



2019

EASA

Annual Review



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FOREWORD



The meaning of “responsibility” and “advertising” is changing; yet, self-regulation is flexible and will ensure advertising remains responsible in the future.



A WORD FROM OUR CHAIRMAN

As my second two-year term comes to an end, I would like to express my delight having served as EASA’s Chairman and for the work we have accomplished together. A few of the main highlights of these last 4 years were successes on the EU legislative front with, for instance, the enhanced recognition of advertising self-regulation in key EU instruments such as the AVMSD and the UCPD guidance. Additionally, our network expanded with the Russian SRO joining our membership. This period was also marked by the renewal of EASA’s team including its Director General, the launch of an independent International Council for Advertising Self-Regulation (ICAS), the development of a digital version of our Bluebook and, of course, EASA’s 25th anniversary, which was a unique moment to celebrate and promote advertising self-regulation (SR). I also want to pinpoint the 10th revision of the ICC Advertising and Marketing Communications Code in which EASA and its network were heavily involved.

One of EASA’s key focuses was developing interactions with digital players: better understanding their concerns and promoting the advertising self-regulatory network and its longstanding digital best practices. EASA strove to secure their commitment and participation in our SR system. It is currently work in progress. I hope EASA’s effort will come to fruition and that digital platforms will ultimately play their part within the advertising SR system. I am pleased to hand over the good work; much has been done but there is still plenty of work ahead of us.

Looking back at my chairmanship, I wish we did even more to consolidate our network by helping ensure that the advertising ecosystem adequately supports the local SRO in each and every country. It is paramount that all of our members are able to fully participate in the Alliance and benefit from inspiring and valuable exchanges.

As I am soon handing over to a new executive office, I would like to warmly thank my fellow Officers who served by my side the last four years, helping steer the Alliance, sharing their precious expertise and insights. A big thank you to Vice-Chairpersons Charo Fernando Magarzo (AUTOCONTROL) and Stephan Loerke (WFA), as well as EASA’s Treasurer Mathilde Fiquet (FEDMA) for their commitment and support. I would also like to assure my successors of my full and continued commitment, supporting them keeping the momentum and continuing driving innovation.

Indeed, we need to make the most of the opportunities laying ahead of us such as the digital services but also the many other topics the European Union is tackling such as gender equality, the green deal or A.I. We need to accompany the European

institutions in their thinking, demonstrating, when applicable, how ad SR can play a relevant role. Self-regulation is very often ahead when addressing those issues.

Looking forward, we are facing consumers’ growing environmental concerns. Traditional consumption models are being challenged, and so is advertising. We need to be proactive, adapt to new forms of consumption and take part in discussions about ethics and the role advertising can play with regard to mindful consumption.

Thanks to the commitment of our members - to whom I would like to express my deepest gratitude - I am convinced that our Alliance is the ideal platform for us to come together and address these disruptive changes. The meaning of “responsibility” and “advertising” is changing; yet, self-regulation is flexible and will ensure advertising remains responsible in the future.

EASA stands alongside the communication industry which has been heavily affected by health, economic and advertising crises in 2020. EASA will act as its voice before the European institutions, advocating that innovative commercial communication, well advised and controlled thanks to self-regulation, but eased from excessive normative constraints, will be able to act fully to preserve jobs and talent, reassure, restore the confidence of citizens and relaunch the economy. Innovative commercial communication supports brands and their knowledge, as well as all the creative, cultural and communication industries, which are so essential to solidarity, societies and building a better future for all.

STÉPHANE MARTIN
Chairman

STEPHAN LOERKE
Vice-Chair (WFA)



“ In a world where trust and reputation is the single most valuable asset for the vast majority of brand-owners, upholding robust standards for advertising is a smart long-term investment. ”



CHARO FERNANDO MAGARZO
Vice-Chair (AUTOCONTROL)



“ Digital advertising and empowered consumers are two of the main challenges for the ad industry in the forthcoming years. For EASA and the SROs as well. In order to remain valuable for the ad industry and increase public trust in advertising, we must be able to promote Best Practices that respond to consumers’ concerns and to provide the ad industry with SR tools and solutions. ”



MATHILDE FIQUET
Treasurer (FEDMA)



“ EASA is a strong organisation which delivers on its key objectives year after year thanks to the trust of its members. The unique structure of EASA’s membership, combining Self-Regulatory Organisations and industry association together, ensures EASA’s ability to remain at the forefront of any challenges to be faced by the advertising industry. ”



A WORD FROM EASA'S — DIRECTOR GENERAL



“ With self-regulation and the interest of our members at heart, we strove to deliver against the goals and objectives outlined in our strategic plan. ”



I invite you to read this report; it will provide you with an overview of the work undertaken last year. With self-regulation and the interest of our members at heart, we strove to deliver against the goals and objectives outlined in the three-year strategic plan.



1. Developing the capabilities of EASA

2019 was marked by several members of staff joining the team. EASA ensured that newcomers felt welcomed and were quickly up to speed whilst providing development opportunities for more experienced staff members. Cohesion was paramount in ensuring a consistent level of service to our members. I would like to thank all my colleagues at the secretariat for their hard work and commitment.

Regarding industry projects, thanks to our strong collaboration with the World Federation of Advertisers (WFA) and its partner organisations. EASA worked hand in hand with its network of Self-Regulatory Organisations (SROs), coordinating three different monitoring exercises for two different sectors and operating a consumer complaints facility.



