



Self-Regulation in Advertising – A Successful Model

Lucas Boudet, Director General, EASA

Brussels, November 28, 2018



Blow in her face and she'll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

Agenda

I. The advertising self-regulatory system

- A. Why self-regulation?
- B. What is the ad SR system?
- C. How does it work?

II. Key success factors

- A. Engagement & consensus
- B. Rules & structure
- C. Recognition
- D. Accountability & measurement
- E. Awareness & training

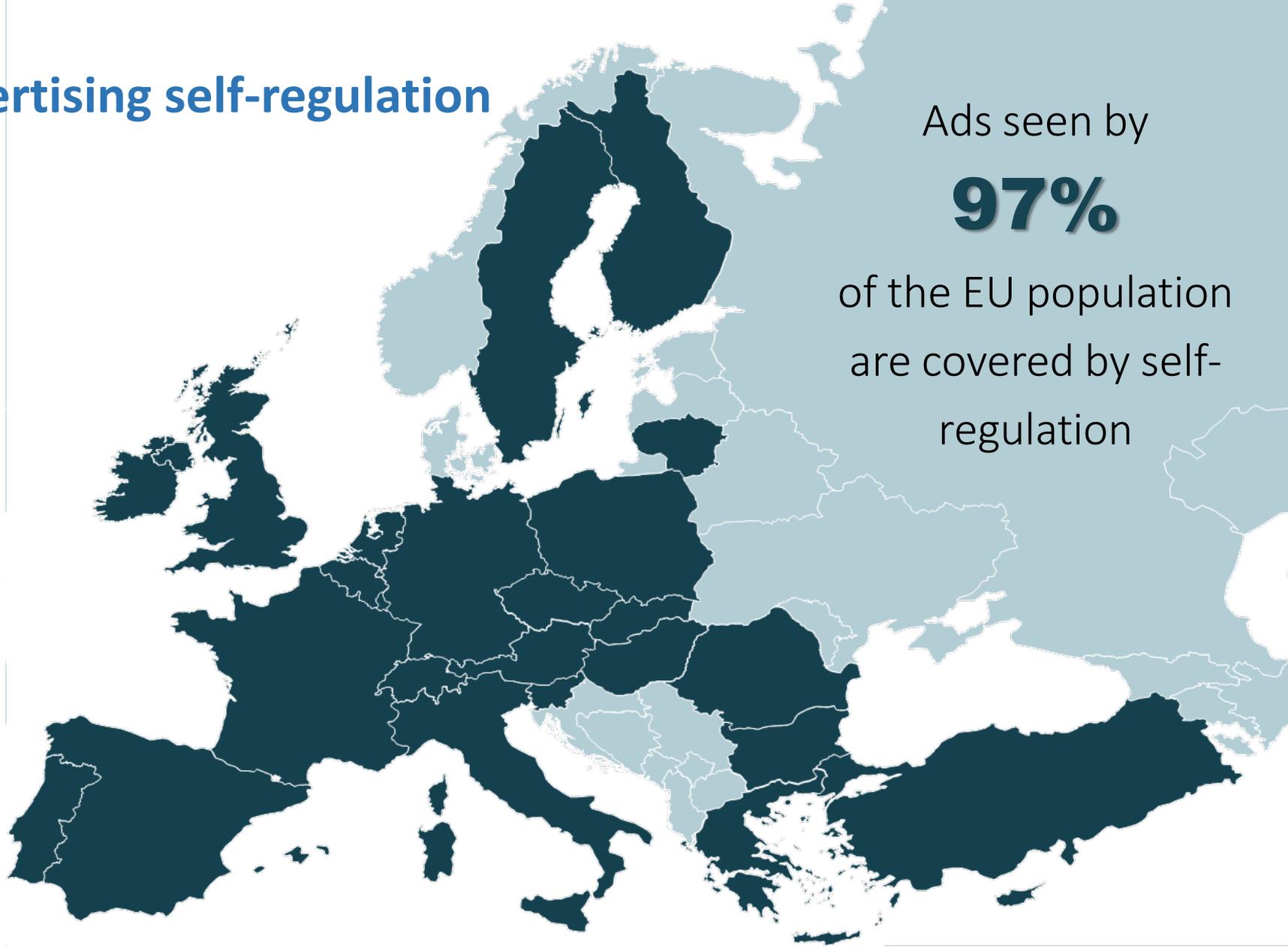
Advertising self-regulation: purpose

Advertising self-regulation helps ensure that ads are **legal, decent, honest and truthful**, and by doing so helps create consumer trust in advertising and in brands.

