

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

Advertising Association Children's Panel takes shape

19 July 2011: The Advertising Association has confirmed participants on its new advertising industry panel, set up in response to the recent Bailey Review 'Let Children be Children'. Having appointed Mark Lund, former Chief Executive of the COI and co-founder of the Now agency as Chair, the Panel will include representatives from leading companies, as well as individuals with relevant expertise:

- Andria Vidler , EMI Music UK & Ireland
- Ian Douthwaite, Dubit
- Mike Baker, The Outdoor Media Centre
- Richard Allan, Facebook
- Sue Garrard, Unilever
- Alistair Macrow, McDonalds
- Shaun Gregory , O2
- Matt Lambert, Microsoft
- Justine Roberts, Mumsnet
- Professor David Buckingham
- Nick Fuller

Mark Lund, Chair of the Panel said: "This group is a powerful mix of diverse expertise and views to ensure that advertising is alert to the concerns of all three key groups - parents, children and businesses."

The Panel's role is to provide leadership around the way in which advertising and marketing communications engage with children and young people and, specifically, to report to the AA Council – the formal link between the advertising 'tri-partite' (agencies; advertisers; media owners) and the self-regulatory system via the Committee of Advertising Practice.

Its first task will be to examine and address the specific concerns outlined in the Bailey Review including the use of child brand ambassadors and peer-to-peer techniques, the harmonisation of the age of a child, 'sexual imagery' on billboards and raising parental awareness of advertising techniques and routes to complain.

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Editors' Notes

1. Further information

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2. 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/>

3. The members of the Panel are:

Mark Lund – Chairman, co-founder and Partner of *Now*

Andria Vidler – CEO, EMI Music

Ian Douthwaite – CEO, Youth insight and media agency, Dubit

Richard Allan - Director of Policy EMEA, Facebook

Justine Roberts - co-founder, Mumsnet

Sue Garrard - SVP Global Comms, Unilever

Alistair Macrow - VP Marketing, McDonalds

Matt Lambert - Director of Corporate Affairs and Citizenship, Microsoft

Mike Baker - CEO, Outdoor Media Centre

Shaun Gregory - MD, Media, O2

Professor David Buckingham – Professor Buckingham is appearing as an individual participant, but brings a wealth of experience from his former role as Chairman of the academic panel for the then DCSF's enquiry on the effects of the commercial world on children's wellbeing.

Nick Fuller – Nick is appearing as an individual participant but brings a wealth of experience as founder of EdComs