK advertising's think tank, including its Trust research and the Advertising Pays series, the latest of which investigates our industry's social contribution. In return, members of the Front Foot network receive a range of exclusive benefits, from early access to this research to invitations to exclusive events, which last year included a virtual gathering to discuss the blueprint for recovery from COVID-19 and two sessions dedicated to rebuilding public trust in advertising.

Membership also allows access to our Public Affairs briefings and regulatory advice. For example, last year we hosted insight sessions for our members, and their wider teams, on topics such as Brexit and the HFSS proposals, as well as briefings on the implications of the latest regulations, data protection and privacy.

The Front Foot network helps to shape our agenda and enables members to be at the forefront of the latest thinking and industry initiatives that are of value to their businesses, whether advertiser, agency, media owner or tech company. In 2020, our members have focused on how to bounce back from the impact of COVID-19 and committed to driving positive change across public trust in advertising, climate and inclusion.

FOR MORE INFORMATION ON FRONT FOOT AND HOW TO JOIN THE CONTACT OUR COMMERCIAL DIRECTOR, SHARON LLOYD BARNES





HOW WE CAN BUILD BACK BETTER

MARK EVANS

Chairman, Front Foot

Front Foot is our industry's exclusive member network, made up of over 50 businesses from across advertisers, media owners and agencies. As a coalition of senior leaders, Front Foot builds evidence, drives engagement and advocates advertising's contribution to the economy, to society and to people. Our members also provide the funding for the crucial work of UK advertising think tank, Credos. Together we aim to ensure that UK advertising's future is strong and resilient.

Continues on the next page

The year began with a focus on promoting advertising's positive contribution to society and as part of this drive, Credos launched a report on the very topic – Advertising Pays 8 – at the Advertising Association's annual conference, LEAD. Little did we know that in a few months' time we would be in the middle of a global pandemic and would be looking to advertising as one of the levers to help us through the biggest peace-time crisis we have ever faced.

We have rarely seen a greater push from advertisers, agencies and the media in response to any crisis. To showcase all these positive initiatives, the Advertising Association created a special Covid-19 category on its Advertising Pays 8 hub, featuring many of our Front Foot members. It is a brilliant reminder of the importance of advertising and its ability to spread positive and much-needed messages during dark times.

Despite lockdown, we hosted several member events online to discuss the advertising industry's blueprint for recovery and shared how we can learn from the experiences of 2020. Discussions on developing our people and working culture were high on the agenda, as well as our engagement with Government. These meetings were hugely beneficial in mapping out how we as an industry can build back better as an industry.

Looking ahead, we will continue to focus on our work around rebuilding the public's trust in advertising, responding to the Climate Emergency and ensuring our industry is truly inclusive. To our Front Foot members, I would like to thank you for your continued support during these testing times. I would like to especially welcome those new members who joined over the past year during such a difficult time for companies across our industry. Your support, like that of all our members, is truly appreciated.

I look forward to speaking with you all again soon.

If you would like to know more about Front Foot and how you can get involved, we would love to hear from you!

FOR MORE INFORMATION ON FRONT FOOT AND HOW TO JOIN THE CONTACT OUR COMMERCIAL DIRECTOR, SHARON LLOYD BARNES



SUPPORTING MEDIA SMART

Media Smart is the industry's non-profit education programme and is proudly supported by the Advertising Association. It has been running since 2002 with a mission to ensure that every child in the UK aged 7-16 can confidently navigate the media they consume. This includes being able to identify, interpret and critically evaluate all forms of advertising and 2020 saw Media Smart achieve another landmark year of successes.



2020 JOURNEY

Media Smart has a vision to build media and digital literacy as a stepping stone to future employability, citizenship and well-being for young people. The backing of the advertising industry has allowed Media Smart to reach more young people than ever before, through a broader portfolio of campaigns from body image and healthy eating to social media influencers. Its online resources enabled them to engage further during the COVID-19 pandemic with programmes to support home-schooling and distance learning. In June, Media Smart welcomed new Chairman, Dan Clays, CEO of Omnicom Media Group UK, who took over the reins from Mark Lund OBE.