Self-regulation - recognition that the advertising **industry** (advertisers, agencies and the media) creates advertising that complies to a **set of ethical rules**.



Advertising self-regulation

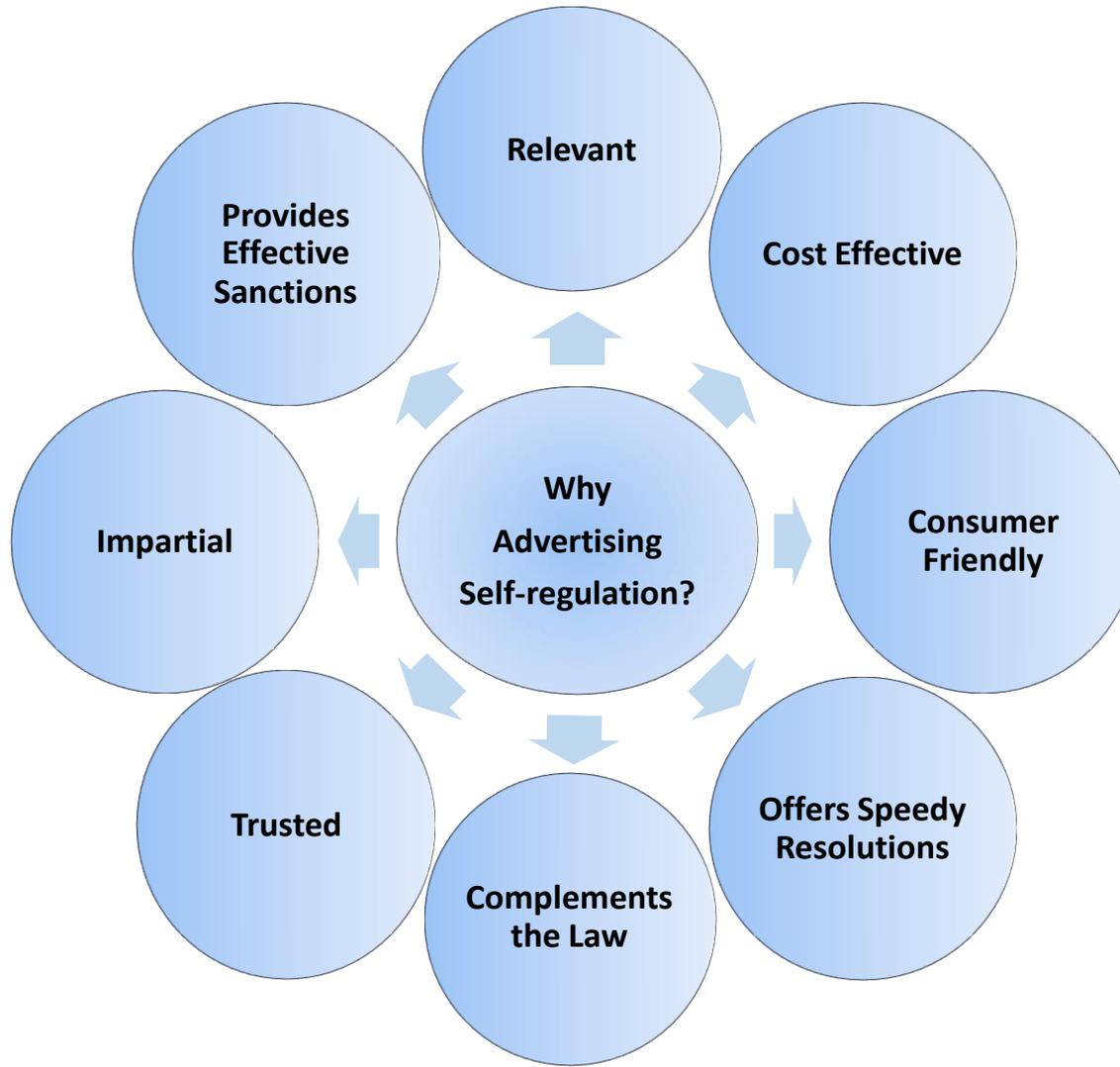


Ads seen by

97%

of the EU population
are covered by self-
regulation

Advertising self-regulation: advantages



