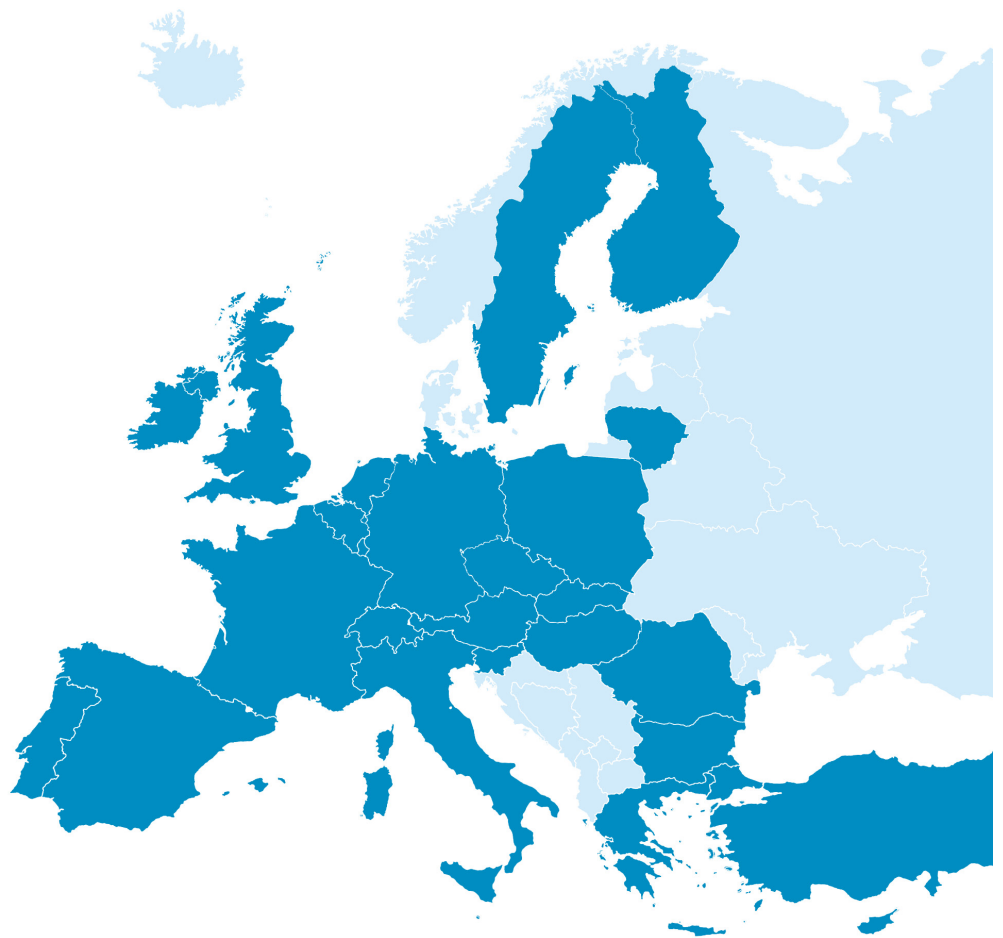


2014

# European Trends in Advertising Complaints, Copy Advice and Pre-clearance



## **EASA**

EASA - the European Advertising Standards Alliance is the single authoritative voice on advertising self-regulation. EASA promotes high ethical standards in commercial communications by means of effective self-regulation, for the benefit of consumers and business in Europe and beyond.

Effective advertising self-regulation helps ensure responsible advertising, meeting consumers' demand for honesty and transparency, regulators' demand for responsibility and engagement and businesses' demand for freedom to operate responsibly. EASA and its members have developed a robust and coherent system of advertising self-regulation that can respond effectively to new challenges.

EASA is not a Self-Regulatory Organisation (SRO) in itself, but acts as a co-ordination point for best practice in the implementation of self-regulation, as well as operational standards for its national SRO members. Part of EASA's role involves coordinating the cross-border complaint mechanism, EASA also collects and analyses top line statistical data on received and resolved complaints, as well as on copy advice requests and pre-clearance from its SRO members each year.

EASA was set up in 1992 to represent national self-regulatory organisations in Europe, in 2004 it developed into a partnership between national advertising SROs and organisations representing the advertising industry. Today, EASA is a network of 54 organisations committed to making sure advertising is legal, decent, honest and truthful. EASA's membership is made up of 38 SROs from Europe and beyond, and 16 advertising industry associations, including advertisers, agencies and the media. EASA is a not-for-profit organisation with a Brussels-based Secretariat. For further information please visit [www.easa-alliance.org](http://www.easa-alliance.org).

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# 1 Key Findings

This report shows the main trends in advertising complaints and requests for copy advice and pre-clearance made throughout 2014<sup>1</sup>.

- 68,988 complaints regarding the content of advertisements were received in 2014 by EASA's 26 European SROs in 25 countries
- The UK and Germany accounted for 73% of all complaints received in Europe
- 39% of complaints resolved were upheld, 33% were not upheld, while 6% were resolved informally
- Misleading advertising was the most complained about issue
- Advertisements for food, leisure and telecommunication services were the most complained about on average
- Audiovisual Media Services was the most complained about medium on average but online ads received the highest share of complaints
- 158 complaints were cross-border in nature
- 77,889 requests for copy advice were submitted
- 87,960 ads were pre-cleared by the 3 SROs providing this service before going live

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<sup>1</sup> Data was collected by SROs from 01/01/2014 – 31/12/2014 and provided to EASA in 2015.

## 1.1 Methodology

Every year, EASA collects statistical complaint<sup>2</sup> data from the advertising self-regulatory organisations (SROs) in its membership. The present report covers data<sup>3</sup> from 25 SROs in 23 countries of the EU28 as well as SROs in Switzerland and Turkey.

The data collected by EASA identifies the issues which prompted complaints; the product/services sector that generated most complaints and the medium that carried the most complained-about ads. The annual collection and analysis of complaints data are a useful tool in determining and anticipating trends as well as in identifying any problematic sectors or issues.

The number of complaints received by individual SROs can vary greatly. To ensure a better balance, two different methods of data analysis are featured: firstly, the calculation of percentages based on aggregate complaints data and secondly, the calculation of the mean average.

The first method is based on the calculation of the sum of the total complaints resolved by each SRO per issue, product or medium, etc. Subsequently, the percentage has been computed in relation to the total complaints. The second method calculates the mean average of resolved complaints 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 methods: in 2014, 7,523 complaints across Europe concerned ads for retail, which related to 11.45% of the total amount of complaints. However, using the European mean average only 7.17% of the complaints resolved by European SROs concerned this sector.

While the result of the first method can be skewed by countries receiving a large number of complaints (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 ads and only 900 about print ads, while a second SRO resolved 5 complaints about television ads and 25 about press ads, then the numbers of the latter do not carry any weight when the sum is made. Thus, SROs resolving more complaints might dominate the findings.

However, SROs resolving less 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.

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<sup>2</sup> A complaint is defined as an expression of concern about an advertisement by a member of the public, a competitor or an interest group amongst others, which requires a response from an SRO. A complainant can raise one or more concerns about the ad within the same complaint.

