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Advertising industry responds to Government communications review

- *Value of effective Government communications beyond doubt*
- *Industry committed to continuing marketing communications for social aims*
- *'Ad Council' not the most effective approach for the UK*

The Advertising Association has today submitted an industry-wide response to the *review of Government direct communications and the role of the COI*, being conducted by the Cabinet Office. The response draws together views across the advertising and marketing communications industry and highlights the clear need for continued, high quality communications in support of Government policy aims.

Recent consumer research conducted by industry think tank Credos demonstrates that the public appreciates the value of Government communications, as the social issues they aim to tackle remain very real. 67% of the 2,053 individuals surveyed¹ agreed that advertising is vital to the success of Government campaigns on issues of public concern. The majority agreed that money should be spent on communicating on issues including drink-driving (77%), benefit fraud (60%) and healthy eating (55%).

Recognising that there is less money available for large-scale Government-funded communications, the emphasis in the Advertising Association's submission is on finding new ways of communicating social policy. However the industry has expressed concern about the idea of adopting a US-style Ad Council model, which could limit real collaboration between Government and industry on the development of compelling and effective two-way communication with the public.

Tim Lefroy, Chief Executive of the Advertising Association, said: "The UK is world class in using communications to support policy implementation. Communicate less and you collect less tax; spend more money; recruit the wrong teachers, nurses and soldiers. This industry is a massive donor to good causes and adds further value through partnerships such as Change4Life. We are committed to doing more of the same and want to work alongside Government to develop new

methods of supporting social policy. The Government shouldn't risk those commitments to plug gaps where taxpayer investment is justified."

ENDS

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Notes to editors

¹ Consumer research was conducted by ComRes as an online survey. 2,053 adults across Great Britain were polled between 17th and 19th December 2010. Full data tables can be found at www.comres.co.uk

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. In 2009, advertising expenditure totalled £14.5bn. 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