

Sherpa partners with the Conscious Advertising Network

Submitted by: Sherpa Marketing Ltd

Thursday, 26 September 2019

Specialist tech marketing agency, Sherpa have become members of the Conscious Advertising Network and fully support their manifesto.

The Conscious Advertising Network (CAN) is a voluntary movement of over 30 organisations, and 50 experienced industry players, supported by ISBA in the UK. They have worked hard to set out an achievable leadership position for advertising in six key areas; Ad Fraud, Consent, Diversity, Fake News, Hate Speech and Child Protection. This is carried out through best practice manifestos for advertisers, their agents and technology partners, so that the ethics can catch up with the technology of modern advertising. The ambition is that widespread usage of these manifestos will result not only in improvements around the six focused areas, but as crucially, an improvement in advertising effectiveness for those companies that adopt them.

CAN has an ambition to eradicate ad fraud, ensure that content is as diverse as the people who make up the industry and to prevent brands from funding fake news or hate speech. Alongside this, they believe that the safeguarding around children should evolve with the methods used to advertise to them, whilst consent should be informed and people should be seen as active participants in their own online experience.

Sherpa CEO Tom Perry says “This is a great initiative and as a growing agency, we fully support the CAN manifesto. The agencies and brands who make up the advertising industry have a responsibility to consciously regulate their messaging, the content they produce and their internal operations in pursuit of making communications that are better for all. Sherpa take their CSR policy very seriously and partnering with the Conscious Advertising Network is just one of the many steps we are taking to become more accountable.”

To read our Corporate and Social Responsibility policy, please visit <https://cdn2.hubspot.net/hubfs/733226/CSR%20at%20Sherpa.pdf>.

Sherpa is one of the fastest growing, channel focused, technology marketing agencies in the UK working with vendors, distributors and resellers globally. This year Sherpa have been shortlisted for the best Channel Marketing Initiative in the B2B Marketing Awards. In 2018 Sherpa were recognised as number 58 in the Top 70 UK B2B Marcomms Agencies and number 17 in the top 24 UK B2B PR Agencies, as well as being highlighted as 'one to watch' in the B2B Marketing Agencies Benchmarking Report 2018.

Ends

Note to editors:

Sherpa Marketing Ltd is not responsible for the content of third party websites.

For further information please contact Lois Dixon, Sherpa Marketing Manager
Tel: 01234 964000 or email loisdixon@shepamarketing.co.uk
<http://www.shepamarketing.co.uk/>