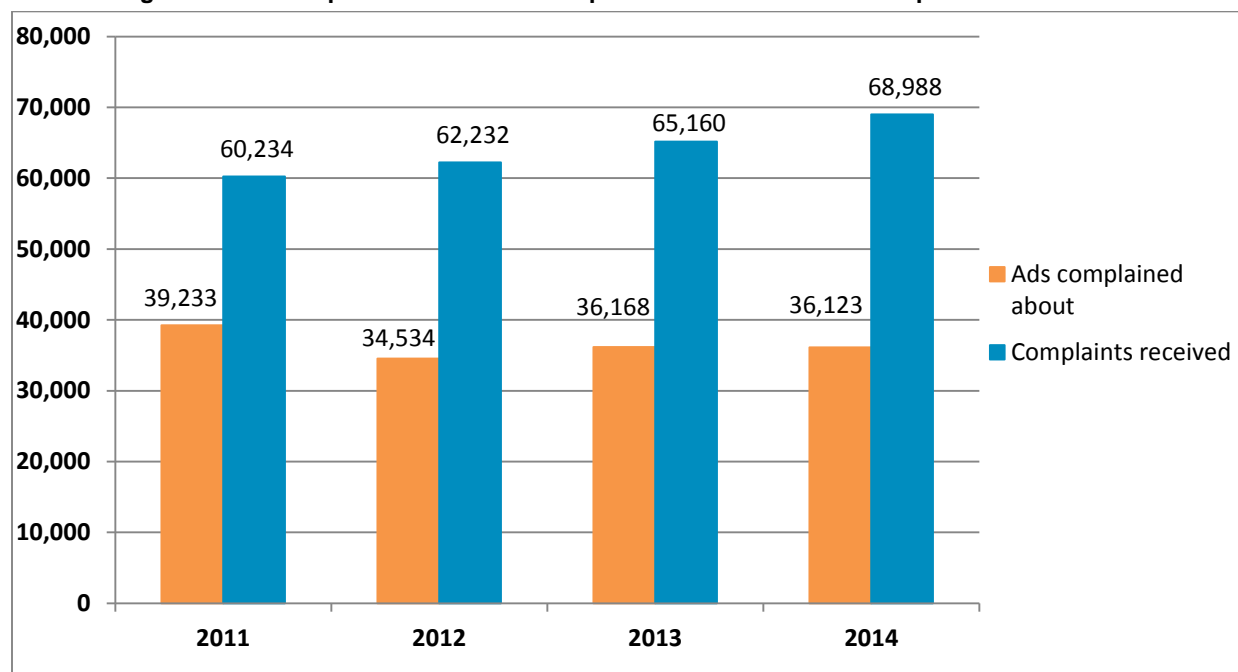
<sup>3</sup> The report covers data on complaints received and handled from 1 January to 31 December 2014.

## 2 Complaints in Europe in 2014

### *68,988 complaints about 36,123 advertisements*

In 2014, EASA's network of European self-regulatory organisations (SROs) received and dealt with a total of 68,988 complaints related to 36,123 advertisements. In addition, 393 own-initiative investigations were conducted.

**Figure 1: Ads complained about and complaints received across Europe from 2011 to 2014**



Source: EASA European SRO member statistics 2014

Since 2011, the number of complaints made to European SROs has been steadily increasing, with 2014 seeing the greatest number of complaints to date. This suggests that European consumers are increasingly aware that they can complain about advertising that they find illegal, misleading, harmful or offensive, and trust in the system to resolve their complaints.

Similarly to the previous years, the UK and Germany continue to account for the majority of complaints received in Europe. In some countries the increase in complaints received was driven by a small minority of advertisements which provoked high levels of complaints. The two most complained about advertisements in Europe in 2014 alone accounted for 11% of all complaints received.

## 2.1 Complaints by Country

Table 1: Complaints per country across Europe from 2011 to 2014

Country/SRO	2011		2012		2013		2014	
	No	Complaints	No	Complaints	No	Complaints	No	Complaints
UK – ASA	1	31,458	1	31,298	1	30,266	1	37,073
DE – WBZ	2	13,148	2	13,100	2	12,730	2	12,130
DE – DWR		900		915		1,350		1,027
DE – Total		14,048		14,015		14,080		13,157
SE – Ro. <sup>4</sup>	4	3,142	4	3,338	5	3,798	3	4,985
NL – SRC	3	3,838	3	4,115	6	3,483	4	3,245
FR – ARPP	10	608	8	625	9	450	5	3,171
PL – RR	7	1,053	5	3,367	4	4,379	6	2,488
IE – ASAI	5	1,402	6	2,275	7	1,231	7	1,394
IT – IAP	13	262	13	236	3	4,851	8	954
AT – ÖWR	12	278	10	347	13	211	9	641
TR – RÖK	9	860	7	826	8	896	10	517
ES – AUTOCONTROL	14	158	14	160	11	256	11	308
BE – JEP	8	980	9	466	10	374	12	213
CH – CSL	11	441	12	297	16	130	13	173
RO – RAC	15	95	16	78	15	135	14	164
SK – SRPR	6	1,195	11	308	12	222	15	156
GR – SEE	17	82	15	105	14	149	16	123
CZ – CRPR	18	70	18	68	17	70	17	66
FI – MEN	16	85	17	75	19	54	18	46
BG – NCSR	17	82	16	78	18	58	19	39
CY – CARO <sup>5</sup>	N/A	N/A	23	8	23	11	20	19
PT – ICAP	20	22	21	19	22	13	21	17
SI – SOZ	21	18	22	12	24	10	21	17
HU – ÖRT	19	40	19	39	21	18	23	12
LT – LRB	22	10	20	26	20	21	24	11
LU – CLEP	23	7	24	1	25	3	25	2

Source: EASA European SRO member statistics 2014

<sup>4</sup> Including other Swedish SR bodies.

<sup>5</sup> Established in 2012.

## 2.2 The Most Complained About Ads

*The two most complained about ads originated in the UK and France*

### The most complained about ad

In 2014, the most complained about advertisement in Europe originated in the UK. The UK SRO, ASA, received 5,525 complaints about one press advertisement for Paddy Power plc, an Irish online betting platform.

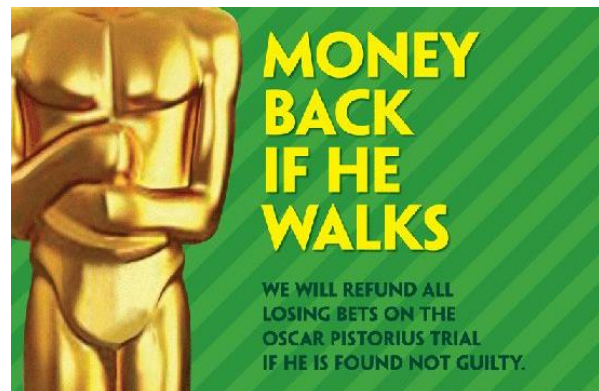
- Press ad
- 5,525 complaints
- Upheld

The national press advertisement for Paddy Power plc offered incentives to bet on the outcome of Oscar Pistorius's murder trial. At the time the advertisement appeared, the trial of South African Olympic and Paralympic athlete Oscar Pistorius over the alleged premeditated murder of his girlfriend Reeva Steenkamp, was due to begin in South Africa.

The complainants believed the advertisement was insensitive by trivialising the issues surrounding a murder trial, the death of a woman and also Pistorius' disability.

ASA's complaints committee found the advertisement in breach with CAP Code (Edition 12) rule 1.5 (Compliance) as well as rules 4.1 and 4.3, as the ad caused serious or widespread offence.

The advertisement was subsequently banned. The SRO told the advertiser to ensure their future advertisements did not cause serious or widespread offence and did not bring advertising into disrepute.





## The second most complained about ad

The second most complained about advertisement was an online advertisement for the French e-commerce website Rue du Commerce.

