

The International Council for Ad Self-Regulation

The Global ICAS **Think Tank**

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

June 2024

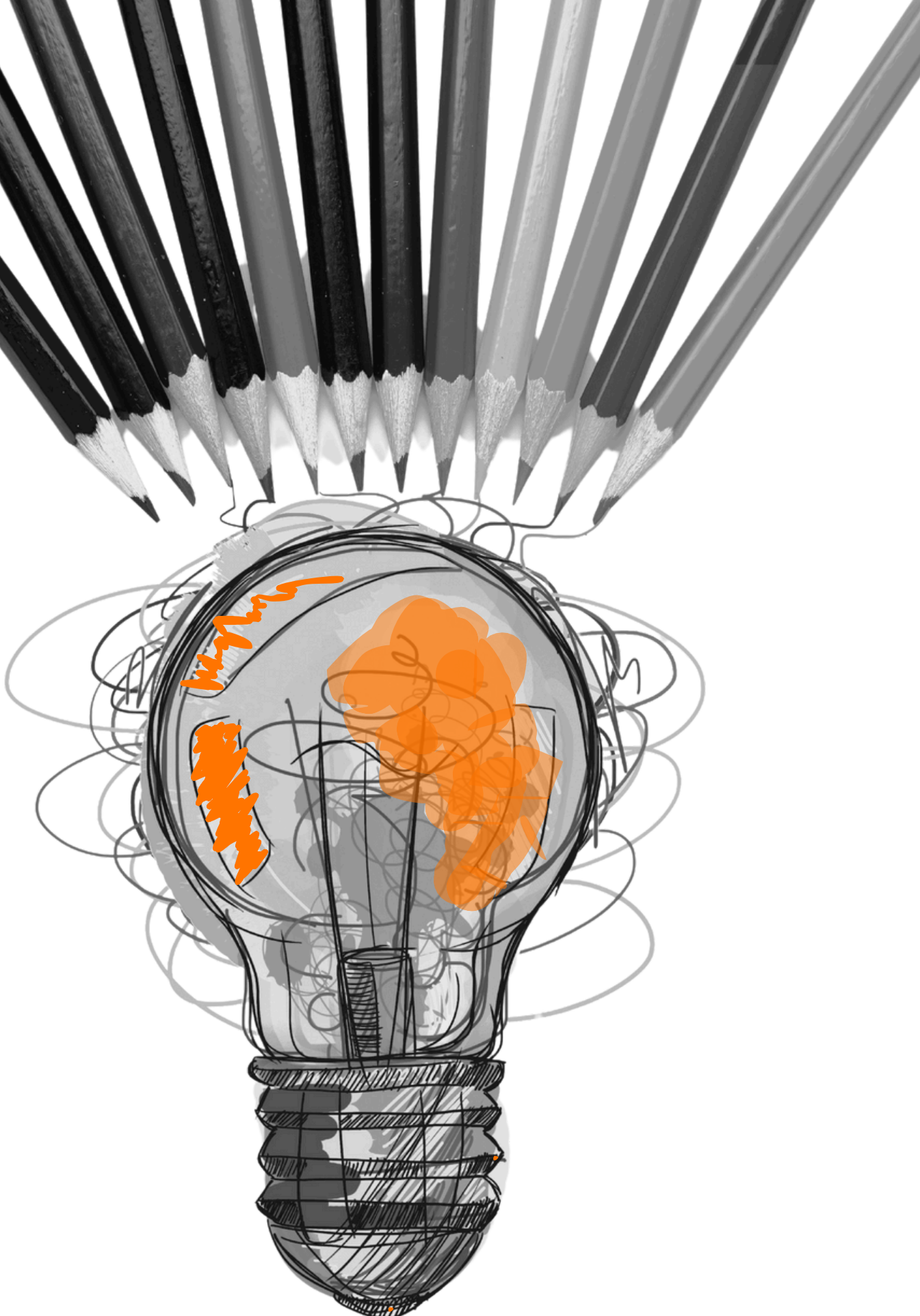


We face major environmental, social & technological challenges

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 God-given 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.”



