



## **NEWS RELEASE**

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**For immediate release**

**The Advertising Association today announced the appointment of Rae Burdon as their Chief Operating Officer.**

**Speaking about the appointment, Advertising Association, Chief Executive, Baroness Peta Buscombe, said:**

*"The Advertising Association has never been busier, nor had more significant issues to deal with. We aim to work with government to tackle serious societal problems and demonstrate that advertising is a force for good. We have had recent success in resisting harmful restrictions on advertising and we have seen off a threat to ads for BOGOFs. Added to those are issues around Direct Marketing, the Digital Media Group, new regulations based on EU legislation, Gambling, Cars and others. Meanwhile all around us is an unprecedented pace of change in advertising and in media of all types. We need to make sure that the Advertising Association is proactive and we need to have the resource to achieve that. Rae will bring some very valuable experience and achievements in the communications industry, and we are looking forward to having him on board."*

**Newly appointed Chief Operating Officer at the Advertising Association, Rae Burdon said:**

*"Peta is creating the right kind of environment at a senior level in government and in industry. I am joining in order to allow Peta time and space to do that, and to help make things happen within that better environment. Over the next few years the AA should evolve into a very different organisation, better equipped to look after its members interests and to cope with the new demands upon the industry. I'm joining to take up that challenge and that opportunity."*

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**Notes to editors**

1. The Advertising Association is a federation of 30 trade bodies and organizations representing the advertising and promotional marketing industries including advertisers, agencies, media and support services in the UK. Further information about the Advertising Association, its membership and remit is available on our website at <http://www.adassoc.org.uk/>
2. Rae Burdon was formerly a senior account handler at agencies JWT, Lowe, McCann's and Saatchi & Saatchi.