RESPONSIBLE ADVERTISING FOR EUROPE
Self-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!
 Advertising 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.

**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

On average, SROs resolved 89% of received complaints within two months

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

Source: World Intellectual Property Organization
Source: European Advertising Standards Alliance
Source: Deloitte
WHERE DOES EASA COME IN?

Established in 1992, the European Advertising Standards Alliance (EASA) is an association of 42 organisations committed to ensuring responsible advertising through self-regulation:

- 13 organisations representing the advertising ecosystem (the advertisers, agencies and the media)
- 28 advertising self-regulatory organisations from Europe
- 1 digital pure-play company
EASA’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.