



What do advertisers think about the renewal of the NCA?

Dear ACTRA Members, Friends, and Allies,

Don't take our word for why advertisers agreed to a renewal of our collective agreement, the National Commercial Agreement (NCA). Hear it from Ron Lund, President of the Association of Canadian Advertisers (ACA).



1. Advertisers want commercials that get results--through performances that ACTRA members deliver.
2. Our industry needs stability, not chaos.
3. Advertisers feared legal issues if they agreed to the demands of the Institute of Canadian Agencies (ICA)--and they were right.
4. Advertisers want to grow the industry in Canada with professional performers.

But as we said, don't take our word for it. [Listen to the ACA itself, in conversation with Marie Kelly, National Executive Director for ACTRA.](#)

In solidarity,

Marie Kelly and Eleanor Noble

Missed a previous NCA Bulletin update? Catch up here:

actra.ca/stability/members/

Missed a previous Know Your Lines video? Watch here and help us spread the word by sharing with your social networks!

youtube.com/actranational