

# Advertising Self-Regulation: International Developments & Challenges

ABG Meeting, Dubai, 6 December 2017

**José Domingo Gómez Castallo**, ICAS President



# Agenda



1. Our Common Vision for Responsible Advertising
2. Local vs. Global Perspectives: The Value of Cooperation within the ICAS Network
3. Global Challenges
4. Ongoing and Future Projects

# Our Common Vision for Responsible Advertising



**Responsible Advertising** means that ads and all forms of marketing communications should be legal, decent, honest and truthful.

**Advertising Standards** exist at national, regional and global level to allow marketers and other actors in the advertising ecosystem to review their marketing communications against these fundamental principles.

To be efficiently implemented however, Ad Standards require a control system. Advertising **Self-Regulatory Organizations (SROs)** are independent bodies managed and funded by the industry to enforce the Standards and ensure a level playing field. They should be impartial and deal with consumer complaints in a transparent way and on a cost-free basis.

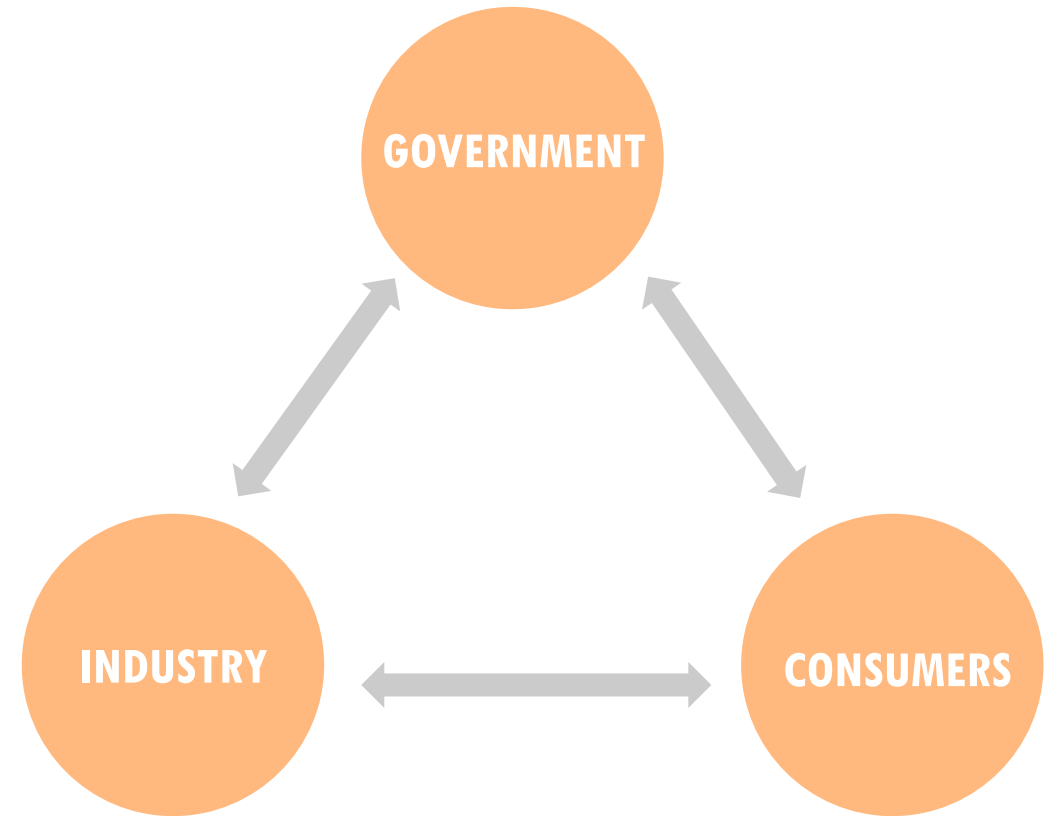
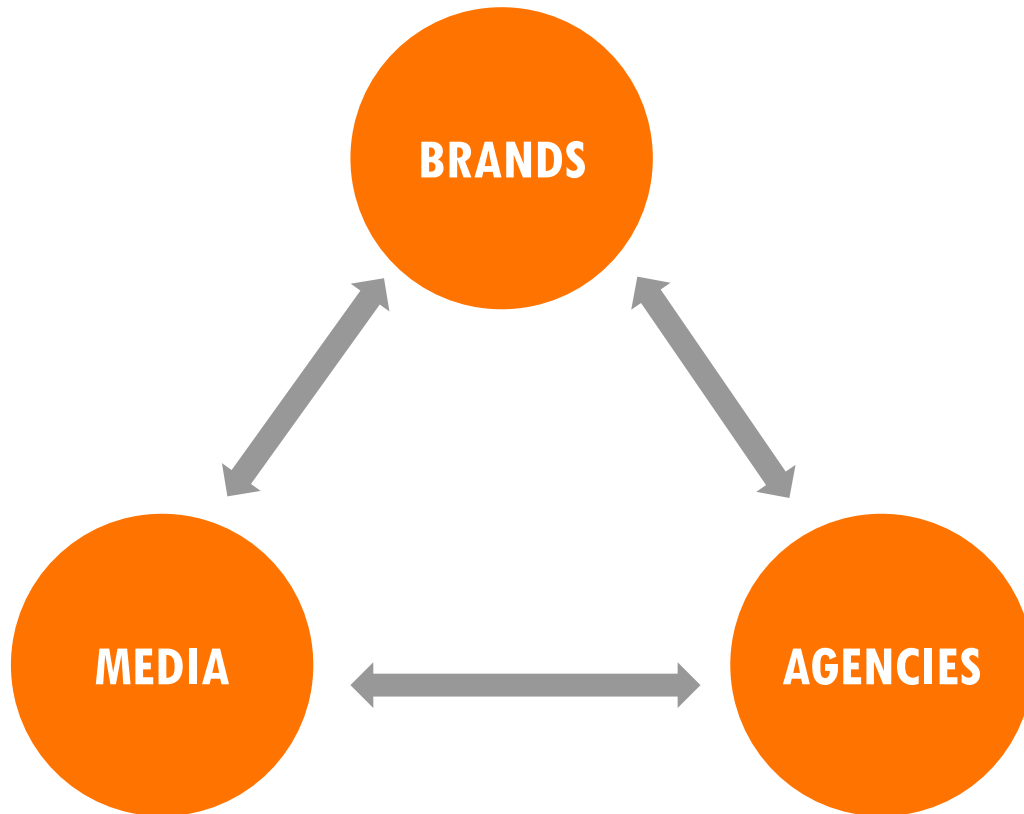
# Our Common Vision for Responsible Advertising



