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NEWS RELEASE

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Baroness Buscombe: Which? analysis is missing the point

Responding to the publication of analysis by Which? on food advertising, **Baroness Peta Buscombe, Chief Executive of the Advertising Association**, said:

"I am afraid the report released by Which? is sensationalist, unconstructive and missing the point. It is very similar – indeed weaker - to claims that they have previously made. Their list includes programmes clearly not aimed at children and films screened after 10pm. There clearly has to be an element of parental responsibility on which programmes they allow their children to view.

"One has to question why *Which?* are advocating simplistic and heavy handed restrictions which are likely to produce unintended consequences and won't tackle the root cause of obesity. *Which?* appear to want to unfairly restrict the ability of companies to deliver commercial messages.

"It is far more effective for government and industry to work together in partnership to improve the health of the nation by helping people to introduce changes in their lifestyles, rather than imposing bans and restrictions on them. That is why earlier this year the Advertising Association announced a £200million campaign involving Britain's leading food and beverage, retail, media, advertising and healthcare companies, working in partnership with Government to tackle obesity.

"The advertising industry takes a very responsible approach to food advertising and is acutely aware of the importance of safe, responsible standards. There has been a real change in the nature and balance of food advertising to children in recent years and Ofcom, the independent regulator, has confirmed the positive work undertaken by industry."

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Notes to Editors:

1. The Advertising Association is a confederation of over 30 trade associations for industries involved in the UK advertising sector. It includes advertising agencies, media planners and buyers, as well as advertisers themselves in virtually every corporate area and all of the UK's commercial media owners. Further information about the Advertising Association is available at: <http://www.adassoc.org.uk/>