- Internet ad
- 2,316 complaints
- Upheld

When visiting the site a pop-up advertisement appeared which warned women against using the site. It read: "Warning: website banned to women! The website Rue du Commerce was designed for men." The text continued: "Ladies, if you decide to go further, you may experience the following symptoms: Disorientation; Indignation and anger; Affliction and pity; Jealousy." Below the advertisement invited users to enter the website with the following click-through agreements: "I'm a man" and "I'm a woman, I continue (even though I'm afraid)." After entering the website, it included a series of images and texts alluding to cheating on female partners and indecent behaviour.

The campaign generated 2,316 complaints. The complainants found the campaign to be sexist and demeaning to women.

The complaints were upheld on the basis that the advertisement was indecent and discriminatory. More specifically the ad was found in breach with ARPP's Code of the Portrayal of the human being regarding "Dignity and decency" (Rules 1.1 and 1.3) as well as "Sexual, racial and social stereotypes" (Rule 2.3).

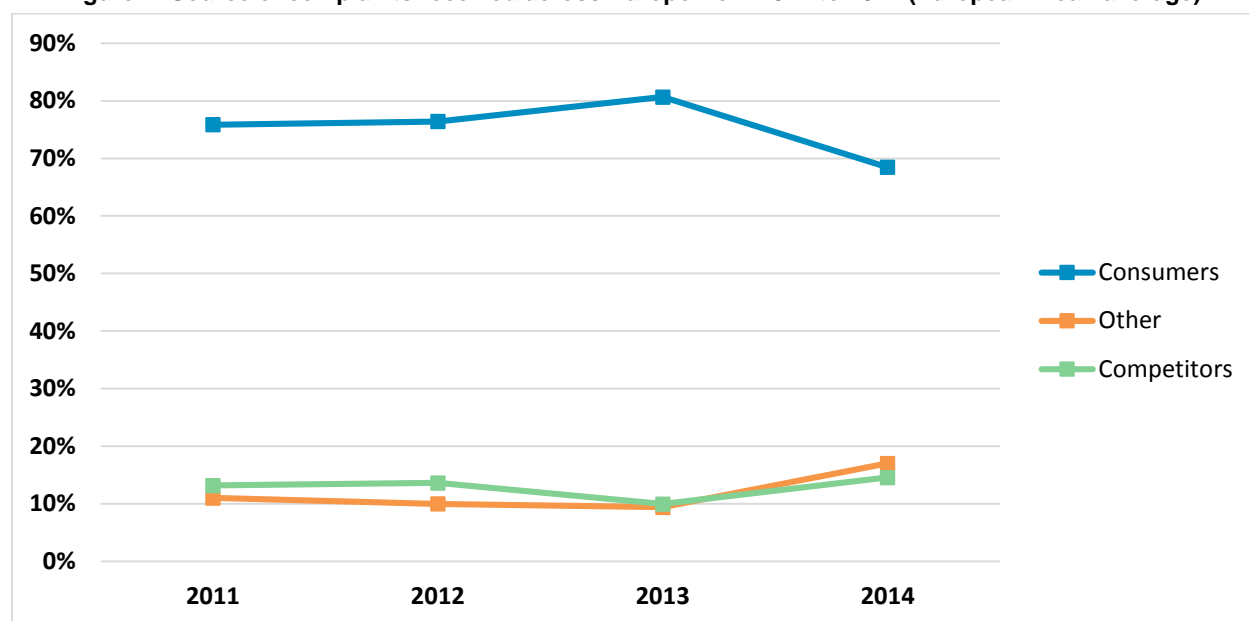


## 2.3 Source of Complaints Received

### *The majority of complaints were lodged by consumers*

In 2014, 68% of complaints received by SROs on average were from consumers. SROs do not only handle consumer complaints, but also complaints from competitors (15%) or other complainants, such as trade associations, interest groups and public entities (17%).

**Figure 2: Source of complaints received across Europe from 2011 to 2014 (European mean average)<sup>6</sup>**



Source: EASA European SRO member statistics 2014

Figure 2 shows that over the years the vast majority of complaints across Europe were lodged on average by consumers, though the number dropped slightly in 2014.

A large part of the competitor complaints and complaints by other entities were registered in Germany, Greece, Portugal, Spain and Turkey.

<sup>6</sup> For France (ARPP), only number of cases were available – number of complaints are calculated proportionately. For Lithuania (LRB), no figures were available.

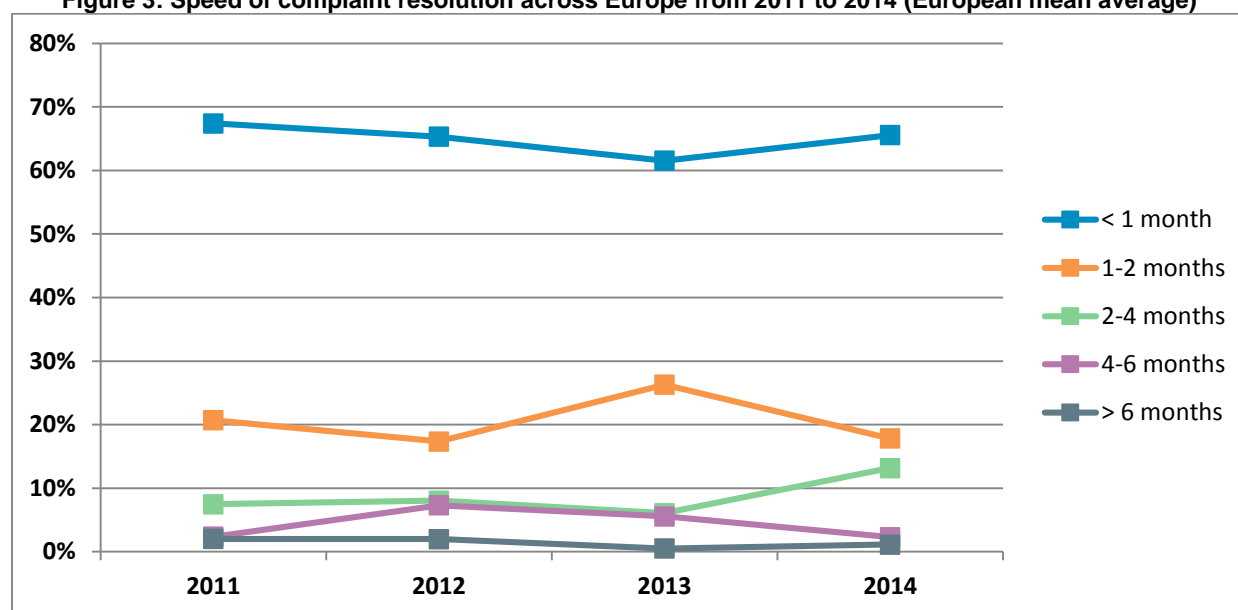
## 2.4 Speed of Complaint Resolution

### *The majority of complaints were handled in less than one month*

The speed of complaint resolution varies depending on the complexity of a case. Simple cases can be resolved in as little as three days, whereas more complex cases may take longer. If scientific substantiation of advertising claims is required, complaints may lead to a prolonged investigation.

In 2014, SROs resolved on average 66% of complaints received in less than one month. Slightly less than a fifth of complaints, 18%, were resolved within 1–2 months. Only a fraction of complaints, 1%, required an investigation period longer than 6 months.

**Figure 3: Speed of complaint resolution across Europe from 2011 to 2014 (European mean average) <sup>7</sup>**



Source: EASA European SRO member statistics 2014

Figure 3 illustrates the speed of resolution of complaints between 2011 and 2014. On average, complaints resolved within a month have increased slightly going back to the level from 2012. Conversely, complaints resolved within two months have decreased.