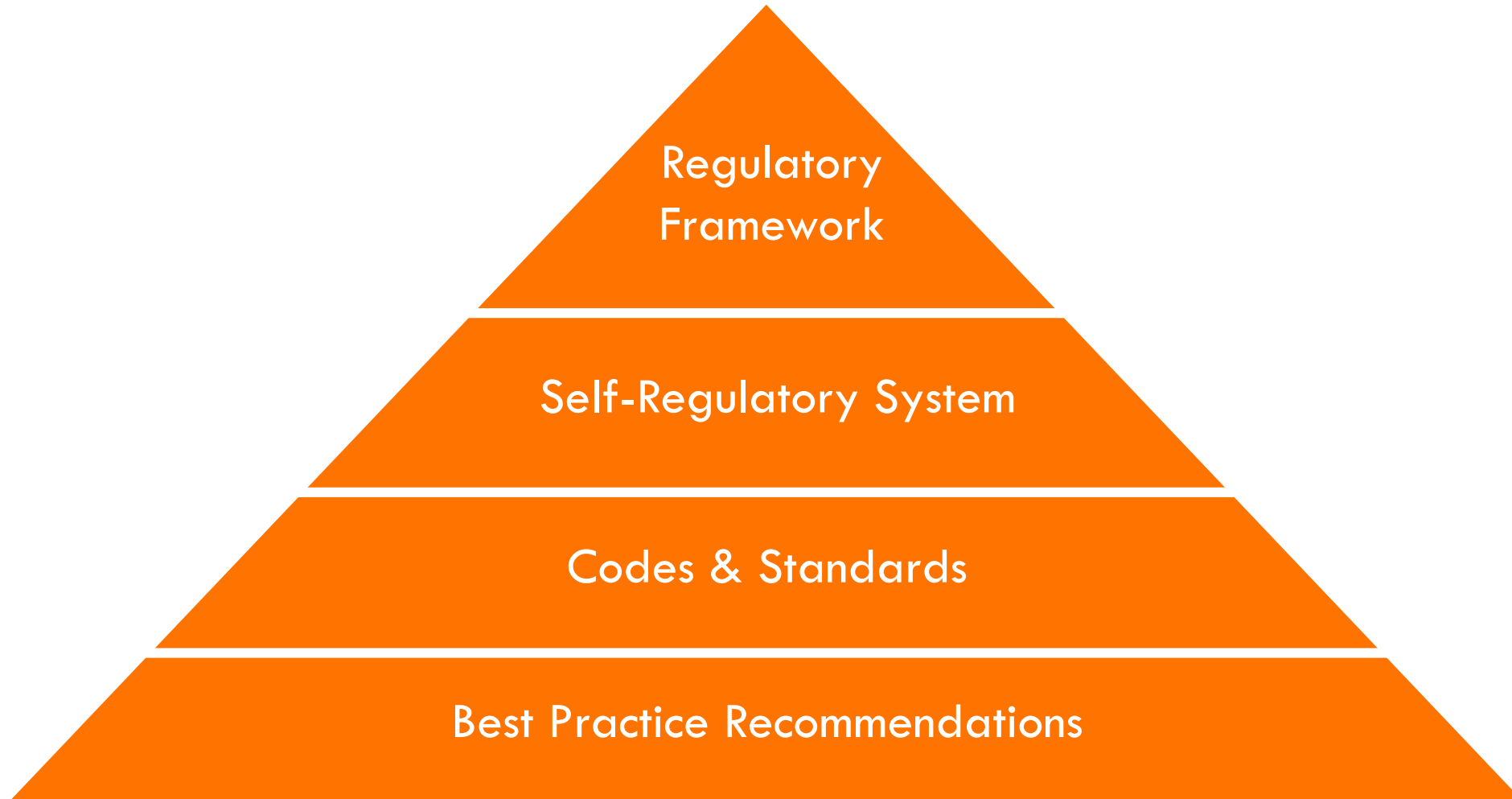
Responsible Advertising is a “win-win” alternative to prescriptive Regulation. It benefits:

