

## The Conscious Advertising Network Advertising that's fit for the internet & society of the future

### Supporter pack

**The Conscious Advertising Network (CAN)** is a voluntary movement of over 30 organisations, and 50 experienced industry players, supported by ISBA in the UK. We are setting out an achievable leadership position for advertising in 6 key areas through best practice manifestos for advertisers, their agents and technology partners, so that the ethics can catch up with the technology of modern advertising. These are - Ad Fraud, Consent, Diversity, Fake News, Hate Speech and Child Protection. It's supported by ISBA and members include The Body Shop, Merkle Periscopix and Gyro.

We believe the outcome of widespread usage of these manifestos will result not only in improvements around the 6 areas, but equally importantly, an improvement in advertising effectiveness for those companies that adopt them. CAN is free to join and currently recruiting members.

The advertising industry, from brands and agencies to adtech, is perfectly placed to consciously change both their operations and the content they produce in pursuit of making communications that are better for all. Our ambition is that:

- Ad fraud should be eradicated
- The industry and content it produces should be as diverse as we are
- Neither hate speech nor deliberately misleading 'fake news' should be funded by brands
- Consent should be informed and people seen as active participants in their online experience
- And, as forms of advertising to or around children evolve, so should the safeguards to their wellbeing

### Why are we talking to you?

CAN soft launched in November 2018, and will go live in earnest in Q1 2019. We're looking for founder members from brands and agencies to join and support the network.

### What do we want you to do?

We want you to embed Conscious Advertising Network criteria in company internal policies, creative guidelines and agency briefs. You will also be committing to solving issues through co-operation and flagging content/practices which contravene minimum standards to the relevant authorities.

### Break it down for me...

1. **Get in touch** with us via our website <https://www.consciousadnetwork.org/> or by emailing [hello@consciousadnetwork.org](mailto:hello@consciousadnetwork.org)
2. **Download** the manifestos and work on your priorities
3. **Meet** with the teams and agencies you'll need to embed the principles. We recommend discussing how the principles can work for you and what systems you need to embed.
4. **Display** the CAN Supporter logo on your website and relevant materials.
5. **Report** progress to the CAN team in 6 months after launch:
  - a. How many members of your team have you trained on the content of the manifestos?
  - b. How many briefs and RFPs have included the manifestos?
  - c. Do you have a better ethical framework within your agency ecosystem than 6 months ago?

### Frequently asked questions

#### Who else is on board?

Our membership is growing daily and currently includes brands, creative and media agencies, adtech, and special interest groups. For a full list, visit [our website](#).

#### How much does it cost?

It's free to sign up and display the supporter logo.

#### I want more information..

Get in touch with the team at [hello@consciousadnetwork.org](mailto:hello@consciousadnetwork.org).