HIGHLIGHTS OF THE YEAR

Growing supporter base

Media Smart has grown its supporter network by more than 50% since relaunch in 2014 to 32 today, critically enabling the creation of innovative new resources. Most recently they welcomed Immediate Media & TikTok as new partners.

Extended reach

Media Smart has now reached over half a million young people with media and digital literacy skills through 75,000 educational resource downloads since 2014. These downloads grew by an impressive +17% in the first half of 2020. Huge thanks to the industry supporters who have more than doubled the year-on-year funding of Media Smart, investing an additional £219,000 in new workstreams and £115,000 through in-kind media, helping Media Smart to reach even more young people.

New campaign launches

In March, as part of the Eat Them To Defeat Them campaign led by ITV and Veg Power, Media Smart developed resources to challenge secondary school children on the topic of eating more veg. To date, there have been 63,000 views of these resources. The online nature of the teaching materials enabled it to meet the demands of distance learning and the rapid changes we saw in how schools and lessons operated during the first lockdown.



In October, with funding from the European Interactive Digital Advertising Alliance (EDAA), Media Smart launched an animated film-based resource 'How to manage your online advert experience', helping young people's understanding of interest-based advertising and how to maximise their experience. Finally, in November, with the backing of the Industry Trust, Intellectual Property Office and Motion Picture Association, Media Smart released its final teaching materials and competition of the year focussed on Piracy and Intellectual Property.

Events

Media Smart held a virtual roundtable event on influencer marketing on September 10, with a host of leading industry speakers, joined by 60 guests from across advertising, politics, education and the third sector. Discussions focused on the challenges and opportunities ahead in the influencer marketing space and the importance of responsible influencer marketing online. The panel included Tracy Brabin MP (Shadow Minister for Cultural Industries); Stuart Flint (VP, Europe, Sales, TikTok); Tara Hopkins (Head of Public Policy, EMEA, Instagram); Guy Parker (CEO, ASA); and Charlotte Williams (Founder SevenSix Agency & Influencer).

On November 4, Media Smart and the EDAA hosted an online webinar for 50 guests across Europe, showcasing the new online advert experience resource. Hosted by Media Smart Chair and CEO of Omnicom Media Group UK, Dan Clays, the event heard views from Shadow Minister for Science, Research & Digital, Chi Onwurah MP, as well as Chair of EDAA, Angela Mills Wade, and Will Gardner OBE, CEO of Childnet. Chi highlighted Labour's ambition to see a 'safer, fairer and more inclusive' online world and also discussed how we enable young people to become more media literate to ensure they are more resilient in the jobs market, especially given the impact of Covid-19.

Awards success

International CSR Excellence Awards *Gold and two Silvers*

Global Good Awards *Bronze for Rachel Barber-Mack's 'Individual Leader of the Year'*

Corporate Engagement Awards for 'Best Educational Programme' & 'Best Not-For-Profit Programme' *Highly commended*

The Drum for Social Purpose Award

Best Brand/Charity Collaboration and for Rachel – Finalists in Best Brand/Charity Collaboration and, for Rachel, Change Maker of the Year

MEDIA SMART SUPPORTERS

An enormous thank you to all 32 of Media Smart's supporters who made possible the significant progress towards its vision over last year:

ADAMANDEVE/DDB	IPA
ADVERTISING ASSOCIATION	IPO
ASA	ITV
BTHA	LEGO
CHANNEL 4	L'ORÉAL
DMA	MCCANN WORLDGROUP
DO IT	MPA
FACEBOOK + INSTAGRAM	OMNICOM MEDIA GROUP UK
FERRERO	PEARL & DEAN
FIRST NEWS	PEPPER STUDIO
GENERATION MEDIA	SKY
GOOGLE	SUPERAWESOME
GOVERNMENT EQUALITIES	THE BIG SHOT
OFFICE	THE INDUSTRY TRUST
IAB	TIKTOK
IMMEDIATE MEDIA	VIACOM
ISBA	

TO LEARN MORE ABOUT MEDIA SMART,
GET IN TOUCH WITH PROGRAMME DIRECTOR RACHEL BARBER-MACK

MEET THE AA TEAM



RACHEL BARBER-MACK

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