

The International Council for Ad Self-Regulation

The ICAS Global Think Tank

**A NEW GLOBAL SPACE FOR AD SELF-REGULATION-RELATED
ENGAGEMENT, THINKING, RESEARCH AND OPEN AND
HONEST CONVERSATION**

December 2024




We face major environmental, social & technological challenges

These have significant implications for media and marketing

While their role in democracies worldwide is crucial for providing information & driving innovation, they are also experiencing a worrying decline in public trust.





In these times of change and uncertainty, advertising needs to work better for people, communities, brands, and the media. **How can our advertising standards and self-regulatory organizations better support the industry to ensure responsible marketing across all media channels?**

Let's create a space for open & honest discussions, collaborative engagement and research.

Why we care



Stephan Loerke
CEO of the World Federation of Advertisers & Vice-President of ICAS

“We’re truly excited to launch the ICAS Global Think Tank. We’re confident it will provide the platform we need to address some of the most pressing issues facing the advertising sector today, generating insights that will help inform evidence-based policymaking, elevate ad standards and ultimately benefit people and communities worldwide. If you or your business want to contribute to, please get in touch”.

“There is no divine right to advertise. Marketers have a license to operate. And we can lose it. In order to maintain it, we need to keep up with a rapidly changing society. And that can be challenging because society is changing ever faster. The ICAS Global Think Tank is a multi-stakeholder initiative focused on responsible advertising practices. It will play an important role in helping us understand and address the significant challenges we face today. It has our full support.”



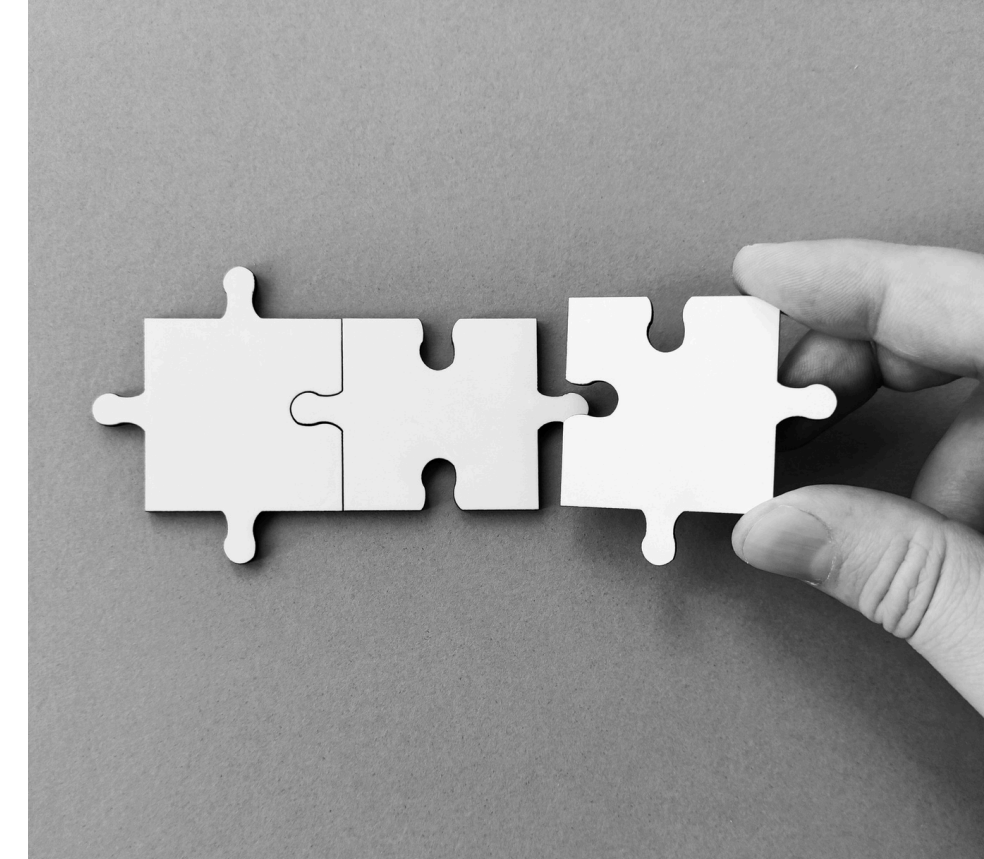
Guy Parker
ICAS President and Chief Executive of the ASA, UK

The ICAS Global Think Tank

will unite you with ad standards bodies, industry leaders, universities, and others to address core issues, support self-regulatory best practices and drive progress across the board, with the goal of developing quality thinking and increasing impact.

IN THE GLOBAL THINK TANK WE WILL

- Organize roundtables and discussions around global topics;
- Analyze emerging issues and technological developments that affect advertising and ad self-regulation;
- Produce briefs and research papers to inform policy decisions at ICAS and ad standards bodies (SROs);
- Help shape the development of policies for companies and advertising industry associations.

