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Press Release

IAA LAUNCHES THE CASE FOR ADVERTISING

Global campaign to focus on the value of advertising

New York, Monday, February 17th, 2014: The International Advertising Association has launched a global public service communications initiative to demonstrate to consumers and governments, the vital role of marketing communications to all economies. The first outdoor advertisements of “The Case for Advertising” campaign are installed at Kingsford Smith International Airport and downtown Sydney, Australia, and will roll out in other countries.

In making the announcement Faris Abouhamad, IAA Chairman and World President stated “As the only global partnership of advertisers, agencies, media and specialized services the IAA is able to speak with one voice on behalf of our members and the industry. We have undertaken large pro-bono communications programs before - most notably Hopenhagen - the IAA’s climate change initiative for the United Nations COP 15 which was the largest ever such initiative of its kind. The new IAA “Case For Advertising” campaign focuses on many of the core benefits that are deeply rooted in marketing communications - that advertising promotes choice; educates; informs; supports the arts, entertainment and sports; and often contributes to the costs of providing news and information. The campaign focus is for consumers and governments to understand the value of advertising in its many forms, including sponsored content. It comes at a time when the ad industry is under ever greater scrutiny by governments and policy makers and often on the defensive. The campaign builds around the statement “Advertising. Your Right To Choose”. And he further commented “This is a very important and unique program developed by the IAA and we are pleased and proud to receive media support for it. The message is strong, and the objective is clear - that consumers do have the right to choose - and the advertising theme reminds us all that freedom of choice is a good starting point in democracies.”

Australia was selected as the launch market for the Case for Advertising to coincide with a 75th IAA Anniversary Leadership Forum - What’s Coming Next? being held in Sydney by the IAA’s Australia Chapter on Tuesday February 18th 2014. Launch of the first advertisements was made possible by donated media from oOh! Media Australia. oOh! Media CEO, Brendon Cook said “The IAA continues to be a powerful forum for local issues within the industry. As Australia’s largest outdoor media provider, oOh! is pleased to be the launch media for the IAA’s 75th Anniversary that will utilise big billboards and our market leading digital networks spanning shopping centres, airports, universities, cafes, bars and social sports centres”.

For more information:
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Go to <http://www.iaaglobal.org/YourRightToChoose>

International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.