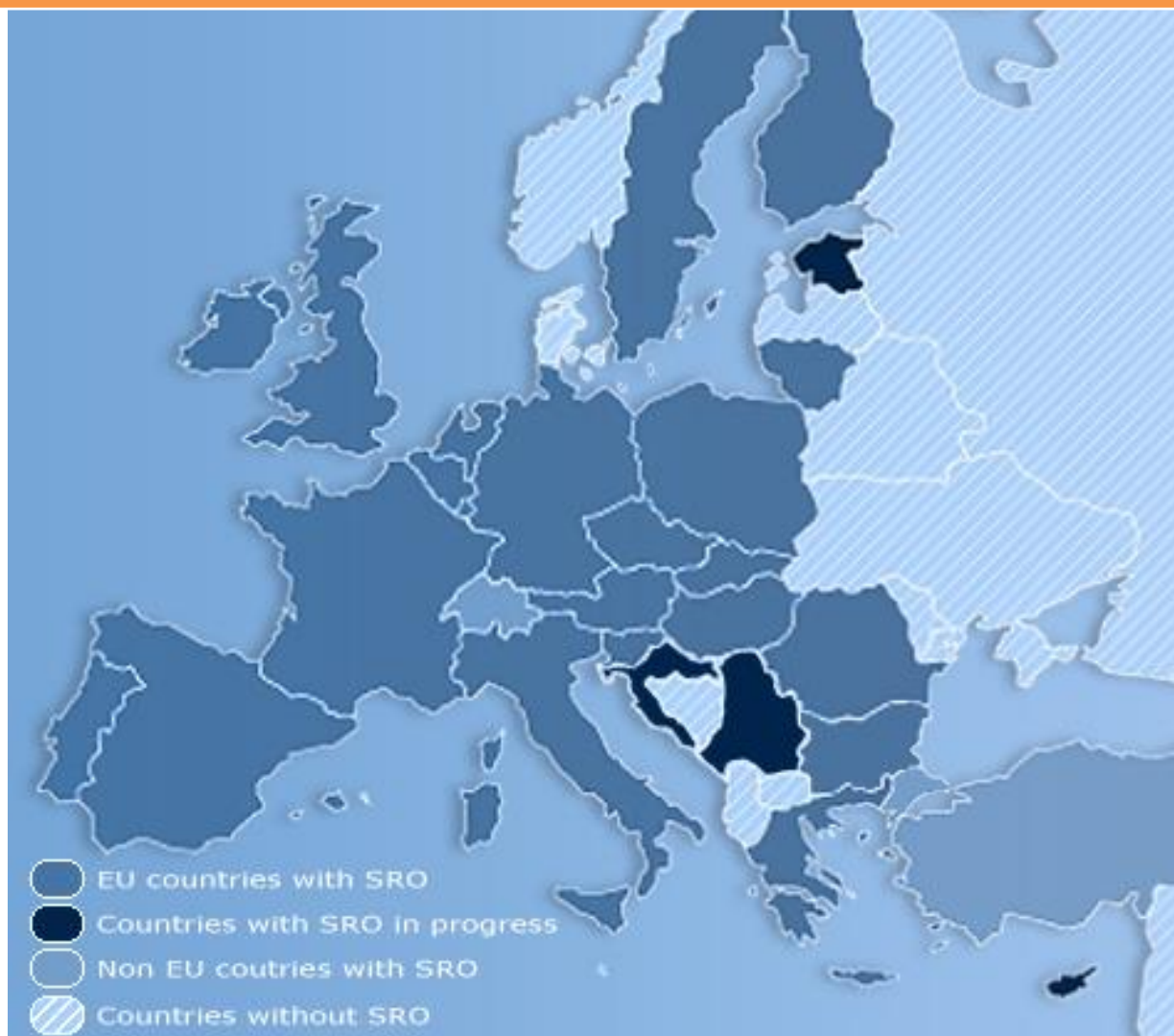


European trends in advertising complaints, copy advice and pre-clearance



2012

EASA

The European Advertising Standards Alliance (EASA) is the single authoritative voice of advertising self-regulation. EASA promotes high ethical standards in commercial communications by means of effective self-regulation for the benefit of the general public and businesses. EASA also coordinates a cross-border complaint mechanism which provides members of the public with the possibility to complain about an ad that was published in a medium that is not located in his/her country. For further information and to download the annual EASA cross-border complaints report, please visit: www.easa-alliance.org.

As a non-profit organisation based in Brussels, EASA brings together national advertising self-regulatory organisations (SROs) and organisations representing the advertising industry in Europe.

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Executive summary

2012 marks the eleventh year that EASA has compiled its annual report on European trends in advertising complaints, copy advice and pre-clearance complaints statistics. The report provides a unique insight into some of the key trends as well as the problematic sectors and issues with regards to complaints about advertising across Europe, and thus provides a means through which to make sure EASA's guidance to its members is as relevant as possible.

A slight increase in the level of complaints about **food, alcohol, gambling and health and beauty advertising** shows that consumers are increasingly sensitive when it comes to these sectors.

The development of complaints by medium mirrors the growth of the **digital sector**; complaints concerning digital have consistently increased since 2008, when they sat at 10.95%, to 16.88% in 2012. This reflects the rising value of the European online ad market that in 2012 amounted to €24.3 bn¹. Similarly, the report shows a revival in **outdoor media**, where new advertising technology is putting forward new opportunities for advertisers, explaining in part the increase in complaints about outdoor advertisements.

Misleading advertising continues to be the reason behind most complaints about ads; having said that, it is encouraging to note that only 1% of these complaints are related to 'green claims' a sector in which there is growing interest and sensitivity towards.

Complaints regarding **taste and decency** fell by 0.59% between 2011 and 2012. Overall, however, the number of complaints regarding taste and decency have substantially increased over the last four years. This increase is mainly related to multiple complaints regarding individual advertisements that were challenged for being offensive and inappropriate and resulted in a high volume of complaints.

The report's findings also illustrate the way in which self-regulation of advertising acts as an effective complement to regulation, demonstrating that **more than 80% of all of the 62,000 complaints were resolved in less than two months**. Furthermore, self-regulatory organisations (SROs) provided copy advice and pre-clearance on more than 160,000 occasions in 2012, demonstrating the industry's commitment to complying with the self-regulatory rules.

Finally, the report shows that despite the fact that SROs received the highest number of complaints since EASA began collecting statistical data on complaints, compliance levels for advertisements remains very high. This demonstrates that joint efforts of EASA, SROs and industry stakeholders result in strong adherence to the advertising codes.

¹ IAB Europe Adex Benchmark 2012, p. 8.

Key findings in 2012

- In 2012, 27 European advertising self-regulatory organisations received a total of 62,232 complaints regarding the content of advertisements.
- The UK and Germany account for 73% (45,313) of all complaints received in Europe.
- On average, more than 40% of the complaints resolved were upheld and almost a third was not upheld.
- The main issue prompting complaints in 2012 was misleading advertising.
- On average, the telecommunications services sector, the health and beauty sector and the furniture and household goods were the most complained about sectors.
- Audiovisual media services was the most complained about medium in 2012.

Self-regulation in Europe

In 2013, EASA requested the 2012 statistical data from **27 operational European advertising self-regulatory organisations (SROs)**. This report covers 25 SROs in 23 countries of the EU28, as well as SROs in Switzerland and Turkey. A list of the countries and their respective operational SROs are featured on the following page. An overview of how an advertising self-regulatory system works can be found in annex B.



In each country there is normally one SRO responsible for advertising self-regulation but there are some countries where advertising self-regulation is administered in a slightly different way.

In **Germany**, the Deutscher Werberat (German Advertising Standards Council) deals with issues of social responsibility as well as taste and decency, while the Zentrale zur Bekämpfung unlauteren Wettbewerbs (Centre for Combating Unfair Competition) is responsible for issues of misleading advertising and unfair competition.

In the **UK**, the Advertising Standards Authority offers a copy advice service and resolves complaints on advertising content from consumers, competitors or other interested parties. Clearcast, on the other hand, examines pre-production scripts and pre-clears finished television advertisements prior to transmission while RACC is the commercial radio's advertising clearance body.

In **Ireland**, the Central Copy Clearance Ireland (CCCI) provides a pre-clearance service for all advertising of alcohol.

In **Sweden**, several advertising self-regulatory bodies operate alongside Reklamombudsmannen (RO). While RO focuses on different aspects of ethical advertising, such as misleading advertising, advertising to children, sexism and gender issues, the other self-regulatory bodies deal with specific issues such as Alcohol (Alkoholgranskningsmannen/Alcohol Marketing Supervisor), Telecommunications (Stiftelsen Etiska Rådet för Betalteletjänster/Ethical Council on Telecom Services) and Health (Svensk Egenvård/Supervisory Committee of the Health Food Industry). The total number of complaints featured in this report incorporates all complaints received by these different bodies in Sweden. The more detailed breakdown of complaint numbers is based only on the figures published by RO.

Source of statistical data: advertising self-regulatory organisations

Country	SRO	Abbreviation
Austria	Österreichischer Werberat	ÖWR
Belgium	Jury d'Ethique Publicitaire/Jury voor Ethische Praktijken inzake Reclame	JEP
Bulgaria	Националният съвет за саморегулация/National Council for Self-regulation	NCSR
Czech Republic	Rada pro reklamu	CRPR
Cyprus	Φορέας Ελέγχου Διαφήμισης/Cyprus Advertising Regulation Organisation	CARO
Finland	Mainonnan eettinen neuvosto	MEN
France	Autorité de régulation professionnelle de la publicité	ARPP
Germany	Deutscher Werberat	DW
	Zentrale zur Bekämpfung unlauteren Wettbewerbs e.V.	WBZ
Greece	Συμβούλιο Ελέγχου Επικοινωνίας/Advertising Self-Regulation Council	SEE
Hungary	Önszabályozó Reklám Testület	ÖRT
Ireland	Advertising Standards Authority for Ireland	ASAI
Italy	Istituto dell'Autodisciplina Pubblicitaria	IAP
Lithuania	Lietuvos Reklamos Biuras	LRB
Luxembourg	Commission Luxembourgeoise pour l'Ethique en Publicité	CLEP
Netherlands	Stichting Reclame Code	SRC
Poland	Związek Stowarzyszeń Rada Reklamy	RR
Portugal	Instituto Civil da Autodisciplina da Publicidade	ICAP
Romania	Consiliul Roman Pentru Publicitate	RAC
Slovak Republic	Rada Pre Reklamu	SRPR
Slovenia	Slovenska Oglaševalska Zbornica	SOZ
Spain	Asociación para la Autorregulación de la Comunicación Comercial	AUTOCONTROL
Sweden	Reklamombudsmannen	Ro
Switzerland	Schweizerische Lauterkeitskommission/Commission Suisse pour la Loyauté	SLK/ CSL
Turkey	Reklam Özdenetim Kurulu	RÖK
UK	Advertising Standards Authority	ASA
	Clearcast	Clearcast

Overview of collected statistical data

Every year, EASA collects top line statistical data from each European advertising self-regulatory organisation (SRO)². The results of the annual statistical analysis are a useful and important instrument for determining and anticipating trends and problematic sectors or issues with regard to complaints about advertising across Europe. EASA and its members use these findings to ensure more focused discussions with particular sectors.

In recent years, EASA has refined the data questionnaire sent to its members to ensure greater consistency, uniform definitions and improved usability in the data reported back. In 2012, EASA introduced two new categories under sensitive products: gambling and cosmetics³. Moreover, gender issues were split into a detailed breakdown enabling EASA to provide a more detailed analysis for this issue.

On the basis of this information, the main issues prompting complaints can be identified, as well as the product/services sector that generated most complaints and the medium that carried most advertisements complained about.

In 2013, EASA collected data from SROs on:

- received complaints in 2012
- resolved complaints in 2012
- received cases in 2012
- resolved cases in 2012
- copy advice requests in 2012
- pre-clearance requests in 2012.

The difference between received and resolved complaints can be explained by the fixed period of time that EASA collects data from (1 January 2012 – 31 December 2012). As a result there are a number of complaints received in 2011 but only resolved in 2012, this means that they will appear in the resolved complaints but not in the received complaints category. Likewise, there are a number of complaints that were lodged at the end of 2012 that will be resolved in 2013 - when looking at the 2012 statistics; these will show up only in the received complaints category for 2012. Therefore, the overall numerical difference between received and resolved complaints for 2012 is small.

The difference between complaints and cases is more substantial. A *complaint* is defined as an expression of concern about an advertisement by a member of the public, a competitor or an interest group etc. which requires a response. One complaint is defined as one or several different concerns about one advertisement by the same complainant. A *case*, on the other hand, is defined as an advertisement subject to assessment/investigation by the SRO jury. Therefore, a case can be composed of several (or in some cases many) complaints about the same advertisement.

² EASA collects data from 25 SROs in 23 countries of the EU28, as well as SROs in Switzerland and Turkey.

³ Cosmetics include articles for personal hygiene such as toilet soap, medicinal soap, cleansing oil and milk, shaving soap, shaving cream and foam, toothpaste, etc as well as beauty products, for example: nail varnish, make-up and make-up removal products, hair lotions, after-shave products, sun-bathing products, perfumes and toilet waters, deodorants, bath products, etc.

Note on statistical data

As self-regulatory organisations (SROs) have different ways and methods to classify, log and resolve complaints, the data reported to EASA might differ slightly from country to country. EASA has, however, further improved its data collection methods in recent years to ensure greater consistency in the collection and reporting of data.

With regard to certain issues, some SROs might not be able to submit any data or are submitting estimates only. Therefore, for the sake of transparency and accuracy, this report consistently features an asterisk where estimates have been used. When making more complex calculations, rough estimates have not been included at all. Some of these inconsistencies are listed below.

The **Cypriot SRO**, CARO, started receiving complaints in March 2012.

Due to the fact that the **Dutch SRO**, SRC, does not record details of complaints that have not been pursued and the **Italian SRO**, IAP, provided the breakdown of the number of complaints, which also include own-initiative investigations, the totals in tables 2 to 5 do not add up to the total number of complaints received in Europe and may appear to vary.

The **Belgian SRO**, JEP, the **Dutch SRO**, SRC, the **Hungarian SRO**, ÖRT, the **Swedish SRO**, Ro, and the **Turkish SRO**, RÖK do not register details of complaints that were not submitted to the Jury i.e. complaints that were out of remit, did not meet the requirements of complaint's submission or that were duplicates⁴ of complaints already decided by the Jury.

For the **Spanish SRO**, AUTOCONTROL, one complaint may involve more than one ad when it comes to complaints about campaigns in different media.

Despite these differences the European data collected is solid and allows for a reliable analysis of the complaints figures. Trends and problematic issues or sectors can be spotted using averages rather than percentages of the total amount.

Interpretations of the data and statistical results have been made with great care to provide as clear and accurate reporting as possible, taking into account the different reporting methods of SROs.

Despite the aforementioned difficulties in pan-European data collection, the 2012 EASA statistics report on advertising complaints in Europe is the most complete and comprehensive report published by EASA thus far and shows the success of continued efforts made by European SROs to harmonise their classification systems and provide EASA with a high quality data set.

⁴ Complaints about the ads that have been already adjudicated.

Methods used to interpret statistical data

As some SROs receive a very large number of complaints and others a very small number, two different methods of data analysis are featured: firstly, **the calculation of percentages based on aggregate complaints data** and secondly, **the calculation of the European mean average**.

The first method is based on the calculation of the sum of the total number of complaints resolved by each SRO per issue, product or medium, etc. Subsequently, the percentage has been computed in relation to the total number of complaints.

The second method, on the other hand, calculates the European mean of the complaints resolved across Europe with regard to a specific issue, product, medium etc.

The following example illustrates the different outcomes resulting from the use of the two different methods: in 2012, a total of 5,434 complaints across Europe concerned financial services, which relates to 11.01% of the total amount of complaints. However, using the European mean average only 5.70% of the complaints resolved by European SROs concerned the financial services.

While the result of the first method can be skewed by countries receiving a large number of complaints, same as in the example mentioned above, the result of the second method can be skewed by countries receiving a very small number of complaints.

Using the different methods, different conclusions can be obtained. For example, if an SRO resolved 10,000 complaints about television advertising and only 900 about print ads, while a second SRO resolved only five complaints about television ads and 25 about advertising in the press, then the numbers of the latter do not carry any weight when the sum is made. As a result, SROs resolving large numbers of complaints might dominate the findings.

However, SROs resolving a small number of complaints could influence the European mean average if, for example, 15 out of 30 complaints resolved concerned the portrayal of women, due to one controversial campaign. In this case, the portrayal of women would account for 50% of all complaints resolved. This number would augment the European mean average, even though the portrayal of women in advertising may not necessarily give rise to many complaints in other countries. Where appropriate, the results of both methods have been used.

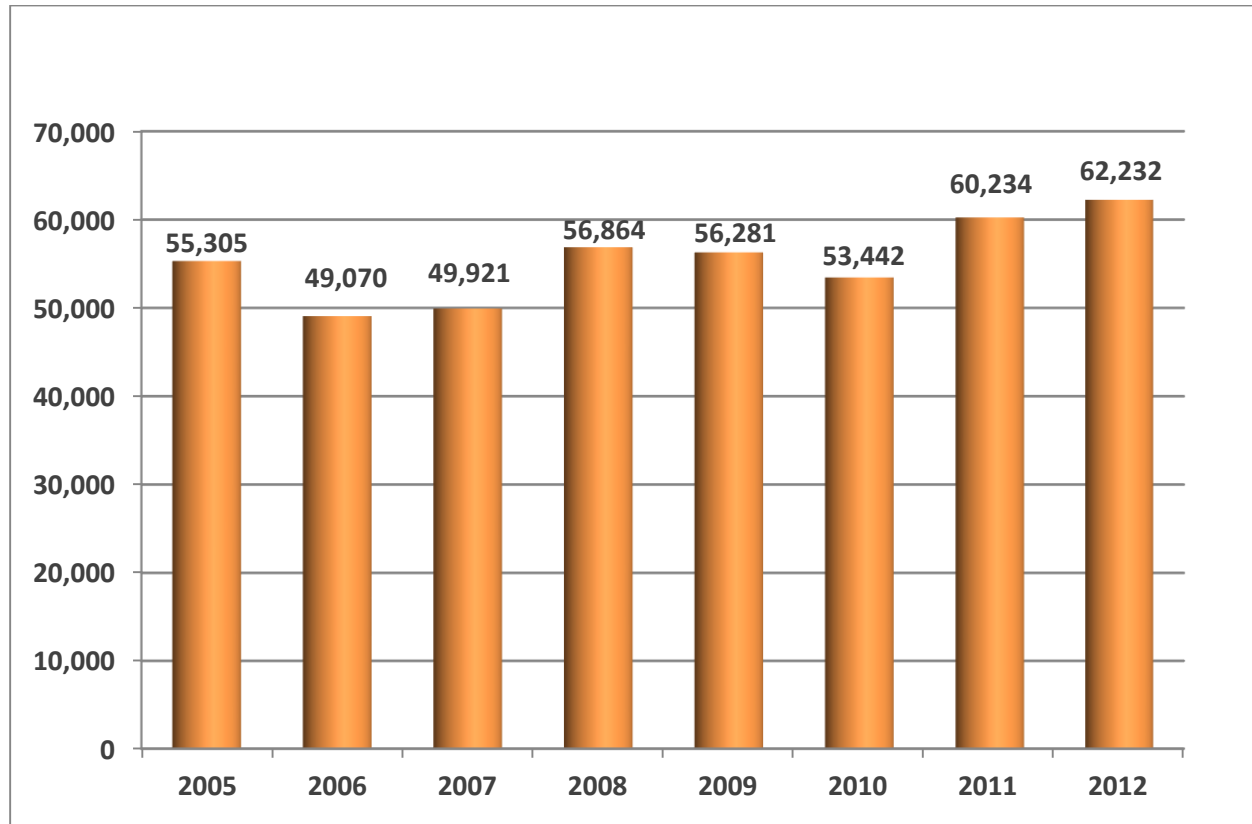
As previously mentioned, a small percentage of complaints does not necessarily correctly reflect the issues and problems related to advertising in those countries.

1 Complaints in Europe in 2012

In 2012 62,232 complaints have been dealt with, the highest number of complaints ever received. 582 “own-initiative” investigations were conducted.

EASA’s network of European self-regulatory organisations (SROs) received and dealt with 62,232 complaints in 2012. In addition, 582 ‘own-initiative’ investigations⁵ were conducted.

Figure 1: Total number of complaints received across Europe from 2005 to 2012



Source: EASA SRO member statistics 2012

Comparing the level of complaints to the previous eight years it becomes apparent that the number of complaints has increased over the last year and is the highest number ever reported.

The increase of 13% in the number of complaints reported in **2011** can be explained by the fact that the UK SRO, ASA, extended its remit to advertiser’s claims on their own websites and other social spaces as of 1 March 2011. Additionally, in 2011 the Slovakian SRO, SRPR received a record number of 1,195 complaints, 11 times more than they received in 2010. This increase was due to three poster ads⁶ among which was the most complained about advertisement in Europe in 2011.