<sup>7</sup> For Lithuania (LRB), no figures were available.

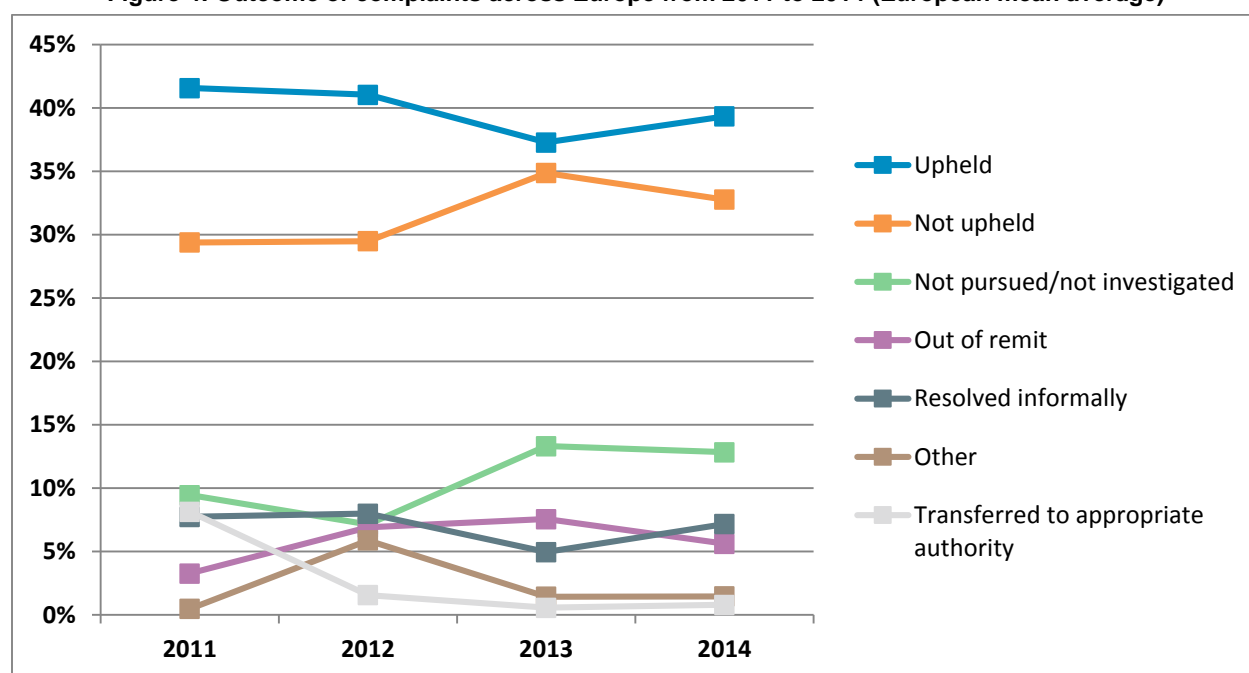
## 2.5 Outcome of Complaints Resolved

*On average, 39% of the resolved complaints were upheld,  
while 33% were not upheld*

In 2014, on average 39% of complaints resolved were upheld. In these cases the responsible SRO jury considered the advertisement complained about in breach of the advertising code. Conversely, 33% of complaints were not found to be in breach of the relevant advertising code and were therefore not upheld.

In addition, 13% of complaints fell into the “not pursued/not investigated” category. This means that complaints are initially assessed but could not be pursued further, for instance, because complainants did not provide enough information. A further 7% of complaints were resolved informally. Similar level of complaints, 5%, were found out of remit. Finally, less than 1% of complaints were referred to the appropriate regulatory body.

Figure 4: Outcome of complaints across Europe from 2011 to 2014 (European mean average)



Source: EASA European SRO member statistics 2014

Figure 4 shows the outcome of complaints between 2011 and 2014. Compared to 2013, level of upheld and not upheld complaints remained relatively stable, both accounting for more than a third of complaints.

Complaints in the category of “not pursued/not investigated” while increasing since 2012 from 7%, have stabilised around to 13% in 2014.

Complaints that were found out of remit, resolved informally and transferred to appropriate authority fluctuated in the recent years, however, their average number is mostly not very high.

## 2.6 Issues Complained About

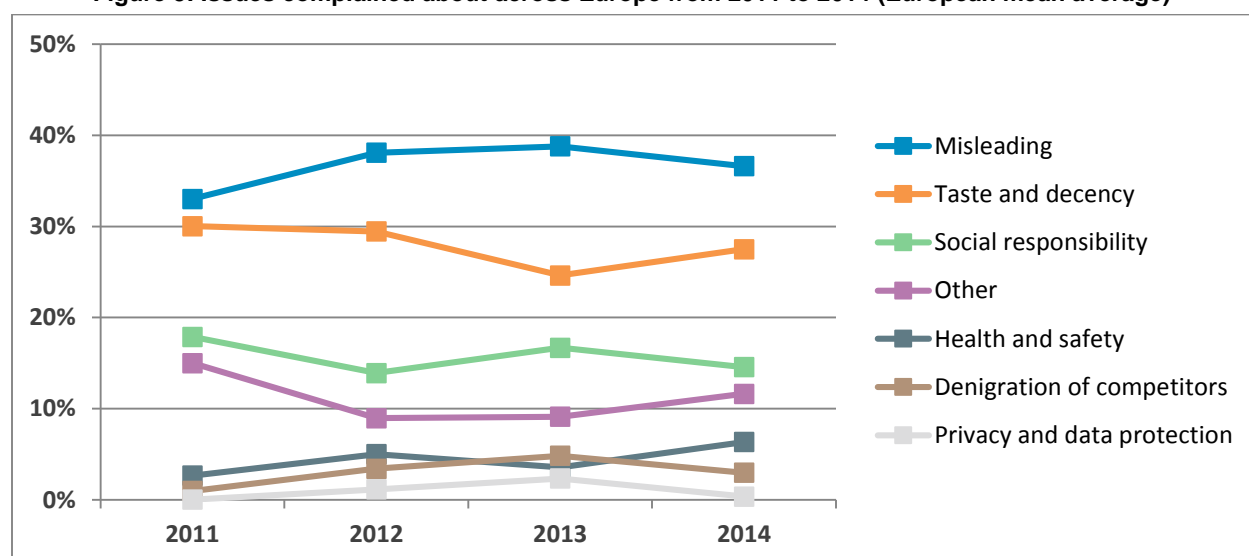
### *Misleading advertising continues to be the main issue complained about*

The majority of complaints (55%) concerned misleading advertising, out of which 10% related to price claims, 7% to health claims and less than 1% to environmental claims.

One third of all complaints related to taste and decency issues. Of all complaints classified under taste and decency, 35% were related to gender stereotyping and 11% were considered inappropriate to be seen by children. Offensive advertising prompted 11% of complaints.

Social responsibility issues provoked 2% of all complaints. These consisted mainly of complaints that advertisements were conveying inappropriate values to children (51%) and that ads played on fear or condoned violent or anti-social behaviour (21%). Discrimination or denigration in ads was the cause of 14% of complaints classified under “social responsibility”.

**Figure 5: Issues complained about across Europe from 2011 to 2014 (European mean average)<sup>8</sup>**



Source: EASA European SRO member statistics 2014

Figure 5 illustrates the reasons for complaints between 2011 and 2014. On average, the share of complaints related to misleading advertising have remained relatively stable. Overall, misleading advertising has consistently been the issue most complained about across Europe.

