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P R E S S R E L E A S E

AA to launch children's panel

The Advertising Association (AA) is to launch an expert industry panel to examine industry practices around advertising and marketing communications to children.

The panel is the key recommendation in a contribution to the Department of Education's 'Bailey Review' and follows consultation with AA members and industry stakeholders. It will comprise specialists in the children's market, along with an independent academic expert.

Tim Lefroy, Chief Executive of the AA said that:

"Advertising and the commercial world is a big part of what makes childhood enjoyable and fun but we mustn't forget that kids are learning to understand it and need to be treated with care."

The AA's report - '[Parents, children and the commercial world: facts, issues and solutions](#)' – includes contributions from the industry think-tank Credos, a review of the marketplace and primary research into children's and parents' attitudes to advertising techniques and practices.

The report finds that while children's values have not fundamentally changed, parental concern about them 'growing up' is very real. While advertising is not singled out as a significant driver of that concern, there is an unhelpful lack of knowledge of both the commercial content their children engage with and the level of recourse available to them.

Tim Lefroy continues:

"Self-regulation of advertising is strong but will only stay that way if we understand our market and our customers' concerns. Our expert industry panel will do just that.

Some of the emerging issues identified in the AA's report include 'peer-to-peer' activity, 'brand ambassadors', age verification, and the placement of age-inappropriate advertising.

The AA is also calling on the Bailey Review to support media literacy programmes (such as [Media Smart](#)) as the Buckingham Review highlighted as an important strategy to boost children's 'advertising literacy'.

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Editors' Notes

The full report can be downloaded via this link (<http://tinyurl.com/6c6mz3n>), and the sections of Credos research sitting behind this submission are available on request.

Further information

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About the Advertising Association

The Advertising Association (AA) represents all sides of the advertising and promotion industry in the UK – advertisers, agencies and the media. Its remit is to promote and protect advertising, by communicating its commercial and consumer benefits. Further information about the AA, its membership and remit is available here <http://www.adassoc.org.uk/>