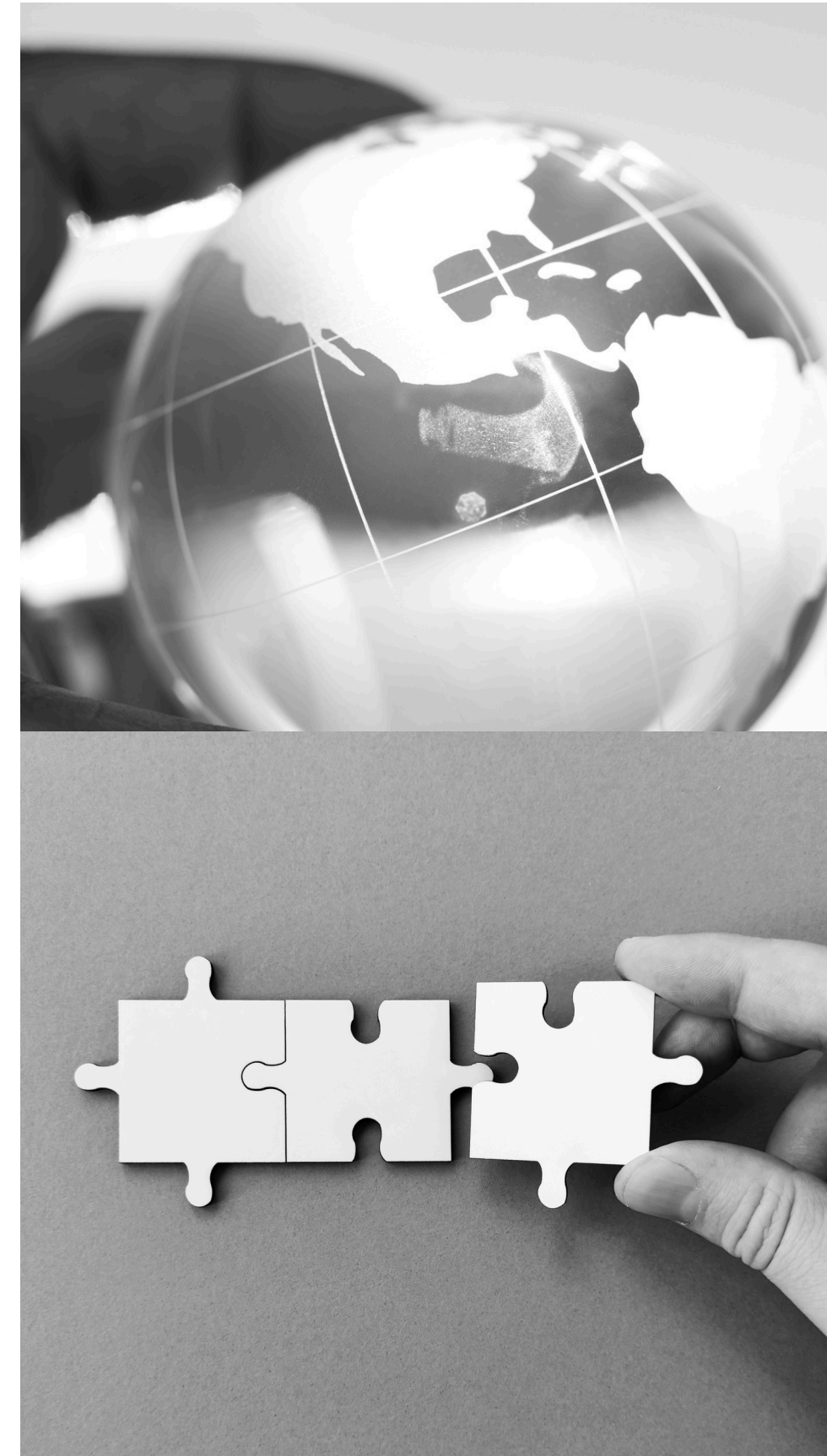
Guy Parker
ICAS President and Chief
Executive of the ASA, UK

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.

Engage in
our
discussion



Become a
founding
sponsor



Becoming a Global Think Tank

Sponsor

Launch event sponsor

- 10.000 EUR

Logo on the website, in the information material and mention during launch events
 Invitation to the Gala Dinner in NYC at launch event including up to 3 colleagues
 Speech at the Gala dinner, social media mentions

Founding sponsor*

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

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

Logo on the website, in the information material and mention during launch events
 Quotes to be included on the Global Think Tank website
 Invitation to the Gala Dinner in NYC at launch event – can bring one additional person to the dinner
 Social media mentions

Supporting sponsor*

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

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

Logo on website, in the information material and mention during launch events
 Social media mentions

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

What our founding members say

As a platform where the European advertising self-regulatory ecosystem comes together to discuss common challenges and help ensure advertising standards are futureproofed, EASA is highly supportive of and warmly welcomes the setting up of ICAS' Global Think Tank.

Many trends such as the growth of the online world, AI, or the polarisation of opinions are global and multifactorial; they are better addressed through a large, worldwide, and very diverse community of experts.

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.

This is why we are proud to sponsor the launch of the ICAS Global Think Tank. We believe it's a meaningful and powerful asset, and very much look forward to contributing to its development and its activities.

Orla Twomey

Chairwoman, European Advertising Standards Alliance

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:**



Global Think Tank members so far



Shape the future of advertising & ad SR

JOIN OUR GLOBAL THINK TANK

Main contact: Sibylle Stanciu
E-mail: sibylle.stanciu@icas.global

