Welcome

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• Consent has superseded by control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”
Hierarchy of Intrusion

Level Of Intrusion

- Mobile
- E-Mail
- Telemarketing
- Fax
- Direct Mail
Hierarchy of Intrusion

Level of Intrusion

opt-out

Mobile

E-Mail

Telemarketing

Fax

D.Mail

opt-in

Level Of Intrusion
Sustained Growth in Direct Marketing vs Consumer Backlash
The Age of Control

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
Conclusion

Countering future spam

• Technological solutions

• Tripartite approach – Government, industry and consumers

• Responsible email marketing practice to restore confidence and provide consumer control
Thank you