

THE TRUST SUMMIT

REBUILDING PUBLIC TRUST IN ADVERTISING: WHAT'S NEXT?

6 OCTOBER, 09:30-11:30
CURZON SOHO & ONLINE

ADVERTISING ASSOCIATION

IPA
Incorporated
by Royal Charter

ISBA



AGENDA

09:00-09:30 **Registration & Coffee**

09:30-09:35 **Welcome**

A warm welcome to our inaugural Trust Summit as we take a look at how our industry can rebuild public trust in advertising.

Philippa Brown, Worldwide CEO, PHD & Chair, Advertising Association

09:35-09:45 **Actions on Trust**

The Co-chairs of the Trust Working Group will review progress on the 5 point Trust Action plan which launched back in 2020 and outline what we do next to improve public trust in advertising.

Paul Bainsfair, Director General, IPA & Phil Smith, Director General, ISBA

09:45-10:05 **Rebuilding Public Trust in UK Advertising**

What has changed in the public's attitudes to advertising since 2019 and what still needs to be addressed? UK advertising's think tank, Credos, will reveal brand new research, including a film of the public's responses.

James Best, Chair & Dan Wilks, Director, Credos

10.05-10.20 **Progress Report from the Advertising Standards Authority (ASA)**

An update from the ASA, including the results of its test campaign in Scotland, reviewing its impact on public attitudes to advertising.

Guy Parker, CEO, ASA

10:20-10:45 **Coffee Break**

10:45-11:15 **Kantar and Marketing Week Present 'The Works'**

Produced in association with Marketing Week, Kantar and the AA's Trust Working Group, 'The Works' asks consumers each month to review a selection of latest ads to identify the one that performs the best. Russell Parsons and Lynne Deason sit down with two of this year's winning brands to discuss what makes the public respond positively to advertising.

- Lynne Deason, Head of Creative Excellence, Kantar
- Fernando Kahane, Marketing Director, Walkers Snacks
- Helen Jeremiah, VP Marketing Director, Boots
- Russell Parsons, Editor-in-chief, Marketing Week

11:15-11:25 **Responsible Advertising and the Public**

As one of the UK's leading CMOs, Margaret Jobling will outline the journey NatWest has been on and how brand advertising plays a key role to make a genuine, positive social contribution as we tackle the biggest issues facing us all.

Margaret Jobling, CMO, Natwest

11:25-11:40 **Trust or Bust?**

Nearly three years on from his 'Trust or Bust' speech at the AA's LEAD Summit, Keith Weed looks at the progress in rebuilding public trust in advertising and what we need to do next.

Keith Weed, President, Advertising Association

11:40-11:45 **Closing Remarks: Philippa Brown**

11:45 **End of event**