As seen in the chapter on the most complained about advertisements, one campaign considered offensive or inappropriate can trigger thousands of complaints and, therefore, the issue of taste and decency ranks second. However, in proportion to misleading advertising, the share of advertisements considered as offensive is lower.

<sup>8</sup> For France (ARPP), only number of cases were available – number of complaints are calculated proportionately. For Lithuania (LRB), no figures were available. For the Netherlands (SRC), only complaints that were handled by the Advertising Code Committee are included. For Switzerland (SLK/CSL) only complaints that were pursued are included.

## 2.7 Media

*On average, Audiovisual Media Services were the most complained about media in 2014*

**Table 2: Complaints per medium across Europe in 2014<sup>9</sup>**

Medium	Number of complaints	% of total number of complaints	European mean average
<b>Audiovisual Media Services</b>	14,858	26.41%	28.38%
<b>Digital Marketing Communications</b>	22,116	39.32%	23.12%
<b>Outdoor</b>	3,458	6.15%	20.09%
<b>Press/magazines</b>	7,370	13.1%	7.93%
<b>Direct marketing</b>	2,847	5.06%	6.35%
<b>Radio</b>	1,293	2.3%	6.07%
<b>Other</b>	1,679	2.99%	3.96%
<b>Brochures/leaflets</b>	1,817	3.23%	3.32%
<b>Packaging</b>	690	1.23%	1.41%
<b>Teleshopping</b>	16	0.03%	0.16%
<b>Cinema</b>	107	0.19%	0.06%
<b>Total</b>	<b>56,251</b>	<b>100%</b>	<b>100%</b>

Source: EASA European SRO member statistics 2014

Digital Marketing Communications (DMC) accounted for the highest share of all complaints resolved in Europe in 2014 with 39% of the total amount of complaints. More than a fifth, of these complaints concerned marketer-owned websites (23%). Display advertisements ranked second with 7%. Marketer-generated buzz/viral advertising, online games and paid search ads provoked a fraction of all DMC complaints, all below 1%.

However, the mean average shows that despite the increase in the number of complaints about online ads, TV commercials are at the time being across Europe still under bigger scrutiny by consumers and competitors. Ads on Audiovisual Media Services accounted for more than a fourth of complaints; 26% and 28% on average. Out of the complaints concerning TV ads, 99% were about linear services (linear television) and only 1% about non-linear services (e.g. video on demand).

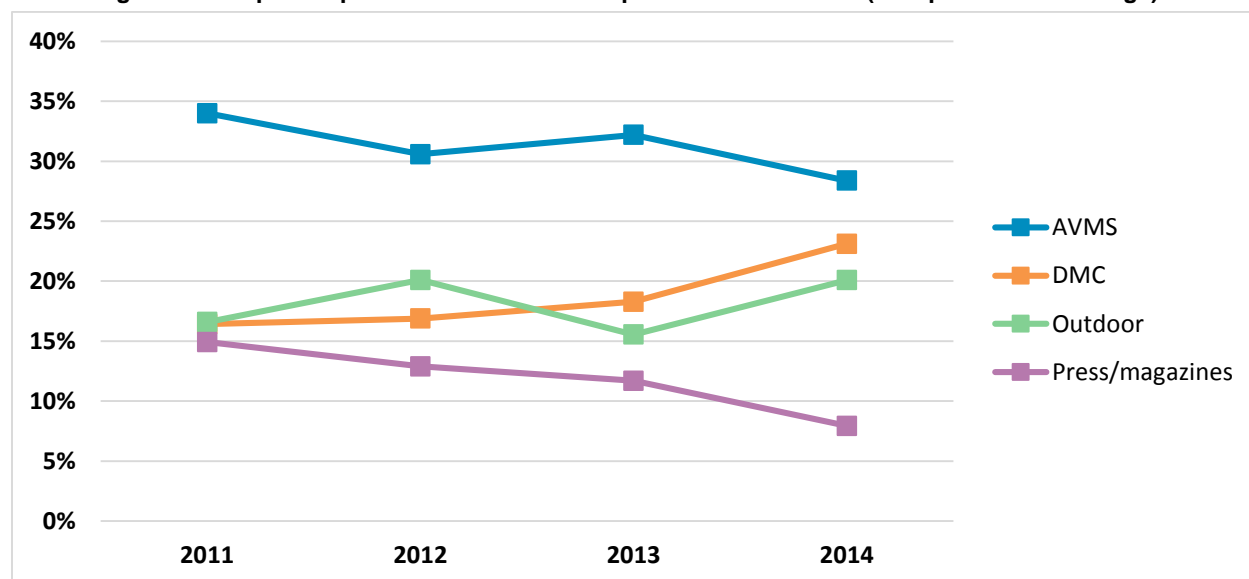
Ads in the press or in magazines prompted 13% complaints, whereas outdoor advertising ranked fourth with a share of 6% complaints.

<sup>9</sup> For France (ARPP), only number of cases were available – number of complaints are calculated proportionately. For the Netherlands (SRC), only complaints that were handled by the Advertising Code Committee are included. For Switzerland (SLK/CSL) only complaints that were pursued are included.

Advertisements received as direct marketing triggered 5% of complaints. Out of these, 57% were sent by e-mail, SMS or MMS; 28% were sent by post, whereas complaints regarding telephone marketing amounted to 7%.

Moreover, four European SROs resolved a total of seven complaints on sponsorship. While 22 SROs have sponsorship within their remit, the ones that do not deal with such issues can forward the complaint to an arbitration panel set up specifically to that end in 2008 by EASA and the European Sponsorship Association (ESA).

**Figure 6: Complaints per medium across Europe from 2011 to 2014 (European mean average)<sup>10</sup>**



Source: EASA European SRO member statistics 2014

Figure 6 shows distribution of complaints per the four main media to generate complaints between 2011 and 2014. This includes complaints about advertisements on AVMS, DMC, outdoor advertising and in press/magazines.

Although, on average, AVMS remains the most complained about medium over this period, the share of complaints it receives have generally fallen, whilst DMC have been steadily on the rise. This trend is mirrored in 2014 complaint figures. While complaints regarding ads that appeared on AVMS decreased and accounted for less than a third of complaints, 28%, the complaints about DMC rose to 23%.

Outdoor advertising remained the third most complained about medium, with 20% of complaints.

Complaints about advertisements in the press or in magazines continue to decrease. In 2014 such ads provoked less than one tenth of complaints, 8%.

<sup>10</sup> For France (ARPP), only number of cases were available – number of complaints are calculated proportionately. For the Netherlands (SRC), only complaints that were handled by the Advertising Code Committee are included. For Switzerland (SLK/CSL) only complaints that were pursued are included.

