



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

ADVERTISING INDUSTRY WELCOMES CONSTRUCTIVE GOVERNMENT REVIEW

6 June 2011

The Advertising Association (AA) has welcomed the Government's review, 'Letting Children be Children', led by Reg Bailey and published today. Tim Lefroy, Chief Executive, said that:

"In a debate charged with emotion Mr Bailey has been satisfied that the role and practice of advertising is in broadly good shape. The AA will work on the specifics and publish plans for its senior panel in the near future."

Reg Bailey's report makes five recommendations specific to advertising which cover 'sexual imagery' on billboards, the use of brand ambassadors and peer-to-peer techniques, the harmonisation of the age of a child and improving industry and regulatory understanding of parental concerns.

The review praises existing advertising regulation and recent industry initiatives such as www.check.uk.com. Specifically, it welcomes the advertising industry's pledge to create – through the AA - an industry panel to monitor advertising to children and take forward key issues raised both in the review and the AA's recent report [Parents, children and the commercial world](#).

The panel, which will comprise of senior industry figures and independent academic experts, will also take account of the work of Credos – the independent think-tank for advertising – which has contributed extensively to the review. The panel is currently being developed by the AA with details being announced shortly. Tim Lefroy added:

"As children learn to understand the commercial world, they need to be treated with care. The review has found much to applaud within advertising but we face new challenges and must work across industry to find the solutions."

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For more information please contact James Charlton 02073401103 / 07933438009.

The **Advertising Association** is the only body representing all sides of the advertising and promotional marketing industries. Its membership represents advertisers, agencies, media and support services in the UK. The advertising industry employs nearly 250,000 people, and has a Gross Valued Added (GVA) of £6.2bn to the UK economy each year. Further information about the organisation is available at: www.adassoc.org.uk

Credos is a think tank which has been set up by the advertising industry to deliver independent and objective analysis of the key challenges that industry faces. Its aims are to understand better the role of advertising in the UK, how it is perceived and its value to UK society and the economy.

Credos' work is overseen by an advisory board which assures the quality and objectivity of its work, and is led by Director, Karen Fraser. Further information about the organisation is available at: www.credos.org.uk