

8 June 2011

MARK LUND TO CHAIR AD INDUSTRY CHILDREN'S PANEL

Mark Lund, former Chief Executive of the COI and co-founder of the Now agency, has been appointed to Chair a new advertising industry panel, set up in response to this week's Bailey Review 'Let Children be Children'.

The panel will provide industry leadership around the way in which advertising and marketing communications engage with children and young people. Its first task will be to address the specific concerns outlined in the Bailey Review including '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.

Commenting on the panel, Lund said:

"The relationship between children, advertising and the commercial world will always be a priority. It's a complex issue and a genuine concern for parents and therefore for the industry. It's up to us to stay close to the conversation and understand how the market is changing if we are to retain public trust and confidence in what we do."

The panel will comprise of a small number of senior practitioners drawn from relevant companies across advertisers, social media, mobile, internet, youth marketing agencies and the internet. Advice will also be sought from independent academics and children's and parenting groups

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Editors' notes: the Children's Panel and industry self-regulation

As Chair of the Children's Panel, Mark Lund will sit on the Advertising Association Council – the body which identifies and debates the key issues facing the future of advertising and communications. The AA Council is formal link between the advertising 'tri-partite' (agencies; advertisers; media owners) and the self-regulatory system via CAP.

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/>