- **Marketers:** Irresponsible ads can severely damage the reputation of brands. Self-Regulatory Advertising Standards help build consumer trust, which in turn builds brand loyalty and increases market share.
- **Consumers:** Self-Regulation provides a cheap (typically cost-free), fast and efficient solution to handle consumer complaints on ads.
- **Policy makers:** Advertising Standards provide an additional layer of consumer protection that complements the legal framework. SROs also help avoid problems before they happen by providing copy advice. They keep track of key concerns about advertising and take steps to address them when needed.

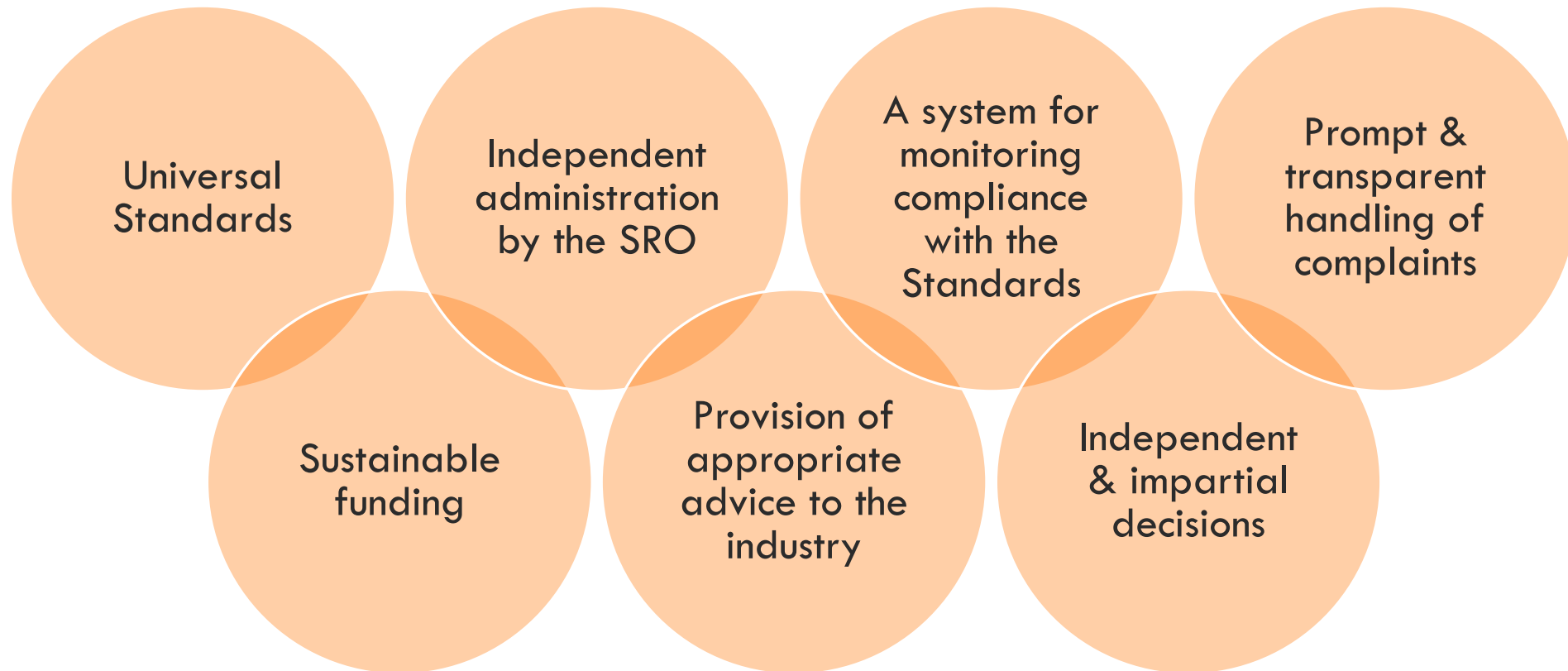
# The Tripartite Model



# Our Common Vision for Responsible Advertising



# Core principles for effective Ad Self-Regulation



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# Local vs. Global Perspectives



All ICAS members share the Common Vision for Responsible Advertising, but each Self-Regulatory System is unique and designed to address specific local circumstances.

ICAS does not try to impose a single model. We recognize and celebrate the diversity of SROs, but we believe that national systems can benefit from the exchange of experiences with other markets.

## Local Level

- National Codes adapt global Principles on Responsible Advertising to the local context
- SROs assess individual ads via copy advice, pre-clearance, and/or adjudications

## Global Level

- General framework (e.g. ICC Code) and broad sectoral guidelines (e.g. Alcohol, OBA...)
- Exchange of best practices, benchmarking and knowledge-sharing