⁵ Until 2007 own-initiative investigations were counted as complaints, by this logic the total amount of complaints (and investigations) in 2012 would have been 62,814.

⁶ The billboards promoted gambling services, a shoe brand and a bar and they were deemed to be offensive, sexist and inappropriate. They were all upheld by the Slovakian SRO.

The higher figures in 2009, 2008 and 2005 relate to controversial campaigns which resulted in a large number of complaints from the general public. In **2009**, a large number of complaints were made in the UK (1,204) about an advertising campaign by the Christian Party⁷ and a car advertisement⁸ (1,070 complaints)⁹. In **2008**, a TV advertisement for a newspaper triggered 6,143 complaints in Turkey¹⁰. Furthermore, Belgium was faced with a large number of complaints regarding the legibility and visibility of the mandatory notice regarding CO₂ emissions and fuel consumption on car advertising. In **2005**, one single ad in the UK triggered a record amount of 1,671 complaints. There were also several other campaigns that each received over 600 complaints.

⁷ The slogan on the posters of the Christian Party 'There definitely is a God. So join the Christian Party and enjoy your life' was deemed offensive to atheists and considered misleading as its claims could not be substantiated. The SRO, however, considered the poster 'electioneering material' which is outside its remit.

⁸ The TV advertisements for Volkswagen provoked 1,070 complaints as they were considered inappropriate for children due to the violence shown in the commercials. The complaints were partially upheld.

⁹ A TV advertisement of Yum! Restaurants (UK) Ltd t/a KFC received 1,671 complaints in the UK. The complaints were not upheld. See ASA Annual Report 2005.

¹⁰ The TV advertisement for the Turkish daily newspaper, Cumhuriyet (translated: republic), caused 6,143 people to complain because they felt the ad humiliated and discriminated against their religious beliefs. The SRO did not uphold the complaints.

1.1 Complaints by country

The UK and Germany accounted for 73% (45,313) of all complaints received in Europe.

The countries with the highest ad spend in Europe, the UK and Germany, continue to account for the majority of complaints received and resolved in Europe. In total, 45,313 complaints (73% of all European complaints) were dealt with by the UK Advertising Standards Authority (ASA), the German Deutscher Werberat (DW) and the Wettbewerbszentrale (WBZ) in 2012 with the UK receiving 31,298 complaints, the largest share of complaints in Europe in 2012, followed by Germany with 14,015 complaints¹¹.

Complaints received by the Dutch SRO remained relatively stable and placed Netherlands third in rank with 14,015 complaints.

Sweden with 3,388 complaints is placed fourth in rank of the countries that received the highest share of complaints in 2012. As explained on page 6, the total number of complaints featured in figure 2 incorporates complaints that were received also by other ethical bodies that operate alongside Reklamombudsmannen (Ro). Although the number of complaints received by the Swedish SRO has decreased, the total number of complaints has increased over the last two years mainly due to the fact that the body dealing with complaints about advertisements for telecommunications services¹² in Sweden continues to receive a high number of complaints (900 complaints in 2011 and 1129 complaints in 2012).

In **Poland**, three controversial advertisements tripled the number of complaints dealt with by the SRO. These ads provoked a high number of complaints due to their explicitly sexist content. Among them was the second most complained about advertisement in Europe in 2012 (for more information on the advertisement, see page 20).

In 2012, the **Irish SRO, ASAI**, saw a 62% increase in the number of complaints received. The principal reason for the increase is the high level of complaints received about three campaigns that accounted for 40% of the total number of complaints received by ASAI in 2012.

In **Belgium**, there was a 52% decrease in the number of complaints in 2012. This can be explained by the flood of complaints regarding the legibility and visibility of the mandatory notice of CO₂ emissions and fuel consumption on car advertising in 2011. The successful handling of this issue led to fewer complaints received by the SRO in 2012.

In **Switzerland**, there was a decrease in the number of complaints received. The reasons for this decrease are the introduction of a fee for filing a complaint with the SRO regarding aggressive sales techniques and new provisions in Swiss law against aggressive direct marketing. These changes led complainants filing complaints with the relevant legal authorities rather than the SRO. Complaints in this category have decreased from 62% to 40% in 2012.

¹¹ The high number of complaints recorded in Germany can also be explained by the fact that the Wettbewerbszentrale has a more extended remit than most SROs. The Wettbewerbszentrale has the judicially authorised right to initiate legal action against those who infringe laws concerning unfair competition, and is dealing therefore also with complaints about, for example, prize competitions or shop opening hours, among many other issues.

¹² Ethical Council for Premium Rate Telecommunication Services (ERB) is an independent foundation that aims to develop ethical standards for premium services. <http://www.etiskaradet.se/>.

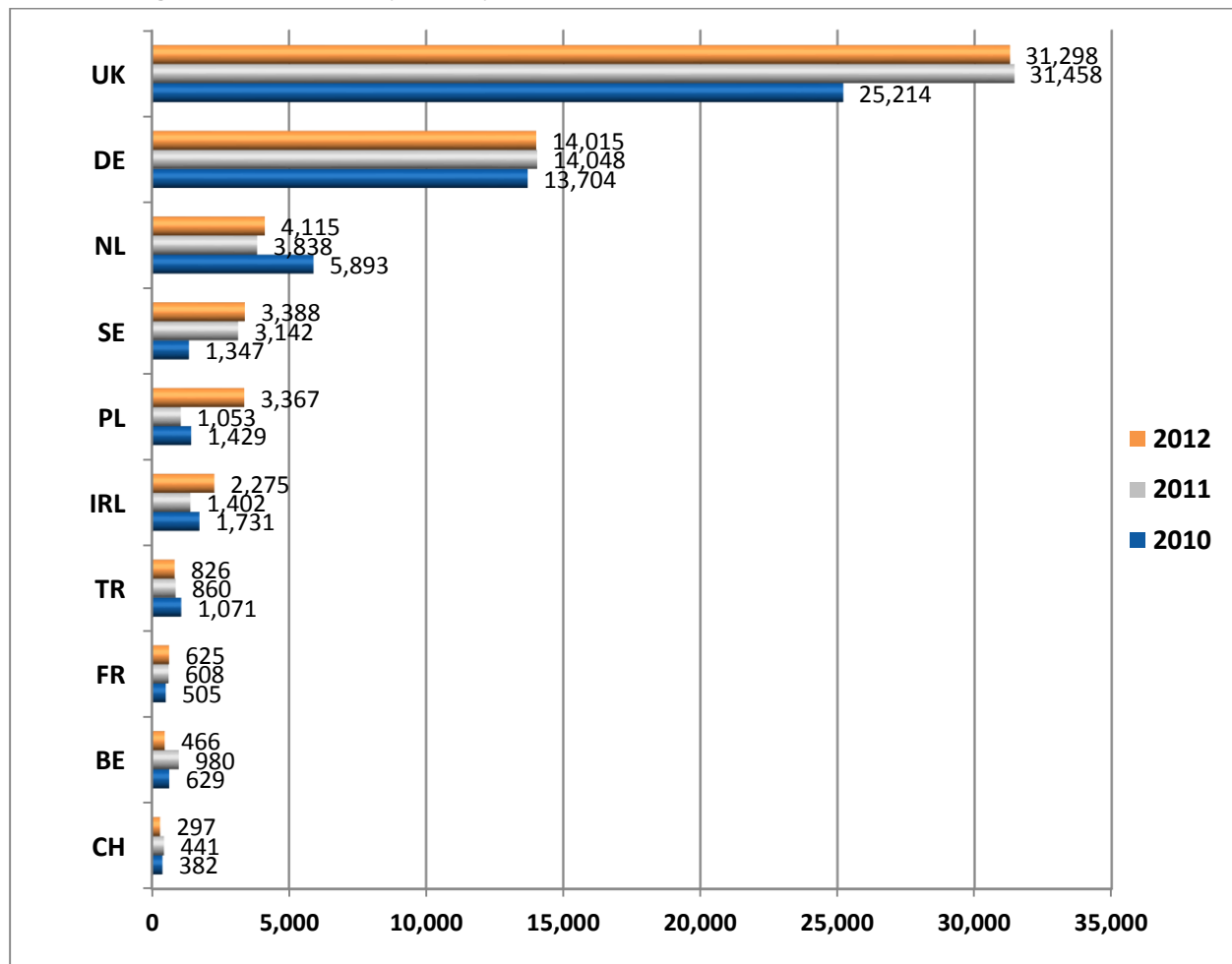
Slovakia noted a 74% decrease in the number of complaints received in 2012 in comparison to 2011. The complaints received in 2011 were prompted by three poster ads that provoked 83% of the total number of complaints. Deducting these complaints from the total of complaints received in 2011 leaves 204 complaints which shows a steady increase in the number of complaints received by the Slovakian SRO over the last years.

Greece reported a 30% increase in the number of complaints which can be put down to the increase in the complaints filed by consumers.

In the **Netherlands, Turkey** and **Austria** a record number of complaints was noted in 2010 and that explains the decrease in the number of complaints received in the following years.

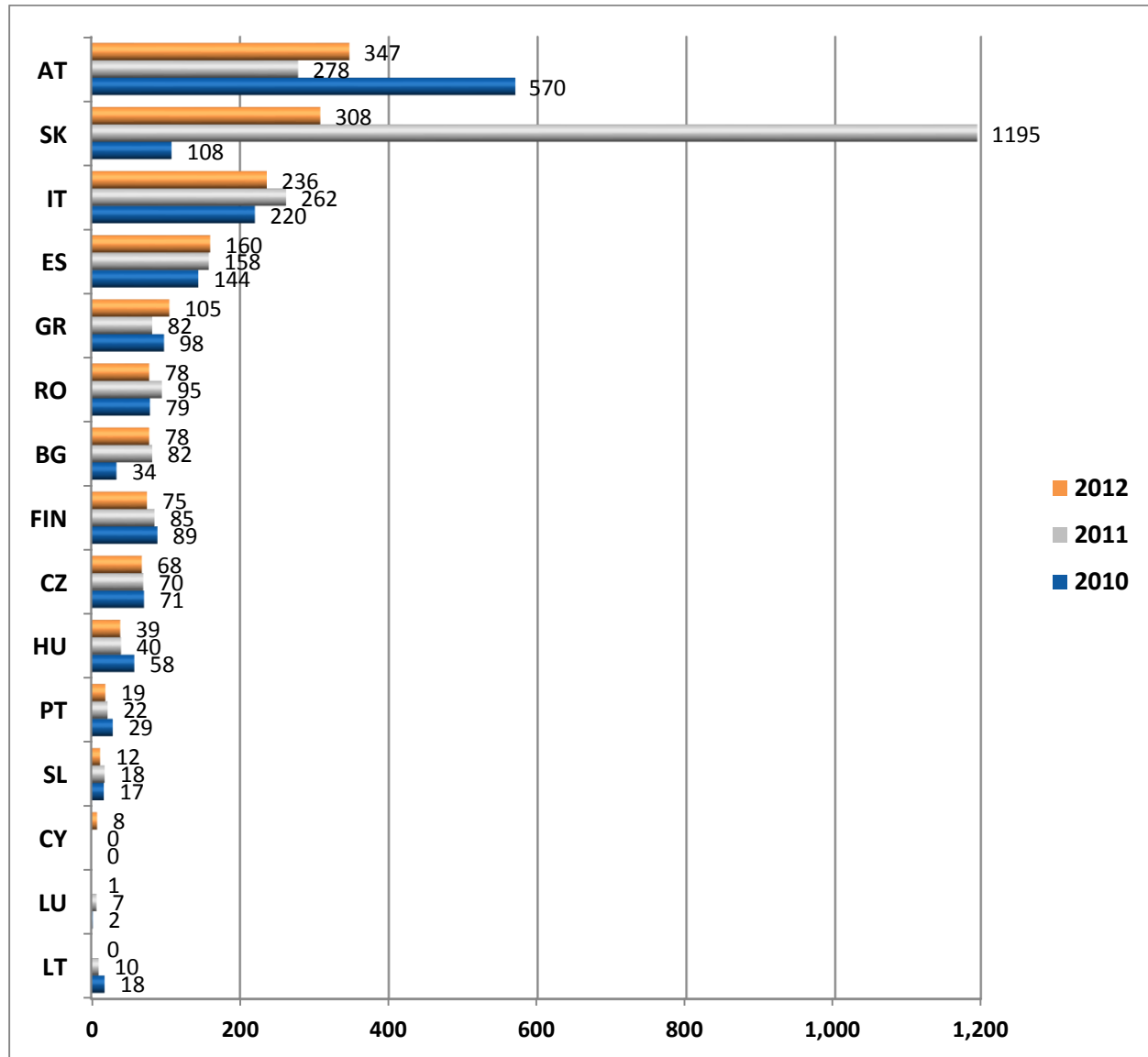
In the rest of the countries, the number of complaints has remained relatively stable.

Figure 2: Complaints by country with more than 400 complaints in 2010, 2011 and 2012



Source: EASA SRO member statistics 2012

Figure 3: Complaints by country with less than 400 complaints in 2010, 2011 and 2012



Source: EASA SRO member statistics 2012

Table 1: Ranking based on total number of complaints in 2010, 2011 and 2012

Country/SRO	Rank in 2010	Complaints in 2010	Rank in 2011	Complaints in 2011	Rank in 2012	Complaints in 2012
UK						
ASA	1	25,214	1	31,458	1	31,298
Germany						
WBZ		12,797		13,148		13,100
DW		907		900		915
Total	2	13,704	2	14,048	2	14,015
The Netherlands						
SRC	3	5,893	3	3,838	3	4,115
Sweden						
RO (incl. other SR bodies)	6	1,347	4	3,142	4	3,388
Poland						
RR	7	1,429	7	1,053	5	3,367
Ireland						
ASAI	4	1,731	5	1,402	6	2,275
Turkey						
RÖK	7	1,071	9	860	7	826
France						
ARPP	10	505	10	608	8	625
Belgium						
JEP	8	629	8	980	9	466
Austria						
ÖWR	9	570	12	278	10	347
Slovak Republic						
SRPR	14	108	6	1,195	11	308
Switzerland						
CSL	11	382	11	441	12	297
Italy						
IAP	12	220	13	262	13	236
Spain						
AUTOCONTROL	13	144	14	158	14	160
Greece						
SEE	15	98	17	82	15	105
Bulgaria						

Country/SRO	Rank in 2010	Complaints in 2010	Rank in 2011	Complaints in 2011	Rank in 2012	Complaints in 2012
NCSR	20	34	17	82	16	78
Romania						
RAC	17	79	15	95	16	78
Finland						
MEN	16	89	16	85	17	75
Czech Republic						
CRPR	18	71	18	70	18	68
Hungary						
ÖRT	19	58	19	40	19	39
Lithuania						
LRB	22	18	22	10	20	26
Portugal						
ICAP	21	29	20	22	21	19
Slovenia						
SOZ	23	17	21	18	22	12
Cyprus						
CARO (established in 2012)	N/A	N/A	N/A	N/A	23	8
Luxembourg						
CLEP	24	2	23	7	24	1

1.2 The most complained about ads

The UK and Poland saw the most complained about ads.

The most complained about ad in Europe, in absolute numbers, appeared in the UK. The TV ad, one of a series for a price comparison website, featured the former footballer Stuart Pearce kicking a football into the stomach of an opera singer.

The advertising campaign generated 1,008 complaints as it was considered to be irresponsible and harmful. However, the complaints were not upheld on the basis that the ad was not explicit or gruesome, and would be seen as light-hearted and comical.

- TV ad
- Gocompare.com Ltd (financial services comparison website)
- 1,008 complaints
- Not upheld



The outdoor campaign for the energy drink “Black” in Poland depicting women in lingerie lying on a bed was the second most complained about advertisement in 2012. The ads stated: “Check how it works” (Sprawdź, jak działa) and “Be sinful” (Bądź grzeszny). The ad generated 1,005 complaints as it was considered to be sexist and discriminating against women. Complainants argued that the ad could have a negative and demoralising impact on children, too.

The campaign was found to be in breach of the principles of taste and decency, especially because the ads were placed in public places, easily accessible to children.

- Outdoor ad
- Foodcare Sp. z o. o. (manufacturer of drinks, juices, cereals, desserts)
- 1,005 complaints
- Upheld

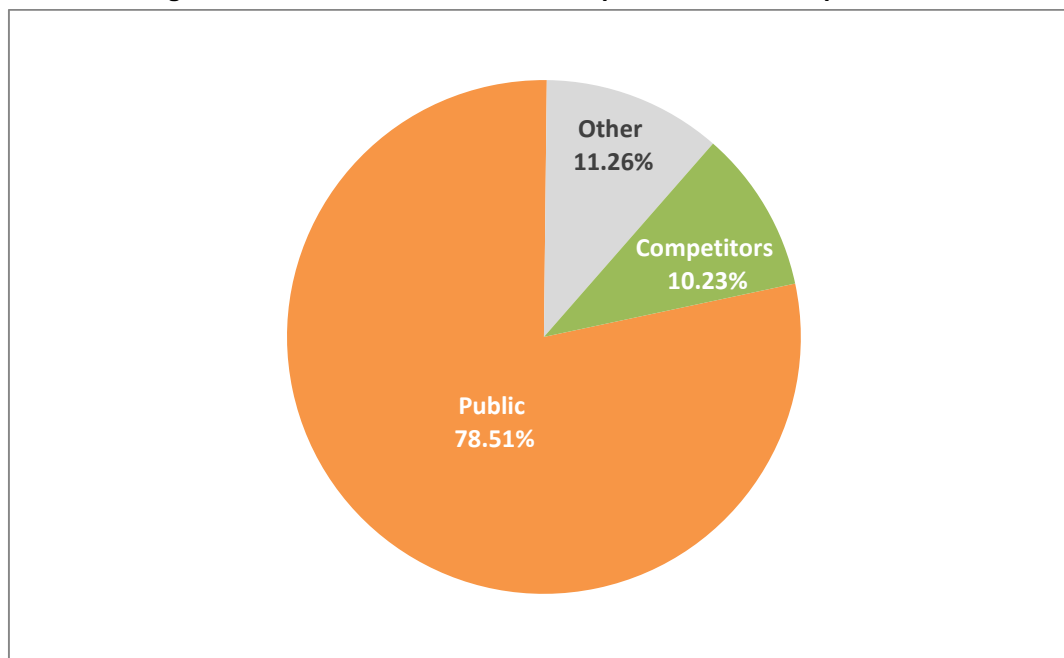


1.3 Source of complaints

The majority of complaints were lodged by consumers.

In 2012, SROs registered 45,807 complaints lodged by members of the public, a figure which amounts to 78.51% of the total amount of complaints.¹³

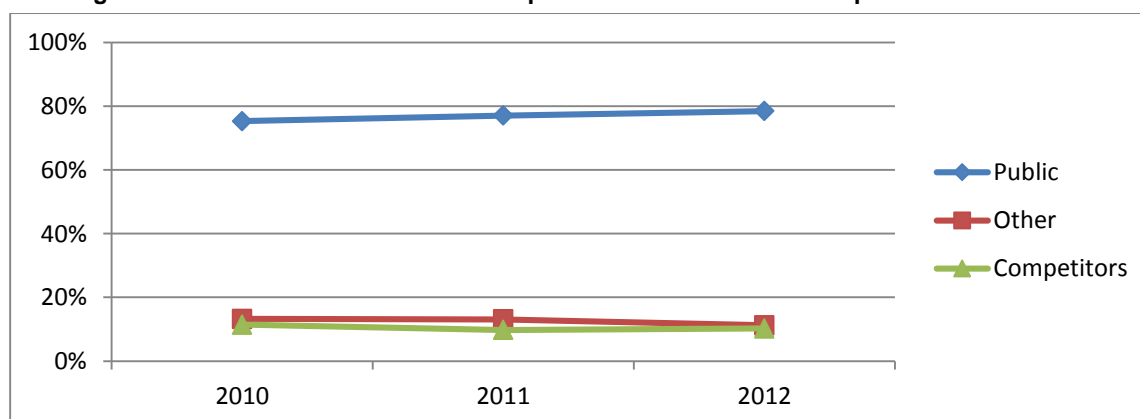
Figure 4: Source of total number of complaints across Europe in 2012



Source: EASA SRO member statistics 2012

The comparison of the percentages featured in figure 5 shows that in 2012 there was a slight increase in the number of complaints that were classified as general public complaints.

Figure 5: Source of total number of complaints received across Europe from 2008 to 2012



Source: EASA SRO member statistics 2012

¹³ The total amount referred to in this section is 58,344 complaints because the Belgian and Dutch SRO could provide only the breakdown of the complaints that have been examined by the Jury and not of all the complaints received. Moreover, as already explained the Swedish SRO did not provide details on complaints received by the other Swedish organisations.

The 'other' category¹⁴ compiles complaints from trade associations, interest groups and public entities. 6,569 (11%) complaints were filed as 'other' in 2012, compared to 7,474 (13%) in 2011. The majority of these complaints were lodged by trade associations and interest groups and a minority by public authorities and public entities.

