



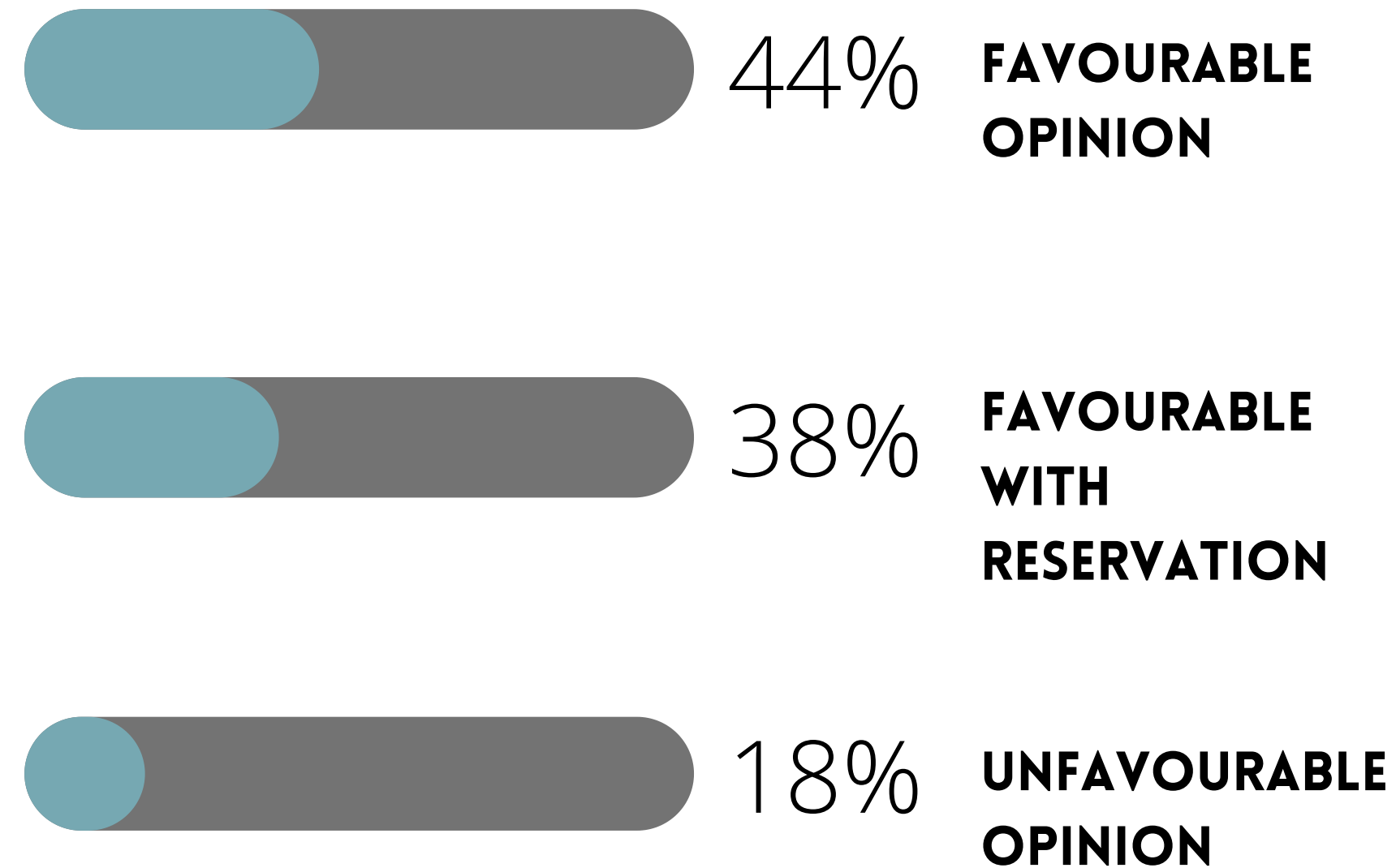
2020 Annual Report

IAP Istituto dell'Autodisciplina Pubblicitaria

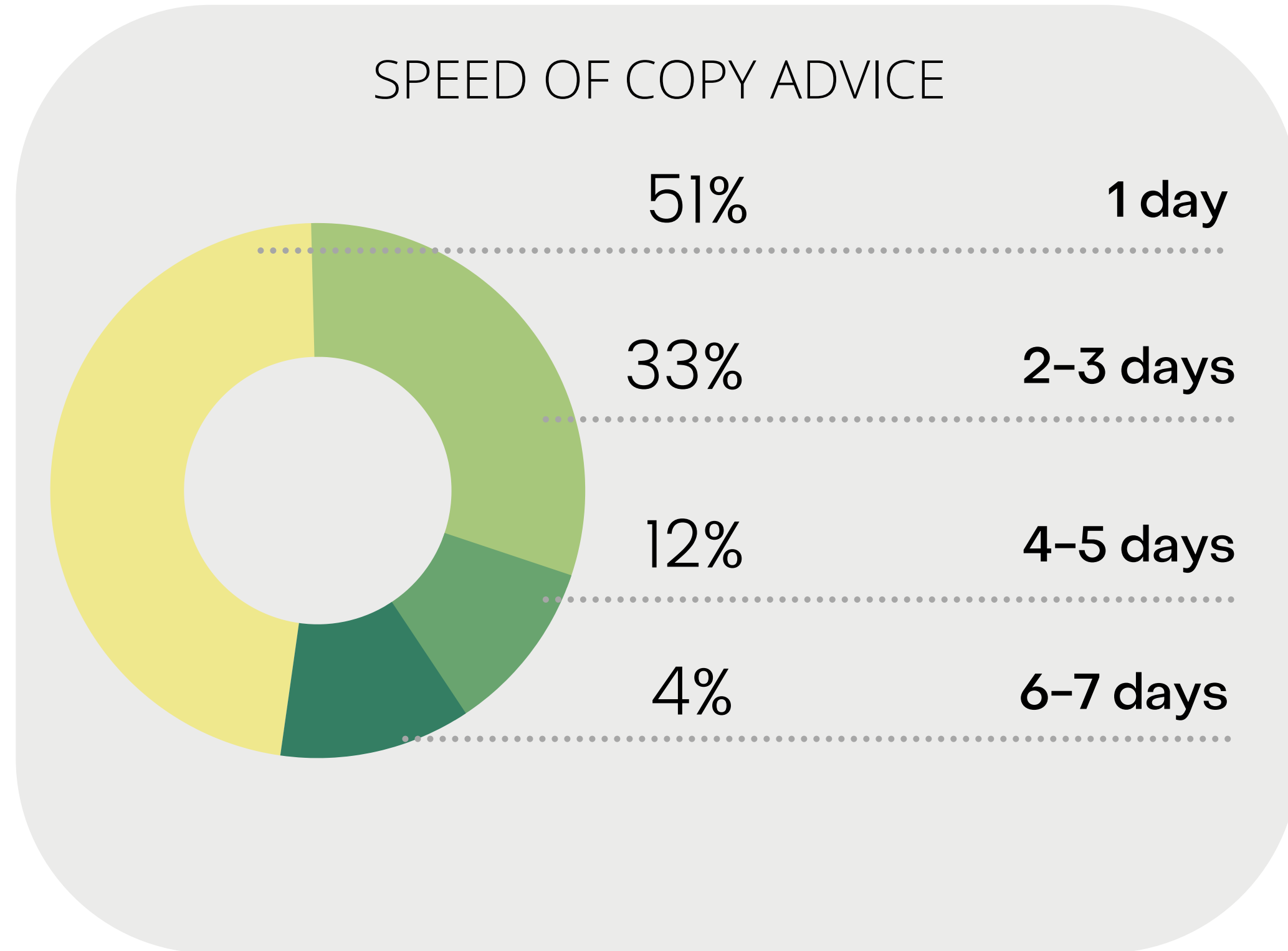
ISTITUTO DELL'AUTODISCIPLINA PUBBLICITARIA
VIA LARGA, 15
20122 MILANO

