



Media Release
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Introducing ClearAds

Free TV Australia Launches New Brand For CAD

Leading media industry organisation Free TV Australia today announced the launch of ClearAds, the new brand for its Commercials Advice division (CAD).

The new ClearAds brand identity follows the transformation of CAD over the past two years to deliver greater customer focus, a faster and simplified service, the OASIS online application platform and other improvements in the products and services it provides the advertising and media sectors.

Free TV Australia Chief Executive Officer, Bridget Fair, said: “CAD is taking its service offering to the next level and it’s time to adopt a name that better reflects its improved, innovative and customer-centric services.

“We could not be more proud of the journey our business has been on over the past two years.

“The first step in our transformation was to ask our clients what was most important to them. What they told us has guided a complete reworking of our operations – an easier online interface, faster turnaround times and a new website that is simple and easy to use while still retaining the trusted and reliable advice for which CAD was famous. The result is ClearAds.”

Free TV Australia Director of Commercial Operations, Alison Lee, said: “ClearAds works in partnership with our clients and we wanted our new name and brand image to highlight our focus on making a complex process clear and simple.

“ClearAds is a trusted adviser to the media and advertising industry, providing vital classification and information services to advertisers, agencies and production houses for television commercials and infomercials.

“The key improvements over the past two years have included new features for our online application system and faster turnaround times for reviewing and approving commercials and the introduction of our Fast Track services including Red Hot, Rush Hour and Express.”



Ground Floor
44 Avenue Road
Mosman NSW 2088

P 02 8968 7200
ClearAds.com.au

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Ms Fair said: “We’ve also stepped up our communication with clients during the review process and introduced new training services for agencies and networks.

“We are working on more new features to ensure ClearAds continues to provide world-class services and processes.”

The ClearAds name, brand image and website were developed by CRE8IVE, a multi-disciplinary agency that specialises in branding, design, media, print, branding and digital.

James Willson, Managing Director, CRE8IVE, said: “Our role was to work with our client to ascertain the vision and the ‘why’ they do what they do.

“On a project like this, our business is all about the engagement along with the journey. Having worked with the team on this project for close to a year, the name ClearAds was the clear standout. The ClearAds brand is progressive, forward thinking and in line with the times and the agenda of the business.”

Ms Fair said: “We could not have asked for a better partner to harness the huge steps forward we have taken and bring our vision for ClearAds to life. CRE8IVE took the time to really understand our business and what we wanted to communicate with this new brand.

“We are so excited to be able to share our beautiful new brand identity with our clients and industry partners.”

ABOUT CLEARADS

ClearAds’ role in the advertising industry is as straightforward as it sounds. By navigating and demystifying the legislative and regulatory requirements faced by advertisers, agencies and production houses, ClearAds acts as a crucial partner to the industry, offering a transparent, one-stop review and classification service for commercials on television and beyond.

Trusted Advertising

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ABOUT FREE TV AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia's commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, Prime Media Group, WIN Network and Imparja Television.

www.freetv.com.au

For media enquiries, please contact:

Bridget Fair
Chief Executive Officer
Free TV Australia
M: 0417 260 478
E: bfair@freetv.com.au

Neil Shoebridge
Partner
SKMG
M: 0417 511 012
E: neil@skmediagroup.com.au

Andrew Knowles
Partner
SKMG
M: 0449 510 357
E: andrew@skmediagroup.com.au



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