The countries that received more complaints from competitors and interest groups as opposed to complaints from the general public were Germany, Spain, Greece, Portugal, Romania and Slovenia. This is consistent with previous years as the SROs in these countries traditionally receive proportionately fewer complaints from the general public compared to SROs in other European countries.

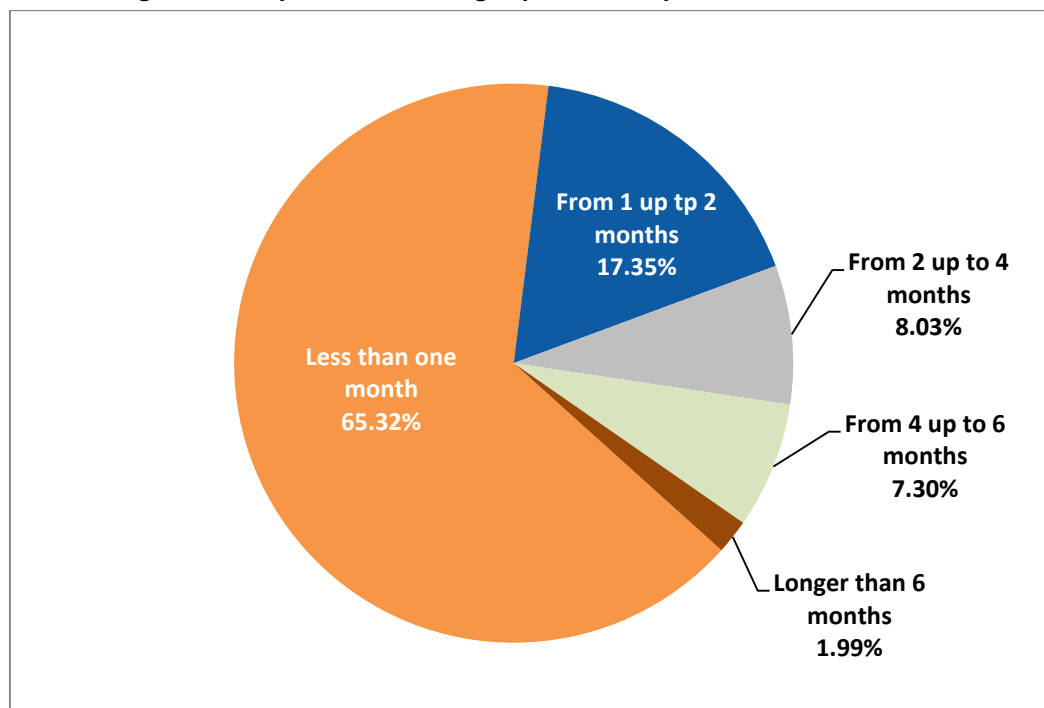
¹⁴ The non-public sector includes competitors, interest groups, authorities and public entities. For the German SRO, WBZ, the complaints by interest groups were lodged by trade organisations.

1.4 Speed of the resolution of complaints

The majority of complaints were handled in less than one month.

In 2012, SROs resolved an average of 65% of received complaints in less than one month. This presents a slight decrease compared to the average of 67% in 2011 and 68% in 2010.

Figure 6: European mean average speed of complaint resolution in 2012¹⁵



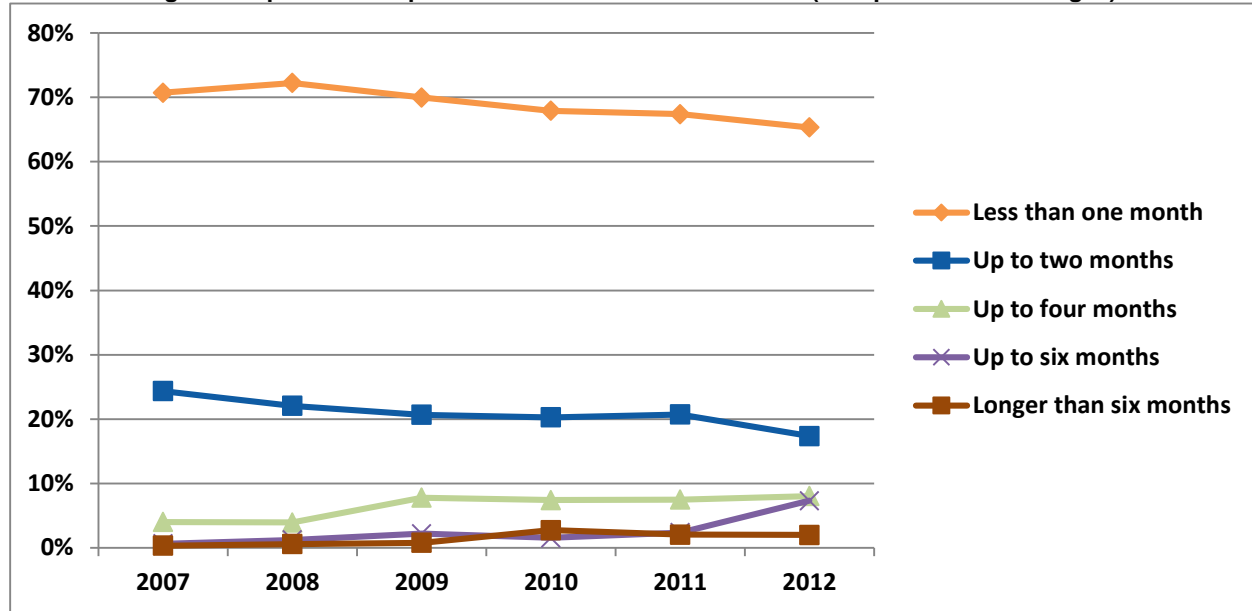
Source: EASA SRO member statistics 2012

The speed of the resolution of complaints can vary depending on the complexity of a case. A simple case can be resolved in only three days. However, when it comes to more complex complaints, for example, about the scientific substantiation of claims in advertising, the complaint can lead to a prolonged investigation which may last many months. In general, complaints from competitors tend to lead to longer complaint resolution times, as the complaints are often complicated and involve lawyers, who are also more likely to challenge SRO adjudications than members of the general public. This can considerably extend the complaint handling process.

¹⁵ Except France (ARPP) and estimates for Germany (WBZ).

Over the previous years there has been an increase in the time that is needed for the resolution of complaints. This may be the result of the increased number of individual advertisements or campaigns across Europe that provoke a high number of complaints and their resolution lasts longer. Overall, however, SROs continue to resolve complaints in a timely manner.

Figure 7: Speed of complaint resolution from 2007 to 2012 (European mean averages)



Source: EASA SRO member statistics 2012

1.5 Outcome of resolved complaints

On average, more than 40% of the resolved complaints were upheld and almost a third were not upheld.

Table 2: Outcome of complaints based on data from all European SROs in 2012

Outcome	Number of complaints	% of total amount of complaints	European mean average
Upheld	14,637	27.26%	41.03%
Not upheld	14,052	26.17%	29.49%
Not pursued/not investigated	970	1.81%	7.13%
No additional investigation after preliminary work (Only for UK)	15,911	29.64%	N/A
Resolved informally	3,986	7.42%	7.99%
Out of remit	3,083	5.74%	6.91%
Transferred to appropriate authority	237	0.44%	1.56%
Other	812	1.51%	5.88% ¹⁶
Total	53,688	100%	100%

In 2012, more than 27% of complaints resolved were upheld while more than 26% were not found to be in breach of the advertising codes and therefore were not upheld.

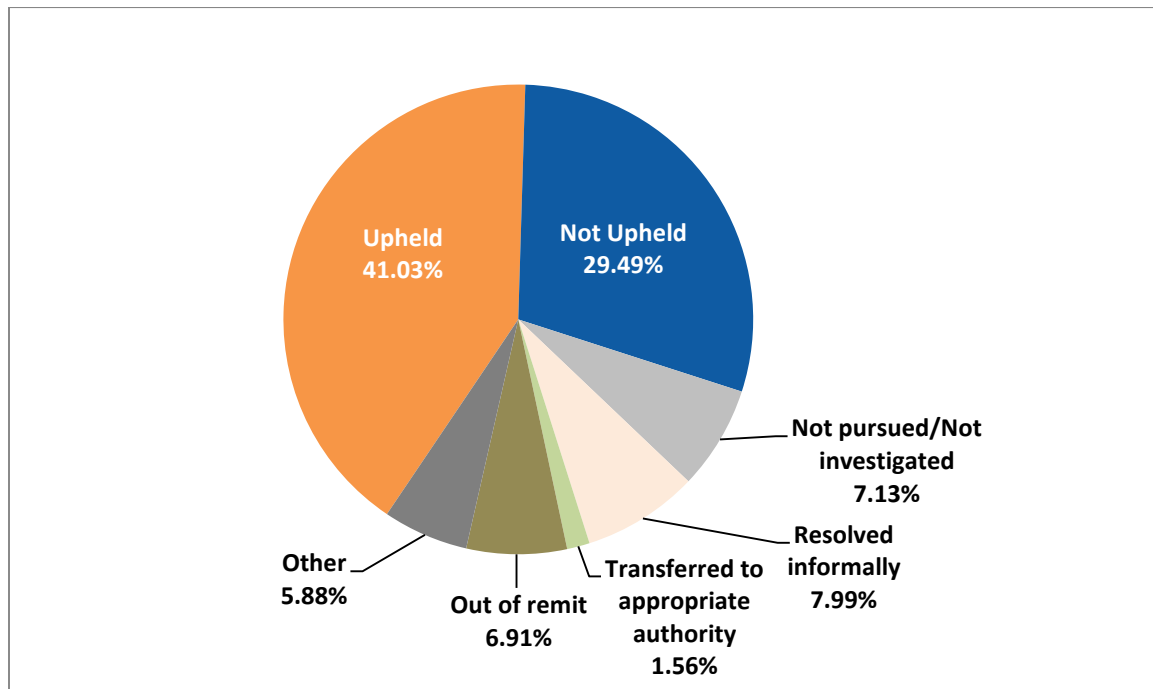
In addition, almost 30% of all complaints resolved fall under the category “no additional investigation after preliminary work” that originated in the UK and is not used in any other country. Complaints that are “not investigated (after preliminary work)” are complaints, where during the preliminary investigation period advertisers offer to change the ad, even though it may not breach the Advertising Code.

A further 5.74% of all complaints resolved were out of remit while 2.07% fall under the “not pursued” category, which amalgamates complaints that are within remit but could not be further pursued mainly because complainants did not provide enough information.

¹⁶ Including UK's 'number of complaints with no additional investigations after preliminary work' and 'Other'.

A more accurate picture about the outcome of complaints in Europe can be obtained by looking at the European mean averages (see pie chart below).

Figure 8: Outcome of complaints in 2012 (European mean averages) based on data from all European SROs



Source: EASA SRO member statistics 2012

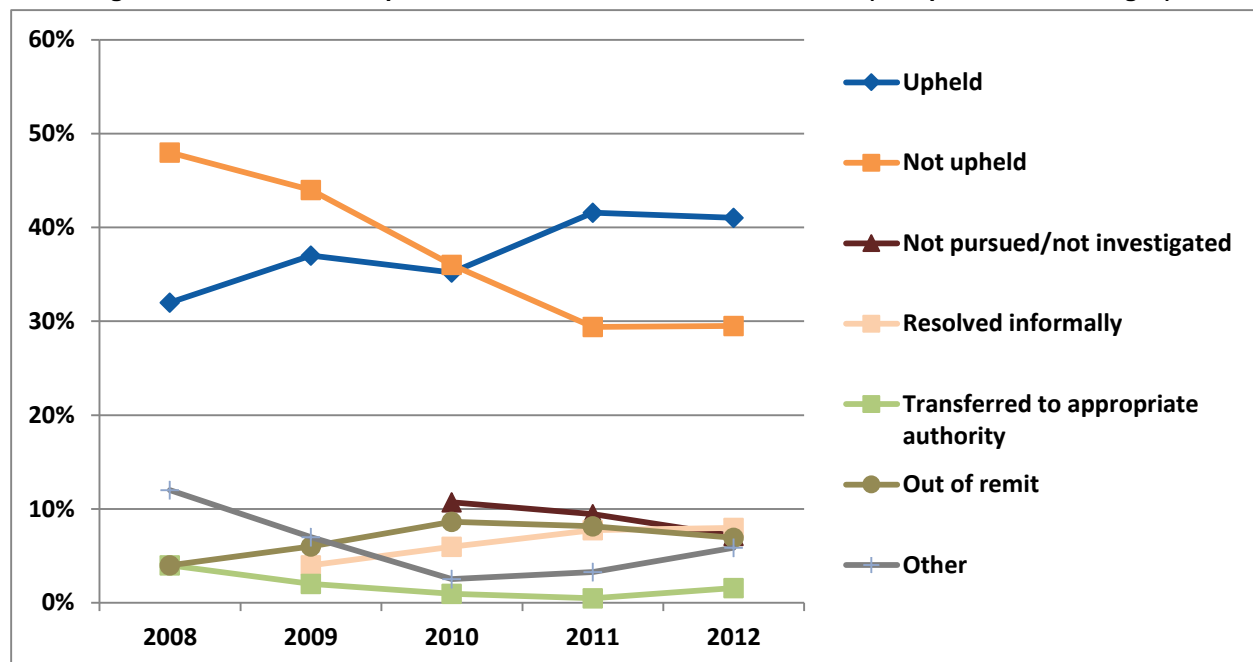
The European mean averages indicate that over a third of complaints (41.03%) resolved by the SROs across Europe in 2012 were upheld. Nearly 30% of complaints were not upheld representing cases where the SROs did not establish a breach of the provisions of the respective national advertising self-regulatory codes. 6.91% of complaints were considered out of remit of the national Advertising Code and, where possible, were referred to the appropriate regulatory body (1.56%).

Comparing with the previous year, in 2012 complaints about advertisements that are in breach of the self-regulatory codes and complaints that were not upheld have remained stable.

However, over the last five years, the European mean averages of advertising complaints that have not been upheld have continued to decrease and complaints that are in breach of the code have increased.

Complaints that were not pursued or not investigated¹⁷ have decreased over the years while complaints resolved informally have increased.

Figure 9: Outcome of complaints in 2008, 2009, 2010, 2011 and 2012 (European mean averages)



Source: EASA SRO member statistics 2012

¹⁷ The category “not pursued/not investigated” was introduced in 2009. Before 2009 complaints belonging in the category fell under “other”.

1.6 Issues complained about

Misleading advertising was the main issue complained about and complaints about taste and decency issues continue to increase.

Table 3: Overall complaints by general issue as a share of total amount of complaints received in 2012 across Europe as well as the European mean average

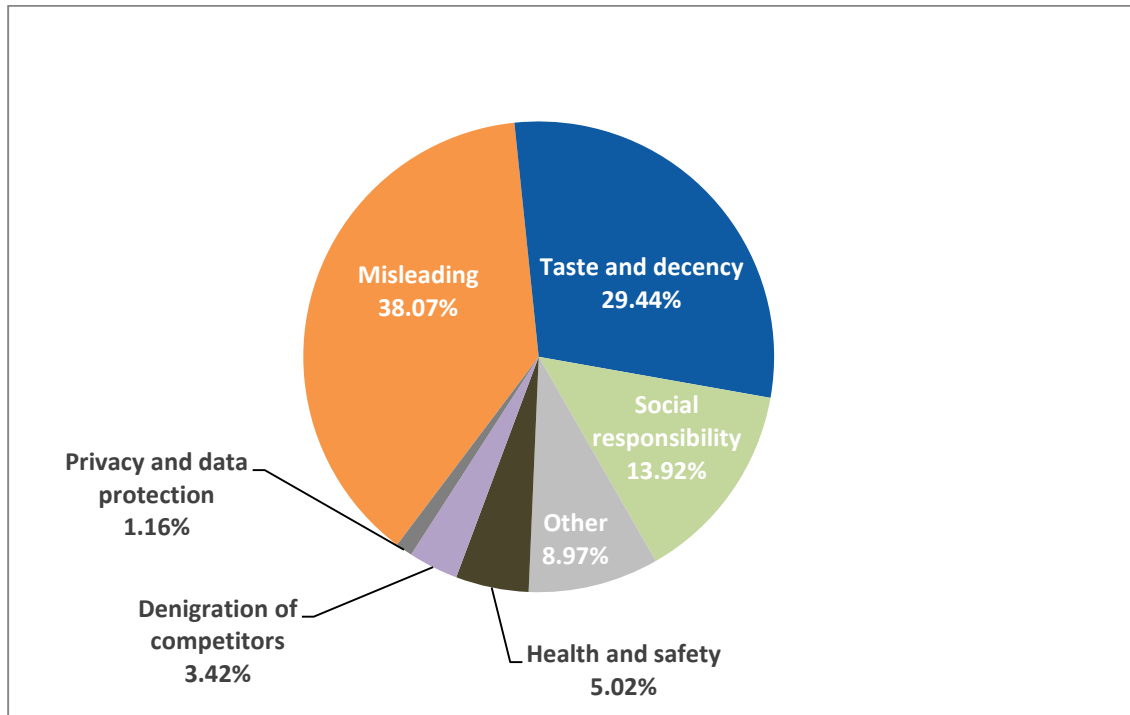
Issue	Number of complaints per issue	% of total amount of complaints per issue	European mean average
Misleading	27,553	47.73%	38.07%
Taste and decency	16,066	27.83%	29.44%
Social responsibility	5,228	9.06%	13.92%
Health and safety	868	1.50%	5.02%
Privacy and data protection	629	1.09%	1.16%
Denigration of competitors	172	0.30%	3.42%
Other	7,212	12.49%	8.97%
Total	57,728	100%	100%

The table above illustrates the number of complaints resolved in Europe in 2012 by issue. In 2012, the largest share of complaints concerned misleading advertising (47.73%, 27,553 complaints) out of which 4% related to health claims, 1% green claims and 16% price claims.

27.83% of all complains resolved related to taste and decency issues (16,066 complaints). Social responsibility issues amounted to 5,228 (9.06%) complaints in total and health and safety objections to 868 complaints (1.50%).

7,212 complaints (12.49%) were classified under the criterion 'other' which includes complaints about labelling and packaging as well as breaches of sectoral advertising codes, comparative advertising, imitation of creative ideas and sustainable development.

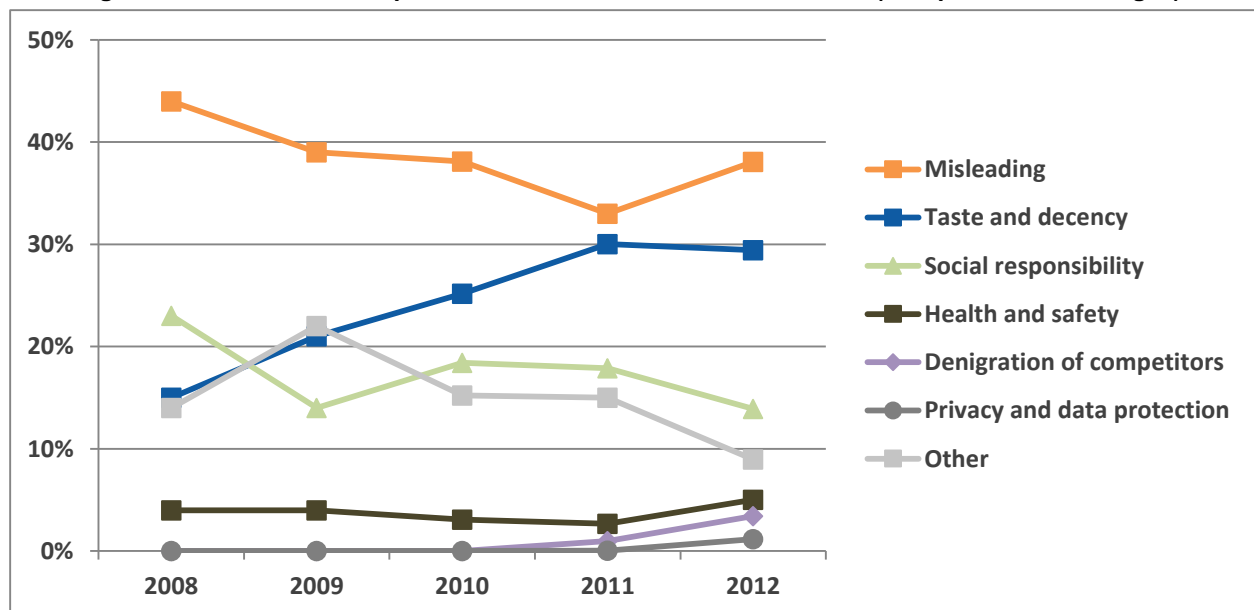
Figure 10: Reasons for complaints in 2012 (European mean averages)



Source: EASA SRO member statistics 2012

On average at the European level, 38.07% of the complaints resolved in 2012 were about misleading advertising while 29.44% concerned taste and decency.

Figure 11: Reasons for complaints in 2008, 2009, 2010, 2011 and 2012 (European mean averages)



Source: EASA SRO member statistics 2012

The European mean average showed a decrease in complaints about misleading advertising in 2011; however, on the whole complaints related to misleading issues over the last five years have remained relatively stable.