Copy Advice: 95 campaigns

OUTCOME

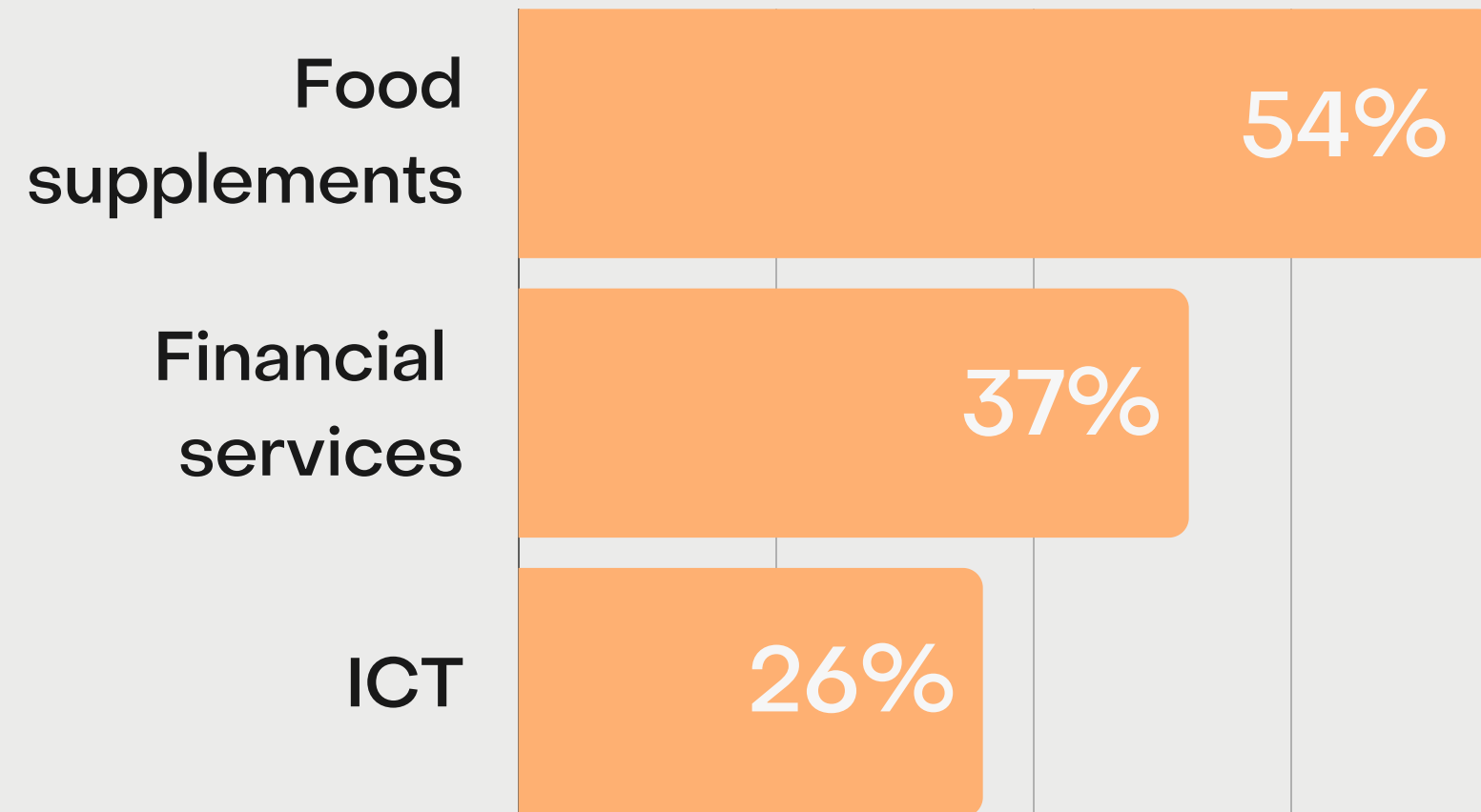


SPEED OF COPY ADVICE



Copy Advice: 95 campaigns

THE FIRST 3 PRODUCTS & SERVICES SECTORS



MEDIA



TV

66.3%



DMC

7.4%



PRESS

13.7%



PACKAGING

