



STOP FUNDING POOR MEDIA AGENCY PRACTICES

BY RICHARD TEMPLE | JUNE 2021



According to the Stop Funding Hate organisation, brands such as Koppaberg, Grolsch, Nivea, Open University, Ikea, Octopus Energy, Ovo Energy and Indeed have all pulled their advertising from GB News in the last 24 hours.

It will be interesting to see how far these brands' consciences will stretch to. Do these brands also eschew advertising in other media vehicles that are a little bit rum to certain political views such as the Daily Mail or the Sun? Will these brands take a stance against Facebook who have a little bit of form in failing to police content that is a little bit 'iffy'? I suspect not.

These are media channels with consequential reach whereas GB News – well good luck if you can find it anywhere on the EPG – will be lucky to deliver a second decimal place of a gross rating point. It's easy to have principles until they cost you something.

"WHAT IS STUNNING IS THAT SOME OF THESE BRANDS CLAIMED THEY DIDN'T KNOW THEY WERE ADVERTISING ON GB NEWS"

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CEO

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The trouble with taking a stance is that at some point, a brand and their marketers will at some point end up appearing as hypocrites. The moral stance also comes undone if critics start delving into their corporate practices but that's another story.

Yet what is more stunning from an agency perspective is that some of the brands claimed they didn't 'know' that they were advertising on GB News. Really? Does no one in the marketing department have a brief look at the media plan that they are approving? Did no one take a quick scan at the weekly spot times?

From the agency perspective, did no one think to mention that the launch of GB News was a little bit controversial and that it might be a good idea to wait and see how it goes? Does no one even think about quality control before plans or indeed spot times go out?

This seems indicative of a culture in the larger bulk-buying agencies where 'churn and burn' is prioritised over craftsmanship and care.

Fortunately, there is a different way and at JAA campaigns are finely planned and bought on a tailor-made basis to suit the client's plan and not to feed the agency deal. Come and talk to us.

COME AND TALK TO US

Built on integrity and transparency, we work in collaboration with clients, media owners and agency partners to deliver creative and rigorous media thinking that drives lasting business growth.

Enterprising: We have never lost the pioneering attitude and entrepreneurial drive that saw JAA lead the first wave of independent media agencies in the UK. Sustaining this start-up culture has kept JAA ahead of the market.

Curious: Constantly questioning briefs, seeking fresh ideas, hunting insights, probing for value and restlessly seeking better client outcomes, our client teams are true media all-rounders.

Fluid: Built for speed, we are responsive and agile, with no silos, holding group constraints, corporate processes or global owners to slow us down.



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