SROs across Europe have noted an increase in the share of complaints related to taste and decency over the last five years with a peak in 2011. This increase is related to multiple complaints regarding advertisements that were generally challenged for being offensive and inappropriate and have resulted in a significant number of complaints (see most complained about advertisements in 2011 EASA Statistics report, pages 22-23).

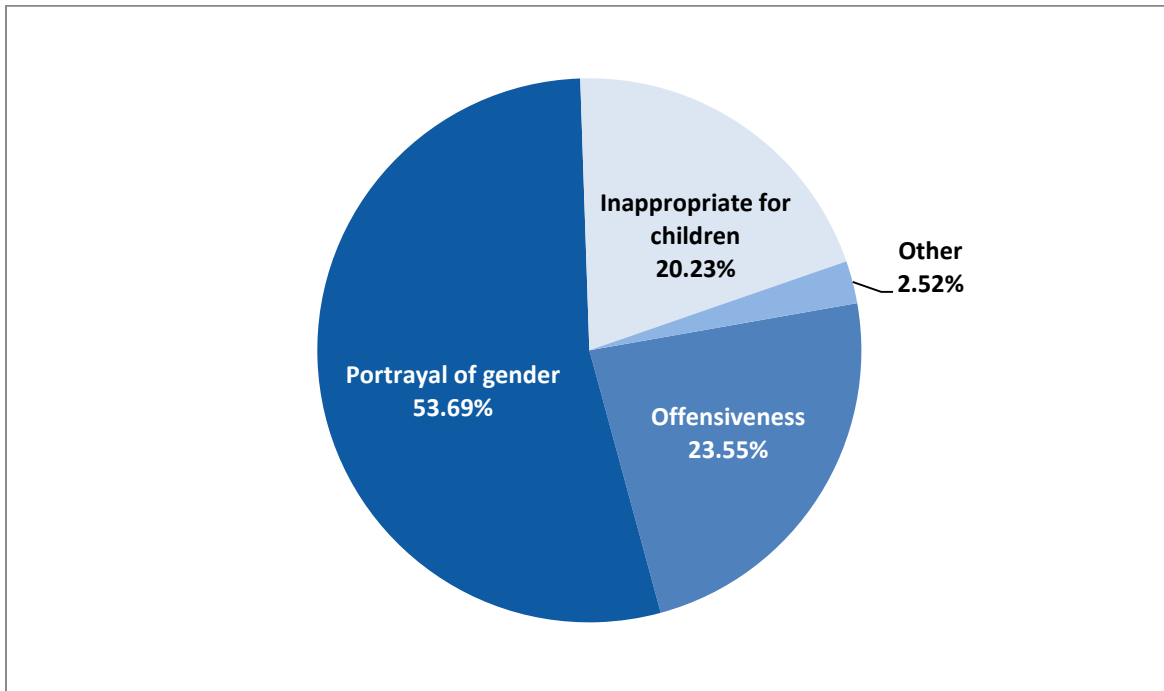
Issues of social responsibility (13.92%) and health and safety (5.02%) rank third and fourth respectively. Denigration of competitors was the reason for complaints in 172 instances and privacy and data protection in 629 instances.

1.6.1 Breakdown of issues

1.6.1.1 Taste and decency

More than half (53.69%) of the complaints that fell under the category 'taste and decency' concerned 'portrayal of gender'. The complainants found the ads either sexually offensive or degrading to women or men. A further 3,443 complaints (23.55%) concerned advertising that is likely to cause offence and 2,958 complaints (20.23%) were lodged because the ads were thought to cause distress to children and were therefore deemed inappropriate to be seen by them.

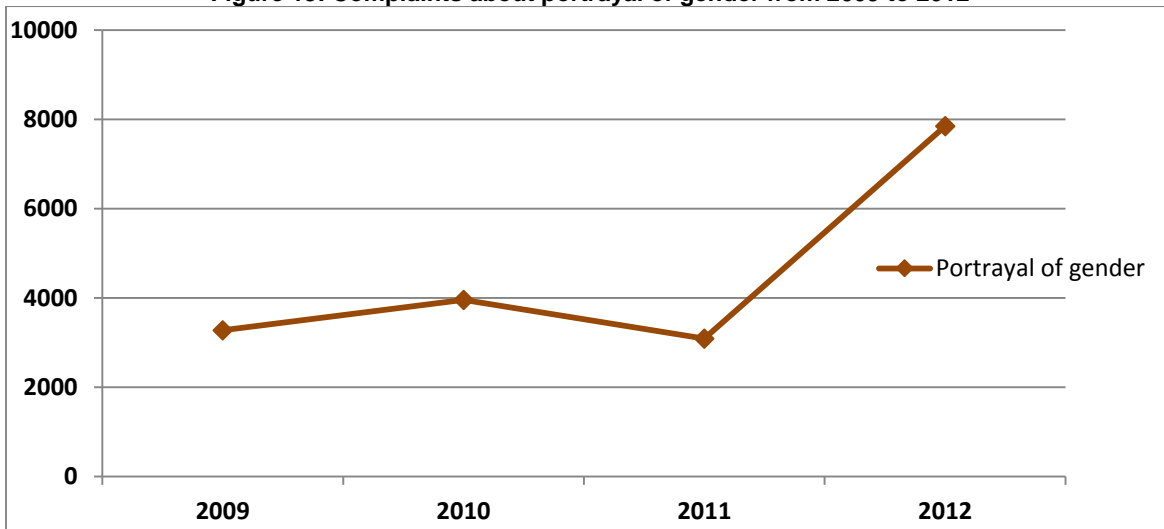
Figure 12: Reasons for complaints: ‘taste and decency’¹⁸



Source: EASA SRO member statistics 2012

Complaints about ‘portrayal of gender’ increased considerably from 3,088 in 2011 to 7,850 in 2012. This increase can be attributed to a high number of complaints dealt with by the SRO in Poland where three particular advertisements, including the second most complained about ad in Europe with 1,005 complaints, were criticised for their explicitly sexist content. Furthermore, the 2011 complaints figures did not include data on complaints about ‘portrayal of gender’ from the UK.

Figure 13: Complaints about portrayal of gender from 2009 to 2012



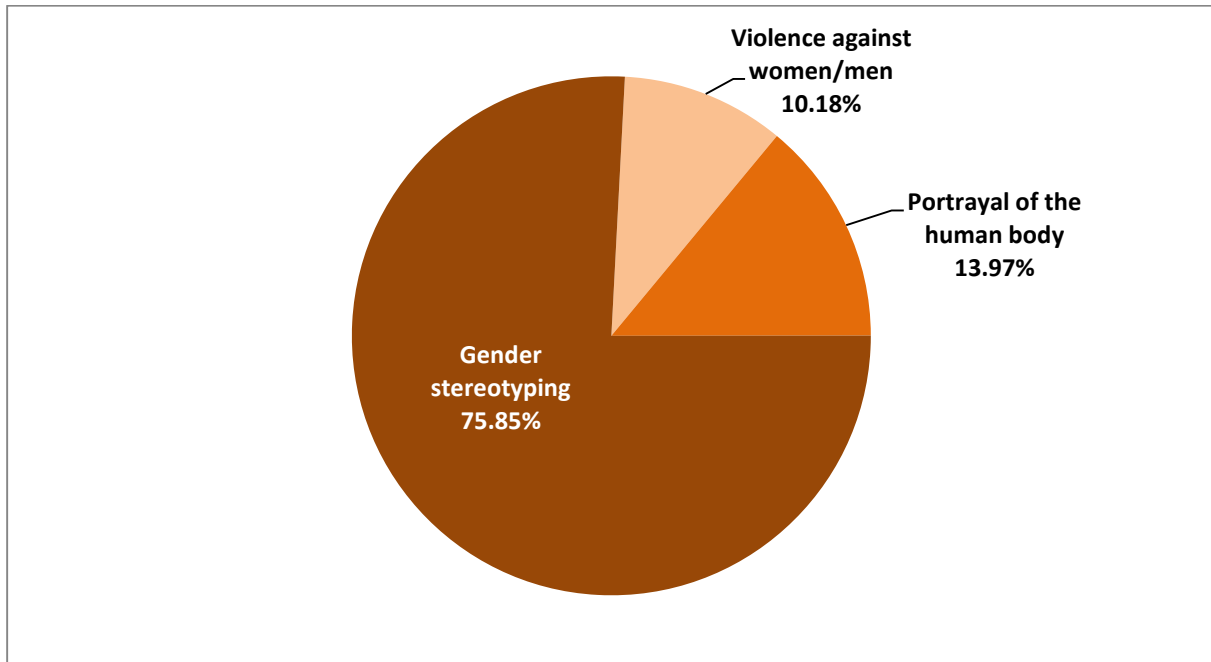
Source: EASA SRO member statistics 2012

¹⁸ Except Ireland (ASAI) and France (ARPP).

1.6.1.2 Gender

The majority of complaints related to gender issues concerned gender stereotyping (6,975 complaints, 75.85% of which 61% concerned women while 39% concerned men). A further 1,285 complaints (13.97%) were about portrayal of the human body. 936 complaints (10.18%) were investigated because they featured violence against women or men.

Figure 14: Reasons for complaints: 'gender'¹⁹



Source: EASA SRO member statistics 2012

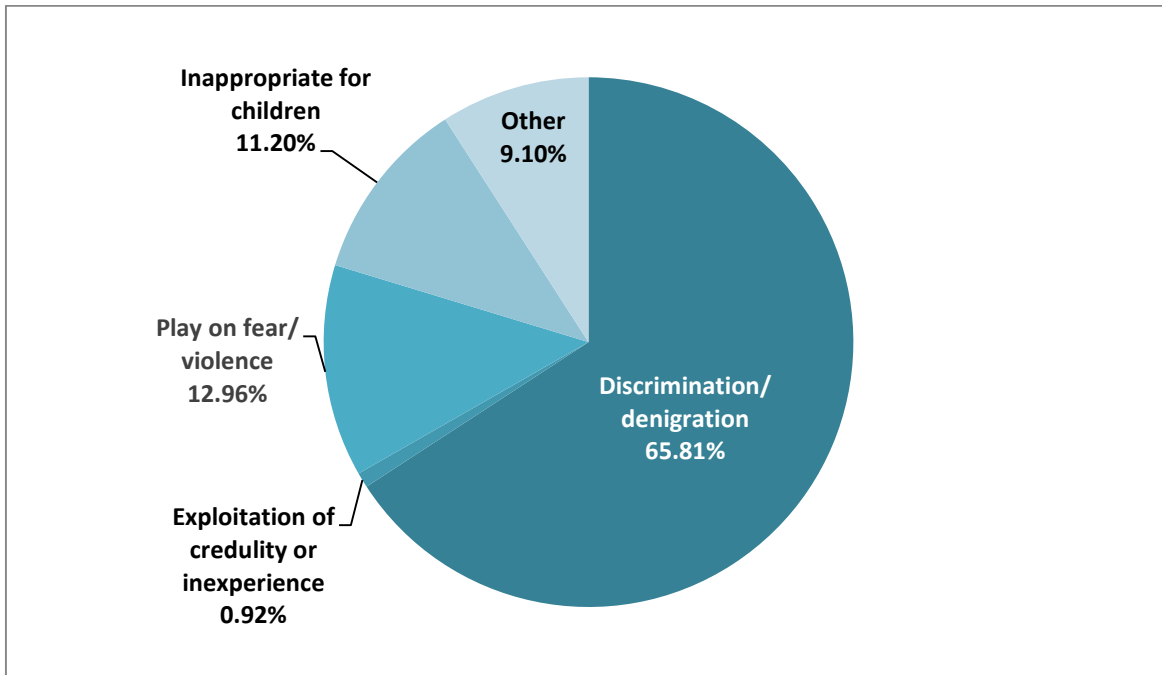
1.6.1.3 Social responsibility

Issues of discrimination or denigration accounted for the majority of socially irresponsible ads (1,569 complaints, 65.81%) scrutinised by SROs.

267 complaints (11.20%) were investigated for the appropriateness of social values they convey to children. Further grounds for complaint were ads that played on fear or condoned violent or anti-social behaviour (309 complaints, 12.96%) as well as ads that exploited the credulity or inexperience of consumers (22 complaints, 0.92%).

¹⁹ Except from Belgium (JEP), Switzerland (SCL) and the Netherlands (SRC).

Figure 15: Reasons for complaints: 'social responsibility'²⁰



Source: EASA SRO member statistics 2012

1.6.2 Issues per country

As the issues and reasons for complaints vary from country to country it is useful to have an overview of the issues complained about for each country separately (see figure 15 below).

In 2012, Greece resolved the highest share of complaints (88.5%) related to **misleading advertising** with 116 misleading complaints. Turkey, with 84.1% (360 complaints) and Portugal with 78.8% (26 complaints) also saw a high percentage of complaints against misleading commercial communications.

The national share of complaints related to **taste and decency** issues in advertising was the highest in Lithuania and Luxembourg. In both countries, the SROs received a relatively small number of complaints overall, however, all of the complaints were related to taste and decency issues.

In Poland, 3,174 of the 3,367 resolved complaints (94.3%) were flagged by the complainants for being indecent. The majority of complaints (74.5%) related to portrayal of gender issues. Among these complaints was Europe's second most complained about advertisement in 2012 which was considered to be sexist and discriminating against women (see page 18).

The Swedish SRO, Ro, received also a high share of complaints about indecent advertising with 62.9% (227 complaints). Finland, with 48.9% (23 complaints) and France with 44.8% (64 complaints) reported also a relatively high percentage of complaints related to taste and decency. In Finland, one third of the complaints received were filed in reference to one poster ad and one TV ad that were considered inappropriate for children due to their overly sexual and

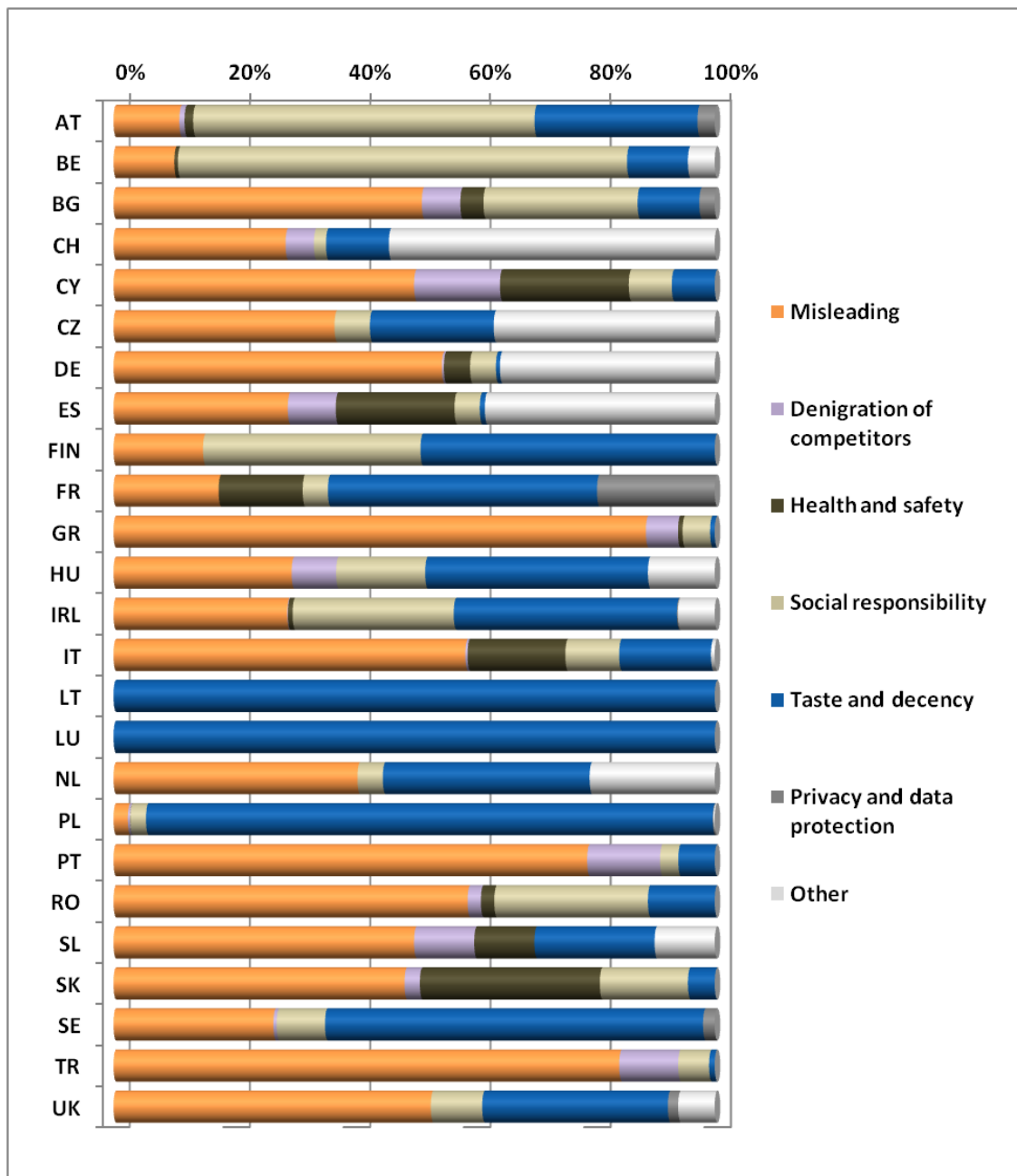
²⁰ Except the UK (ASA).

racist content. For France, one third of the complaints concerned a radio ad for a tourist agency and a TV and press ad for cars which portrayed women as sexual objects.

Social responsibility was the reason behind the majority (74.07%) of complaints received by the Belgian SRO, JEP. This can be explained by the fact that the three most complained about ads in Belgium were deemed to be social irresponsible.

The criterion “**other**” includes issues of legality or breaches of sectoral codes, which were mostly complained about in Spain (29%); breaches of marketing rules (70%) and unsolicited mail (20%) in Germany (WBZ) and aggressive sales techniques (74%) in Switzerland.

Figure 16: Complaints per general issue in 2012



Source: EASA SRO member statistics 2012

1.7 Media

Audiovisual media services was the most complained about medium in 2012. Complaints about outdoor advertising and digital marketing communication increased significantly.

Table 4: Overall complaints per media platform as a share of total amount of complaints in 2012 across Europe²¹

Media	Number of complaints	% of total number of complaints	European mean average
Audiovisual media services	15,403	27.89%	30.58%
Outdoor	5,291	9.58%	20.10%
Digital marketing communications	11,779	21.33%	16.88%
Press/magazines	9,445	17.10%	12.89%
Direct marketing	2,407	4.36%	5.43%
Brochures/leaflets	2,302	4.17%	5.10%
Radio	1,449	2.62%	5.00%
Other	6,340	11.48%	2.80%
Packaging	679	1.23%	1.02%
Cinema	125	0.23%	0.19%
Teleshopping	7	0.01%	0.01%
Total	55,227	100%	100%

The overwhelming bulk of complaints resolved in Europe in 2012, amounting to 15,403, were about advertisements appearing on audiovisual media services (AVMS), 30.58% on average.

Out of the 15,403 complaints, 15,268 complaints (99.12%) were about linear services (linear television) and only 135 complaints (0.88%) about non-linear services (e.g. video on demand).

