Media Smart

RACHEL BARBER-MACK
Executive Director, Media Smart

“In my tenth year leading Media Smart, we undertook our two biggest projects: educating young people about scams and political advertising. As we continue to galvanise the industry, we will nurture more young critical thinkers with skills to question and understand all media and advertising.”

Collaborating with Government

Our ‘Scam Flags add up to a Scam’ campaign targeted 13-25-year-olds, co-branded with the Government’s STOP! THINK FRAUD initiative. Aiming to raise awareness of online scams and how to navigate fraud risks safely, it achieved an astonishing 183 million media reach.

Advancing Political Literacy

Delivered in eight days, in conjunction with the AA, our ‘Political Advertising’ campaign educated young voters about election advertising, and encouraged them to vote with confidence. Our multi-media ad campaign received cross-industry, in-kind support, with ad plays totalling 16.5 million.

Inspiring Creative Careers

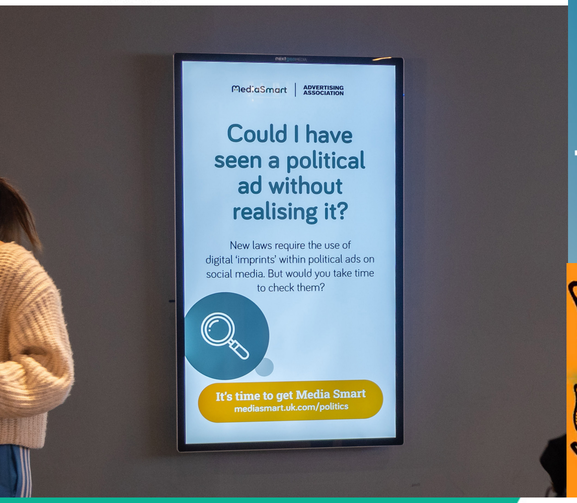
With the support of Media Smart’s Chair, Dan Clays, we continued delivery of our Careers Workshops, reaching 13,800 students with our online resources, and training 55 Omnicom Media Group volunteers to deliver live in schools.

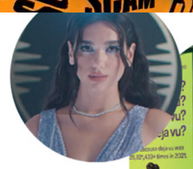
Informing Policymakers

The Advertising Association and Media Smart submitted a joint response to Ofcom’s three-year Media Literacy Strategy, with Konrad Shek subsequently being asked to sit on their dedicated MSOM panel.

MediaSmart

Education from the Advertising Industry





An introduction to the advertising and media industry

MediaSmart OMG

Making Airwaves

We launched our first ever podcast, 'Staying Safe Online' – with the Industry Trust – as part of Safer Internet Day, alongside Lord Ed Vaizey (Common Sense Media) and Will Gardner (Childnet International).

Growing Partnerships

In 2024 we welcomed Netflix, Mail Metro Media, Yahoo, Next-Gen Media and Into Film as supporters. This brings our total number of partners to 40 – double the number compared to a decade ago.

MEDIA SMART SUPPORTERS

adam&eveDBB
Advertising Association
ASA
asbof
Boots
British Toy & Hobby Association
Channel 4
Department for Digital, Culture, Media & Sport
EDAA
Ferrero
First News
Generation Media
Giraffe Insights
Google
Government Equalities Office
IAB
IMTB
The Industry Trust
Intellectual Property Office
Into Film
IPA
ISBA
ITV
Livity
Mail Metro Media
McCann Worldgroup
Meta
MPA
Netflix
Next-Gen Media
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Pearl & Dean
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