



UK Advertising Export Month agreement

Between DIT and the Advertising Association

Summary

Our goal is to encourage an increasing export focus across the UK advertising sector in a unique partnership between DIT and the UK advertising industry. In the process we will support the drive to promote export by UK advertising services businesses and generate leads from international buyers, increase the propensity to buy UK advertising services, protect and grow the UK's profile as a global hub for inward investment.

The partnership will comprise a bespoke programme of events during the month of March, which is under the umbrella of Export Month that aims to sharing insights to encourage more UK companies to think global showcase the very best of UK advertising to an international audience while.

Partnership will include

- Advertising Export Report design – to include UKAEG case studies
- Marketing, event design and recruitment – informing about international opportunities
- Creation of content for events through March
- Event management for all events in March
- Digital platform costs for virtual events
- Equal branding for DIT in all marketing materials including on our website, on all e-marketing mailers, on our social media channels and at all related events
- Regular working group meetings where you will have the opportunity to shape the content and overall activity of the campaign.

The Advertising Association will work to ensure the content for the event meets the messaging and business goals for DIT and the advertising sector within the Creative Industries International Strategy. The content for the event will be re-used through 2022 for international, national and regional activities.

Budget

The budget of [REDACTED] has been agreed to enable delivery of the Advertising Export Month.

Signed for
DIT

Name

Date

31/5/2022

Signed for
the Advertising Association.

Name

Date 1/6/2022

The Advertising Association's registered office is Lynton House, 7-12 Tavistock Square, London, WC1H 9LT United Kingdom. Our company registration is 00211587 and VAT number is GB 238 5402 64