



NEWS RELEASE

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ADVERTISING & CHILDREN: UNDERSTANDING THE GROUNDS FOR CONFLICT

At a gathering of international advertising practitioners, Jenina Bas, Communications Manager of the Food Advertising Unit of the UK's Advertising Association, said:

“The globalisation of capital, media, goods and brands inevitably brings the whole issue of advertising and children to an international level.”

In her address to the members of the International Advertising Association at their AGM lunch, she highlighted the differences between regulation from country to country. She said that rationalising these inconsistencies into a unified code around the world is an opportunity for anti-ad campaigners, who often do not appreciate the valid role and benefits of advertising, to call for increased restrictions.

In particular, she cited the recent Consumers International report on children's advertising which, she contends, misrepresents the development needs of children in the late 20th century.

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The IAA AGM was held at the Savoy Hotel on Tuesday, 14th January 1997.

For further information, please contact **Arabella Price** at the Advertising Association on 0171 828 2771 or **Archie Pitcher**, Executive Director of the International Advertising Association UK Chapter on 0171 386 8852.

Note to Editors:

1. The Advertising Association is a federation of trade associations and professional bodies representing advertisers, agencies, the media and support services.
2. It is the only body which speaks for all sides of an industry worth over £10 billion.
3. The Food Advertising Unit was established by the Advertising Association in 1995 as a centre for information, research and public action in the area of food advertising.
4. The IAA is the only world-wide tripartite association representing the common interests of advertisers, agencies and the media.