4.2%



RADIO

6.3%

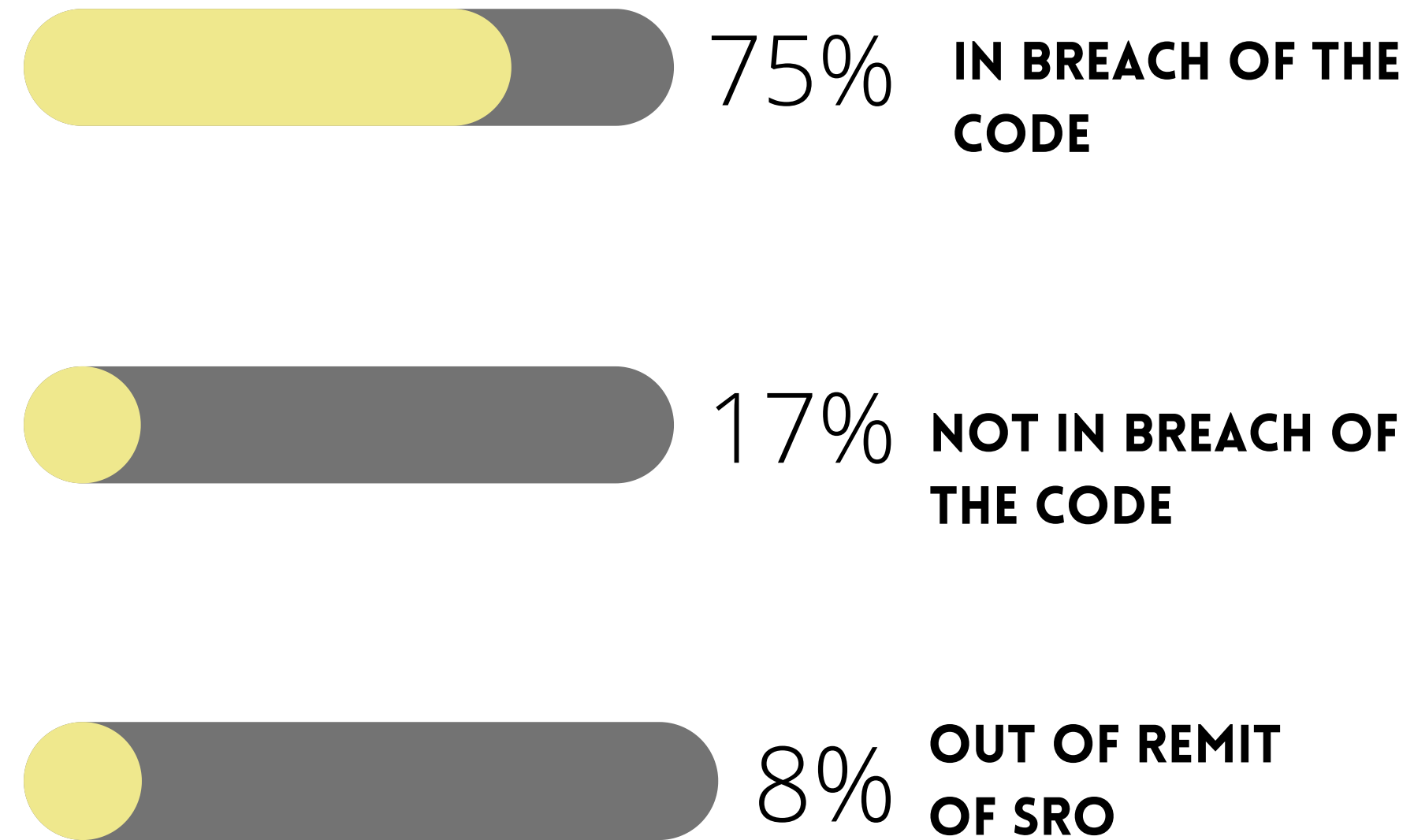


BROCHURES

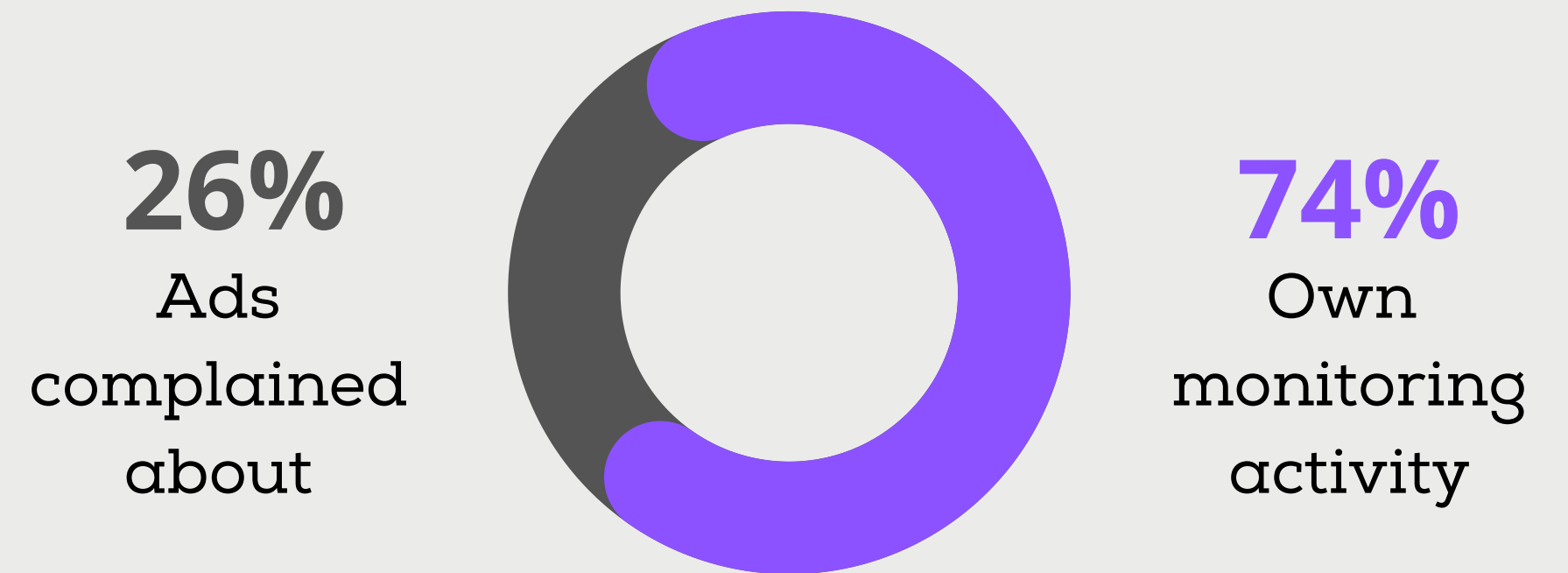
2.1%

Cases resolved informally: 534

OUTCOME



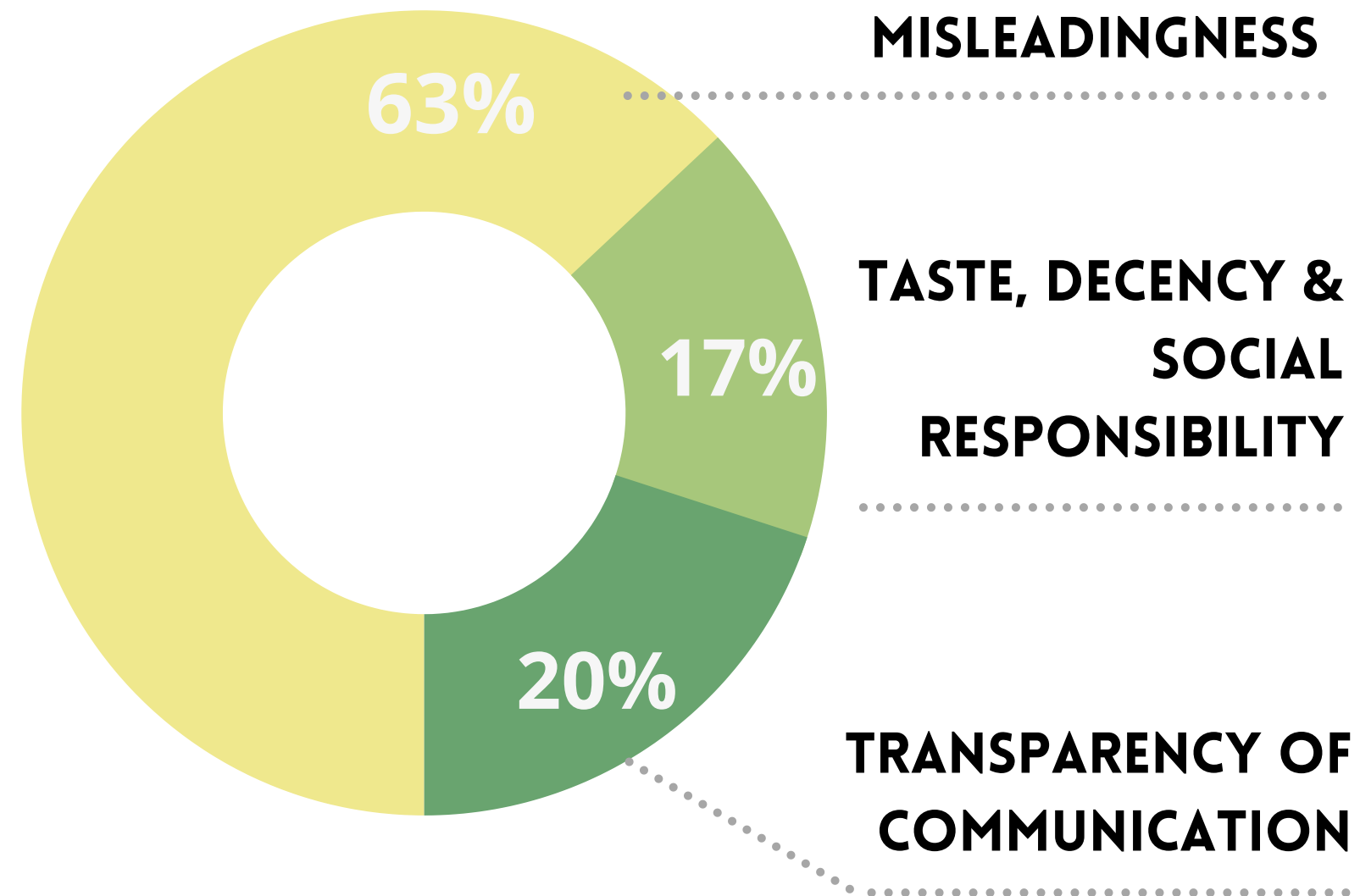
SOURCE OF CASE



1699