# The role of ICAS at global level



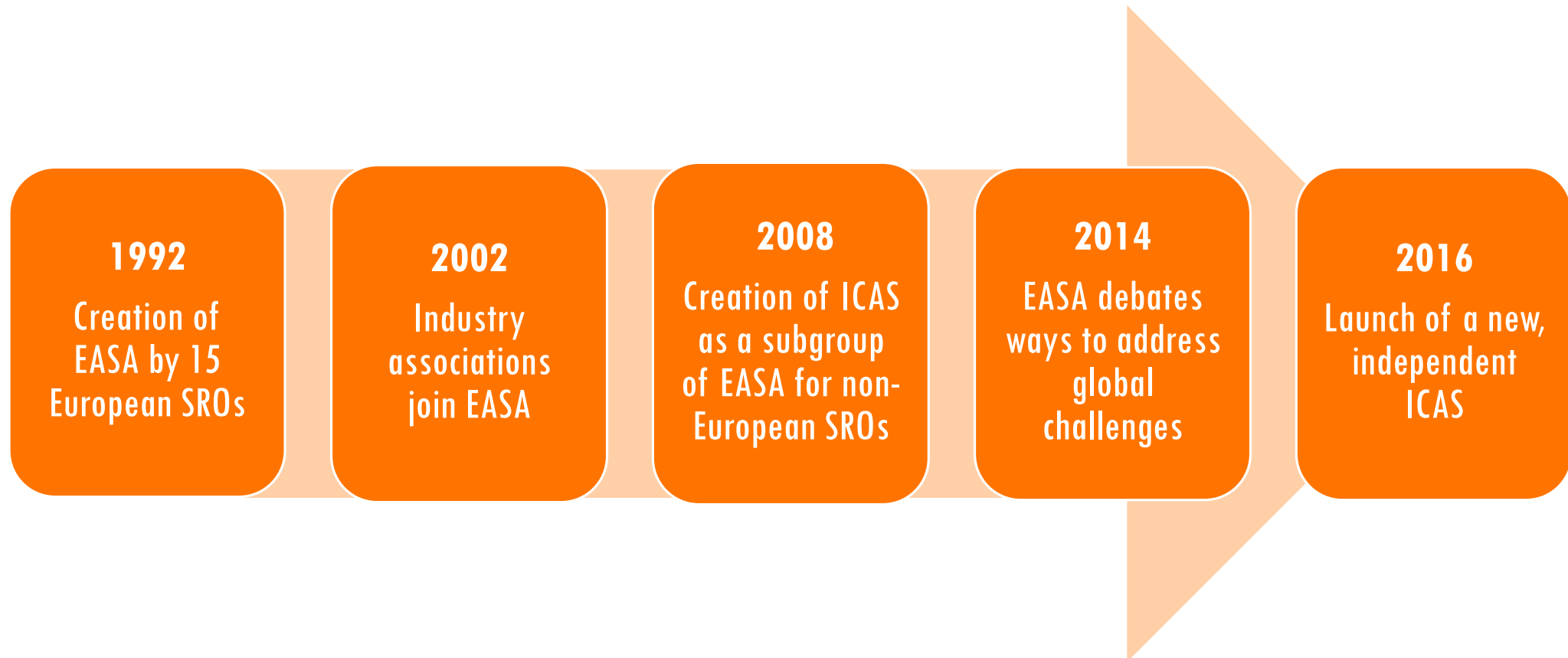
The mission of ICAS is to promote Responsible Advertising worldwide. To do this, we pursue the following objectives:

1. **We act as a central contact point** at global level on Ad Self-Regulation and Responsible Marketing issues, connecting relevant players and encouraging collaboration among them.
2. **We create and share knowledge and Best Practices**, by collecting data, undertaking research, and developing common solutions to the global challenges faced by the industry.
3. **We facilitate the establishment of SROs in new markets**, empowering them to grow, and strengthening existing national SROs (capacity-building).
4. **We advocate for Ad Self-Regulation globally**, demonstrating the benefits of the self-regulatory approach for consumers, businesses, regulators and society as a whole.

# The Value of Cooperation within the ICAS Network



ICAS has evolved from an informal subcommittee of EASA to a truly global platform:



# A truly global network



29 members across Europe, America, Asia-Pacific, Africa & the Middle East

SRO Full Members			SRO Associate Members	Regional SR Organizations
Australia (ASB)	Belgium (JEP)	Brazil (CONAR)	Chile (CONAR)	EASA
Canada (ASC)	France (ARPP)	India (ASCI)	Columbia (CONARP)	
Italy (IAP)	Mexico (CONAR)	Netherlands (SRC)	El Salvador (CNP)	Industry
New Zealand (ASA)	Peru (CONARP)	Philippines (ASC)	Ireland (ASAI)	EPC
Romania (RAC)	Spain (Autocontrol)	Sweden (Ro)	Portugal (ARP)	FEPE International
UK (ASA)	USA (ASRC)		ABG (UAE)	IAA
			ASA (South Africa)	WFA