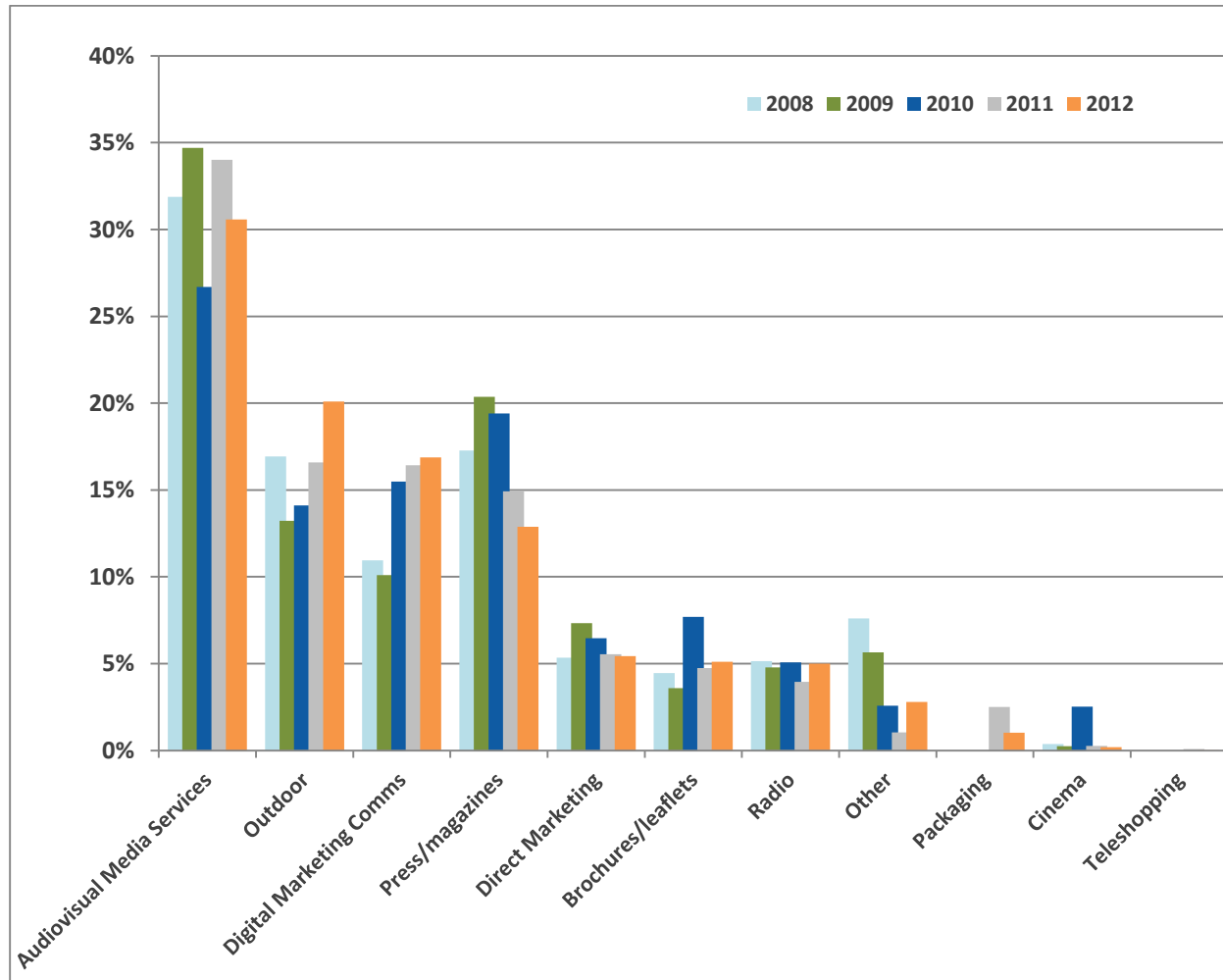
Outdoor advertising ranked second with a European mean average of 20.10%, followed by digital marketing communications (16.88%). The majority of complaints about digital marketing communications concerned marketer-owned websites (67.93%)

Complaints about ads featured in press/magazines noted a European mean average of 12.89%.

Advertisements sent through direct mail triggered 2,407 complaints (4.36%). Out of these, 40.80% were sent by e-mail, SMS or MMS while 34% were sent by post.

²¹ Estimates for Germany (WBZ).

Figure 17: European mean averages of complaints per media platform from 2008 to 2012²²



Source: EASA SRO member statistics 2012

When comparing the results with previous years, it can be concluded that complaints about **outdoor advertising** increased significantly in 2012, mainly due to several billboard ads which provoked a high level of complaints across Europe. More specifically, SROs in Poland, Ireland, Belgium, Austria, Sweden and Finland reported that poster ads were among the most complained about ads in 2012 in their country.

While complaints about **digital marketing communications** have continued to increase over the last five years, **advertisements via press/magazines** and **direct marketing** continue to decrease.

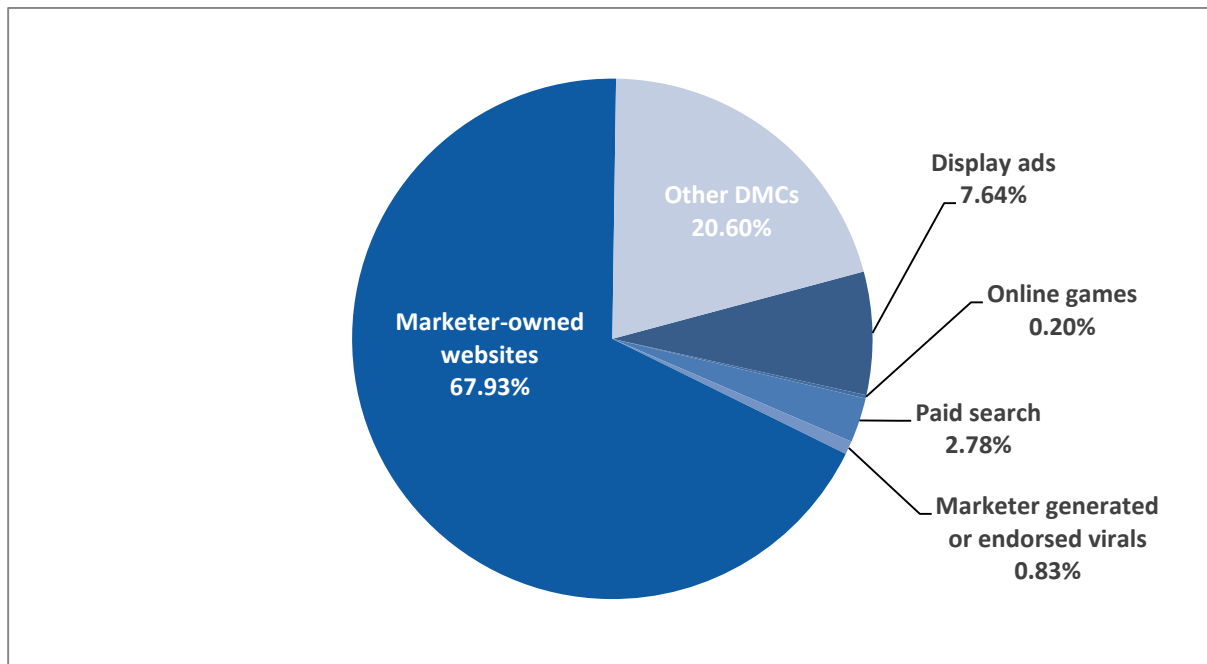
In 2012, **advertising in cinemas** provoked fewer complaints than in 2010 where one single advertisement about a Dutch horror movie was responsible for a substantial number of complaints.

Complaints about **packaging** and **teleshopping** were collected by EASA only since 2011. However, packaging with 679 complaints and teleshopping with seven complaints do not demonstrate a significant number of advertisements prompting complaints in 2012.

²² Packaging and teleshopping are not featured in 2008-2010 as data on them were first collected in 2011.

1.7.1 Digital marketing communications

Figure 18: Breakdown of complaint numbers for digital marketing communications in 2012 from all European SROs



Source: EASA SRO member statistics 2012

The majority of complaints about digital marketing communications (DMCs) lodged with SROs in 2012 concerned marketer-owned websites (67.93%) followed by display ads (7.64%) and paid search ads (2.78%).

1.7.2 Complaints on sponsorship

In 2012, five European SROs resolved 12 complaints on sponsorship, i.e. CARO (Cyprus), DW, WBZ (Germany), SRC (NL), Ro (Sweden) and ROK (Turkey). In 2011, they dealt with 31 complaints.

Advertising self-regulatory bodies that do not formally deal with sponsorship issues can forward the complaint to an arbitration panel set up specifically to that end in May 2008 by EASA and the European Sponsorship Association (ESA). So far, no complaints have been submitted via this route.

1.8 Complaints about advertising for products and services

On average, the telecommunications services sector, the health and beauty sector and the furnishing and household goods were the most complained about sectors.

Table 5: Top three most complained about sectors in absolute number and in European mean averages

Number of complaints		European mean average	
Retail	6,451	Telecommunications	11.53%
Financial services	5,434	Health and beauty products	10.83%
Telecommunications	4,881	Furniture and household goods	9.53%

In absolute numbers, advertisements for **retailers** (6,451 complaints) were the most complained about in 2012.

More than half of these complaints originated in the UK, where two TV ads for supermarket chains provoked a total of 854 complaints. One of these two ads was considered to be sexist and the other social irresponsible. However, neither ad was found to be in breach of the Code. (for more details on the ads see the ASA annual report). The highest national share (23.88%) of complaints regarding retailers, though, was reported in Germany.

Advertisements for **financial services** prompted 5,434 complaints despite the relatively low mean average (5.70%). The UK SRO accounted for the majority of these complaints, which includes the most complained about ad in 2012.

The countries that registered the highest national shares of complaints with regards to financial services were the Czech Republic, Poland and the UK. In Poland a poster ad for a bank triggered a total of 642 complaints for having an explicit sexual character and erotic context that violated the social responsibility rules.

On average, the most significant sector complained about in Europe in 2012 was the **telecommunications sector** with 11.53%. Greece reported the highest share of complaints related to telecommunications where 47 out of a total of 105 complaints concerned telecommunications services such as mobile, internet and television services as well as triple play packages (TV, internet, phone).

Portugal and Turkey with 36% and 23.1% of the total complaints received were the countries that also received a relatively high share of complaints related to telecommunication services.

Advertising for **health and beauty products** ranks second with 10.83% while advertising for **furniture and household goods** ranks third with 9.53%.

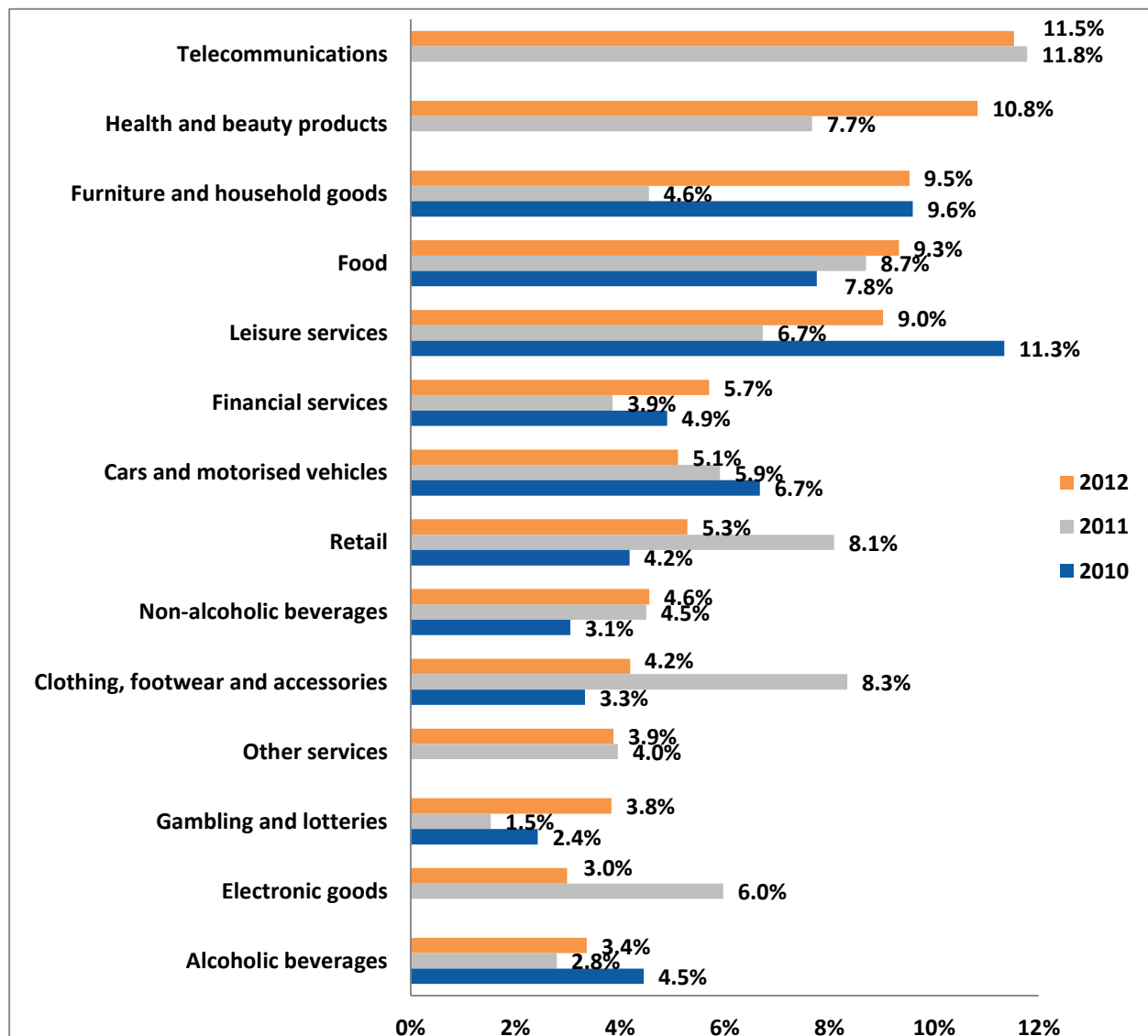
The Slovakian SRO, SRPR, with 32.80% of its complaints concerning health and beauty products received the highest share of complaints about his sector. 91.26% of these complaints related to a leaflet and website for prescribed medication that was deemed to be misleading.

Table 6: Overall complaints per product/service in 2012 based on complaints data from all European SROs

Products and services	Number of complaints	% of total amount of complaints	European average in 2012
Telecommunications	4,881	9.92%	11.53%
Health and beauty products	3,260	6.63%	10.83%
Furniture and household goods	1,767	3.59%	9.53%
Food	3,370	6.85%	9.33%
Leisure services	3,713	7.55%	9.03%
Financial services	5,434	11.04%	5.70%
Retail	6,451	13.11%	5.29%
Cars and motorised vehicles	1,689	3.43%	5.11%
Non-alcoholic beverages	3,041	6.18%	4.56%
Clothing, footwear and accessories	626	1.27%	4.19%
Other services	1,820	3.70%	3.87%
Gambling and lotteries	2,005	4.08%	3.84%
Alcohol beverages	873	1.77%	3.37%
Electronic goods	2,165	4.40%	2.99%
Non-commercial	1,939	3.94%	2.76%
Transport services	1123	2.28%	2.09%
Health and beauty services	459	0.93%	1.66%
Energy, water and combustibles	506	1.03%	1.07%
Books, magazines, newspapers, stationery	1,064	2.16%	1.01%
House maintenance services	1159	2.36%	0.68%
Business directories	164	0.33%	0.40%
Real estate services	531	1.08%	0.37%
Education services	287	0.58%	0.30%
Other products	55	0.11%	0.16%
Employment services	175	0.36%	0.15%
Toys	402	0.82%	0.13%
Sports equipment	242	0.49%	0.07%
Total	49,201	100%	100%

A comparison of European mean averages of products and services whose ads provoked a significant number of complaints in the last three years shows that the number of complaints against advertisements for **health and beauty products** increased. Furthermore, complaints about **food** advertising appear to have a steady increase over the last years. The relatively high number of complaints about products related to **leisure and entertainment** in 2010 can be attributed to a campaign for a Dutch horror movie (see EASA stats report 2010). Similarly, complaints about clothing, footwear and accessories and retail saw a significant increase in 2011 due to the most complained about ads originating in Slovakia and Poland respectively (see EASA stats report 2011).

Figure 19: European mean average of complaints per products/services from 2010 to 2012²³



Source: EASA SRO member statistics 2012

²³ In 2011, new categories were added to the EASA statistics questionnaire which explains why there are missing data for 2010 and 2009.

1.9 Sensitive products

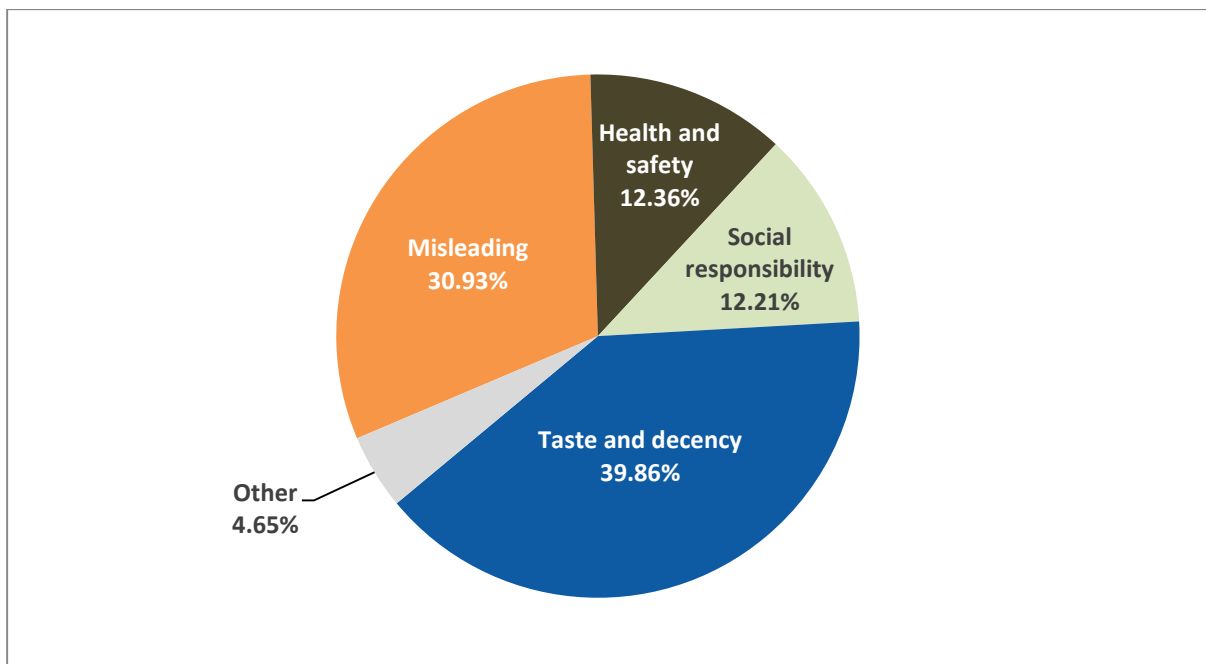
The following section focuses on complaints about specific products and services, analysing the grounds for complaints in more detail. The selected sectors have been chosen either because over the years the European Commission has flagged them as being particularly problematic. For instance, in terms of transparency and information for the general public (e.g. airlines/airfares, telecommunications and energy suppliers) or, because the products, such as alcohol and food, are the focus of a specific EU regulatory discussion. Using the complaint figures as indicators, this section analyses if the advertising of one of these products/services is indeed thought to be problematic by members of the general public and others²⁴ alike, and if so, why.

1.9.1 Advertising for food

As outlined in the previous section, 3,372 complaints were received in 2012 regarding advertising for food. This equates to 6.85% of the total amount of complaints. With a European mean average of 9.33% this sector represents a considerable amount of complaints.

The percentage breakdown regarding the reasons for complaint is as follows:

Figure 20: Percentage of the reasons for complaints for food and non-alcoholic beverages advertising in 2012 from all European SROs²⁵



Source: EASA SRO member statistics 2012

The highest share of complaints about food advertising, 39.86%, related to taste and decency issues. A third of the complaints concerned misleading claims. Both health and safety and social responsibility categories accounted for approximately 12% of the complaints related to food advertising.

²⁴ The category 'other' includes competitors, interest groups, authorities and public entities.

²⁵ Except Switzerland (CSL), France (ARPP) and the Netherlands (SRC).

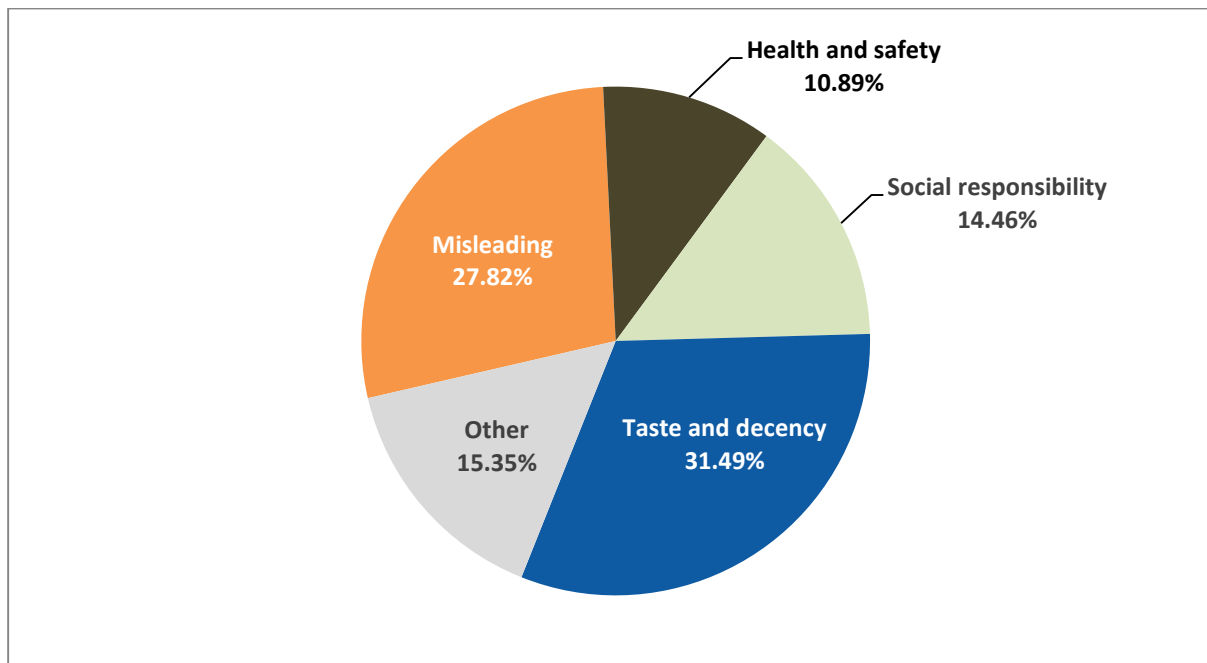
1.9.2 Advertising for alcohol

Complaints about alcohol ads represented 1.77% of the total amount of complaints and a European mean average of 3.37%.