## 2.8 Complaints about Advertising for Products and Services

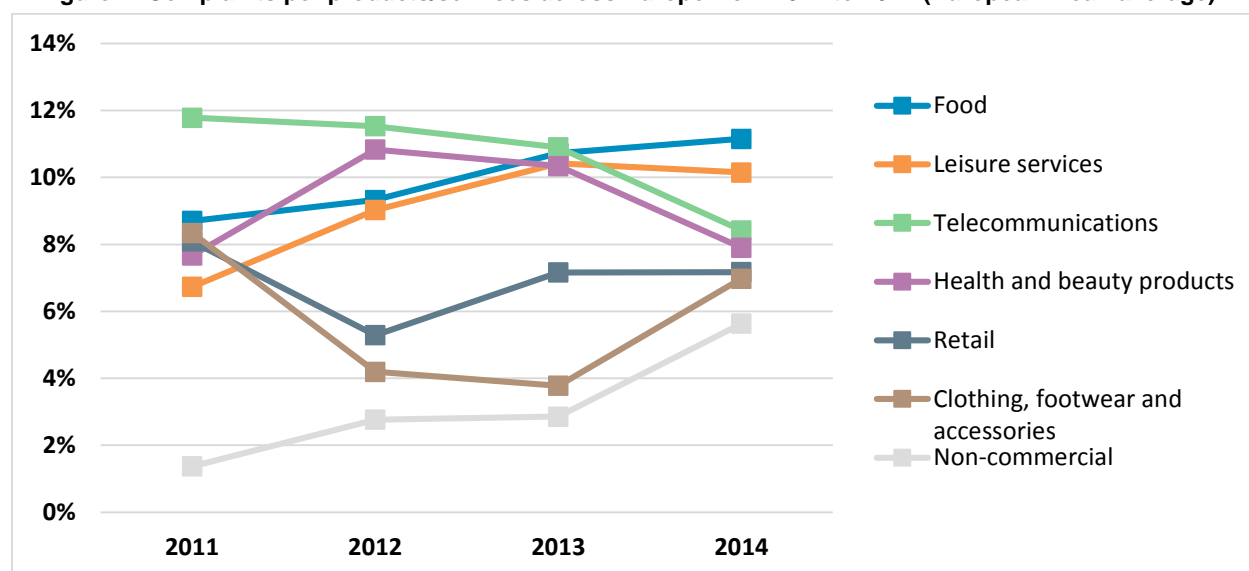
*On average, the food products sector, the leisure services sector and the telecommunications sector were the most complained about sectors*

A comparison of the European mean average of products and services that generated a significant number of complaints between 2011 and 2014 (Figure 7) shows that the number of complaints against advertisements for food products and leisure services has been steadily increasing. In 2014 such complaints were the most common with 11% and 10% respectively.

Conversely, complaints about ads for telecommunications and health and beauty products, which used to be the two most complained about in previous years, have been decreasing. In 2014, they dropped to the level of 8%. Ads with a non-commercial purpose have also been more often complained about over the last four years.

SROs received 3,392 complaints about food advertising which equated to 11% on average or 5% of total complaints. The highest share of complaints were related to taste and decency (41%). Misleading advertising with 26% ranked second, followed by health and safety with 15% and social responsibility with 13%<sup>11</sup>.

**Figure 7: Complaints per products/services across Europe from 2011 to 2014 (European mean average)<sup>12</sup>**



Source: EASA European SRO member statistics 2014

Table 3 presents a full overview of complaints per product/service across Europe in 2014, including the number of complaints, percentage and European mean average.

<sup>11</sup> For France (ARPP), only number of cases were available – number of complaints are calculated proportionately. No figures were available for Ireland (ASAI) and Lithuania (LRB).

<sup>12</sup> For France (ARPP), only number of cases were available – number of complaints are calculated proportionately. For Lithuania (LRB), no figures were available. For the Netherlands (SRC), only complaints that were handled by the Advertising Code Committee are included. For Switzerland (SLK/CSL) only complaints that were pursued are included.



**Table 3: Complaints per products/services across Europe in 2014<sup>13</sup>**

Products and services	Number of complaints	% of total amount of complaints	European mean average
Food	3,392	5.16%	11.15%
Leisure services	7,518	11.45%	10.15%
Telecommunications	2,960	4.51%	8.42%
Health and beauty products	4,039	6.15%	7.9%
Retail	7,523	11.45%	7.17%
Clothing, footwear and accessories	2,641	4.02%	6.97%
Non-commercial	3,187	4.85%	5.63%
Cars and motorised vehicles	2,368	3.61%	5.65%
Financial services	2,717	4.14%	5.6%
Alcohol beverages	1,070	1.63%	5.51%
Furniture and household goods	1,674	2.55%	4.06%
Other services	1,428	2.17%	2.71%
Other products	17,042	25.94%	2.65%
Electronic goods	410	0.62%	2.63%
Books, magazines, newspapers, stationery	2,087	3.18%	2.38%
Transport services	2,018	3.07%	2.26%
Gambling and lotteries	601	0.91%	2.19%
Non-alcohol beverages	266	0.4%	1.9%
Energy, water and combustibles	502	0.76%	1.22%
Health and beauty services	476	0.72%	0.91%
Real estate services	436	0.66%	0.72%
Business directories	135	0.21%	0.6%
Education services	220	0.33%	0.59%
House maintenance services	815	1.24%	0.49%
Employment services	47	0.07%	0.29%
Toys	47	0.07%	0.14%
E-cigarettes	67	0.1%	0.11%
<b>Total</b>	<b>65,686</b>	<b>100%</b>	<b>100%</b>

Source: EASA European SRO member statistics 2014

<sup>13</sup> For France (ARPP), only number of cases were available – number of complaints are calculated proportionately. For Lithuania (LRB), no figures were available. For the Netherlands (SRC), only complaints that were handled by the Advertising Code Committee are included. For Switzerland (SLK/CSL) only complaints that were pursued are included.

## 2.9 Appeals

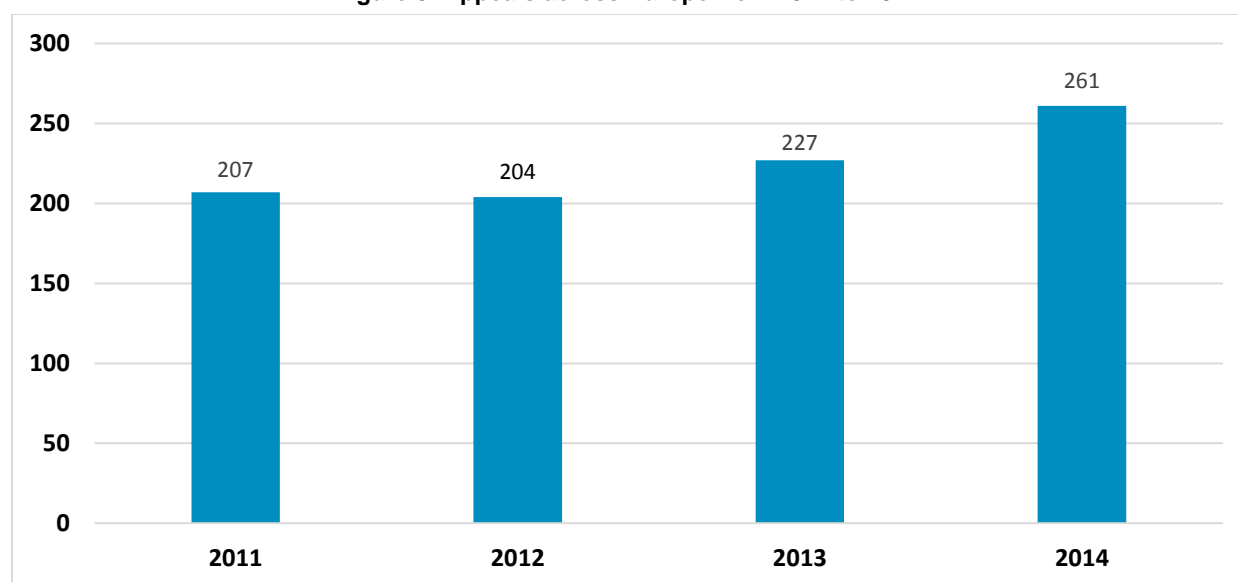
### *2014 showed a 15% increase in appeals*

Both complainants and advertisers have the right to request a review of decisions taken by the jury or complaints committee, for example, when new evidence is available. Appeals are normally dealt with by a different body from the jury responsible for the original decision.