Complaints received

Formal adjudications: 35 desist orders

ISSUE



MEDIA



PRESS

40%



DMC

29%



TV

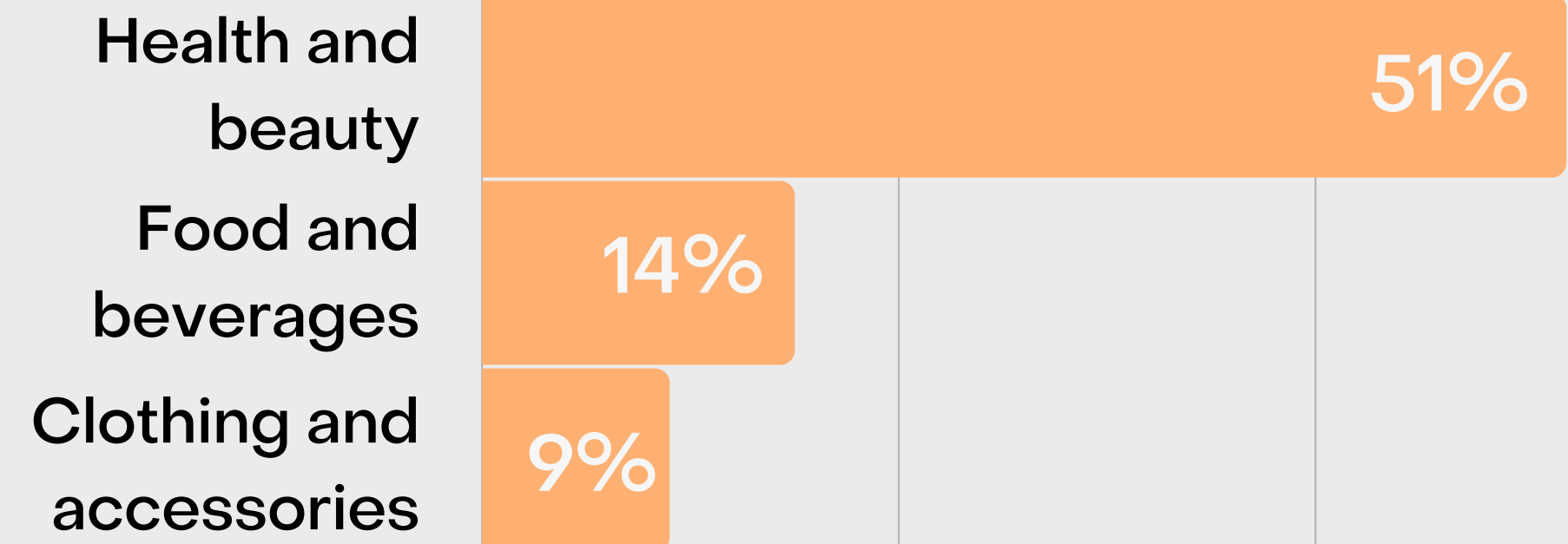
20%



OUTDOOR

11%

MAIN PRODUCTS & SERVICES ADVERTISED



23 Jury adjudications

