THE VALUE OF RESPONSIBLE ADVERTISING

For every €1 of ad spend in Ireland, €5.7 are generated in the wider economy.

RESPONSIBLE ADVERTISING DRIVES JOBS AND GROWTH

It helps European citizens make informed choices about goods and services, drives competition, and is essential for innovation. The AD ecosystem drives jobs and contributes to growth and development across Europe.

IT FUNDS THE MEDIA, SPORT AND CULTURE AND CAN BE CREATIVE, ENTERTAINING AND EVEN CHALLENGING

Effective and well-enforced AD standards are more important than ever. AD standards organizations act as enforcers and make sure that advertising is legal, decent, honest and truthful.

EFFECTIVE AND WELL-ENFORCED AD STANDARDS ARE MORE IMPORTANT THAN EVER

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CONSUMERS CAN VOICE CONCERNS

About 90% of complaints to national ad standards organizations are handled quickly and impartially.

MOST COMPLAINED ABOUT ISSUES IN 2013

42% Misleading advertising
24% Social Responsibility
19% Taste and Decency

CONSISTENT PROTECTION ACROSS THE DIGITAL SINGLE MARKET

Is provided by EASA’s high operational standards and efficient cross-border complaint system.

BY RESPONDING QUICKLY TO NEW DEVELOPMENTS

EAS 360 supports and innovates with advertising, AD standards help to cut red tape and facilitate innovation.

THE AD Ecosystem supports AD standards because irresponsible advertising can have a negative effect on the reputation of a brand and even the industry as a whole.

AD STANDARDS ARE INDEPENDENT, IMPARTIAL AND APPLY TO EVERYONE CREATING A LEVEL PLAYING FIELD FOR ENTERPRISES OF ALL SIZES

30-50% of a brand’s market capitalisation comes from its REPUTATION.

AD STANDARDS HELP MAINTAIN CONSUMER TRUST AND BRAND REPUTATION IN EUROPE AND WORLDWIDE.

The digital environment doesn’t stop at Europe’s borders; the global nature of AD standards also provides effective solutions at international level.

GOOD FOR CONSUMERS

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