European SROs received a total of 261 appeal requests in 2014. The graph below illustrates the number of appeals per year from 2011 to 2014. While the number of complaints has been steadily increasing over the last four years, the number of appeals has remained relatively low.

As in the previous years, most appeals, 53%, were the result of competitor complaints and were filed by advertisers whose advertisement was found to be in breach of the advertising code. Consumers lodged 47% of appeals.

**Figure 8: Appeals across Europe from 2011 to 2014<sup>14</sup>**



Source: EASA European SRO member statistics 2014

<sup>14</sup> Except Germany (WBZ).

### 3 Cross-Border Complaints

*In 2014, SROs received 158 cross-border complaints, 35% more than in 2013*

Out of all the complaints received by European SROs, 158 were cross-border complaints (CBC). Cross-border complaints are complaints about advertisements originating in media or from advertisers based in another country to that of the complainant. The EASA Secretariat coordinates these types of complaints through the EASA CBC system established in 1992.

In 2014, SROs received a total of 158 cross-border complaints, 35% more than in 2013<sup>15</sup>. Of all the cross-border complaints received, 129 were resolved over the course of 2014, and 29 were left for investigation in 2014 (see Figure 9).

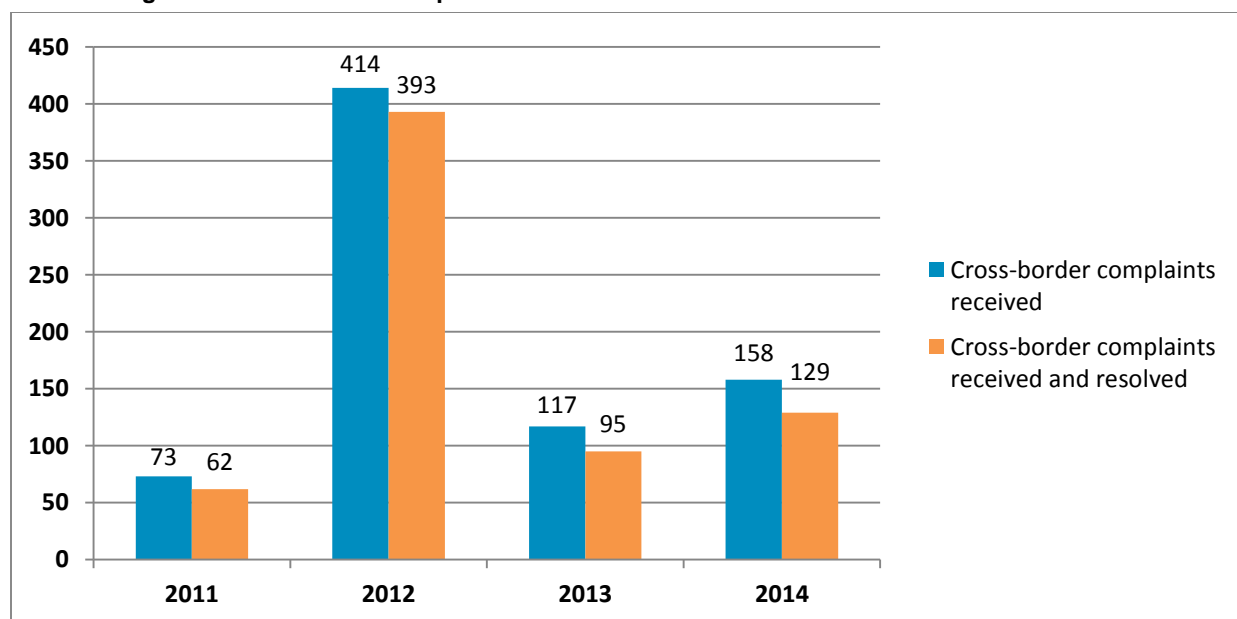
France and Ireland were the country of origin of advertisers/media that generated the highest number of cross-border complaints at 27% and 26% respectively; whilst the majority, 84%, of cross-border complaints were lodged by UK consumers.

The most complained about issue was allegedly misleading advertising (62% of complaints) followed by issues of taste and decency (36% of complaints)

In terms of media, it is not surprising that a majority of cross-border complaints concerned Digital Marketing Communications (58%).

Advertisements for leisure services, including dating services; entertainment, sports and leisure activities; hotels and holiday accommodation and travel services, prompted the highest number of cross-border complaints by sector in 2014 at 22%, followed by gambling and lotteries with 21% of complaints, and financial services with 12% of complaints.

**Figure 9: Cross-border complaints received/received and resolved between 2011 and 2014**



Source: EASA Annual Cross-Border Complaints Report 2014

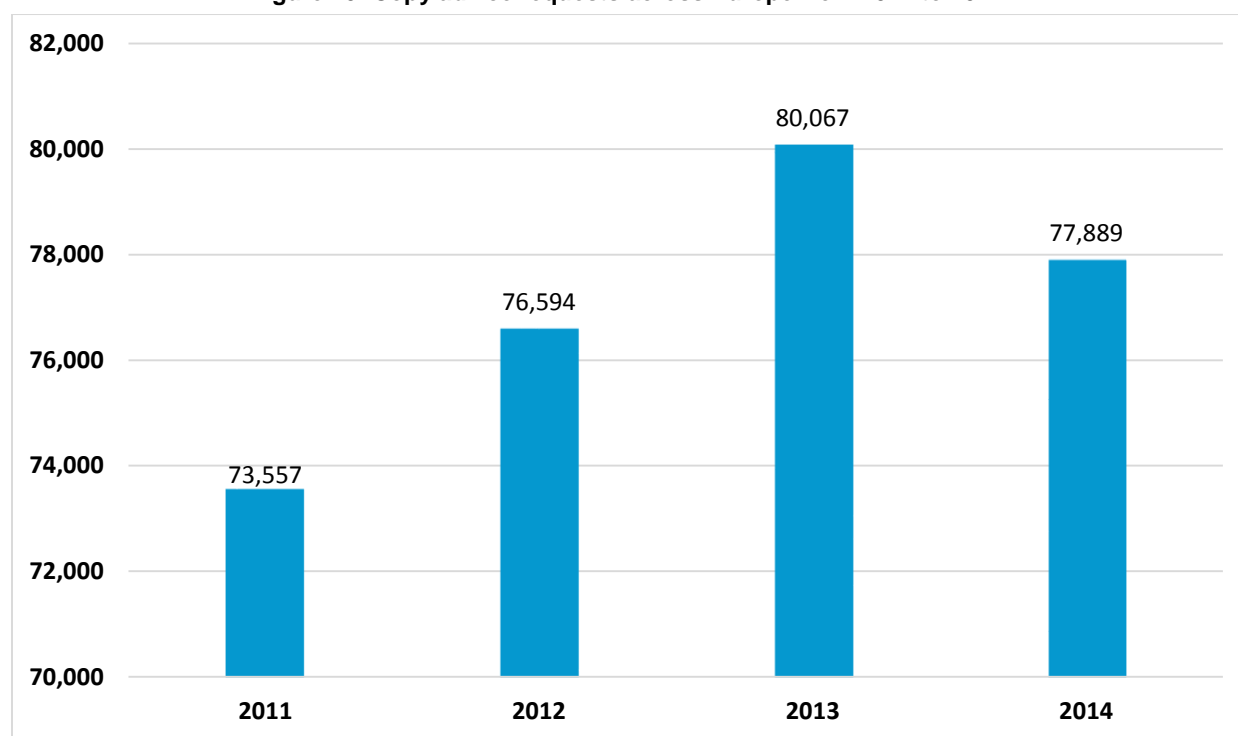
<sup>15</sup> EASA Annual Cross-Border Complaints Report 2014 is available on [www.easa-alliance.org](http://www.easa-alliance.org).