Advertising self-regulation: network



27 SROs in Europe + 14 SROs in international network

- 25 SROs in 23/EU28 plus Turkey and Switzerland
- International Council for Ad Standards (ICAS): 14 non European countries



14 industry organisations

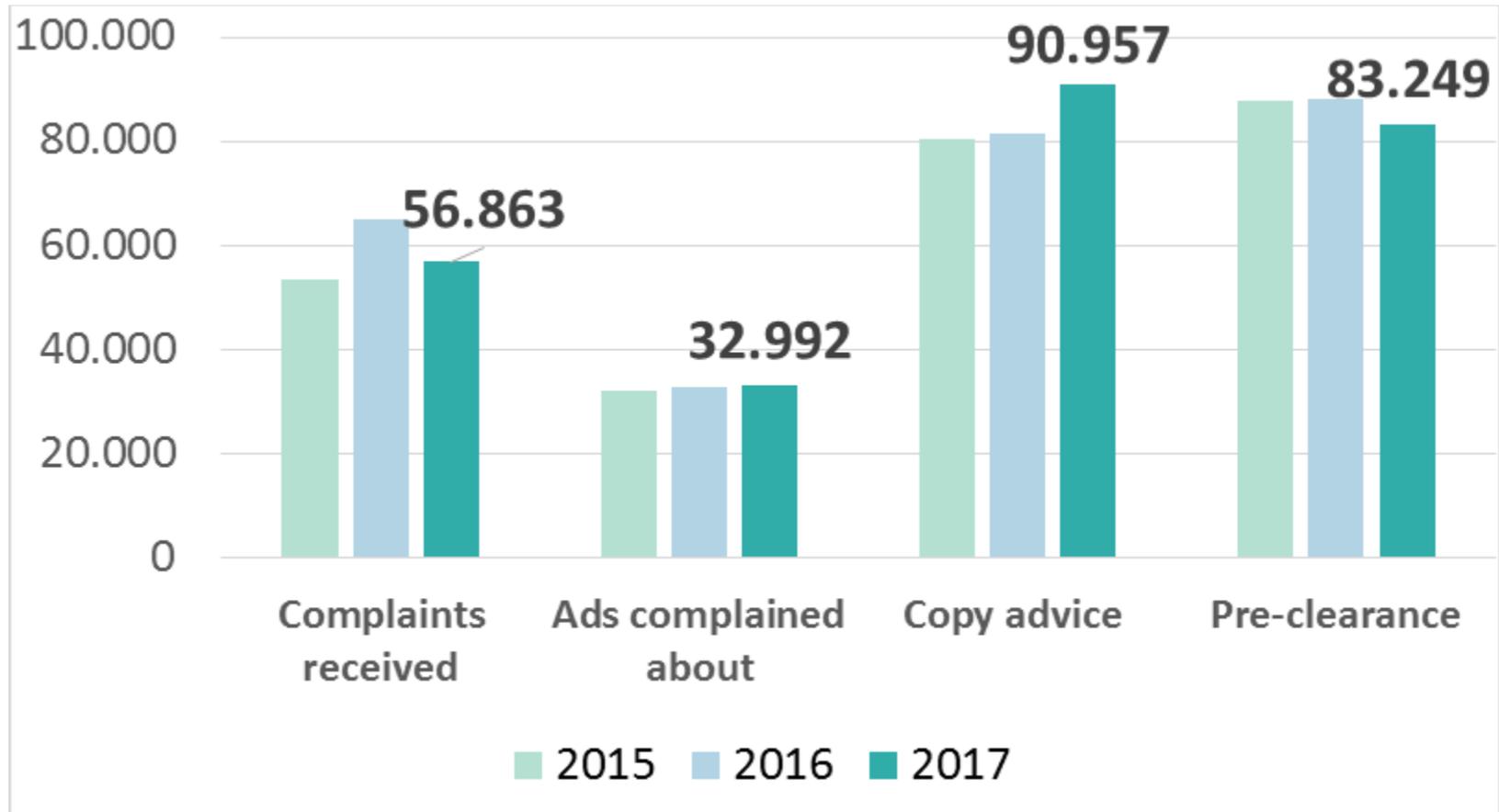
- Advertisers
- Agencies
- Media (TV, Radio, Print, Direct marketing, Internet, Outdoor ...)