In 2012, more than 30% of the complaints registered (318 complaints) concerned taste and decency issues and a further 27.82% (281 complaints) related to misleading advertising. The remaining 14.46% of the complaints related to social responsibility (146 complaints), health and safety (10.89 %) or other (15.35 %) issues

With only 110 complaints lodged in Europe in 2012 about the health and safety issues in alcohol advertisements it is apparent that alcohol advertisements, in general, are not considered as particularly problematic when it comes to health issues.

Figure 21: Percentage of the reasons for complaints for alcohol beverages advertising in 2012 based on data from all European SROs ²⁶

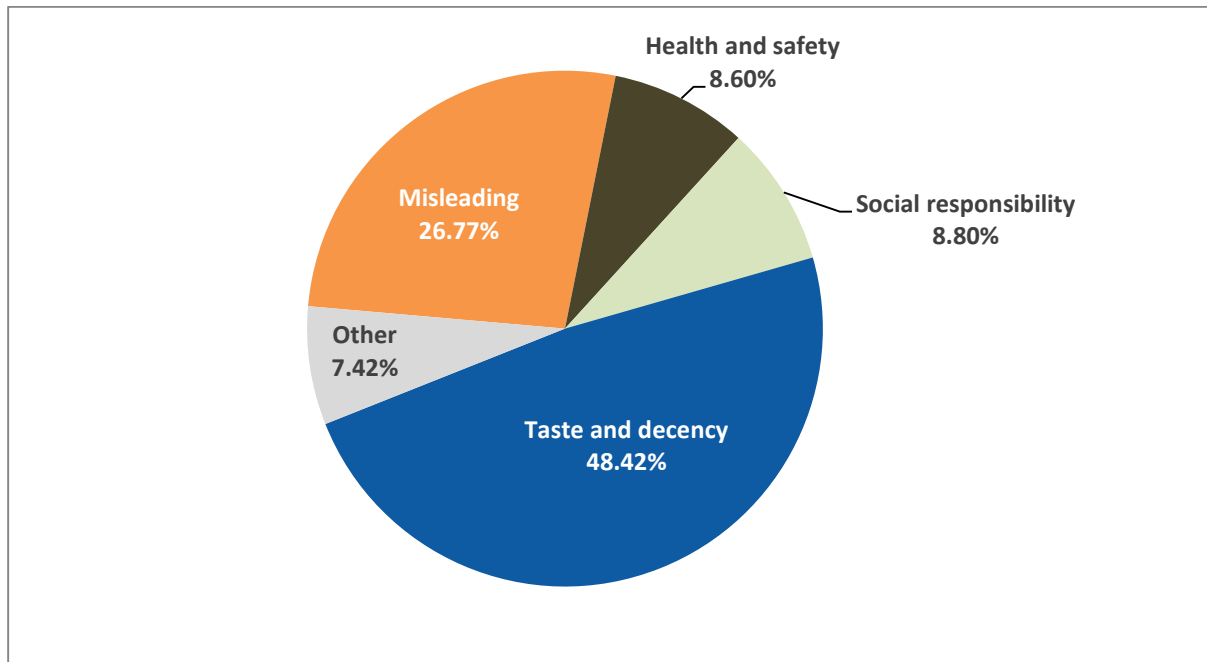


Source: EASA SRO member statistics 2012

²⁶ Except Italy (IAP), the Netherlands (SRC) and Switzerland (CSL).

1.9.3 Advertising for the financial/banking sector

Figure 22: Percentage of the reasons for complaints for advertising for financial services in 2012 based on data from all European SROs²⁷



Source: EASA SRO member statistics 2012

As previously explained complaints about marketing communications regarding the financial and banking sector increased in 2012 compared to 2011. 5,434 complaints, with a European mean average of 5.70% were lodged with advertising self-regulatory organisations in 2012.

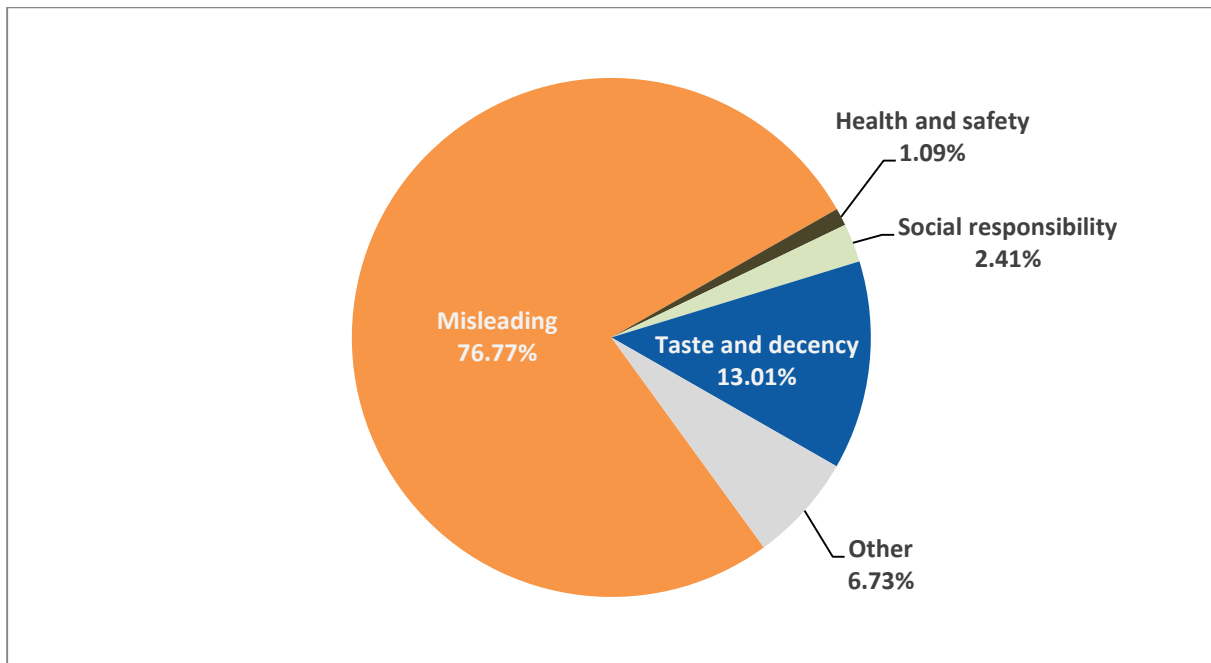
Almost half of the complaints about advertising for financial services (48.42%) related to taste and decency issues. This can be explained by the most complained about ad in 2012 which originated in the UK and related to a financial services comparison website which was considered to be offensive.

The remaining half of the complaints about financial services concerned misleading advertising (26.77%), social responsibility (8.80%), health and safety (8.60%) and other issues (7.42%)

²⁷ Except Switzerland (CSL), Italy (IAP), Netherlands (SRC)

1.9.4 Advertising for telecommunications

Figure 23: Percentage of the reasons for complaints for advertising of telecoms and internet in 2012 based on data from all European SROs²⁸



Source: EASA SRO member statistics 2012

The analysis of the complaints about advertising for products and services has revealed that telecommunication services are the most complained about sector in Europe with 4,881 complaints or an average of 11.53%.

The overwhelming majority of these complaints (76.77%) related to misleading advertising and it could be concluded that in comparison with other sectors, a large number of ads for telecommunications services are perceived by the general public and others as being misleading. The complaint numbers indicate that the ads for this sector are indeed problematic in terms of transparency and that the information in their commercial communications is often regarded as being misleading.

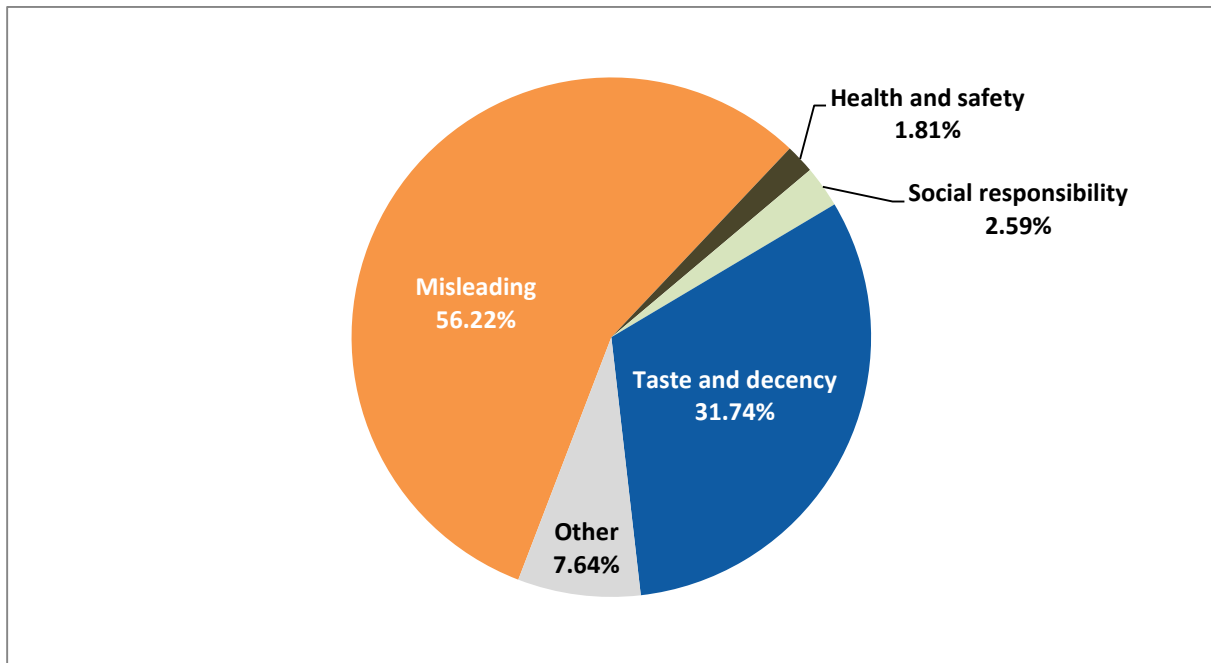
²⁸ Except France (ARPP), Italy (IAP), the Netherlands (SRC), Switzerland (CSL).

1.9.5 Advertising for airlines

In 2012, 1,123 complaints were lodged against advertisements related to transport services. Advertisements for airline services accounted for nearly 727 of these complaints.

More than a half of the complaints about airline services (56.22%) related to misleading advertising, while 31.74% concerned taste and decency issues.

Figure 24: Percentage of the reasons for complaints for airline advertising in 2012 based on data from all European SROs²⁹



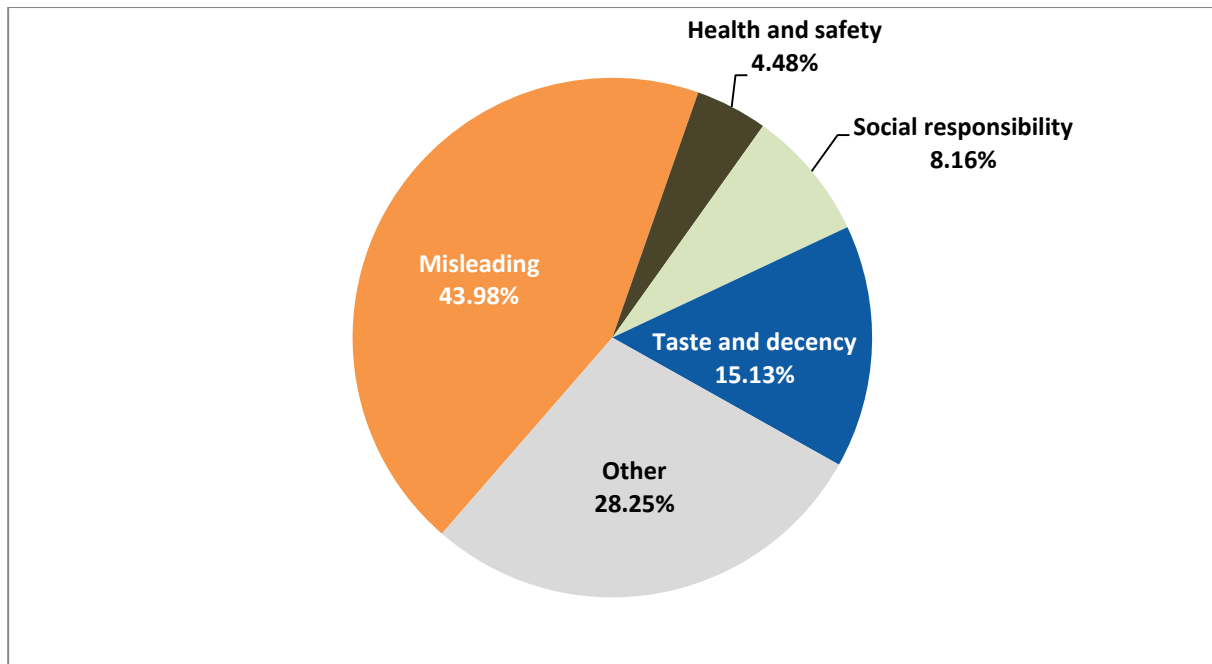
Source: EASA SRO member statistics 2012

²⁹ Except Italy (IAP) and the Netherlands (SRC).

1.9.6 Advertising for cars and motorised vehicles

Complaints classified under the heading 'motorised vehicles' amounted to 1,689 in 2012 which, on average, equates to 5.11%. Of the 1,689 complaints reported by the SROs, 43.98% concerned misleading claims or information, such as greenwashing (2.21%) or misleading CO₂ information (9.45%). A further 15.13% concerned taste and decency objections.

Figure 25: Percentage of the reasons for complaints for car advertising in 2012 based on data from all European SROs³⁰

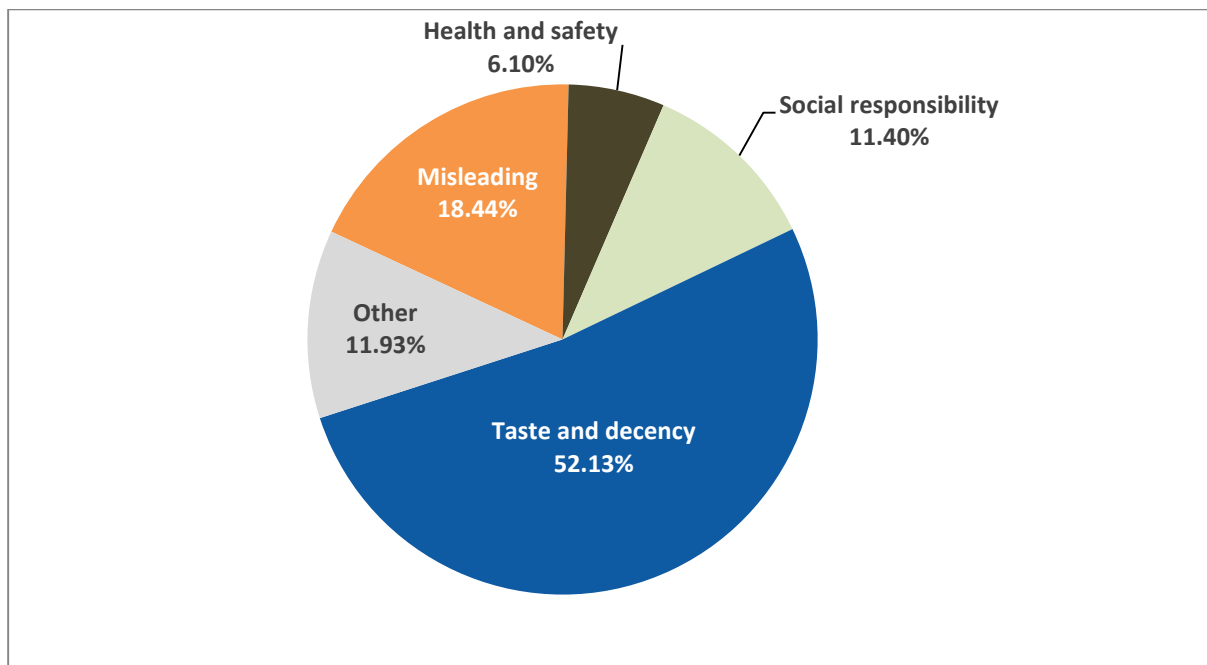


Source: EASA SRO member statistics 2012

³⁰ Except Switzerland (CSL), Italy (ARPP) and the Netherlands (SRC).

1.9.7 Advertising for gambling services

Figure 26: Percentage of the reasons for complaints for advertising of gambling services in 2012 based on data from all European SROs³¹



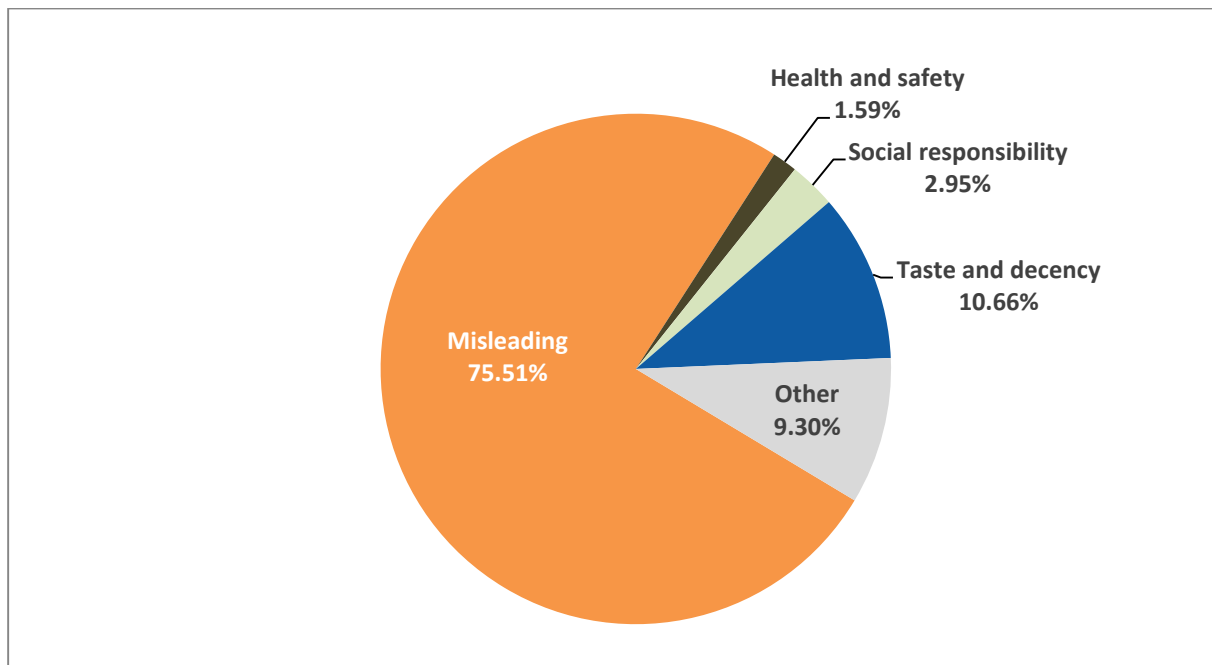
Source: EASA SRO member statistics 2012

In 2012, SROs received 2,005 complaints about advertisements for gambling and lotteries which equates to an average of 3.84%. The majority of these complaints related to taste and decency issues (52.13%). A further 18.44% concerned misleading advertising while 11.40% concerned socially irresponsible ads. Health and safety issues were the reason for complaints in 6.10% of the complaints about gambling services.

³¹ Except Italy (IAP), the Netherlands and Switzerland (CSL)

1.9.8 Advertising for cosmetics

Figure 27: Percentage of the reasons for complaints for advertising of cosmetics in 2012 based on data from all European SROs



Source: EASA SRO member statistics 2012

In 2012, 6.63% of total number of complaints received related to health and beauty products. The majority of complaints about health and beauty products concerned cosmetics advertising.

The majority of complaints about cosmetics advertising were lodged due to misleading claims or information. A further 47 complaints (10.66%) concerned taste and decency issues. A small number of complaints related to social responsibility (2.95%) and health and safety issues (1.59%).

