

Ethical Markets Initiative Release

Today the Institute for Advertising Ethics, an industry non-for-profit educational organization, announced the formation of the Ethical Markets (EMI). The news of the EMI was made to a packed house of ad industry executives attending Adexchanger's Programmatic I/O event.

The Ethical Markets Initiative endows the IAE, allowing for the development of comprehensive programming to address the complex and rapidly-changing issues facing the industry. IAE already launched a certification program, providing practical training for advertising practitioners and students. The EMI will allow for further program development, including tools for monitoring and correcting advertising programs that don't meet best ethical practices.

First participants in the Ethical Markets Initiative include Brian O'Kelly of Scope 3, Are Trandahl of Crisp, Marc Guldemann of Adelaide, and Bob Lord of IBM. They join founding corporate champions Trade Desk and Havas, as well as IAE supporters from marketers, government, academia and media companies.

These initial financial supporters clearly understand that just complying with the law is not enough to satisfy the concerns of consumers, employees or investors. The IAE is excited to bring together industry leaders who are committed to systemic change.

The Institute for Advertising Ethics is the only independent body addressing the urgent and complex issues of ethical standards and practices across all aspects of advertising communications.

The IAE developed The Certified Ethical Advertising Executive (CEAE), the first and only ethical certification for advertising industry practitioners. Certification is conferred by the Institute for Advertising Ethics (IAE) in collaboration with the faculties of the University of Texas at Austin.

For more information about the IAE, reach out to contact@iaethics.org