Advertising self-regulation: history

- **1935** - Establishment of the *Office de contrôle des annonces* (OCA) in France
- **1937** - Establishment of the ICC Code on Advertising and Marketing Communication Practice
- **1992** - **EASA founded** to better regulate ads in the single market
- **1993** - EU Commission officially recognises the vital role of SR
- **1999** - EU Council recognises SR as an alternative to legislation
- **2004** - EASA Advertising Self-Regulation Charter
- **October 2017** - EASA's 25th anniversary
- **September 2018** - launch of ICC Code's 10th revision

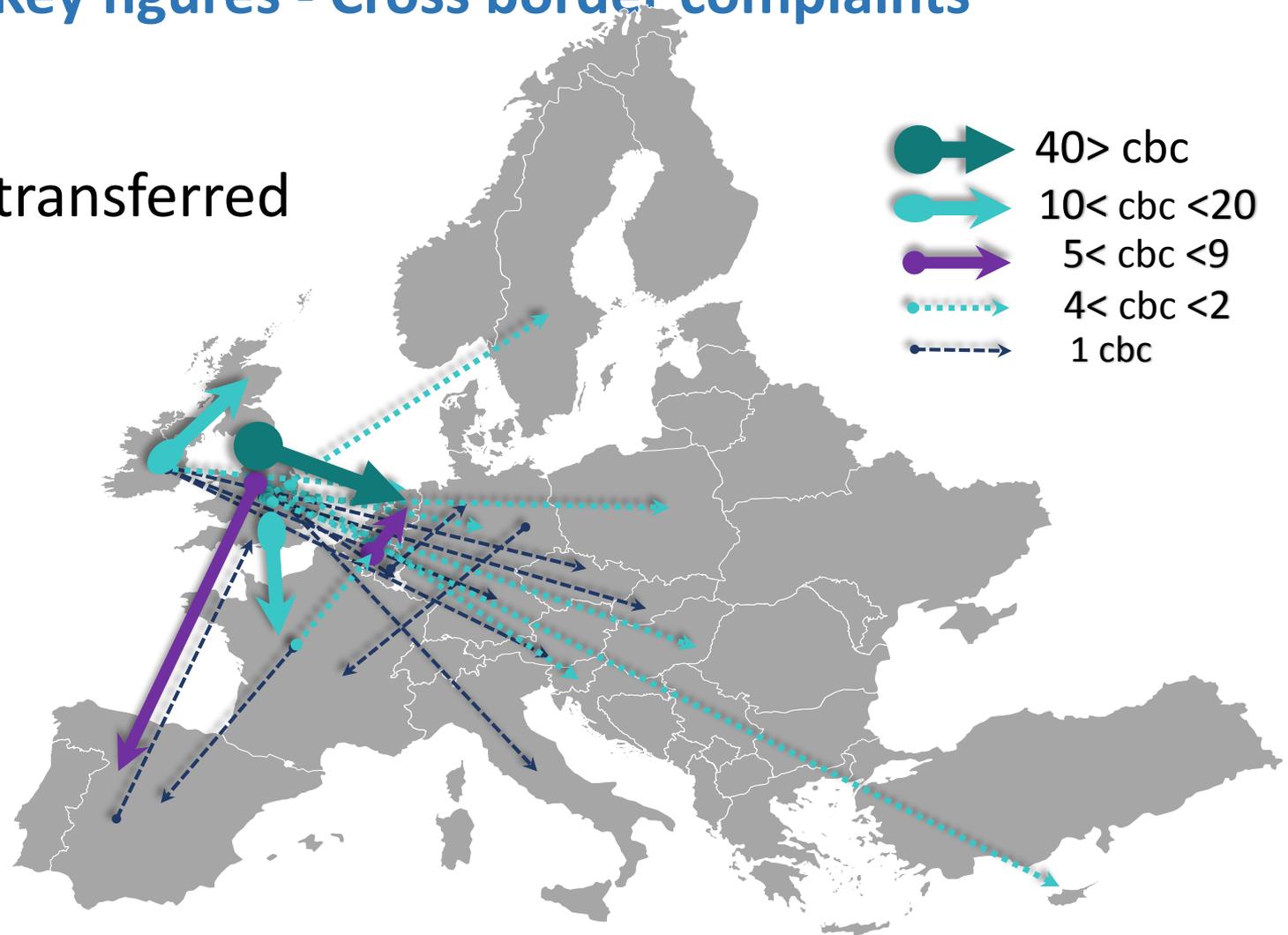


Advertising self-regulation: Key figures - Advice & complaints