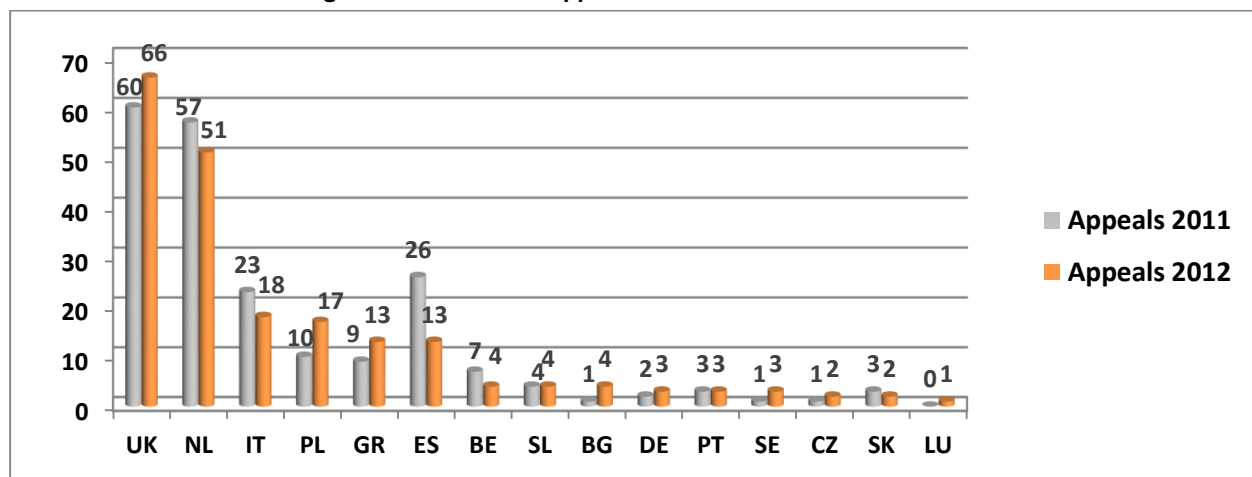
1.10 Appeals

204 appeals were requested in 2012. This means 20% decrease compared to 2011.

Complainants and advertisers are both able to request a review of the complaints committee's decision, for example, on the basis of new evidence. Appeals are normally considered by a different body from the jury which reached the original decision.

European self-regulatory organisations received a total of 204 appeal requests following decisions taken by complaints committees in 2012. The graph below illustrates the number of appeals per country in 2012 in comparison to the 2011 figures. The majority of appeals were submitted for competition reasons, by advertisers whose advertisements were found to be in breach of the Code, as opposed to complainants' appeals.

Figure 28: Number of appeals received in 2011 and 2012³²



Source: EASA SRO member statistics 2012

It is worth mentioning that in Poland the total number of appeals increased by 70% because the Polish SRO optimised the way that it communicates the right to file an appeal to the advertiser and the complainant.

The Greek SRO received 44% more appeal requests in 2012 compared to 2011. This increase can be explained by a change in competitors' behaviour due to economic crisis that resulted in them filing an appeal even when there was no basis of new evidence that would lead to a different outcome.

³² Except Germany (WBZ).

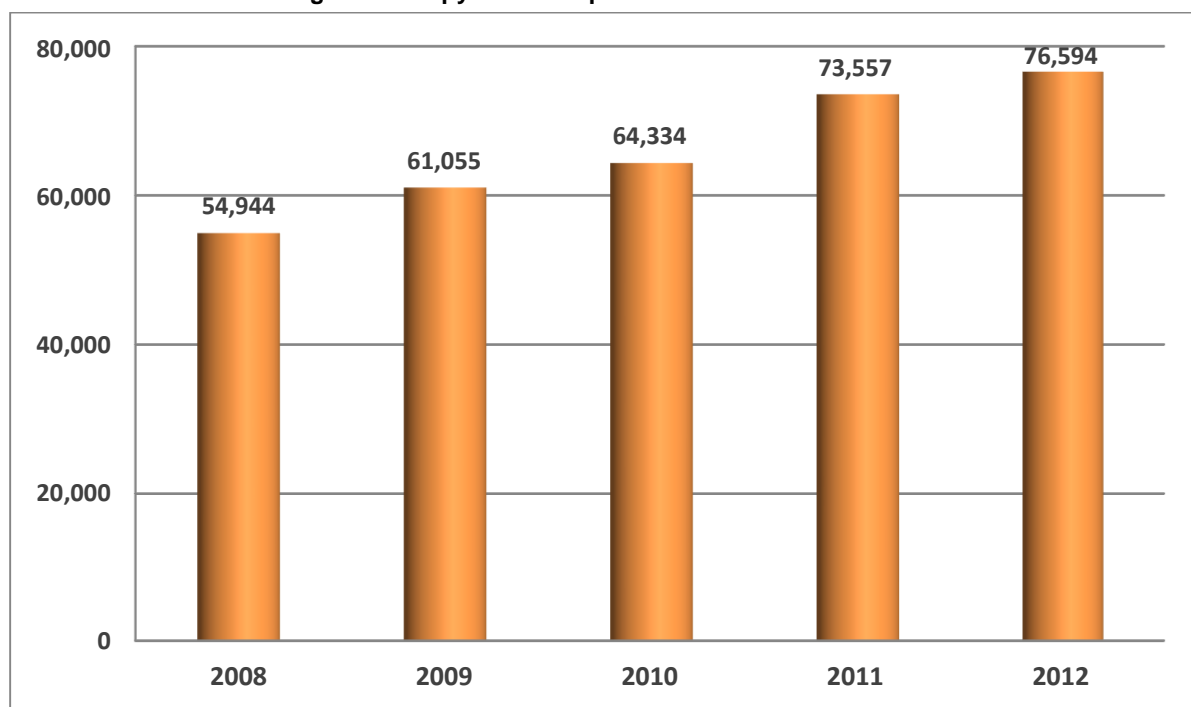
2 Copy advice requests

*Copy advice requests continued to increase over the last years.
Most of them are being handled in less than three days.*

In 2012, 24 SROs provided copy advice. The German DW, the Romanian RAC, as well as Luxembourg's CLEP started offering this service in 2009 while the Bulgarian SRO started in 2011. In 2012 the Cypriot SRO was established and has offered copy advice since its launch.

When SROs provide this service, companies can be proactive in their advertising campaigns by consulting the SRO in advance, on a non-binding basis, about whether their pre-release ad meets required advertising standards.

Figure 29: Copy advice requests received from 2008 to 2012



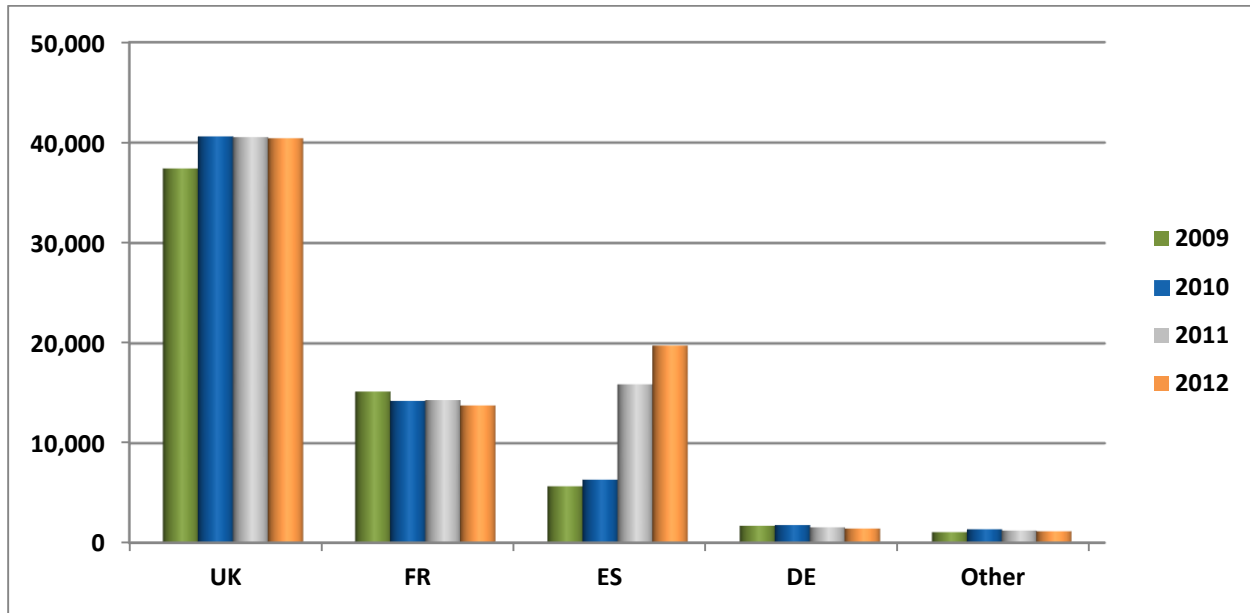
Source: EASA SRO member statistics 2012

Across Europe, EASA's SRO members dealt with a total of 76,594 copy advice requests in 2012. 98.5% (75,446 requests) of the total copy advice requests received across Europe were in France, Germany (WBZ, DW), Spain and the UK.

The number of copy advice requests rose by 4% on the previous year to 76,594 requests in 2012.

It should be noted that in 2011, Spain saw a significant increase in the number of copy advice requests. The major reason behind this increase is the submission of requests by financial institutions which previously had their ads cleared by the Bank of Spain.

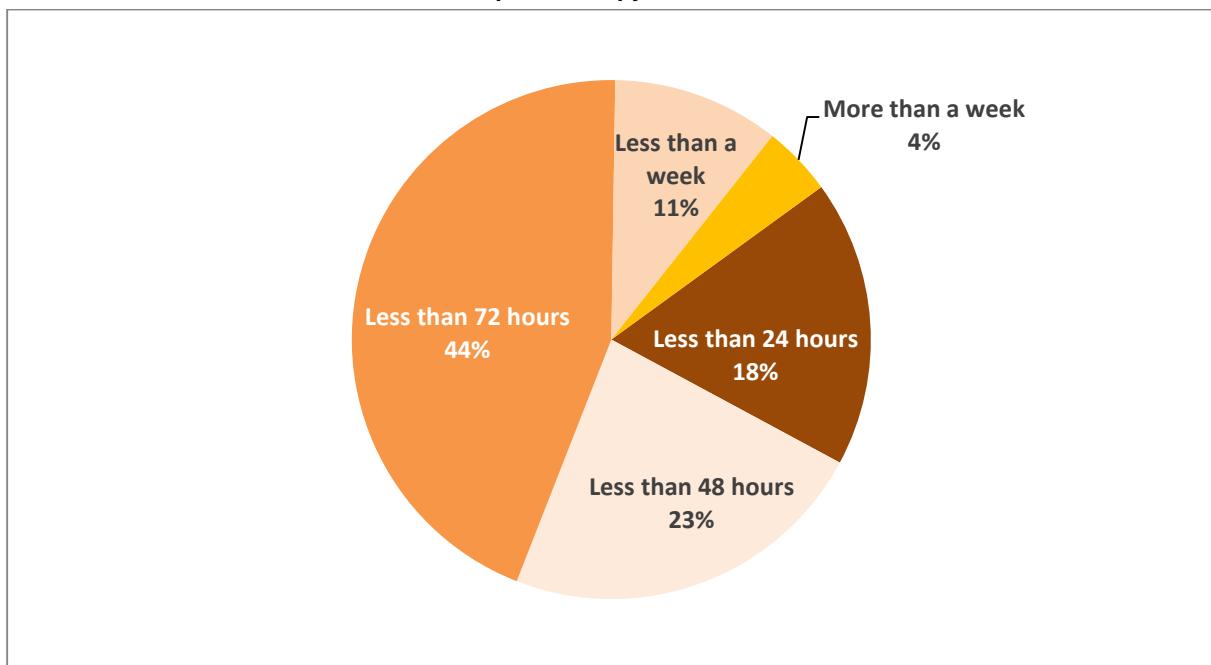
Figure 30: Copy advice requests from 2009 to 2012



Source: EASA SRO member statistics 2012

The analysis of the length of time needed for SROs³³ to provide copy advice in 2012 reveals that 44% of the requests were resolved within 72 hours, 23% of the requests in less than two days and 11% in less than a week. Only 4% of the copy advice requests dealt with by the SROs took more than a week to resolve.

Figure 31: Speed in the handling of copy advice requests in 2012 based in data from all European SROs that provide copy advice



Source: EASA SRO member statistics 2012

³³ Except France (ARPP) and the UK (ASA).

Table 7: Copy advice request per country from 2009 to 2012

Country/SRO	Rank in 2009	Copy advice requests in 2009	Rank in 2010	Copy advice requests in 2010	Rank in 2011	Copy advice requests in 2011	Rank in 2012	Copy advice requests in 2012
UK								
ASA	1	8,000*	1	7,445	1	8,600	1	6,979
Clearcast		29,428		33,172		31,944		33,460
Total		37,428*		40,617		40,544		40,439
Spain								
AUTOCONTROL	3	5,675	3	6,336	2	15,915	2	19,789
France								
ARPP	2	15,195	2	14,258	3	14,335	3	13,798
Germany								
DW	4	16	4	41	4	21	4	23
WBZ		1,700*		1,736		1,522		1,397
Total		1,716*		1,777		1,543		1,420
Hungary								
ÖRT	5	571	5	799	5	782	5	707
Italy								
IAP	6	139	6	183	6	127	6	111
Turkey								
RÖK	7	96	7	86	7	86	7	98
Ireland								
ASAI	8	67	8	81	8	83	8	45
Portugal								
ICAP	10	51	9	73	10	32	9	36
Belgium								
JEP	9	52	10	39	9	36	10	23
Bulgaria								
NCSR				N/A	16	3	10	23
Romania								
RAC	15	6	12	18	12	13	11	20
Cyprus								
CARO	N/A	No SRO	N/A	No SRO	N/A	No SRO	12	19
Poland								
RR	14	7	11	28	11	21	13	18

Country/SRO	Rank in 2009	Copy advice requests in 2009	Rank in 2010	Copy advice requests in 2010	Rank in 2011	Copy advice requests in 2011	Rank in 2012	Copy advice requests in 2012
Slovenia								
SOZ	13	11	13	15	13	12	14	15
Greece								
SEE	16	5	16	3	14	8	15	11
Czech Republic								
CRPR	12	13	14	9	15	6	15	6
Netherlands								
SRC	N/A	N/A	N/A	N/A	16	3	16	5
Austria								
OWR	17	3	15	7	17	2	17	4
Lithuania								
LRB	18	0	18	0	16	3	17	4
Slovak Republic								
SRPR	18	0	16	3	18	1	18	2
Luxembourg								
CLEP	18	0	18	0	18	1	19	1
Finland								
MEN	18	0	17	2	18	1	20	0
Sweden								
RO (incl. other SR bodies)	11	20	18	0	19	0	20	0

Source: EASA SRO member statistics 2012

2.1 Copy advice for international campaigns

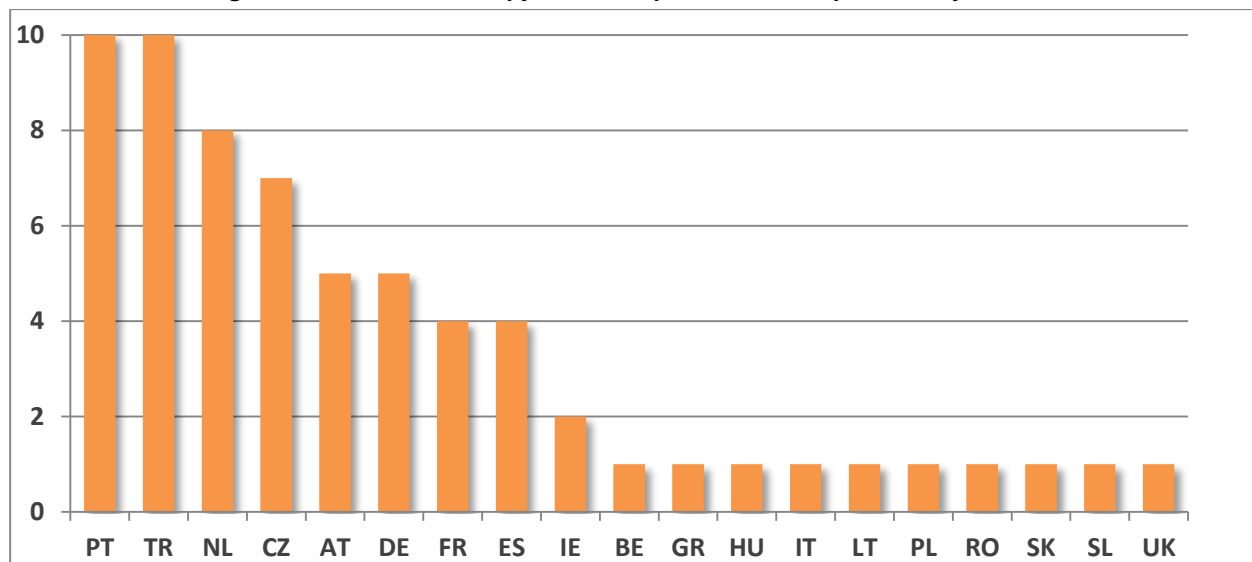
The European Copy Advice Facility was launched in November 2009 by EASA and Clearcast to facilitate the communication between advertisers, agencies and the media with self-regulatory organisations throughout Europe. Since then, the facility has been expanded to include also non-European advertising self-regulatory organisations.

The facility allows advertisers, agencies and the media to seek copy advice in a different country from their own as well as in multiple countries at the same time. 21 countries were linked to this facility in 2012. The type of advice that can be sought from this online one-stop shop includes advice on whether an ad is compliant with the local advertising code in the country they asked the advice from. Users can also use the facility to ask for pre-clearance in those countries that provide it. For more information, please visit: www.ad-advice.org

The graph illustrates the number of copy advice requests received by self-regulatory organisations through the copy advice facility in 2012. 65 advice requests were received in total with the Portuguese and Turkish self-regulatory bodies receiving the highest number of requests (10 copy advice requests per organisation), followed by the Dutch self-regulatory organisation, SRC (8 copy advice requests).

The total number of copy advice requests in 2012 decreased by half compared to 2011, returning to 2010 levels. The vast majority of requests were submitted by the US and France where 45 and 21 companies respectively used the online facility in order to seek copy advice. Advertising professionals based in the United Kingdom, Denmark and Italy also consulted one or more European self-regulatory organisations before the release of their advertising campaign. 8 % of the requests were submitted to more than one country/SRO.

Figure 32: International copy advice requests received per country in 2012



Source: Clearcast

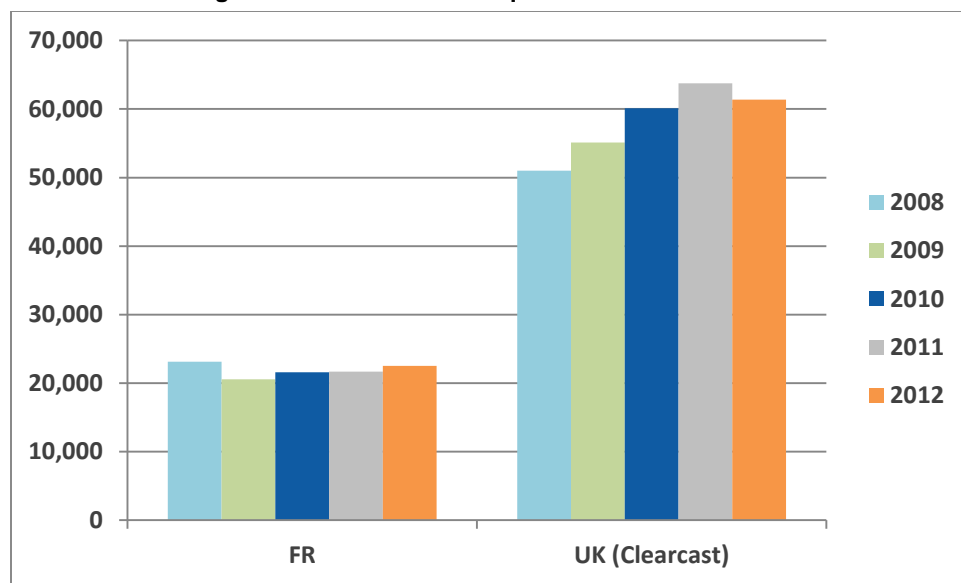
3 Pre-clearance requests

83,888 ads were pre-cleared in 2012.

In some countries, certain categories of advertising, e.g. television and radio advertising or advertisements for alcohol, are subject to compulsory pre-clearance. This means that advertisements in those categories must be assessed by the advertising self-regulatory organisation (SRO) for compliance with the relevant statutory or self-regulatory code before they can be broadcast or published.

In 2012, a total of 22,529 television ads were reviewed by the ARPP in France, and 61,359 by Clearcast in the UK, amounting to 83,888 ads reviewed in total.

Figure 33: Pre-clearance requests from 2008 to 2012



Source: EASA SRO member statistics 2012

Annex A: How an advertising self-regulatory system works

Because advertising self-regulatory organisations around the world operate within different regulatory, cultural and societal contexts, it is only possible to provide in this publication only a rough overview on how an SR system works in general. Readers seeking more specific information of the different national systems should consult EASA's Blue Book: Advertising self-regulation in Europe and beyond, 6th edition, April 2010, available for purchase via the EASA website: www.easa-alliance.org.

Basic elements of a self-regulatory system

A self-regulatory system consists of two basic elements:

- a code of standards or set of guiding principles governing the content of advertisements;
- a system for the adoption, review and application of the code or principles.