Australia (ASB)	Belgium (JEP)
Brazil (CONAR)	Canada (Ad Standards)
Chile (CONAR)	Colombia (CONARP)
El Salvador (CNP)	France (ARPP)
India (ASCI)	Ireland (ASAI)
Italy (IAP)	Mexico (CONAR)
New Zealand (ASA)	Netherlands (SRC)
Peru (CONAR)	Philippines (ASC)
Portugal (ARP)	Romania (RAC)
Spain (Autocontrol)	Sweden (Ro)
UAE (ABG)	UK (ASA)
USA (ASRC)	



# The Value of Cooperation within the ICAS Network



ICAS is a lean platform centered on the needs of its members with transparent governance.

The Executive Committee is composed of 11 members with a mandate running until 2018.



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AUTOCONTROL  
Spain



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**Stephan Loerke**  
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Advertisers



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ICAS Vice-President  
Advertising Self-  
Regulatory Council  
USA



**Jani Yates**  
Ad Standards  
Canada



**Gilberto Leifert**  
CONAR  
Brazil



**Stéphane Martin**  
ARPP  
France



**Angela Mills Wade**  
European Publishers  
Council



**Guy Parker**  
Advertising Standards  
Authority  
UK



**Shweta Purandare**  
The Advertising Standards  
Council of India  
India

# The Value of Cooperation within the ICAS Network



Recent developments have strengthened our network:

- **8 May 2017:** 1<sup>st</sup> ICAS Annual General Meeting in Athens agreed an ambitious action plan for 2017-2018, establishing ICAS as the main international interlocutor on Ad Self-Regulation
- **1 June 2017:** Launch of an independent ICAS Secretariat with a dedicated Manager
- **5 June 2017:** Launch of the ICAS website <https://icas.global>
- **6 October 2017:** ABG officially becomes the 28<sup>th</sup> member of ICAS, extending our network's reach to the Middle East

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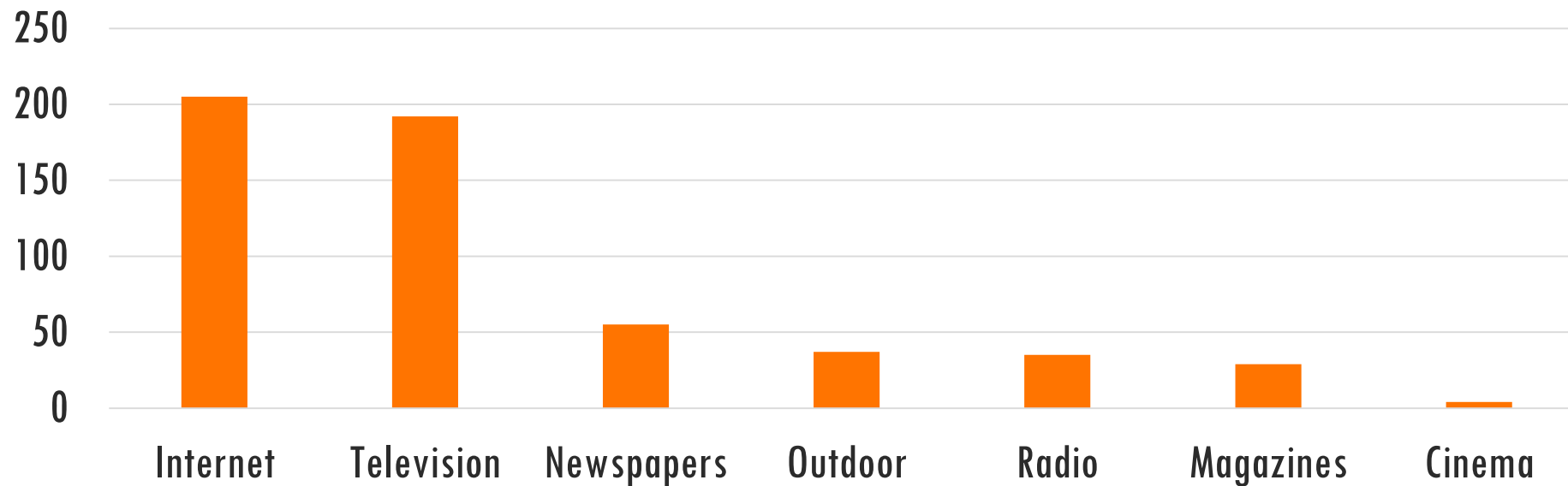