Advertising self-regulation: Key figures - Cross border complaints

135 CBCs transferred
in 2017



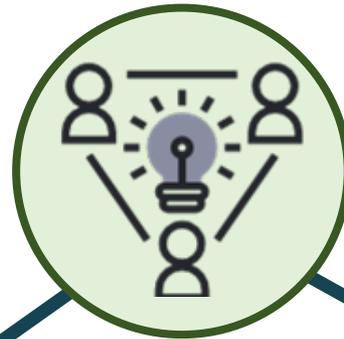
Advertising self-regulation: Self-Regulatory Organisations (SROs)



Advertising self-regulation: EASA

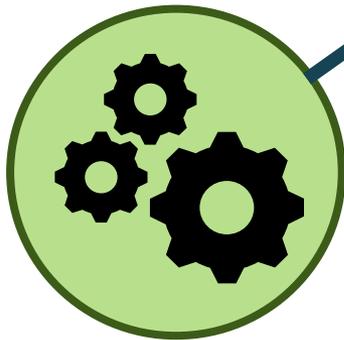
SR development

- ✓ Advocating for ad industry standards in Europe
- ✓ Centre for information and education



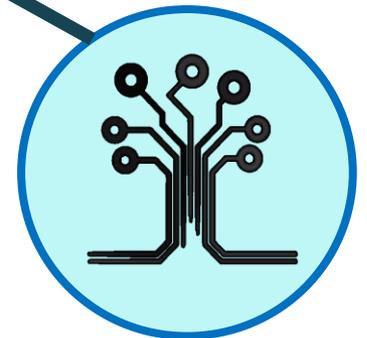
European coordination

- ✓ Coordination of cross-border complaints (25 markets)
- ✓ Coordination of pan-European monitoring exercises



SRO support

- ✓ Platform for sharing best practice and policy updates
- ✓ Builder of a strong SR network