SPEED OF INTERVENTION

8-12 DAYS



13-15 DAYS



+ 15 DAYS



* WORKING DAYS

MEDIA



TV

43,6%



DMC

13%



RADIO

13%



PACKAGING

13%



PRESS

8.7%



OUTDOOR

8.7%

MAIN PRODUCTS & SERVICES ADVERTISED

Cleaning and
maintenance products

26%

Food and beverages

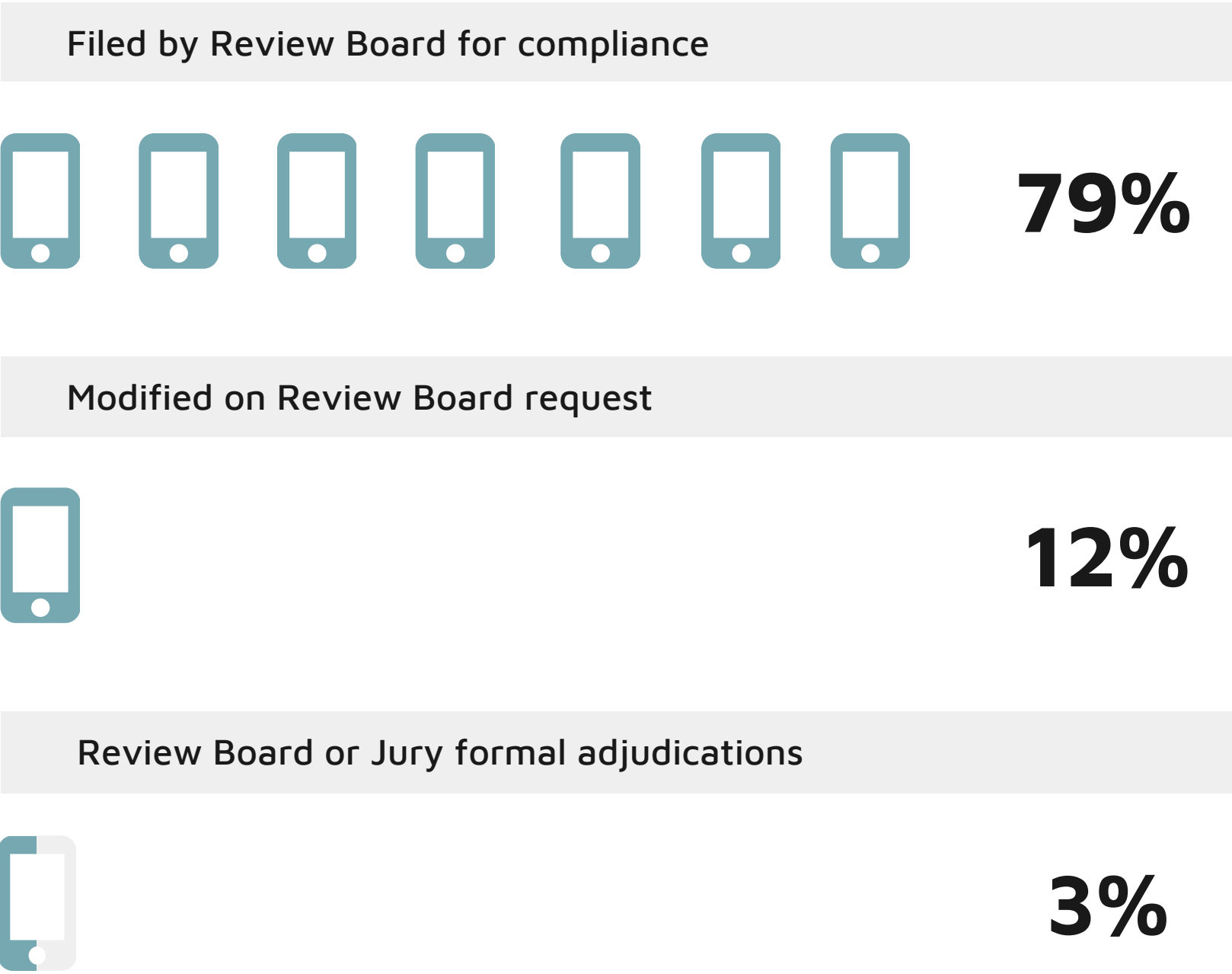
26%

Health and beauty

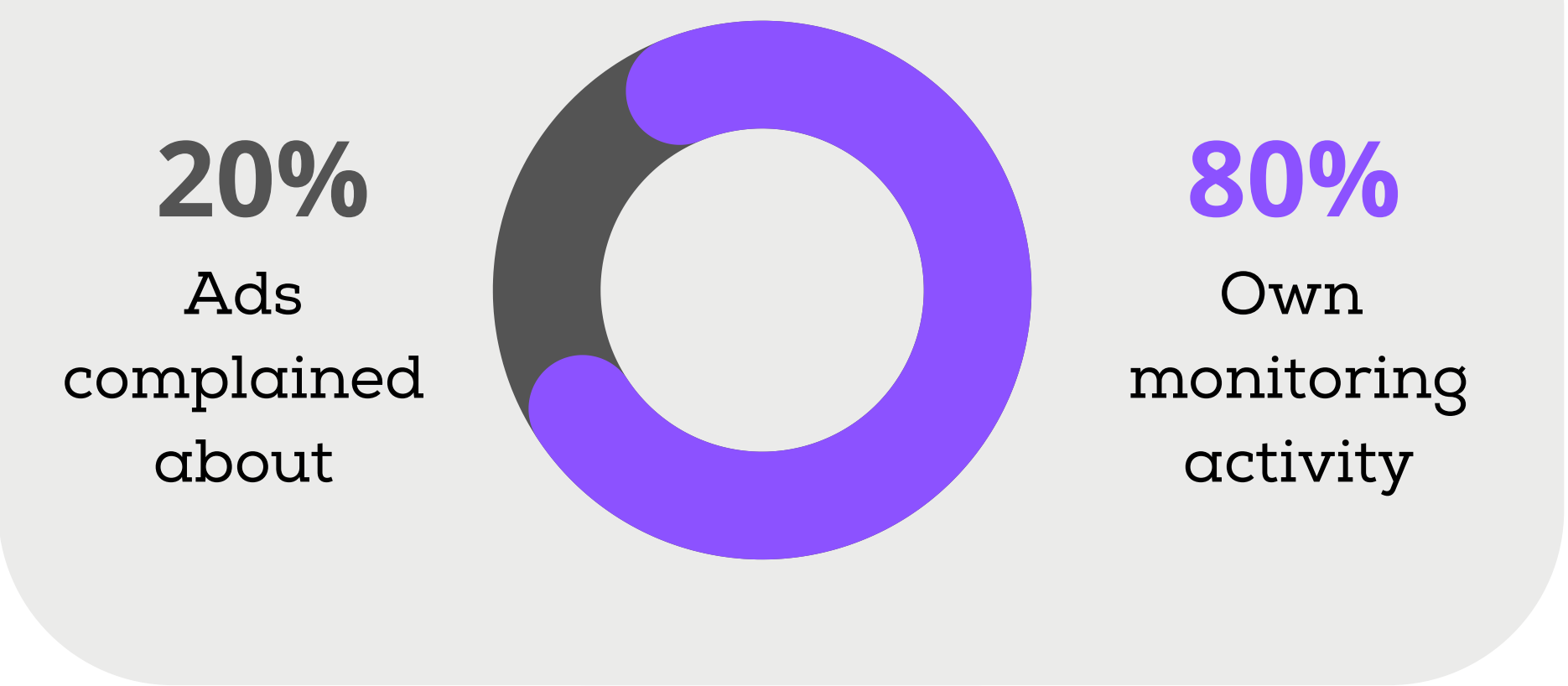
17%

Digital Chart

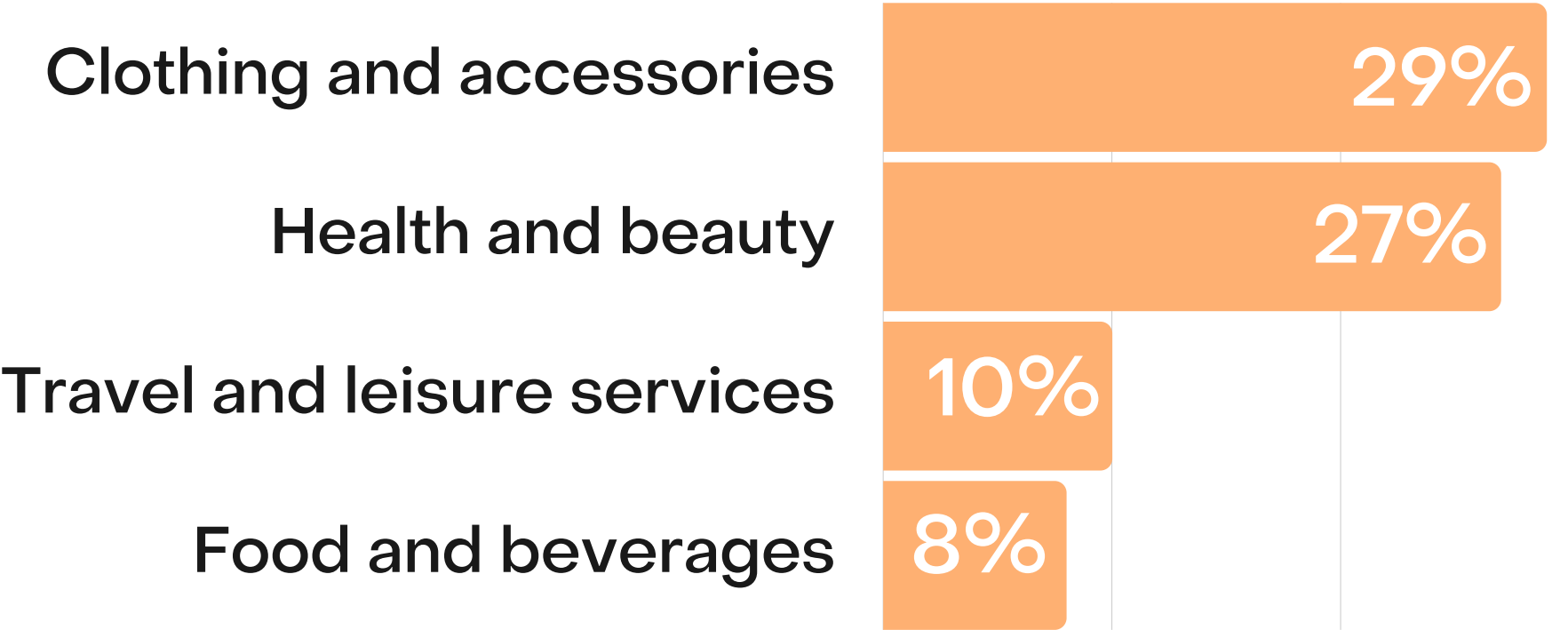
251 TOTAL CASES



