



The Age of Control

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Consent

- Inherited from OECD principles
- Aimed at protecting privacy
- Adequate in 21st Century?

Control

- Consent has superseded by control
- Consumers demanding control and making decisions accordingly





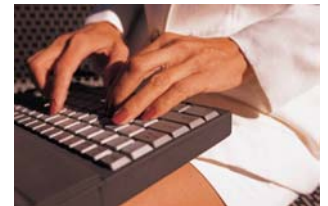
Spam and consumer control

- Spam reinforces consumers desire for control
 - 55% consumers have power
 - 1995 – 3 TVC's to reach 80% (18-49 yr old women)
 - 2001 – 97 TVC's to reach 80% (18-49 yr old women)
 - 59% felt marketing was not relevant
 - 64% concerned about practices and motives
 - 61% felt they were not respected



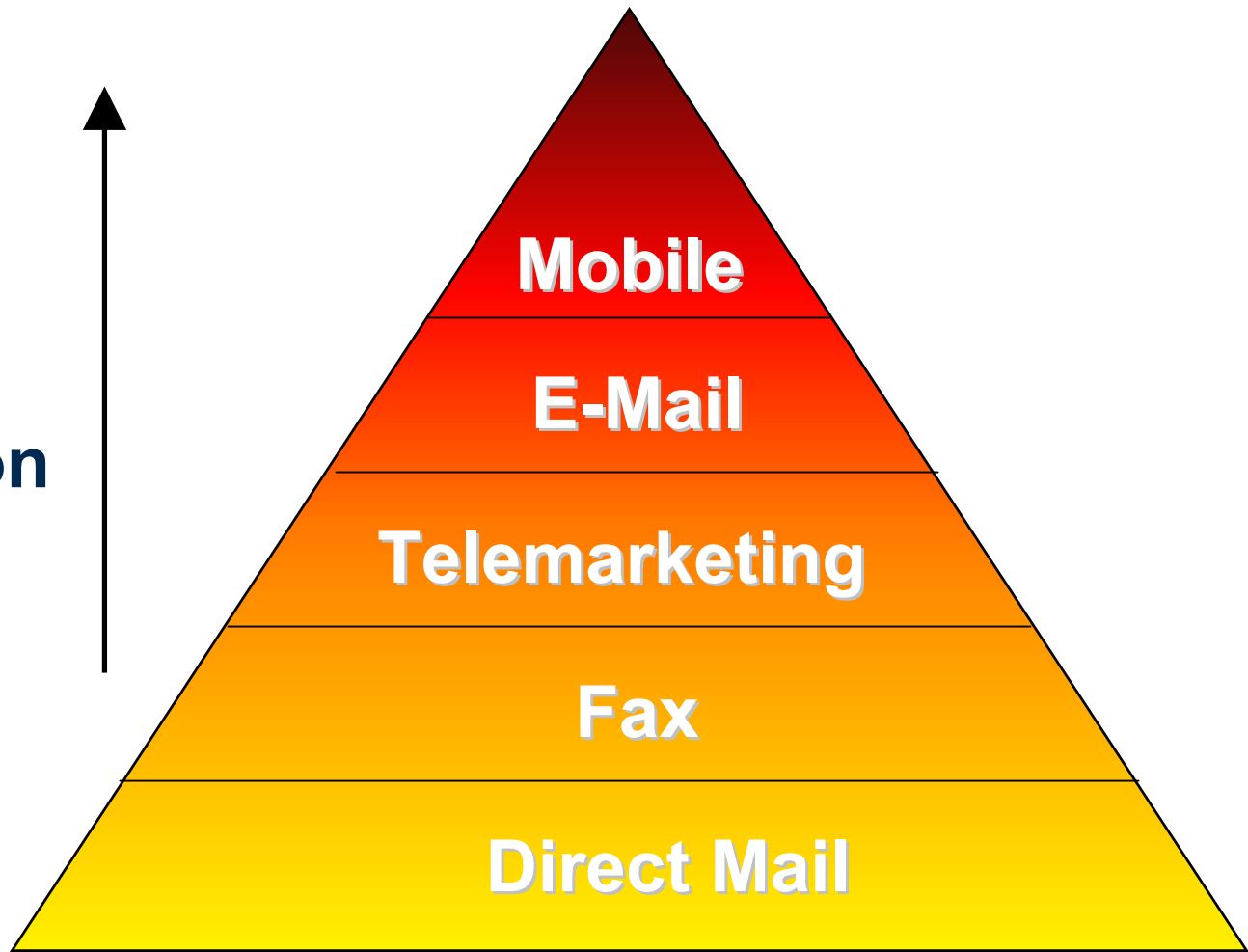


“in just a few short years a new marketing world has sprung up next to the old one, and it works by very different rules”





