

AFA takes aim at self-serving comments

SYDNEY: An audit firm recently quoted as saying "95% of agencies overcharge their clients" in a national newspaper has felt the wrath of the Advertising Federation of Australia (AFA).

The AFA has advised members to ensure confidentiality agreements are in place to discourage such statements. It is believed the statement that has raised the AFA's ire was made by Firm Decisions.

"These people should not be

able to make these claims and get away with it," AFA executive director Lesley Brydon said. "The advertisers need to be aware that some consultants make completely misleading claims in order to drum up business. The statement is clearly a sweeping statement and totally unsubstantiated. The statement is misleading and in my opinion, potentially defamatory."

The comments have also drawn criticism from audit firm

P3 which said such sweeping statements were "poor form". "I think anyone who goes around scare-mongering as a way of promoting their business has poor form," P3 founder Darren Woolley said.

Colin Wilson-Brown, principal of The Clinic, agreed with Woolley. "I don't think clients and agencies should be in conflict, as it can be harmful," he said. Firm Decisions general manager Australasia Greg Flint was unavailable for comment.