SOURCE OF CASE



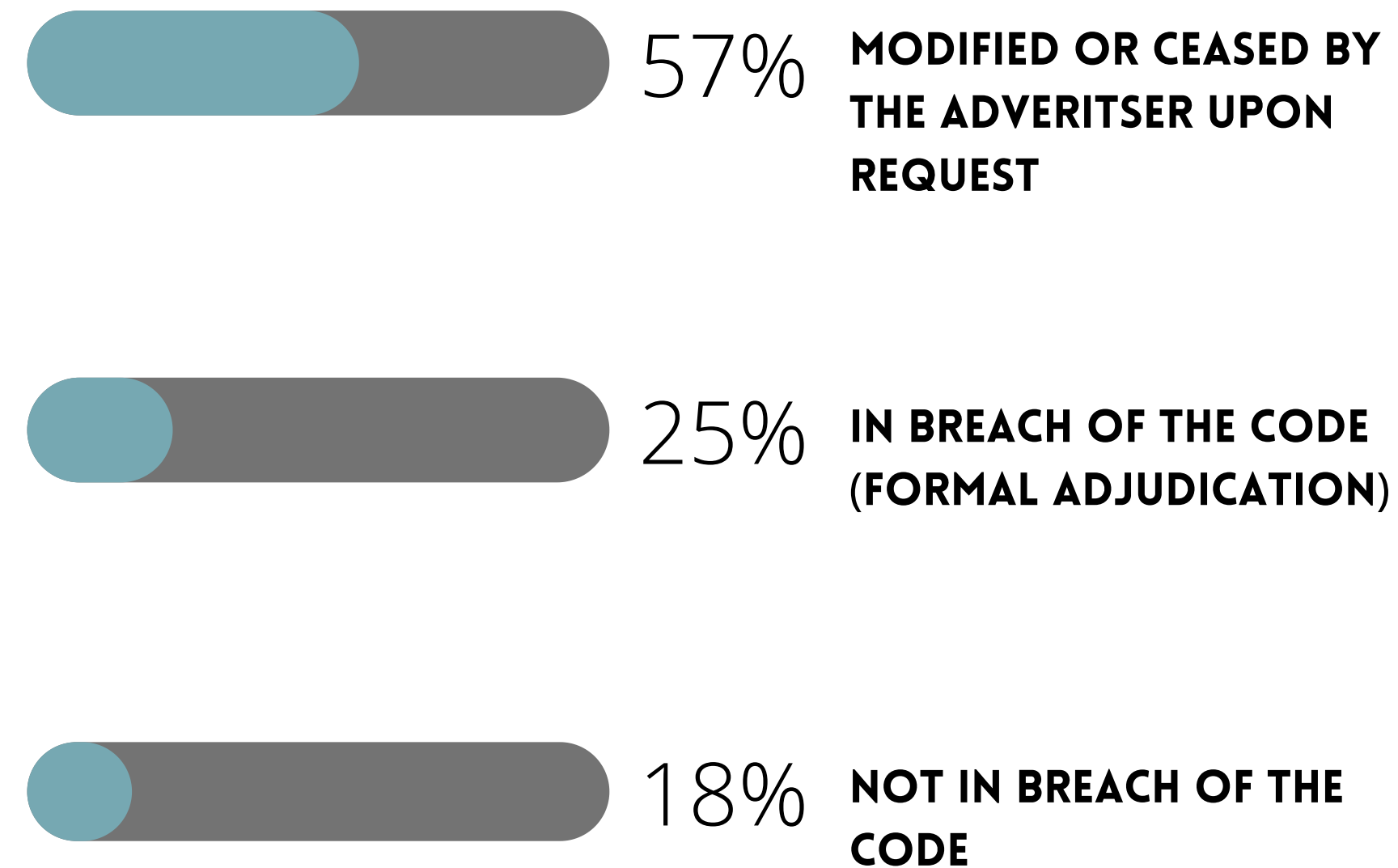
MAIN PRODUCTS & SERVICES ADVERTISED



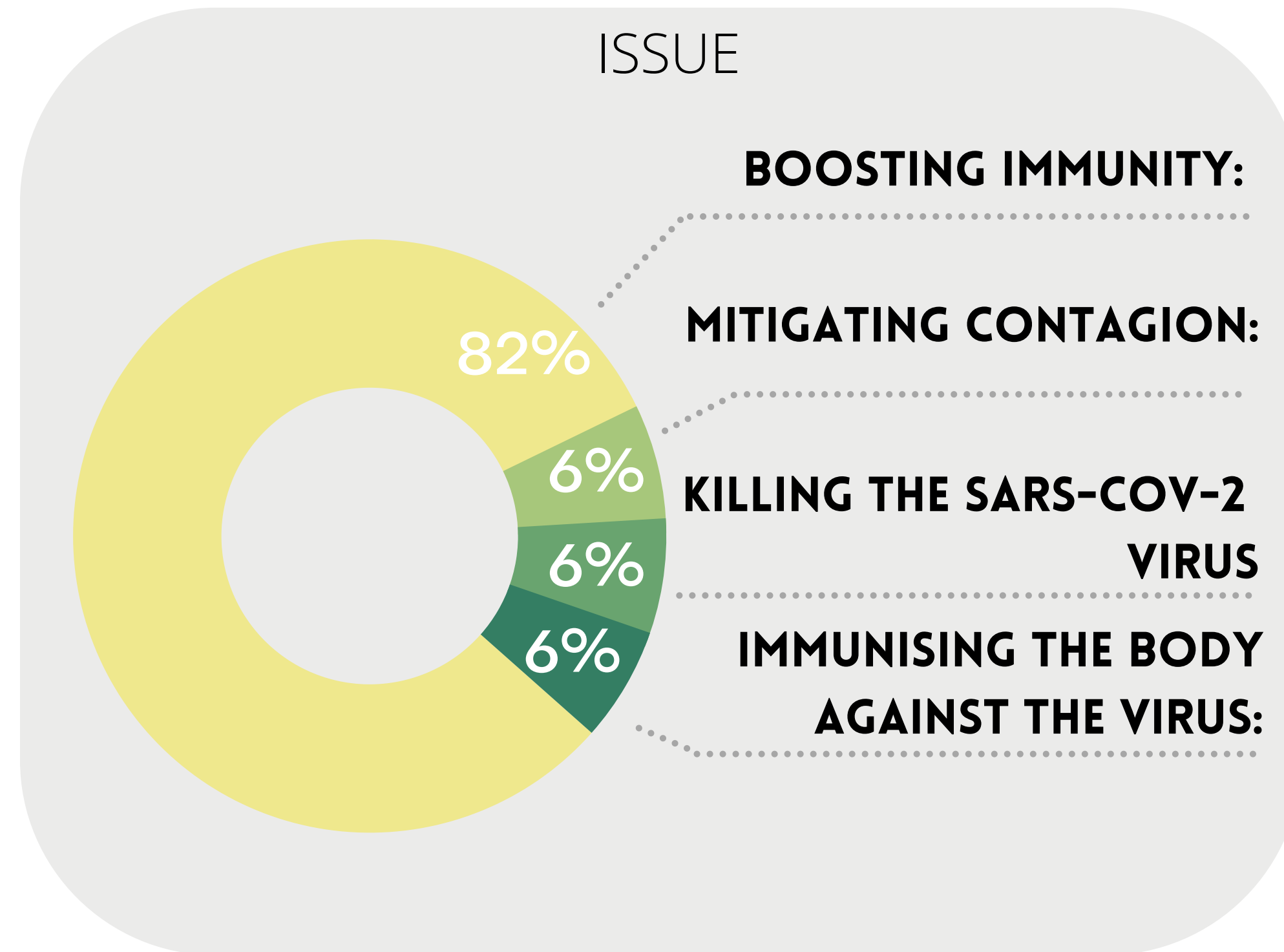
COVID-19

16 CASES

OUTCOME

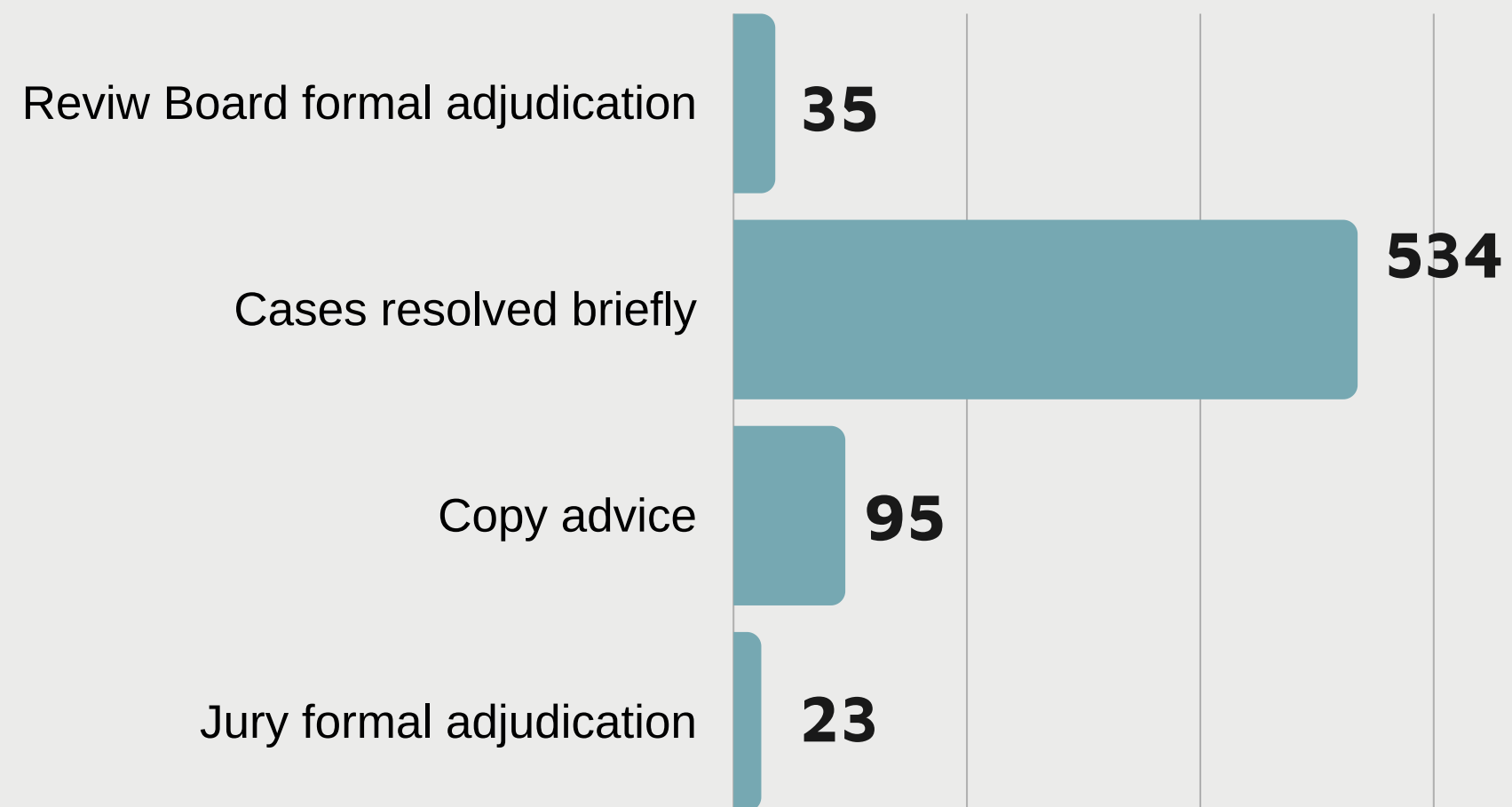


ISSUE