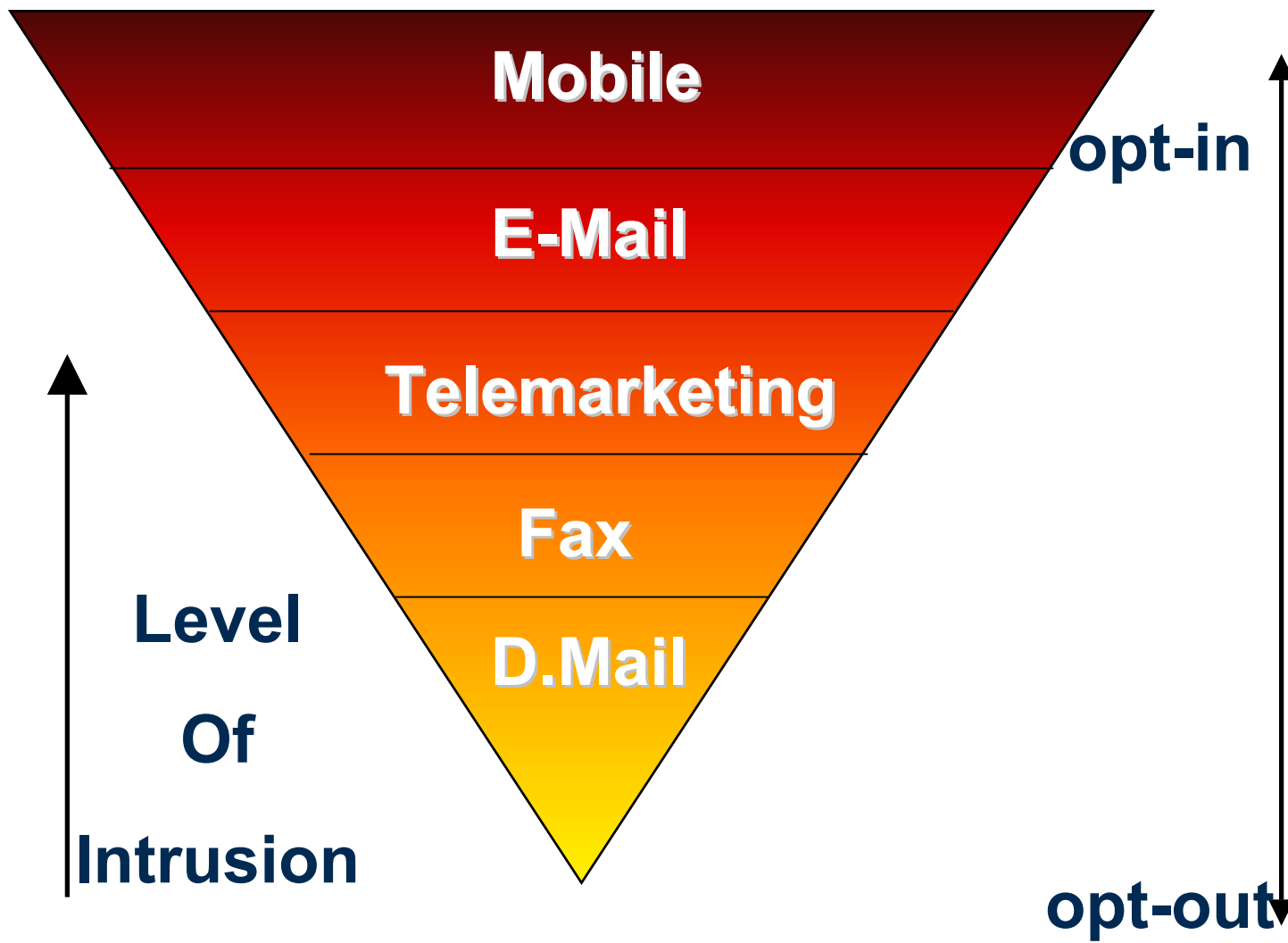
**Level
Of
Intrusion**





Hierarchy of Intrusion

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Sustained Growth in Direct Marketing v Consumer Backlash





Australian approach

- **Prohibits sending of ‘unsolicited commercial electronic messages’**
 - Includes email, SMS, MMS and Instant messaging
 - No requirement for ‘bulk’
- **Requires inclusion of accurate sender information and functional unsubscribe facility**
- **Significant penalties for breach - \$1.1m per day**





Countering future spam

- Technological solutions
- Tripartite approach – Government, industry and consumers
- Responsible email marketing practice to restore confidence and provide consumer control



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Close



Thank you

SEND