Key success factors: Engagement & consensus



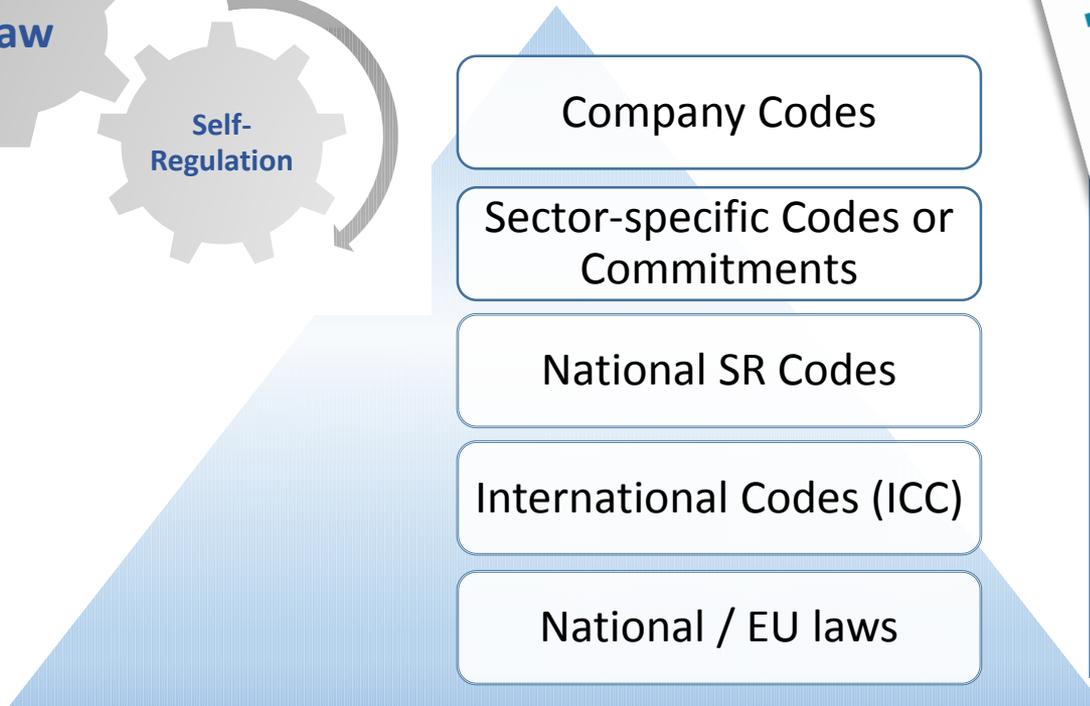
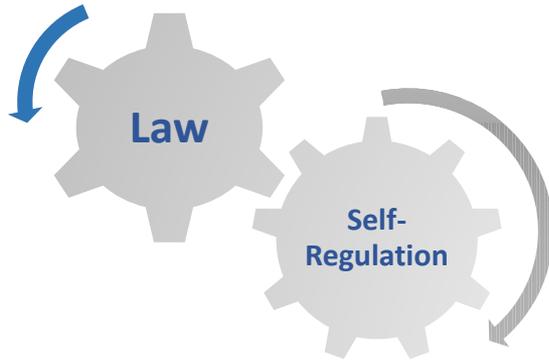
Key success factors: Engagement & consensus

Getting support of the
entire advertising ecosystem

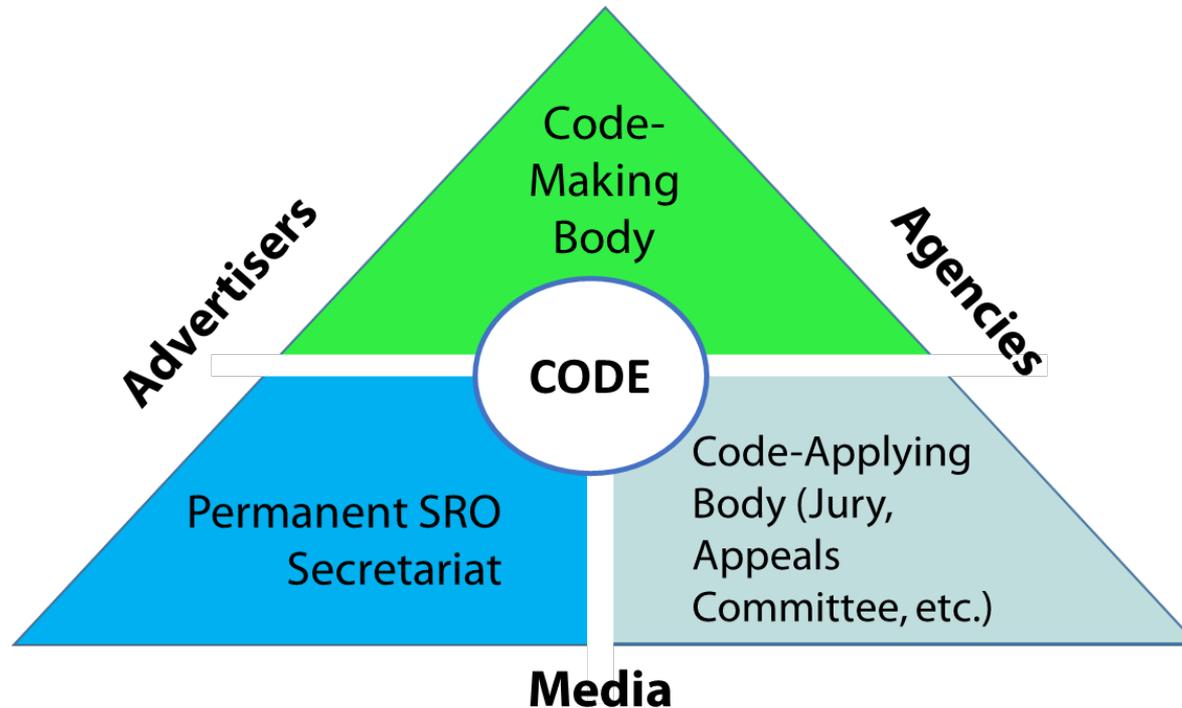
Using the "momentum" and
addressing challenges from
the legislators