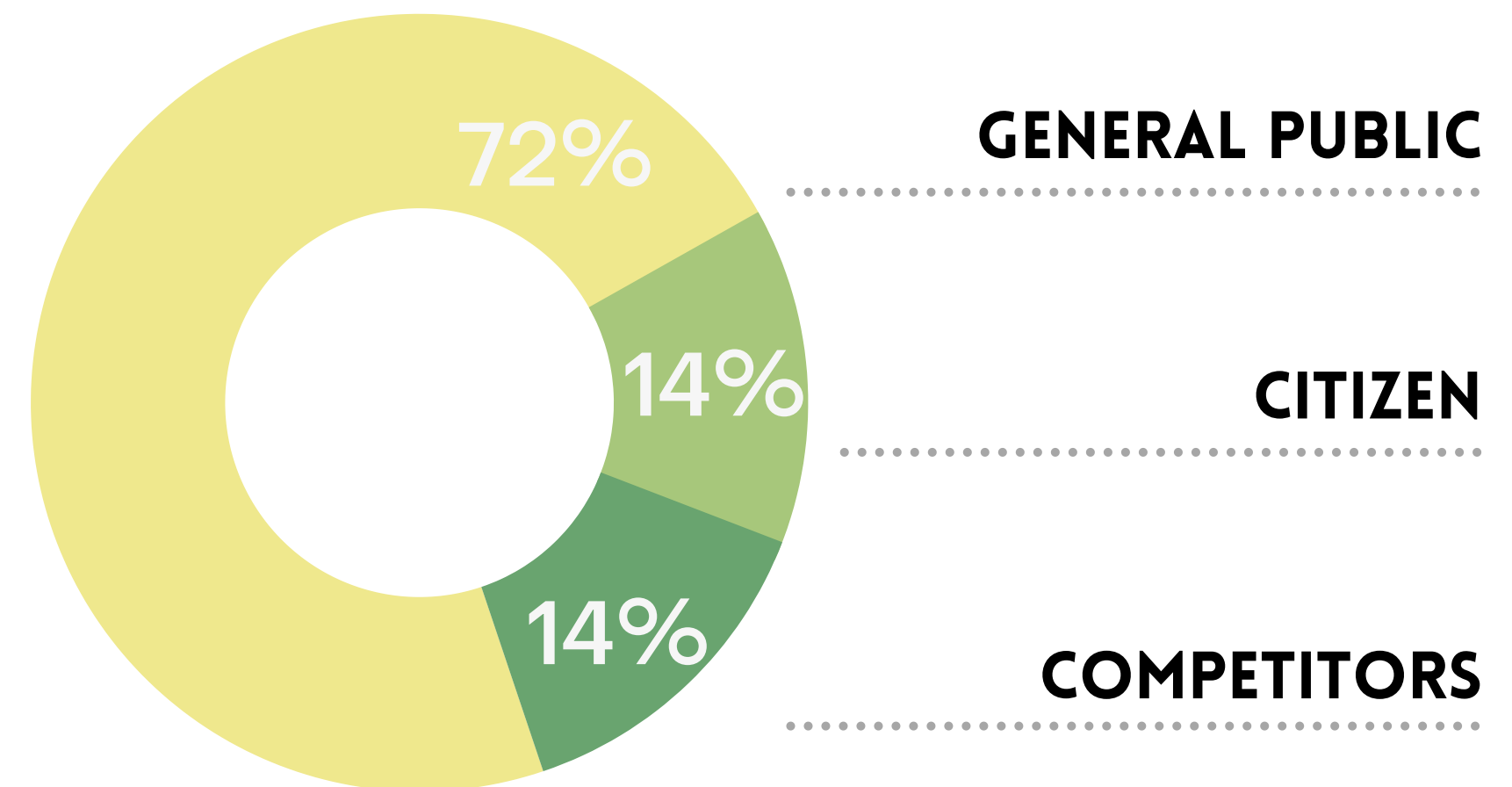
Overview on 2020's activity

2020'S ACTIVITY



PROTECTION

General public protection 86%



1797 complaints received

from general public, Interest groups and Authorities
and public entities

