

BACKGROUND

Over the last 5 to 7 years, after heavy regulations were applied to alcohol (esp. beer), tobacco, and pharma industries, the Russian advertising (ATL) market (primarily for consumer goods) has enjoyed a period of relative 'neglect' which resulted in increasingly disruptive and provocative behaviors by the local players (e.g. in foods and beverages, telecommunications, banking, construction, and public transportation).

By the moment, being pressured by emerging regulations in other areas covering business operations (such as intellectual property rights, personal data protection etc.), the ATL market is entering a phase of active reshaping of the rules of the game where, on one hand, more self-controls might be delegated to trustworthy and responsible players and, on another hand, more disproportionate pressures might be applied to the entire sectors where such behavior is not made 'an industry benchmark' or 'an industry standard'.

The **Association of Advertisers** (founded in 1998), a body best placed and initially designed to represent and protect the interests of the biggest and most reputable advertisers in the country, has minimized its activities, specifically in the areas of membership building, stakeholder communication and lobbying and advocacy, to almost a 'power save' mode during the above-mentioned 'neglect' period of time. Meanwhile, **being one of the signatories to the list of potential 'self-control' ('self-regulation') bodies in the advertising (ATL) market approved by the Federal Antimonopoly Service**, and the only body capable to represent the interests of advertisers as such, the Association must recover its position among other bodies and obtain all the necessary power from stronger membership and representation in order to fully assume and explore this status.

PURPOSE STATEMENT

Within 12-month horizon, the **Association of Advertisers** has to become one and the only professional x-industrial association of the advertisers capable to **(1)** serve a 'self-control' ('self-regulation') platform assigned by the Federal Antimonopoly Service; **(2)** serve a only real platform to mediate in disputes between advertisers (companies paying for advertising creation and distribution) and potentially disputes between advertisers and consumers; **(3)** serve a platform that establishes and disseminates best corporate practices and voluntary 'industry standards' in the area of marketing and advertising (such as 'Marketing to Children' Pledges 1.0 and 2.0 in the past); and **(4)** apply the richness of its collective expertise and reputation to advise the government agencies and lawmakers on shaping the regulatory environment for the advertising (ATL) market proactively in the best interest of its membership.

RECOVERY PLAN (NOV 2017—NOV 2018)

'Intense care' recovery plan for the Association includes: total review and optimization of the Association's ways of working and documents in support; strengthening of the Association's membership through attraction of 1-2 top players (including local companies) from every strategic sector as mentioned above (consumer goods, telecommunications, banking and financial services, etc.); total rebranding, including relaunch of the Association's website and presence in omnichannel (social and traditional media).