## 4 Copy Advice Requests

*The number of copy advice requests remains high;  
Most are handled in less than three days*

When copy advice is provided by an SRO, it enables companies to request non-binding feedback on a confidential basis as to whether their ad meets required advertising standards before it goes live. Companies can ask for advice at any stage of the campaign development process. Currently, across Europe, 26 out of 27 of EASA's SROs offer copy advice.

**Figure 10: Copy advice requests across Europe from 2011 to 2014<sup>16</sup>**



Source: EASA European SRO member statistics 2014

Across Europe, EASA's SRO members dealt with a total of 77,889 copy advice requests in 2014 – a decrease of 5% compared to the previous year.

99% of copy advice requests dealt with by SROs in 2014 were handled within a week or less. Of those, 21% were dealt with in less than 24 hours, 25% in less than 48 hours, 50% within 72 hours, and 4% in less than a week. In less than 1% of cases, copy advice requests took more than one week.

<sup>16</sup> Except Lithuania (LRB) and Switzerland (SLK/CSL).

Table 4: Copy advice requests per country across Europe from 2011 to 2014

Country/SRO	2011		2012		2013		2014	
	No	Requests	No	Requests	No	Requests	No	Requests
UK – ASA	1	8,600	1	6,979	1	7,288	1	4,042
UK – Clearcast		31,944		33,460		35,546		35,055
UK – Total		40,544		40,439		42,834		39,097
ES – AUTOCONTROL	2	15,915	2	19,789	2	20,147	2	20,790
FR – ARPP	3	14,335	3	13,798	3	14,574	3	15,309
DE – DW	4	21	4	23	4	34	4	55
DE – WBZ		1,522		1,397		1,400		1,500
DE – Total		1,543		1,420		1,434		1,555
HU – ÖRT	5	782	5	707	5	625	5	618
IT – IAP	6	127	6	111	6	136	6	133
TR – RÖK	7	86	7	98	8	64	7	111
PT – ICAP	10	32	9	36	9	44	8	69
IE – ASAI	8	83	8	45	7	66	9	57
CY – CARO <sup>17</sup>	N/A	N/A	12	19	13	16	10	27
BE – JEP	9	36	10	23	10	32	11	24
RO – RAC	12	13	11	20	11	30	12	22
BG – NCSR	16	3	10	23	12	20	13	21
SE – Ro.	19	0	20	0	18	3	14	16
CZ – CRPR	15	6	15	6	16	7	15	15
SI – SOZ	13	12	14	15	14	13	16	12
SK – SRPR	18	1	18	2	19	2	17	7
GR – SEE	14	8	15	11	16	7	18	6
NL – SRC	16	3	16	5	17	5	19	4
AT – ÖWR	17	2	17	4	15	8	20	2
FI – MEN	18	1	20	0	20	0	21	0
LU – CLEP	18	1	19	1	20	0	21	0
PL – RR	11	21	13	18	20	0	21	0

Source: EASA European SRO member statistics 2014

<sup>17</sup> Established in 2012.

## 5 Pre-Clearance Requests

*87,960 ads were pre-cleared in 2014 by the 3 SROs providing this service*

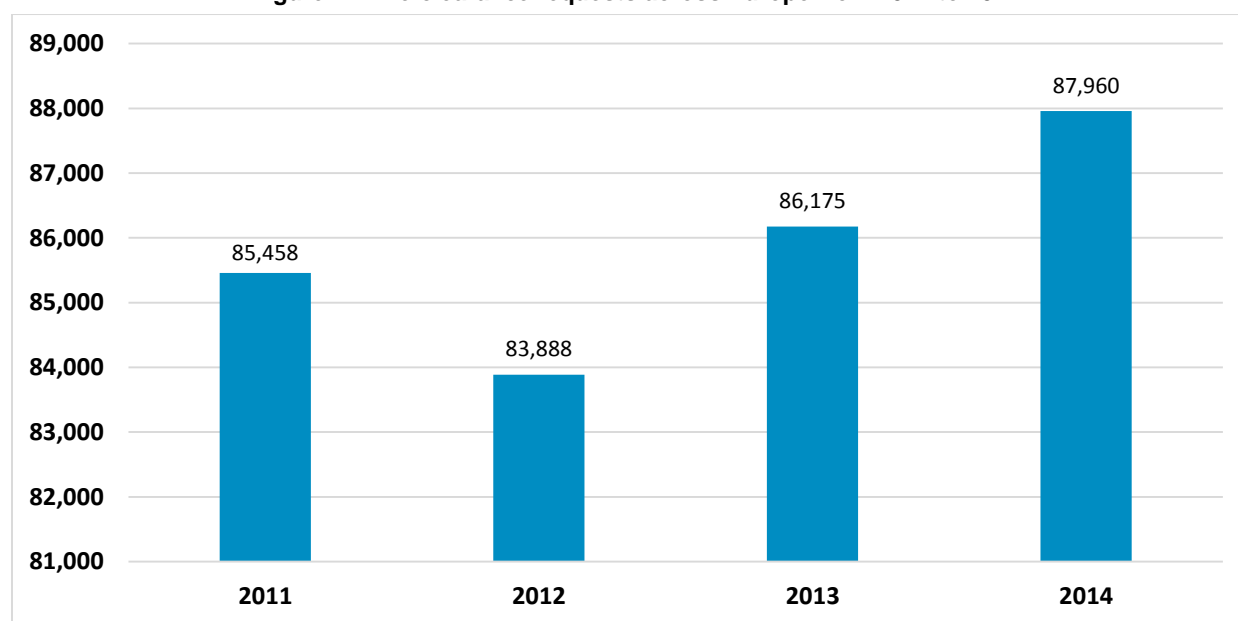
In some countries, certain categories of advertising, e.g. TV and radio advertising or advertisements for alcohol, are subject to compulsory pre-clearance. This means that advertisements in those categories must be assessed by the advertising self-regulatory organisation (SRO) for compliance with the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

In 2014, a total of 20,861 TV advertisements were reviewed by ARPP in France and 67,090 by Clearcast in the UK. Moreover, in Portugal, ICAP pre-cleared nine alcohol advertisements<sup>18</sup>. Therefore, in total 87,960 advertisements were reviewed within EASA's membership in Europe.

Over the past couple of years the number of pre-clearance requests in France has remained relatively stable at around 21,000 per year. Whereas in the UK the number has grown from slightly more than 50,000 requests in 2008 to over 67,000 requests in 2014.

The average length of time taken by ARPP, Clearcast and ICAP in providing pre-clearance in 2014 was 47% of cases in less than 24 hours with the remaining 53% within 48 hours.

**Figure 11: Pre-clearance requests across Europe from 2011 to 2014**



Source: EASA European SRO member statistics 2014

<sup>18</sup> Following the 2014 agreement between ICAP in Portugal and two national alcohol associations and subsequent approval of the Self-Regulatory Code on Alcohol Beverages – Wine & Spirits, members of the alcohol associations are obliged to have their advertisements pre-cleared.

*Notes*

# 2014

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