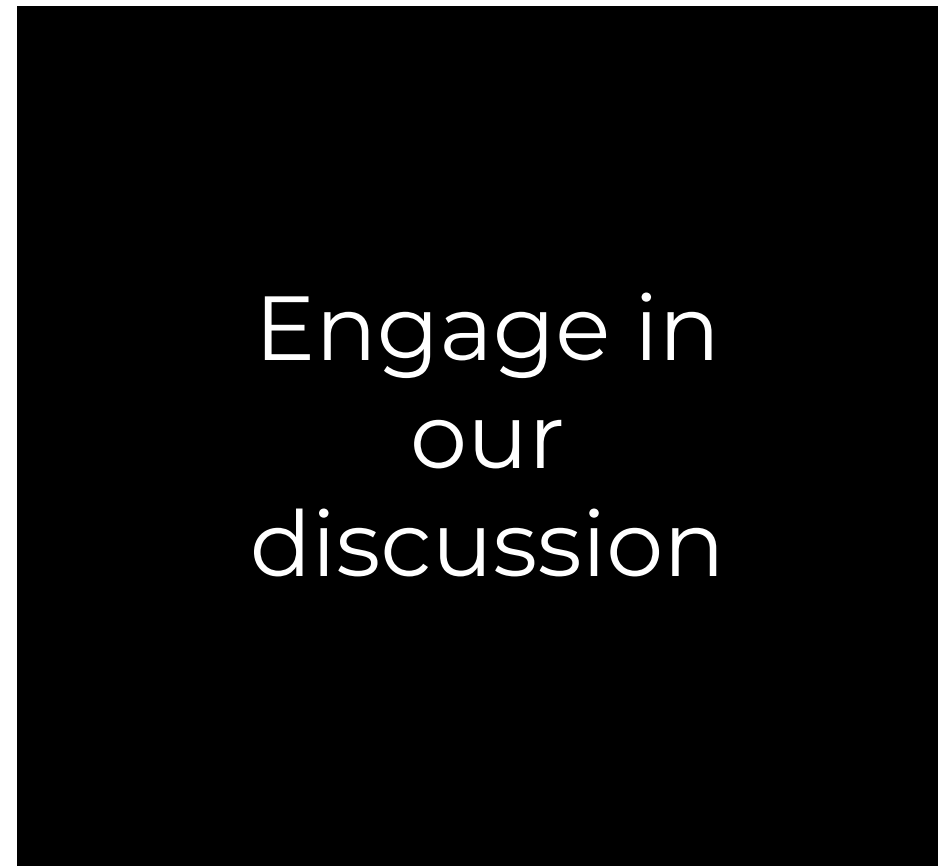


We need your **support**

Become part of our initiative & help shape the future of advertising.



Become a
founding
sponsor



Engage in
our
discussion



Becoming a Global Think Tank

Sponsor

Event sponsor

- **10.000 EUR**

The ICAS Global Think Tank will need to unite regularly and engage with different stakeholders to drive engagement & progress. Global Think Tank members can become official sponsors of key events & receive recognition.

Founding sponsor*

- Corporate sponsorship
- Small companies, research associations, universities
- Large Associations (above EUR 750k annual revenue)
- Small associations

- **10.000 EUR**
- **3.000 EUR**
- **7.000 EUR**
- **1.600 EUR**

Logo on the website (to be developed shortly) and in the information material
 Quotes to be included on the Global Think Tank website
 Social media mentions

Supporting sponsor*

- Corporate sponsorship
- Small companies, research associations, universities
- Large Associations (above EUR 750k annual revenue)
- Small associations

- **5.000 EUR**
- **1.500 EUR**
- **3.500 EUR**
- **800 EUR**

Logo on website and in the information material
 Social media mentions

*Total amount covering the activities of the Global Think Tank in Q4 2024 and 2025

What our founding members say

EASA is proud to sponsor the launch of the ICAS Global Think Tank. We believe it's a meaningful and powerful asset. Our Alliance can definitely benefit from the fresh insights and new connections the think tank will provide; we hope that our work and actions can be informed by the studies and think pieces it will produce. We very much look forward to contributing to its development and activities.

Orla Twomey

Chairwoman, European Advertising Standards Alliance

The ASA is delighted to be a founding sponsor of the ICAS Global Think Tank. I'm convinced the Think Tank will widen the net of expert contributors to effective ad self-regulation, developing insights on the most pressing global issues of the day, to the benefit of the industry, people and society.

Guy Parker

Chief Executive, Advertising Standards Authority, UK

We're honoured to support the launch of the ICAS Global Think Tank. The Think Tank will provide a vital forum in which the global advertising self-regulatory community will connect to analyse and address complex challenges. Ad Standards, like our European colleagues and those in the Americas, Asia and the Pacific, stands to gain immensely from the Think Tank's work, and we're eager to contribute to its establishment and growth.

Richard Bean

Executive Director, Ad Standards, Australia

Global Think Tank Founding members:



What our supporting sponsors say



Nelcina Tropardi
President of the Brazilian
Association of Advertisers
ABA

ABA, the Brazilian Association of Advertisers, the only entity that represents and defends the interests of advertisers in Brazil for 65 years, supports the ICAS Think Tank, an initiative aligned with the entity's flags of permanent defense of self-regulation, freedom of expression and responsible marketing, aiming to promote the best global practices in the Brazilian advertising market related to emerging issues that impacts marketing strategies, such as environmental and social challenges, and technological advances. We believe in the dialogue and co-construction as a road to joined articulation and the development of self-regulatory policies and best practices that can guide advertisers towards the ethical and responsible functioning of the advertising industry, ensuring the development and growth of their brands.

**Global Think Tank
Supporting sponsors:**



Global Think Tank members so far



Shape the future of **advertising & ad SR**

JOIN OUR GLOBAL THINK TANK

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