# The Challenge of Digitalization



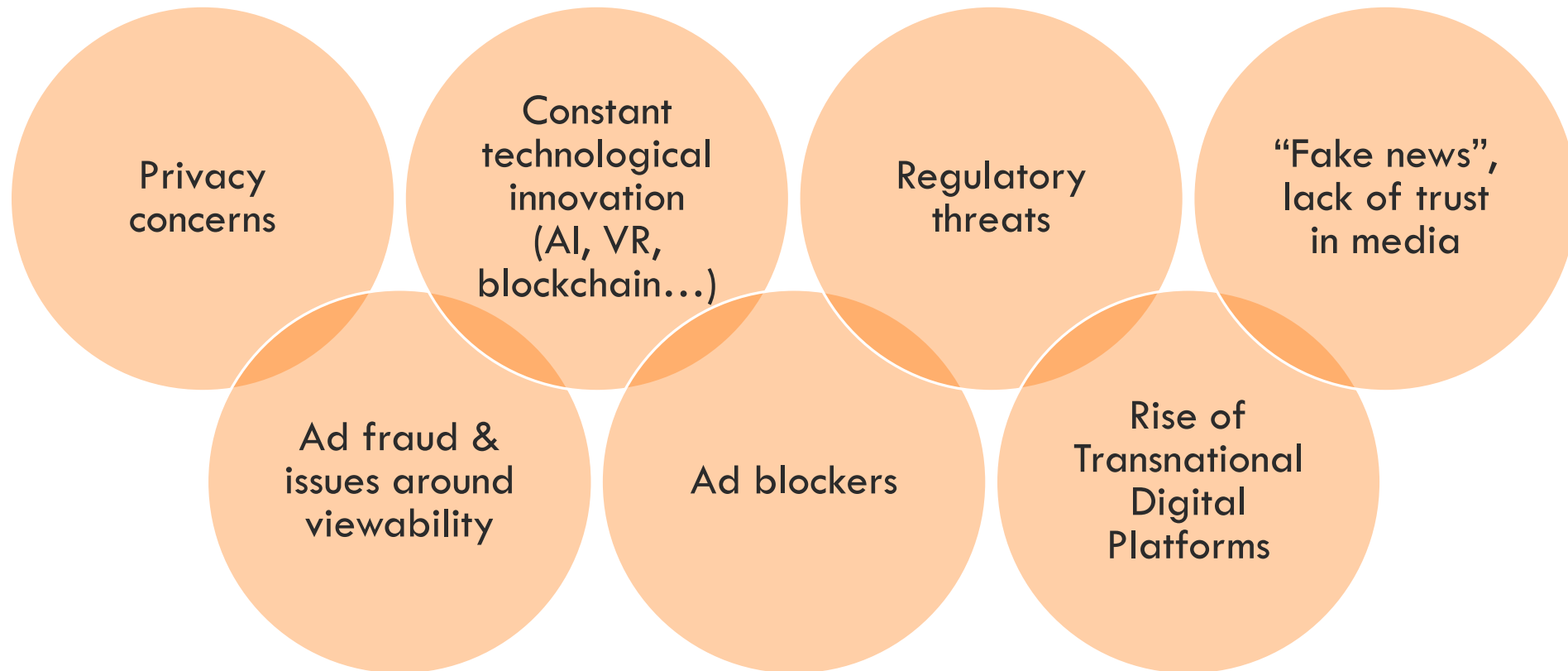
According to Zenith, Google and Facebook together accounted for 20% of global adspend in 2016. This share is expected to grow further in the coming years.

