



**RESPONSIBLE ADVERTISING  
FOR EUROPE**

# — WHAT IS ADVERTISING SELF-REGULATION?

**S**elf-regulation is a system by which the advertising industry actively regulates itself. It contributes to responsible advertising and helps build consumer trust. Through the oversight of national self-regulatory organisations (SROs), all forms of commercial and marketing communication, regardless of medium or distribution, are covered.

**97%** OF THE EU POPULATION IS COVERED BY ADVERTISING SELF-REGULATION!



## — HOW DOES IT WORK?

**A**dvertising codes are developed by the industry, and then implemented and enforced by SROs. National advertising codes are based on common global principles set out in the International Chamber of Commerce's Advertising and Marketing Communications Code.

SROs address consumer complaints of advertisements, provide copy advice, and evaluate compliance through monitoring and pre-clearance.

### Complaint handling

Handing of complaints from consumers, competitors, public authorities and interest groups through the examination of adverts for compliance by an impartial and independent jury.

### Industry training

Ensuring the advertising industry and the broader ecosystem are aware of the latest rules.

### Monitoring

Voluntary examination of adverts for compliance with codes or laws.

## HOW DO SROs ENSURE ADS ARE COMPLIANT?

### Copy advice

Non-binding opinion as to whether an ad is compliant prior to its release.

### Pre-clearance

Compulsory examination of adverts for compliance as a precondition before publication.

# — WHY ADVERTISING SELF-REGULATION?

## GOOD FOR BUSINESS



### BUILDS TRUST

Contributes to brand reputation

Guarantees an impartial and level playing field

## GOOD FOR CONSUMERS



### PROTECTS CITIZENS

Responds quickly and efficiently to consumer concerns

Addresses societal changes

## GOOD FOR POLICY MAKERS



### COMPLEMENTS THE LAW

Adapts to technological developments

Drives jobs & growth



**30 -  
50%**

of a brand's market  
capitalisation  
comes from its reputation

Source: World Intellectual Property Organization



On average,  
SROs resolved

**89%**

of received complaints  
within two months

Source: European Advertising Standards Alliance



**1€ → 7€**

Value of advertising:  
for every euro of ad spend,  
generates up to 7 euros for the  
EU economy

Source: Deloitte

# — WHERE DOES EASA COME IN?

Established in 1992, the European Advertising Standards Alliance (EASA) is an association of 40 organisations committed to ensuring responsible advertising through self-regulation:

- **13 organisations** representing the advertising ecosystem (the advertisers, agencies and the media)
- **27 advertising self-regulatory organisations** from Europe



**E** ASA's role is to assist in the development and coordination of self-regulation across Europe through:



### **ADVOCACY & POLICY:**

ENSURING THE AD SELF-REGULATORY SYSTEM IS RECOGNISED AND HAS THE SPACE TO THRIVE.



### **SR DEVELOPMENT & CO-ORDINATION:**

SUPPORTING A COHERENT, VIBRANT AND STRONG EUROPEAN NETWORK, AND OVERSEEING THE CROSS-BORDER COMPLAINTS SYSTEM.



### **PROJECTS & SERVICES:**

FACILITATING COMPLIANCE WITH INDUSTRY COMMITMENTS.



EASA also develops **Best Practice Recommendations (BPRs)**, which are designed to provide support and advice to EASA's members on the practice of advertising self-regulation.





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