Key success factors: Rules & structure

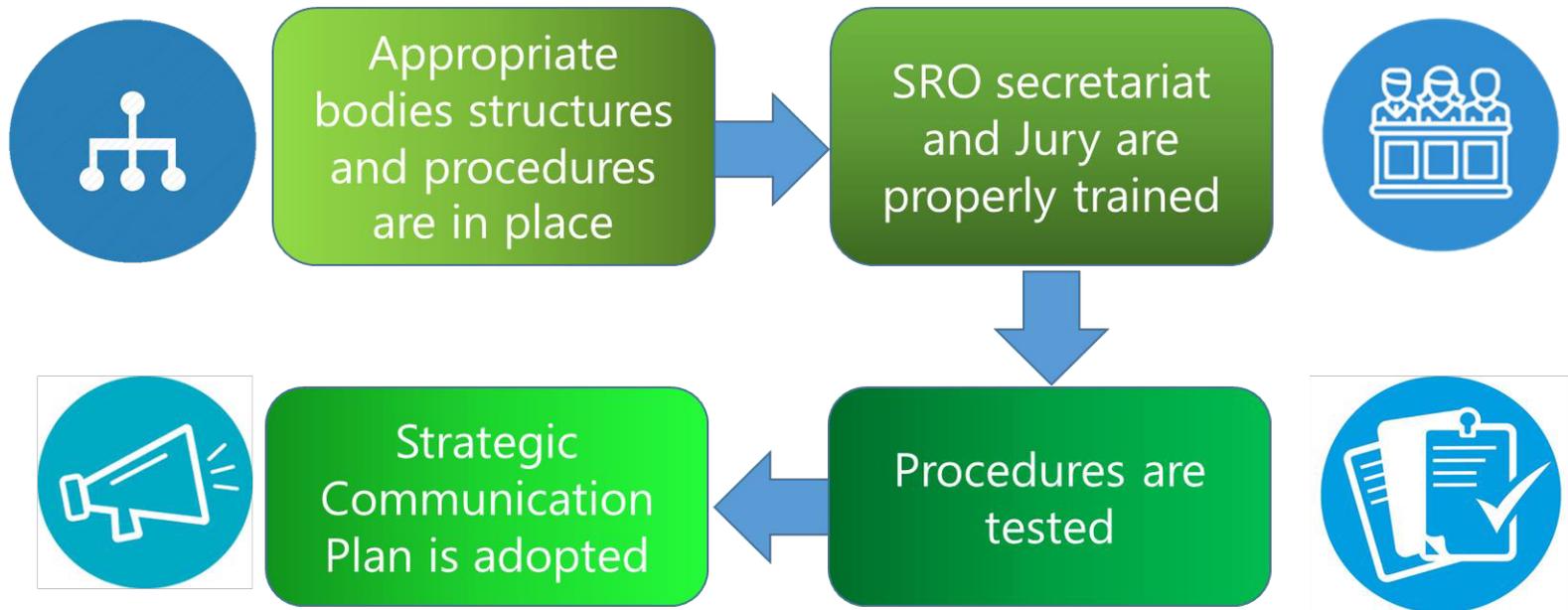


Key success factors: Rules & structure



Key success factors: Rules & structure

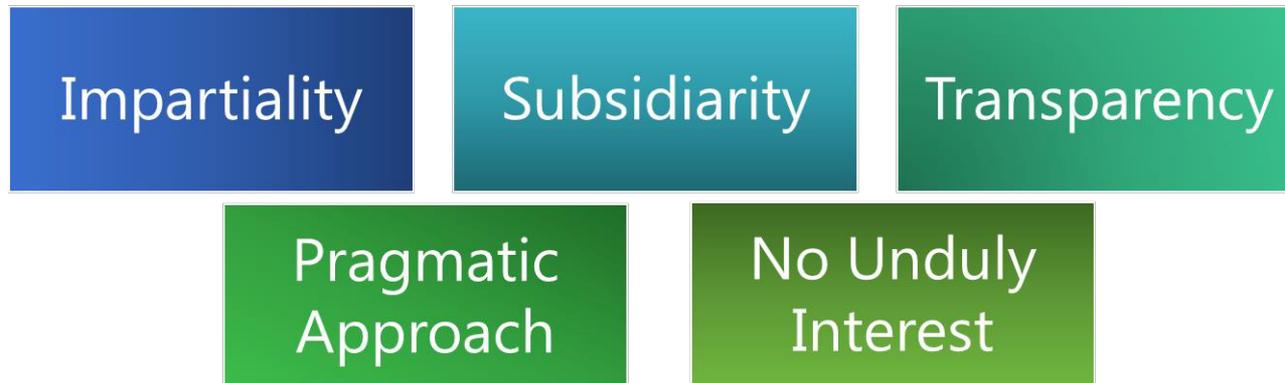
Ensuring an operational system, training and testing



Key success factors: Rules & structure

Keeping the Code and principles up to date through stakeholder consultation

- ✓ Regular code review update
- ✓ Non-jeopardized credibility and acceptance of the Code
- ✓ Principles of the revision process:



Key success factors: Recognition

Recognition of self-regulation in the law

- ✓ Dialogue with local, regional and national authorities
- ✓ Exploring and proving complementarity of SR to the legislation
- ✓ Support and recognition from international institutions and organizations



The use of self-regulation
"to help address consumer issues needs
to be considered systematically"

OECD

Ad standards
"reduce the cost of doing business"

APEC

Key success factors: Accountability & measurement

Ensuring organised compliance monitoring

- ✓ Proactive, ex-ante SR tool to ensure compliance
- ✓ Data to correct potential breaches and identify trends / provide sector analyses
- ✓ Didactic value and increase in industry's awareness of the SR system and codes
- ✓ Invaluable examples for training and education



Key success factors: Accountability & measurement

