

## Advertising & Society -- A Call for Fresh Evidence

Dear All,

As you know, Front Foot, through **CREDOS** is building a new evidence base for the advertising industry to use, in order to better understand the present reality of advertising today and build a picture of its future. We need now to collate and review the industry's existing information to ensure research we initiate is focused on new and useful areas. We are looking for interesting and insightful evidence about the ways that people relate to advertising and on the role it plays in their lives and that of the broader economy.

There is, of course, a lot of publicly available survey and academic data – and we are interested in your suggestions on this score -- but we feel there may be more consumer and audience research that has been commissioned by organisations or companies like your own, which would be valuable to see. It could well be more up-to-date and insightful than much of the public stuff!

So, if you have any such data relating to the wider questions of advertising's role and contribution to people's lives, would you be prepared to allow **CREDOS** to have sight of it? If you wish the data to remain confidential, we would respect that, although if it contained nuggets of real value we would come back to you for permission to use it with an attributable source. Please can you send what you have by April 9<sup>th</sup>, so we can start reviewing what we have and feed it into the first white paper that the initiative is planning to publish?

To help prompt your thinking, here are some of the headings we are looking to cover:

1. Trust in institutions, media, brands – particularly how this changes in relation to other factors
2. Role of brands in people's lives, how they see them, what they think they do
3. Changing media consumption
4. Adoption of new media and digital interaction and what this means for brand advertising
5. Issues around privacy, sense of control, willingness to interact on all platforms
6. What people want and expect from relationships with brands/companies
7. Role of public and third sector communications and interactions
8. Attitudes to advertising generally

If you think you can help, please contact Ina Mongia at the AA ([Ina.Mongia@adassoc.org.uk](mailto:Ina.Mongia@adassoc.org.uk)).

Many Thanks,

Best Regards,

James Best