Media Smart has a vision to build media and digital literacy as a steppingstone to future employability, citizenship & well-being for young people.

An enormous thank you to all 32 of Media Smart’s supporters who have made possible our significant progress towards this goal over the last year. The backing of the advertising industry has allowed us to reach more young people than ever before, through a broader portfolio of campaigns from body image and healthy eating to social media influencers. Our on-line resources have enabled us to lean-in to the Covid-19 pandemic with programmes to support home-schooling and distance learning.

Over the next six months, we will do even more, with three new campaigns set to launch and further plans to scale up the reach of existing work.

In June we welcomed our new Chairman, Dan Clays, CEO of Omnicom Media Group UK, as he took over the reins from Mark Lund who has been at the helm since the relaunch of the organisation in 2014.

Media Smart is such an important and increasingly relevant organisation on so many levels. As addressability accelerates and advertising moves well beyond conventional forms, Media Smart provides an invaluable educational resource and guidance for children, parents and teachers to navigate the new media landscape with confidence and safety. So for everyone who cares long term about how the industry stays effective and trusted; how it can keep growing audiences safely and provide an exciting career choice for diverse young talent; Media Smart is a brilliant organisation to be part of.

Dan Clays Chairman, Media Smart

Highlights
Growing supporter base:
Media Smart has grown its supporter network by more than 50% since 2014 to 32 today, and by 25% in 2019 alone, critically enabling us to create innovative new resources. Most recently we have welcomed Immediate Media & TikTok as new supporters.

Growing reach:
Media Smart has now reached over half a million young people with media and digital literacy skills through 70,000 resource downloads since 2014. Resource downloads have grown by an impressive +17% in the first half of this year. Huge thanks to our incredible supporters who have more than doubled the year on year industry funding of Media Smart, investing an additional £219,000 in new resources and £115,000 through in-kind media, helping Media Smart to reach even more young people.

New campaign launch, March 2020:
As part of the Eat Them To Defeat Them campaign led by ITV and Veg Power, Media Smart developed resources to challenge secondary school children on the tricky topic of eating more veg. After watching behind the scenes interviews from the campaign crew at Adam & Eve DDB, students are briefed to create and pitch their own ad to peers. To date, there have been 63,000 views of the Media Smart resources. We are proud to play our role in an important campaign which has so far resulted in 650,000 children eating more veg and 18 million more vegetables sold. With childhood obesity a significant concern and HFSS high on the national agenda, campaigns such as this are much needed.
Response to Covid-19: With the launch of the new Eat Them To Defeat Them resource in March, we were able to refocus targeting and messaging to teachers and parents to help fill the home schooling and distance learning gap. In April alone, this resulted in visits to the Media Smart website more than doubling compared to prior years – from 10,000 to 26,000 monthly visits.

Awards: We are excited to share that Media Smart has won two 2020 awards and been short-listed for another two:

- **Winners:** The International CSR Excellence Awards & The Global Good Bronze Award for Rachel Barber-Mack’s leadership as ‘Individual of the Year’.
- **Short-listed:** The Corporate Engagement Awards for ‘Best Educational Programme’ & ‘Best Not-For-Profit Programme’.

**What’s next?**

Three further campaign launches in 2020:

1. *‘How to manage your online advert experience’*: With funding from the European Interactive Digital Advertising Alliance (EDAA), Media Smart will launch an animated film-based resource which will pilot in the UK before being rolled out across Europe.
2. *Piracy & Intellectual Property*: With funding from The Industry Trust, Sky, the Motion Picture Association & Intellectual Property Office, Media Smart will launch new film-based resources.
3. *Branded content*: With funding from Instagram, a new module on branded content will be added to the existing Influencer Marketing resource.

**Extending reach of current workstreams:**

- Taking the Boys’ Biggest Conversation campaign on body image into cinemas, through the in-kind support of Pearl & Dean.
- Virtual roundtable event on influencer marketing hosted by MP Tracy Brabin, Shadow Minister for Digital, Culture, Media & Sport.

**Get more involved**

Feeling inspired to do more to make a difference to young people through media and digital literacy? Here’s a few ways to get more involved:

1. **Bespoke sponsorship:** Help bring future programmes on climate action and diversity & inclusion into fruition.
2. **Share creative & production talents:** Help Media Smart use the very best talent and expertise in the industry to engage, educate and inspire young people in media literacy.
3. **Support future research:** Enabling Media Smart to have the greatest possible impact and evidence.
4. **Share resources:** On your platforms and social media channels to help reach and support more young people.
5. **Grow supporters:** Spread the word and help bring new industry members on board.

An enormous thank you to all 32 of Media Smart’s supporters who have made possible the significant progress towards our vision over the last year:

Get in touch with Media Smart Director, Rachel Barber-Mack: mediasmart@adassoc.org.uk

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Working towards the United Nations Sustainable Development Goals:

- Quality Education
- Decent Work and Economic Growth
- Reduced Inequalities
- Responsible Consumption and Production

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Media Smart's 2020 Journey