

# ABOUT ICAS

The International Council for Ad Self-Regulation is a global platform promoting responsible advertising through effective Self-Regulation.

We exchange best practices, facilitate the establishment of Self-Regulatory Organizations (SROs) in new markets, and empower them to grow.

Find out more at <https://icas.global>



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## SRO MEMBERS

Ad Standards (Australia)	CONAR (Mexico)
JEP (Belgium)	SRC (Netherlands)
CONAR (Brazil)	ASA (New Zealand)
Ad Standards (Canada)	CONAR (Peru)
CONAR (Chile)	ASC (Philippines)
CCACC (Colombia)	ARP (Portugal)
CNP (El Salvador)	RAC (Romania)
ARPP (France)	Autocontrol (Spain)
ASCI (India)	ASA (South Africa)
ASAI (Ireland)	Ro (Sweden)
IAP (Italy)	ABC (U. A. E.)
	ASA (UK)
	BBB NP (USA)

## SRO ORGANIZATIONS

EASA (European Advertising Standards Alliance)

## INDUSTRY MEMBERS

EPC (European Publishers Council)  
WOO (World Out of Home Organization)  
IAA (International Advertising Association)  
WFA (World Federation of Advertisers)

## ASSOCIATE MEMBERS

GALA (Global Advertising Lawyers Alliance)

**icas**   
International Council  
for Ad Self-Regulation

# ABOUT SELF-REGULATION

Self-Regulation is a control system managed and funded by the industry.

Advertising standards aim to ensure that marketing communications are **legal, honest, truthful and decent**.

They provide an additional layer of **consumer protection** that complements the legal framework.

Global Standards like the **ICC Code** recognize that Self-Regulation must be tailored to national specificities.

## WHO BENEFITS?

- **Consumers:** Self-Regulation provides a cheap, fast and efficient solution to handle consumer complaints about ads.
- **Regulators:** Self-Regulatory Standards complement the legal framework. They are flexible and can be applied to issues on which it is difficult to legislate. Self-Regulation also supports legal compliance, e.g. through copy advice which allows ads to be reviewed prior to their public release.
- **Marketers:** Responsible advertising helps build consumer trust in brands, which in turn builds brand loyalty and increases sales.

## HOW DOES IT WORK?

A Self-Regulatory System usually contains at least three elements:

- **Standards** governing the content of advertisements;
- A system for **adopting and reviewing** the Standards;
- An **independent and impartial body** responsible for ensuring compliance of individual ads with the standards, e.g. by issuing prior advice or post dissemination rulings.

More details on the operation of Self-Regulatory Systems can be found in the **ICAS Guide to Developing an SRO**.

"We want to make sure ads are responsible because responsible ads benefit people, businesses and society alike."

"Responsible advertising gives us value and choice. It entertains and informs. It helps fund the media, sport and culture we enjoy so much."