Standards & measurement

- ✓ **EASA Charter validation and Best Practice Recommendation scoreboards:** tracking SR development since 2004
 - 12 Operational BPRs, 2 Blue Print BPRs
 - EASA Charter Commitments:
 - ✓ Self-regulatory body
 - ✓ Code
 - ✓ Copy advice
 - ✓ Own-initiative monitoring
 - ✓ Free handling of consumer complaints
 - ✓ Online complaints facility
 - ✓ Appeals procedure
 - ✓ Publication of decisions
 - ✓ Broad consultation in code drafting
 - ✓ Independent element in jury
 - ✓ Promotional activity
 - ✓ Website
 - ✓ Remit includes DMCs (from 2009)
 - ✓ Influencer Marketing guidelines

Key success factors: Awareness & training

Awareness raising campaigns

- ✓ Demonstrating the **effectiveness** of SR as a **complementary** approach to legislation
- ✓ Targeting:
 - **Government bodies**
 - **Individual consumers**
 - **Industry professionals**



*Irish SRO, ASAI, Ad campaign from 1993
"This is what we do with bad ads"*

Education, training resources and events

- ✓ Internal and external
- ✓ Supports the quality of services provided by an SRO and facilitates the acquisition of new competences to develop new services
- ✓ Many SROs provide in-house training courses for ad professionals, ensuring their familiarity with the Code





Thank you!

lucas.boudet@easa-alliance.org

 @AdvertisingEASA

 european-advertising-standards-alliance