

**FOR IMMEDIATE RELEASE**  
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## **ANA FORMS NEW TRUST CONSORTIUM**

### ***Goal is to Restore Trust Between Marketers and the Digital Supply Chain***

**WASHINGTON (March 19, 2019)** — The ANA (Association of National Advertisers) today announced the formation of a new initiative designed to help its members address the issue of trust between marketers and the digital supply chain.

The ANA Trust Consortium is an alliance among ANA members and their partners that will be a voice for brands on transparency, measurement, auditing, digital fraud, brand safety, and more through ongoing reporting and analysis.

As part of its brief, the Trust Consortium will create white papers on best practices and key issues, FAQs, templates, and industry standards for marketers, agencies and suppliers. Its focus will cover both demand side (DSP) and supply side (SSP) platforms, including media buying agencies, trading desks, and publishers.

“The ANA Trust Consortium is designed to help marketers advance the interests of their brands and provide them with the tools they need to keep supply chain participants honest and transparent,” said ANA CEO Bob Liodice. “Trust is the foundation of growth and will be restored through full transparency and integrity—not through realignment or pre-negotiated positions.”

Liodice announced the creation of the Trust Consortium at the ANA Advertising Law & Public Policy Conference which runs March 19-20 in Washington, D.C.

To underline the importance of the trust issue, Liodice cited a new ANA study in which only 29 percent of respondents ranked the current level of trust between client-side marketers and advertising agencies as “high.” The survey, fielded in January 2019 among

more than 400 ANA client-side marketers, also showed that 55 percent identified trust as being “moderate” while 17 percent said trust was “low.”

Additionally, versus two to three years ago, the majority of respondents (59 percent) said they feel that trust between client-side marketers and advertising agencies has stayed about the same. More alarmingly, however, more than twice as many respondents (28 percent) feel trust has declined versus those (13 percent) who feel trust has improved.

Transparency was a common denominator across all survey respondents, and the report indicated that enhanced transparency contributed to high trust while transparency concerns contributed to moderate and low trust. Clients taking work in-house that was traditionally handled by an external agency was noted as a secondary reason for the current level of trust between client-side marketers being either moderate or low.

Founding members of the Trust Consortium include the law firm Reed Smith (ANA’s general counsel), Firm Decisions, KPMG, Ebiquity, ID Comms, PJJ Media, Reset Digital, PRGX Global, Simulmedia, MediaLink, Ron Pullem, and Cortex Media, among others. Going forward, Reed Smith will assume a leadership role in the Trust Consortium’s overall operations, Liodice said.

Trust and transparency issues have surfaced increasingly over the past several years and currently impact almost every aspect of the marketing ecosystem. The Trust Consortium’s purview includes monitoring trust and transparency in traditional and non-traditional media, digital, programmatic, out-of-home, experiential and measurement.

“Increasing transparency invites better decision making by brands, which improves the probability of better performance and enhanced long-term business and brand growth,” said ANA Chairman and Procter & Gamble Chief Brand Officer Marc Pritchard. “The Trust Consortium is all about keeping an uncompromised voice of brands in the forefront, providing brands with the tools they need to successfully negotiate, exposing non-

transparent transactional structures, and preventing inertia from stalling hard fought advances.”

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### **ABOUT THE ANA**

The ANA (Association of National Advertisers) makes a difference for individuals, brands, and the industry by driving growth, advancing the interests of marketers, and promoting and protecting the well-being of the marketing community. Founded in 1910, the ANA provides leadership that advances marketing excellence and shapes the future of the industry. The ANA’s membership includes more than 1,850 companies and organizations with 20,000 brands that engage almost 100,000 industry professionals and collectively spend or support more than \$400 billion in marketing and advertising annually. The membership is comprised of more than 1,100 client-side marketers and more than 750 marketing solutions provider members, which include leading marketing data science and technology suppliers, ad agencies, law firms, consultants, and vendors. Further enriching the ecosystem is the work of the nonprofit ANA Educational Foundation (AEF), which has the mission of enhancing the understanding of advertising and marketing within the academic and marketing communities.

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