The self-regulatory code or principles

The self-regulatory code or principles govern the content of advertisements. While individual national self-regulatory codes differ to meet identified needs, most are based on the Consolidated Code of Advertising and Marketing Communications Practice of the International Chamber of Commerce (the Consolidated ICC Code) and incorporate its basic principles. These require all advertising to be legal, decent, honest and truthful, prepared with a due sense of social responsibility and conforming to the principles of fair competition.

The national code or principles apply to all forms of advertising. Additionally many SROs also ensure that advertising for products in a particular sector complies with a code which relates specifically to that sector. For example, specific codes may apply to alcohol beverages, to food, to cars etc. These codes are drawn up by the sectors concerned and their implementation is negotiated with the SRO.

Applying and interpreting the code

Practical application of the code to individual advertisements may occur either before or after publication. Where it occurs before publication, either in the form of copy advice or, more rarely, pre-clearance, this is often the responsibility of the permanent secretariat of the SRO; alternatively, it may be carried out by a specially constituted committee or by the complaints committee.

The complaints committee/jury

Application of the code after publication usually results from a complaint, either from a competitor or from the general public. The SRO may also initiate a case against an advertisement as a result of an apparent breach identified during monitoring activities.

Complaints are usually adjudicated by the complaints committee, typically after initial assessment by the secretariat to ensure that they fall within the scope of the code.

The complaints committee or, as it is sometimes called, the jury, is responsible for authoritative interpretations of the code. It considers cases referred to it by the secretariat where a breach of

the code is alleged. In some systems all complaints are referred to the complaints committee, while in others straightforward or non-contentious cases are dealt with by the secretariat and only disputed or uncertain cases are referred to the committee.

A complaints committee usually includes in its membership senior representatives of the three different parts of the advertising industry. In Europe, the majority of the complaints committee's members tend to be academics, consumer representatives and professionals from outside the advertising industry rather than advertising practitioners. The complaints committee's chairman is in most cases independent and might, for example, be a retired judge, an eminent lawyer or a retired public servant.

If the complaints committee concludes that a complaint is justified, it must then decide upon appropriate action, i.e. the immediate withdrawal or amendment of the advertisement.

Sanctions

Because self-regulation means more than just self-restraint on the part of individual companies, it must have sanctions at its disposal, i.e. ways and means of enforcing compliance on those who breach the industry's rules. A complaints committee will normally require an advertisement found to be in breach of the code to be immediately amended or withdrawn. Moreover, the decisions of the complaint committee are usually published. This adverse publicity, as well as being an embarrassment for the advertiser concerned, can also be instructive for other advertisers.

Self-regulation has the support of the advertising industry, so advertisers will usually comply with the decision of the complaints committee even if they do not agree with it. If an advertiser does not voluntarily withdraw the offending advertisement, the SRO will ask the media to stop or refuse it.

In the unusual case of an advertiser who repeatedly refuses to amend or withdraw advertisements found to breach the code, other sanctions may be employed. They range from the imposition of compulsory pre-clearance of future advertisements to encouraging the withdrawal of trading privileges or expulsion from membership of the SRO itself or other trade associations.

On those rare occasions where all other measures fail, advertisers who have repeatedly and knowingly breached the code may be referred to the statutory authorities, who may bring legal proceedings against them.

The appeals jury

To ensure fairness, most self-regulatory systems include an appeals procedure, in cases where either the complainant or the advertiser whose advertisement has been complained about wishes to challenge the complaint committee's decision, for example on the basis of new evidence. Appeals are normally considered by a different body from the jury which reached the original decision.

The importance of impartiality

To be credible and retain public confidence, self-regulation must be impartial. The very fact that it is likely to be suspected of bias makes rigorous impartiality all the more essential. Certainly self-regulation helps to safeguard the long-term interests of the advertising industry, but it does so by ensuring high standards and protecting consumers. SROs are independent: their purpose is not to protect the interests of individual advertisers, agencies or media, but to uphold advertising standards, for the benefit of the whole industry. Although the codes are written by the industry, their stance is impartial and the procedures of the complaints committees which apply them are designed to be impartial and unbiased. Furthermore, many SROs consult external stakeholders as part of the process of drafting or revising their codes, as well as including non-industry representatives in their complaints committee.

Annex B: Definitions of terms and complaint categories

General definitions

Complaint

A complaint is defined as an expression of concern about an advertisement by a member of the general public, a competitor or an interest group etc. which requires a response. One complaint is defined as one or several different concerns about one advertisement by the same complainant.

Case

A case is defined as an advertisement subject to assessment/investigation by the SRO jury. Cases include assessments and decisions taken by all competent SRO bodies, such as the SRO council/jury, the SRO complaints committee or the SRO secretariat

Copy advice

Advice on (a) proposed advertisement(s) provided by a self-regulatory body, usually on a non-binding basis, as to whether or not it is compliant with the local advertising code.

Pre-clearance

Examination of an advertisement by a self-regulatory body or another body/institution as a compulsory precondition of publication or transmission.

Ban

A complete ban on advertising of the product/ issue concerned usually made by law.

Restriction

There are codes/ laws in place which significantly affect the advertising of the product/issue concerned.

Case handling duration

The time lapsed from receipt of the complaint, until the decision is made effective.

SR Code

The self-regulatory (SR) Code is a set of rules governing the content of advertising.

Own-initiative investigation (SRO)

Examination of advertisements by an SRO jury following the flagging of these ads by the SRO secretariat, e.g. through a monitoring exercise.

Appeal

Challenge to the complaints committee's decision either by the complainant or the advertiser, for example on the basis of new evidence. Appeals are normally considered by a different body from the jury which reached the original decision.

Complainants

Member of the general public

Person to whom an advertisement is addressed or who can reasonably be expected to be reached by it.

Consumer organisations

Consumer organisations are supposed to represent the interest of consumers in general, or may work on specific interests, such as furs, alcohol, food etc.

Competitors

Complaint from a professional or an industry source (usually but not necessarily a competitor of the advertiser).

Outcomes of complaints

Upheld

Complaints that are investigated by the SRO and adjudicated by the SRO jury are upheld if the jury decides that the marketing communication does breach the advertising codes. Subsequently the advertiser is asked to withdraw or change the advertisement to ensure it complies with the rules.

Not upheld

Complaints that are investigated by the SRO and adjudicated by the SRO jury are not upheld if the jury decides that the marketing communication does not breach the advertising codes. No further action is taken.

Not pursued/not investigated

A complaint is not pursued if the SRO considers that there is no basis for investigation (e.g. the concern of the complainant would not be shared by most people) and subsequently dismisses the complaint; or where not enough information was provided by the complainant or the requirements of complaint submission were not met.

Resolved informally

When a minor or clear-cut breach of the self-regulatory codes has been made, the SRO may decide to resolve the complaint informally, i.e. the marketer agrees to change or withdraw its marketing communication straight away.

Transferred to appropriate authority

For example, complaints that have been transferred to the appropriate legal backstop.

Out of remit

A complaint falls out of remit if either the complaint or the marketing communication falls outside the scope of the self-regulatory code (e.g. the complaint is about the product advertised and not the advertisement as such). However, the SRO might decide to forward the complaint to another complaint handling body for action.

Media

Audiovisual media services

An "audiovisual media service" is a service provided by a media service provider. This service can either be a linear programme with a programme schedule (on TV or over the internet as IPTV) or an on-demand service (video on demand or catch-up TV).

Such services must come under the editorial responsibility of a media service providing programmes for the general public. This definition covers TV programmes and on-demand catalogues of TV-like content, as well as commercial audiovisual communication (advertising, in other words) but does not apply to any non-economic activity like non-commercial blogs, any form of private correspondence nor radio. Platforms for the exchange of user generated content, such as YouTube, do not fall within the scope of the AVMS Directive provided that there is no editorial control over the selection of programmes for a broadcast schedule or an on demand catalogue.

Cinema

Any advertising shown at movie theatres.

Digital marketing communications

Digital marketing communications cover advertisements in non-broadcast electronic media, including online advertisements in paid-for space (e.g. banner and pop-up advertisements). The media concerned are all interactive media and electronic networks such as the World Wide Web and online services, SMS (Short Messaging Service between phones) and MMS (Multi Media Service between phones).

Display ads

Display advertising appear on web pages in many forms, including web banners, pop-up ads, pop-under ads, skyscrapers etc. These ads can consist of static or animated images, as well as interactive media that may include audio and video elements.

(Online) in-game advertising (IGA)

Refers to the use of computer and video games as a medium in which to deliver advertising.

Paid search advertising

Online advertisements that show results from search engine queries. Search advertisements are targeted to match key search terms (keywords).

Marketer generated or endorsed virals

Any advertisement that is propagated by members of the general public via e-mail, sms, mms or using social networking services etc. and that has been either generated or endorsed by the marketer. It does not include user-generated virals.

Marketer-owned websites

Any marketing communication featured on the website owned by the marketer (i.e. a website of a brand, company, organisation etc).

Direct marketing

Direct marketing comprises all communication activities with the intention of offering goods or services or transmitting commercial messages presented in any medium aimed at informing and/or soliciting a response from the addressee, as well as any service directly related thereto. Direct marketing does not include unaddressed mail (e.g. leaflets).

Outdoor

(i.e. billboards/posters/ digital outdoor)

Posters and other promotional media in public places, including moving images.

Radio

Covers radio broadcasts, both analogue, digital, as well as via the Internet.

Teleshopping

Teleshopping includes direct response television, radio and internet commercials which generally feature a phone number or website. Teleshopping is also known as paid programming or infomercials.

Sponsorship

Any commercial agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party, contractually provides financing or other support in order to establish an association between the sponsor's image, brands or products and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits.

Nature of the complaints

Misleading advertising

Misleading advertising refers to any claim, whether made expressly, by implication or omission, likely to lead members of the general public to suppose that the advertised goods or services, or the conditions (including price) under which they are offered, are materially different from what is in fact the case.

A marketing communication should not contain any statement, or audio or visual treatment which, directly or by implication, omission, ambiguity or exaggeration, is likely to mislead a member of the general public.

Social responsibility

Discrimination/denigration

A marketing communication should respect human dignity and should not incite or condone any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation.

A marketing communication should not denigrate any person or group of persons, firm, organisation, industrial or commercial activity, profession or product, or seek to bring it or them into public contempt or ridicule.

Exploitation of credulity or inexperience

Advertisements should be so framed as not to abuse the trust of people or exploit their lack of experience or knowledge. Especially advertisements directed to children should not abuse their credulity and inexperience.

Play on fear/violence

A marketing communication should not without justifiable reason play on fear or exploit misfortune or suffering. A marketing communication should not appear to condone or incite violent, unlawful or anti-social behaviour. A marketing communication should not play on superstition.

Inappropriate for children (social values)

A marketing communication should not suggest that possession or use of the promoted product will give a child or young person physical, psychological or social advantages over other children or young people, or that not possessing the product will have the opposite effect.

A marketing communication should not undermine the authority, responsibility, judgment or tastes of parents, having regard to relevant social and cultural values. A marketing communication should not include any direct appeal to children and young people to persuade their parents or other adults to buy products for them.

Prices should not be presented in such a way as to lead children and young people to an unrealistic perception of the cost or value of the product, for example by minimising them. A marketing communication should not imply that the product being promoted is immediately within the reach of every family budget.

Marketing communications which invite children and young people to contact the marketer should encourage them to obtain the permission of a parent or other appropriate adult if any cost, including that of a communication, is involved.

Health and safety

Advertisements should not without reason, justifiable on educational or social grounds, contain any visual presentation or any description of dangerous practices or of situations which show a disregard for safety or health.

Taste and decency

Advertisements should not contain statements or visual presentations which offend prevailing standards of decency.

Offensiveness

Any statement or visual presentation likely to cause profound or widespread offence to those likely to be reached by it, irrespective of whether or not it is addressed to them. This includes shocking images or claims used merely to attract attention.

Portrayal of gender

Advertising should not contain any sexually offensive material and should avoid any textual material or verbal statements of a sexual nature which could be degrading to women or men. Furthermore advertising should not be hostile or discriminatory toward a certain gender and should not use any material which calls into question the equality of the sexes.

Inappropriate for children (Taste and decency)

Advertisements likely to cause distress to children or that contain sexual material must not be shown in children's programmes, or in programmes likely to be seen by significant numbers of younger children.

Privacy and data protection

When collecting personal data from individuals, care should be taken to respect and protect their privacy by complying with relevant rules and regulations. Collection of data and notice When personal information is collected from consumers, it is essential to ensure that the individuals concerned are aware of the purpose of the collection and of any intention to transfer the data to a third party for that third party's marketing purposes. (Third parties do not include agents or others who provide technical or operational support to the marketer and who do not use or disclose personal information for any other purpose.) It is best to inform the individual at the time of collection; when it is not possible to do so this should be done as soon as possible thereafter.

OBA ads

Online Behavioural Advertising means the collection of data from a particular computer or device regarding web viewing behaviours over time and across multiple web domains not under Common Control for the purpose of using such data to predict web user preferences or interests to deliver online advertising to that particular computer or device based on the preferences or interests inferred from such web viewing behaviours. Online Behavioural Advertising does not include the activities of Web Site Operators (First Party), Ad Delivery or Ad Reporting, or contextual advertising (e.g. advertising based on the content of the web page being visited, a consumer's current visit to a web page, or a search query).

Denigration of competitors

Advertisements should not make incorrect, false, unduly announcements to give bad effects to reputation, financial situation, business activities in goods and services of competitors of getting a competitive edge.

Products

Alcohol beverages

Alcohol drinks are those that exceed 1.2% alcohol by volume.

Furniture and household goods

a) Furniture and furnishings for the home and outdoors such as carpets and other floor coverings, household textiles, glassware, tableware and household utensils, etc.

b) Cleaning and maintenance products include articles for cleaning and non-durable household articles such as washing powders, washing liquids, detergents, softeners, conditioners, waxes, polishes, dyes, disinfectants, insecticides, fungicides and distilled water, etc.

c) Household appliances such as cookers, ranges, ovens and micro-wave ovens, refrigerators, freezers and fridge-freezers, washing-machines, dryers, drying cabinets, dishwashers, air conditioners, toasters and grills, hotplates, etc.

Electronic and information communication technology (ICT) goods

a) ICT goods: ICT goods are those that are either intended to fulfil the function of information processing and communication by electronic means, including transmission and display, or

which use electronic processing to detect, measure and/or record physical phenomena, or to control a physical process; covers delivery, installation and repair where applicable.

Examples: personal computers, printers and scanners, games consoles, portable games players, software (in physical or downloaded form), laptops, notebooks and tablet PCs, PDA's and smart phones, mobile and fixed phone devices, telefax machines, telephone answering-machines, modems and decoders, global positioning systems (GPS).

b) Electronic goods (non-ICT/recreational):_Equipment for the reception, recording and reproduction of sound and pictures (audio and video systems); photographic and cinematographic equipment and optical instruments; recording media; covers delivery, installation and repair where applicable.

Examples: DVD players-recorders, VCRs, TVs, CD, HI-FI, media players,mp3 players, radios, cameras, photographic equipment, CDs (blank), DVDs (blank), calculators.

Cars and motorised vehicles

This includes new cars, second hand cars and other personal means of transport including bicycles, trailers, boats etc) as well as spares and accessories for vehicles.

Health and beauty

a) Prescribed medication includes medicines that are purchased with a prescription and are used by humans for health purposes such as the cure, mitigation, treatment, or prevention of a disease as well as alternative medicine sold with a prescription.

b) Over-the-counter medication include medicines that are purchased without a prescription and are used by humans for health purposes such as the cure, mitigation, treatment, or prevention of a disease, alternative medicine sold over-the-counter.

c) Cosmetics include articles for personal hygiene such as toilet soap, medicinal soap, cleansing oil and milk, shaving soap, shaving cream and foam, toothpaste, etc as well as beauty products, for example: nail varnish, make-up and make-up removal products, hair lotions, after-shave products, sun-bathing products, perfumes and toilet waters, deodorants, bath products, etc.

d) Toiletries for personal care includes appliances for personal care, for example: razors and hair trimmers and lades, scissors, combs, shaving brushes, hairbrushes, toothbrushes, nail brushes personal weighing machines etc as well as other goods for personal care and personal hygiene, for example: paper handkerchiefs, cotton wool, cotton buds, sponges, etc.

Retail

Refers to supermarkets, department stores and other retailers.

Books, magazines, newspapers, stationery

Including books, atlases, dictionaries, encyclopaedias, text books, guidebooks and musical scores, catalogues, writing pads, envelopes, pens, pencils, fountain pens, ball-point pens, felt-tip pens, inks, erasers, pencil sharpeners, paper scissors, office glues and adhesives, staplers and staples, paper clips, etc.

Toys

A toy is defined as any product or material designed or clearly intended for use in play by children of less than 14 years of age.

Services

Real estate services

Including services of estate agents, property managers and letting agents, house valuation and related services,

House maintenance and improvement services

Including maintenance, improvement and repair of dwellings includes roofing, decorator services, floor coverings, carpenters, painters, wall coating, plumbers, central heating, electrical services and installations, bricklayers, glaziers, gardeners, insulation, etc.

Health and beauty services

Including hairdressing salons, barbers, beauty shops, hair therapy, cosmetic therapy, sun studios, diet clubs/centres, Turkish baths, spas, saunas, solaria, body-care, tattoo, piercing services, etc.

Financial services

Including payment services, services related to borrowing money, a savings account, investments in bonds, securities and other financial assets, including financial instruments or investment products such as funds offered through banks, investments firms and other financial services providers.

Telecommunication services

a) Fix/mobile telephone services such as voice telephone provision, installation of personal telephone equipment, voice telephone provision, subscriptions, voicemail service, roaming services, transmission of data through a mobile telephone device, text messages (sms), multimedia message service (mms).

b) Internet services such as fixed internet provision, mobile internet provision (wireless internet accessible using laptops, netbooks, mobile phones or other similar devices), internet social portals, other internet services e.g. chat rooms, domain name services, pay per view services, e-mail account services.

c) Television services include digital and terrestrial television subscriptions and the related services via cable, satellite or any other medium. For example: modem installation, high definition television, video-on-demand, child lock, television content,

d) The triple play service is a marketing term for the provisioning of the two broadband services, high-speed Internet access and television, and one narrowband service, telephone, over a single broadband connection.

Business directories

A company that publishes contact details of businesses alphabetically or according to field e.g. yellow pages.

Leisure services

c) Entertainment, sports and leisure services include services provided by:

- horse-racing courses, motor-racing circuits, skating rinks, swimming pools, golf courses, gyms, fitness centres, tennis courts, squash courts, bowling alleys, and playground facilities for children;
- cinemas, theatres, opera houses, concert halls, music halls, circuses, sound and light shows,
- museums, libraries, art galleries, exhibitions,
- historic monuments, national parks, zoological and botanical gardens, aquaria, hire of equipment and accessories for culture, such as television sets, video cassettes, etc.,
- fairgrounds and amusement parks,
- sports events,
- ticket-selling services,
- services of musicians, clowns, performers for private entertainments.

Gambling and lotteries

Including online casinos/ gaming sites as well as traditional betting/ gambling, and complaints about ads for official national lotteries and bogus international lotteries.

Education services

Including out-of-school individual or group lessons such as chess, aerobics, dancing, music, skating, skiing, swimming etc. It also includes educational programmes, generally for adults, which do not require any special prior instruction, in particular vocational training and cultural development as well as language, driving instruction and other private courses

Energy, water and combustibles

Including the provision of electricity, water, gas, nuclear and all forms of renewable energy as well as petrol and engine oil.

Employment/business opportunities

Including recruitment services, business opportunities and homework schemes.

Non-commercial

Advertising seeking donations, in cash or kind, or otherwise promoting the interests of charitable or philanthropic bodies and advertising by pressure-groups, NGOs, government departments and local authorities.

Sensitive products (Alcohol beverages)

Safety and drinking patterns

For spirits ads: Please see EFRD Common Standards: art 1 (Misuse), 3 (Drinking and Driving) and 4 (Hazardous Activities, Workplace and Recreation)

For Wine ads: Please see EU Wine Communication Standards: art 2 (Misuse), art 5 (Drinking and driving vehicles and other potential hazardous recreational or work-related activities and 6 (Workplace)

For Beer ads: Please see Responsible Commercial Communications Guidelines for the brewing industry: art 1 (Misuse), art 3 (Driving) and art 4 (Association with hazardous activities).

Sexual and social success

For spirits ads: Please see EFRD Common Standards: art 9 (Social success) and art 10 (Sexual Success)

For Wine ads: Please see EU Wine Communication Standards: art 11 (Social Success) and art 12 (Sexual Aspects)

For Beer ads: Please see Responsible Commercial Communications Guidelines for the brewing industry: art 7.2. (social or sexual success)

Content of appeal to under aged

For spirits ads: Please see EFRD Common Standards: art 2 (Minors): especially art 2.1., 2.4 and 2.5

For Wine ads: Please see EU Wine Communication Standards: art 3 (Minors): especially art A and C

For Beer ads: Please see Responsible Commercial Communications Guidelines for the brewing industry: art 2.1 (Minors)



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