GLOBAL ADVERTISING EXPENDITURE IN 2017 (ESTIMATES IN USD MILLION)



Source: Zenith

# Global challenges for Ad Self-Regulation



# The Coalition for Better Ads



New initiatives have emerged to address the format, rather than the substance, of digital ads:

- **September 2016:** CfBA was founded by 18 leading international associations & online companies
- **Q3 2016 - Q1 2017:** Research involving 25,000 consumers in North America & Europe led to an assessment of 104 ad experiences for desktop & mobile
- **March 2017:** Publication of the Initial Better Ads Standards which identify the 12 'most annoying ad formats' that Coalition members commit NOT to use
- **June 2017:** Google announces that its Chrome web browser will automatically block ads which do not comply with the CfBA Standards as of 2018



# Turning Challenges into Opportunities



Challenges for SROs		Opportunities & Potential Solutions
Threat of regulatory interference and mistrust of Self-Regulation in certain markets	➔	Joint advocacy efforts through ICAS to promote Self-Regulation as viable policy option (UN, APEC, GCC...)
Funding Model increasingly imbalanced due to relative decline of traditional media	➔	SROs to reach out to global digital platforms & other new players to rebalance funding model
New focus on ad formats in digital advertising & emergence of dedicated initiatives (DAA, CfBA)	➔	Technical expertise required to train SRO staff on digital innovation. Cooperation with digital sector.
Industry's desire for global Self-Regulatory solutions	➔	ICAS to discuss possible ways to involve SROs in global solutions combining local & cross-border perspectives

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# ICAS Ongoing Initiatives & Future Projects



## Knowledge-Sharing

- ICAS Members' Newsletter (monthly)
- ICAS Members Area (members-only Extranet) with SRO Directory, Forum, Videos etc.
- Ongoing project to develop a (Self-)Regulatory Dashboard to monitoring latest developments per Country



## Expertise & Research

- Development of a Global SRO Database with Key Facts & Figures
- Topical working groups under consideration (e.g. on Digital Advertising)
- Special Reports under consideration (e.g. on SRO funding models, on specific sectors...)

Member category	Country	Region	Short name	Full name
SRO	Australia	Asia-Pacific	ASB	The Advertising Standards Bureau
SRO	Belgium	Europe	JEP	Jury d'Ethique publicitaire / Jury voor Ethische Praktijken inzake reclame
SRO	Brazil	Americas	CONAR	Conselho Nacional de Autorregulamentação Publicitária
SRO	Canada	Americas	Ad Standards	Ad Standards
SRO (associate)	Chile	Americas	CONAR	Consejo de Autorregulación y Ética Publicitaria
SRO (associate)	Colombia	Americas	CONARP	Comisión Nacional de Autorregulación Publicitaria

# ICAS Ongoing Initiatives & Future Projects



## Capacity-Building

- Ongoing revision of the ICAS International Guide to Developing an SRO. 3<sup>rd</sup> edition expected to be published by end 2017.
- ICAS involvement in awareness-raising events aimed at promoting Self-Regulation in new markets (e.g. 2017 APEC Conference in Vietnam)
- Twinning/Mentoring Network project
- SRO Toolkit to be developed based on existing tools: ICAS Document Library, Glossary, FAQ... See <https://icas.global/resources>

## Advocacy & Outreach

- 2-page printable ICAS Brochure available to promote the network and its members:  
[https://icas.global/wp-content/uploads/ICAS\\_Leaflet.pdf](https://icas.global/wp-content/uploads/ICAS_Leaflet.pdf)
- ICAS to develop relationships with private and public stakeholders (industry associations but also UN agencies like WHO or UNICEF)
- Ongoing discussions with future potential members (SROs in China, Malaysia, Singapore... but also major global industry players not represented in ICAS via an association)

# ICAS Annual Meeting



The ICAS Annual General Meeting & Open Conference will take place in **Helsinki, Finland**, on **18 April 2018**.

**Save the Date !**



- The morning session will be restricted to ICAS members only (Governance & Strategic Discussions)
- The afternoon session will be open to external speakers and interested parties
- ICAS members will be able to attend the EASA Biannual Meeting on 19-20 April.



# Thank you



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