



## **The Advertising Association, NABS and WACL join forces to launch timeTo to combat sexual harassment**

**ISBA and the IPA pledge their support  
Industry think-tank, Credos, will run first study**

Today, March 12<sup>th</sup> 2018, the Advertising Association, NABS and WACL are launching a new initiative - **timeTo** - to address the problem of sexual harassment in the advertising and marketing industry. **timeTo** builds on the global #MeToo and #TimesUp movements, but with a recognition that all parts of the advertising industry are affected - all sexualities and genders, agencies, marketers and media-owners - and that, by taking action together, the industry will be better placed to make positive change to stamp out sexual harassment.

Other industry bodies and companies will be invited to join **timeTo**; ISBA and the IPA have already pledged their vital support.

The ambition for **timeTo** is that, from this day forward, everyone will work in every way they can towards the complete eradication of sexual harassment from our industry. **timeTo** is a forward-looking, positive initiative, working to change the future, but NABS will be there to support any individual who needs advice and help about any historical or current harassment.

The first **timeTo** action is to conduct an industry-wide study, led by Karen Fraser at advertising's think tank, Credos. The study aims to establish the current level of sexual harassment across the industry and to provide data for future tracking of change. Participating organisations will invite people to respond through email links, thus ensuring that the sample represents people currently working in the industry. It is designed for the broadest participation, not just from people who have been victims of sexual harassment or witnessed it, crucial though their involvement is. The study aims to gain some general insight into the industry's views on and experiences of this issue. It goes live today.

Within its first six months, and after due consideration of the findings of the study, **timeTo** will produce a best-practice Code of Behaviour for all companies to implement as a minimum. While some companies are reportedly well advanced in tackling sexual harassment, many others have yet to address the problem explicitly in their company policies and processes.

Stephen Woodford, CEO, Advertising Association, said: "Our industry, like many others in the UK and around the world, is going through a critical reset in terms of behaviour change. The Advertising Association exists to promote the role, rights and responsibilities of advertising and **timeTo** is about being clear about the behaviour standard expected of all people who work in advertising. This must

happen to ensure our industry, which reflects and shapes the world around us, continues to be an economic and social force for good in the years ahead.”

Diana Tickell, CEO of NABS said, “This is an important partnership as we all believe no one should have to experience sexual harassment, anytime or anywhere. If you or someone you know needs someone to talk to, contact [NABS](#) who can offer confidential advice and support on [0800 707 6607](tel:08007076607) or [support@nabs.org.uk](mailto:support@nabs.org.uk)”

Kerry Glazer, President of WACL and CEO of the AAR, said, ““This initiative is not about naming and shaming; it’s about making sure that everyone in the industry is aware that any unwanted conduct of a sexual nature that makes a person - male or female - feel uncomfortable, offended, intimidated, or degraded is entirely unacceptable. No excuses.”

Longer term, culture change will be addressed through training programmes - for both joiners and existing advertising and marketing personnel - and other forms of communication.

-ENDS-

**The Advertising Association** promotes the role, rights and responsibilities of advertising and its impact on individuals, the economy and society. Responsible businesses understand that there is little point in an advertisement that people cannot trust. That's why, over 50 years ago, the Advertising Association led UK advertising towards a system of independent self-regulation which has since been adopted around the world. There are nearly thirty UK trade associations representing advertising, media and marketing. Through the Advertising Association they come together with a single-voice when speaking to policy-makers and influencers.

**For more information contact** Matt Bourn, Director of Communications on 07776 181315 or [matt.bourn@adassoc.org.uk](mailto:matt.bourn@adassoc.org.uk)

**NABS** is the employee support organisation for the UK advertising and media industry. We offer a range of services including an Advice Line, career coaching and networking events aimed at bringing out the best in people at all levels of the industry. Advice Line: 0800 707 6607.

**For more information contact** [comms@nabs.org.uk](mailto:comms@nabs.org.uk)

**WACL** is an industry networking organisation that brings together the most senior female leaders in marketing and communications. Our members are drawn from brands, media owners, advertising and media agencies, and other industry businesses, and our purpose is to accelerate gender equality in communications and marketing.

**For more information contact** Kerry Glazer, President of WACL and CEO of the AAR on 020 7612 1200 or [KGlazer@aargroup.co.uk](mailto:KGlazer@aargroup.co.uk)) or go to [www.wacl.info](http://www.wacl.info)

The logo for 'timeTo' features a stylized hashtag symbol on the left, composed of three horizontal bars in yellow, green, and grey. To the right of the hashtag, the word 'timeTo' is written in a bold, black, sans-serif font, with the 'T' in 'To' being significantly larger than the other letters.

In Partnership with

The logo for the Advertising Association, featuring a large, bold letter 'A' with the words 'ADVERTISING ASSOCIATION' in a smaller font to its right.

The logo for NABS, consisting of the letters 'N', 'A', 'B', and 'S' in a bold, sans-serif font, with small orange dots between each letter.

The logo for WACL, featuring the letters 'WACL' in a bold, sans-serif font, with the text 'FOUNDED IN 1923' in a smaller font below it.