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**DIGITAL ADVERTISING ALLIANCE (DAA) ANNOUNCES  
'YOUR ADCHOICES' CONSUMER EDUCATION CAMPAIGN**

***Campaign Informs Consumers About Interest-Based Advertising  
And Encourages Them to Take Control of Their Online Privacy***

**WASHINGTON, D.C., January 20, 2012** – The [Digital Advertising Alliance \(DAA\)](#), a coalition of the nation's leading media and marketing trade associations, today announced the launch of the 'Your AdChoices' public education campaign designed to inform consumers about interest-based advertising and how to take greater control of their online privacy.

Created pro bono by the Salt Lake City office of MRM, a McCann Worldgroup company and 4A's member, the 'Your AdChoices' campaign builds upon the DAA's two-and-a-half year effort to develop and implement cross-industry best practices and effective solutions for the collection and use of data through its Advertising Option Icon.

With widespread industry adoption of the DAA's Self-Regulatory Principles, the DAA remains committed to informing consumers about interest-based advertising, online data collection and use, and the simple way they can exercise control over their web viewing data," said Peter Kosmala, managing director, Digital Advertising Alliance. "This highly creative public education campaign is an important step in that ongoing process."

"Working alongside policymakers, the DAA -- from the outset -- committed to create a consumer education program," said Nancy Hill, CEO, 4A's. "Today, with the creative genius of MRM and McCann's deep insights about online privacy, we are fulfilling that promise and launching a campaign that connects with consumers, educates them about interest-based advertising and gives them effective choices."

Infused with elements of entertainment and humor, the initial stage of this multi-phase online campaign includes banner advertising that directs consumers to the DAA's Icon and links to a new, information website, [www.youradchoices.com](http://www.youradchoices.com), which features three educational videos and a user-friendly consumer choice mechanism. The consumer choice page enables consumers to opt out of interest-based advertising from the companies that participate in the DAA's Self-Regulatory Program.

"It's incumbent upon our industry to build trust and respect amongst consumers regarding the brands we work for, especially with regard to interest-based advertising," said Lori Feld, managing director of MRM SLC. "In our global McCann study, 'Truth About Privacy,' published last year, consumers clearly defined the value exchange and control they expect."

Feld added, "Building meaningful relationships with consumers has immense value for brands. In this campaign we chose to personify banner advertising, infusing banner ads with a human desire to build relationships with the 'right' people. We feel this campaign is fun and charming, and avoids industry jargon that reinforces fear."

Since it launched in 2010, the DAA's Self-Regulatory Program for Online Behavioral Advertising has achieved industry-wide adoption. More than 400 companies now participate, including top-

20 global advertisers American Express, AT&T, Disney, General Motors, Kraft Foods, Microsoft and Walmart. The Advertising Option Icon is now being served in more than 900 billion ad impressions per month. More than 60,000 unique visitors visit the DAA's current website, [www.aboutads.info](http://www.aboutads.info), each week.

### ***About The DAA Self-Regulatory Program for Online Behavioral Advertising***

The DAA Self-Regulatory Program for Online Behavioral Advertising was launched in 2010 by the [Digital Advertising Alliance](http://www.aboutads.info) (DAA), a consortium of the nation's largest media and marketing associations including the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), the American Advertising Federation (AAF), the Direct Marketing Association (DMA), the Interactive Advertising Bureau (IAB) and the Network Advertising Initiative (NAI). These associations and their thousands of members are committed to developing effective self-regulatory solutions to consumer choice in online behavioral advertising (OBA). Based on seven "Self-Regulatory Principles for Online Behavioral Advertising" proposed by the Federal Trade Commission, the DAA program is designed to give consumers enhanced control over the collection and use of data regarding their Internet viewing for OBA purposes. To learn more about the DAA Program, please visit [www.aboutads.info](http://www.aboutads.info).

### ***About MRM Salt Lake City***

The focus of the MRM office in Salt Lake City, Utah is on providing Business-to-Business communications solutions including brand development, engagement and experience design, route-to-market strategy and communications programs, and performance analytics – all with an emphasis on the application of technology. The agency's client roster spans some of the world's most recognized B2B brands, including Verizon, MasterCard, ExxonMobil, VeriSign, and BAE Systems, Inc. MRM SLC is part of MRM, a global digital marketing and relationship marketing company (<http://www.mrmworldwide.com>) which belongs to the McCann Worldgroup unit of the Interpublic Group of Companies.

### ***About McCann Worldgroup***

McCann Worldgroup delivers marketing solutions that transform brands and grow businesses. The company is comprised of a collaborative roster of best-in-class agencies that emphasize creativity, innovation, and performance, including McCann Erickson Worldwide (the world's largest advertising agency network); MRM Worldwide (digital marketing/relationship management); Momentum Worldwide (event marketing/promotion); McCann Healthcare Worldwide (professional / dtc communications); WGEXP (global production); UM (media management); Weber Shandwick (public relations) and FutureBrand (consulting/design). McCann Worldgroup (<http://www.mccannworldgroup.com>) is a unit of the Interpublic Group of Companies (<http://www.interpublic.com>).

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### **Press contacts:**

Antonia Caamaño  
CooperKatz & Company for DAA  
917-595-3053  
[acaamano@cooperkatz.com](mailto:acaamano@cooperkatz.com)

Jamie Bezozo  
CooperKatz & Company for DAA  
917-595-3032  
[jbezozo@cooperkatz.com](mailto:jbezozo@cooperkatz.com)