2. Strengthening EASA's advertising SR network

EASA's biannual meetings in Paris and Stockholm aimed at providing an open and thought-provoking setting for members to share experience and best practices. The fall meetings were highlighted by the latest edition of EASA's Best Practice Awards, celebrating the innovative means through which SROs implement EASA's charter commitments.

Additionally, EASA supported its network through the updating of key resources such as reports, best practice recommendations and a new leaflet on ad SR. Moreover, EASA had continuous interactions with its members, including regular calls, monthly newsletters,

info requests, the management of cross border complaints and presence on the ground at national level.

With the aim of growing its network, EASA supported SR development initiatives in Belarus, Croatia, Serbia and Ukraine and proudly welcomed Russia as an observer member. EASA further contributed to the advancement of advertising self-regulation through its active involvement and structural partnerships with the International Chamber of Commerce (ICC), the International Council for Advertising Self-Regulation (ICAS) and EDAA (European Interactive Digital Advertising Alliance).



3. Ensuring a prominent and credible profile for the ad self-regulation network

With a newly elected European Parliament and a new European Commission, EASA took the opportunity to further structure its outreach and enhance its visibility in Brussels. To showcase the value and benefits of ad SR, it decided to tackle topical issues such as influencer marketing and gender portrayal.

On the policy front, EASA provided support to ensure an optimal transposition of the Audiovisual Media Services Directives (AVMSD) and of its helpful provisions recognising ad SR. Furthermore, EASA followed up on the Omnibus Directive before the official adoption and closely monitored the latest developments on the Collective Redress Directive.

Throughout 2019, EASA intensified its interactions with digital players. EASA's main objective remained to ensure their proper contribution to the ad SR network, in line with their responsibility and importance on the market.

All these actions benefited from EASA's enhanced digital communication with growing online presence and the development of dedicated video footage.

Of course, all these actions would not have been possible without the support of our members. I would like to warmly thank them as well as our Officers and Executives who provided their expertise and guidance throughout this journey. We look forward to many new exciting opportunities as we move into a new decade. EASA will continue doing its utmost to service its committed and vibrant network. With new challenges on our doorstep, we need to be united more than ever.

LUCAS BOUDET
Director General

EXECUTIVE COMMITTEE AND BOARD DIRECTORS

EASA's **Executive Committee**. The current Executive Committee was elected in 2018 for a 2-year term.

SROs

Stéphane MARTIN, **Chairman, ARPP**
Charo FERNANDO MAGARZO,
Vice-Chair, AUTOCONTROL
Markus DEUTSCH, ÖWR
Ildikó FAZEKAS, ÖRT
Vincenzo GUGGINO, IAP
Bernd NAUEN, DWR
Guy PARKER, ASA
Orla TWOMEY, ASAI
Otto VAN DER HARST, SRC

INDUSTRY

Stephan LOERKE, **Vice-Chair, WFA**
Mathilde FIQUET, **Treasurer, FEDMA**
Tamara DALTROFF, EACA
Sue EUSTACE, AIG
Townsend FEEHAN, IAB-Europe
Ilias KONTEAS, EMMA
Angela MILLS WADE, EPC
Conor MURRAY, EGTA
Wout VAN WIJK, NME
Invited for consultative purposes:
Anders STENLUND, RO

EASA's **Board of Directors** is responsible for the administration of EASA and is elected during the Annual General Assembly every two years.

SROs

Jennifer BEAL, WBZ
Markus DEUTSCH, ÖWR
Eleni DONTA, SEE
Ulya DURAN, RÖK
Ildikó FAZEKAS, ÖRT
Charo FERNANDO MAGARZO,
AUTOCONTROL
Vincenzo GUGGINO, IAP
Niamh McGUINNESS, Clearcast
Stéphane MARTIN, ARPP
Miguel MORAIS VAZ, ARP
Bernd NAUEN, DWR
Paula PALORANTA, LTL
Guy PARKER, ASA
Ana PREDOVIC, SOZ
Eva RAJCAKOVA, SRPR
Kamila ROGOWSKA-ŚWIRCZ, RR
Sandrine SEPUL, CP-JEP
Elisabeth TROTZIG, Ro
Orla TWOMEY, ASAI
Otto VAN DER HARST, SRC

INDUSTRY

David COLEMAN, WFA (Mars)
Tamara DALTROFF, EACA
Nina ELZER, EACA
Sue EUSTACE, AIG
Francesca FABBRIO, AER
Townsend FEEHAN, IAB-Europe
Mathilde FIQUET, FEDMA
Ilias KONTEAS, EMMA
Stephan LOERKE, WFA
Joy de LOOZ-CORSWAREM, ENPA
Angela MILLS WADE, EPC
Conor MURRAY, EGTA
Joris POLLET, WFA (P&G)
Richard SATURLEY, WOO
Dagmara SZULCE, IAA
Wout VAN WIJK, NME
Invited participating member for
consultative purposes:
Laura FRUNZETI,
(CEE Council Leader, RAC)

EASA Annual Review 2019



2.

ABOUT EASA

EASA'S MEMBERS

The European Advertising Standards Alliance (EASA) is the **single authoritative voice on advertising self regulation.**

In 2019, EASA brought together **40 organisations committed to ensuring ads are legal, decent, honest and truthful.**

EASA assists in the development and coordination of self-regulation across Europe through **advocacy and policy, SR development and coordination and projects and services.**



27

EUROPEAN SELF-REGULATORY ORGANISATIONS (SROs) covering **25** countries



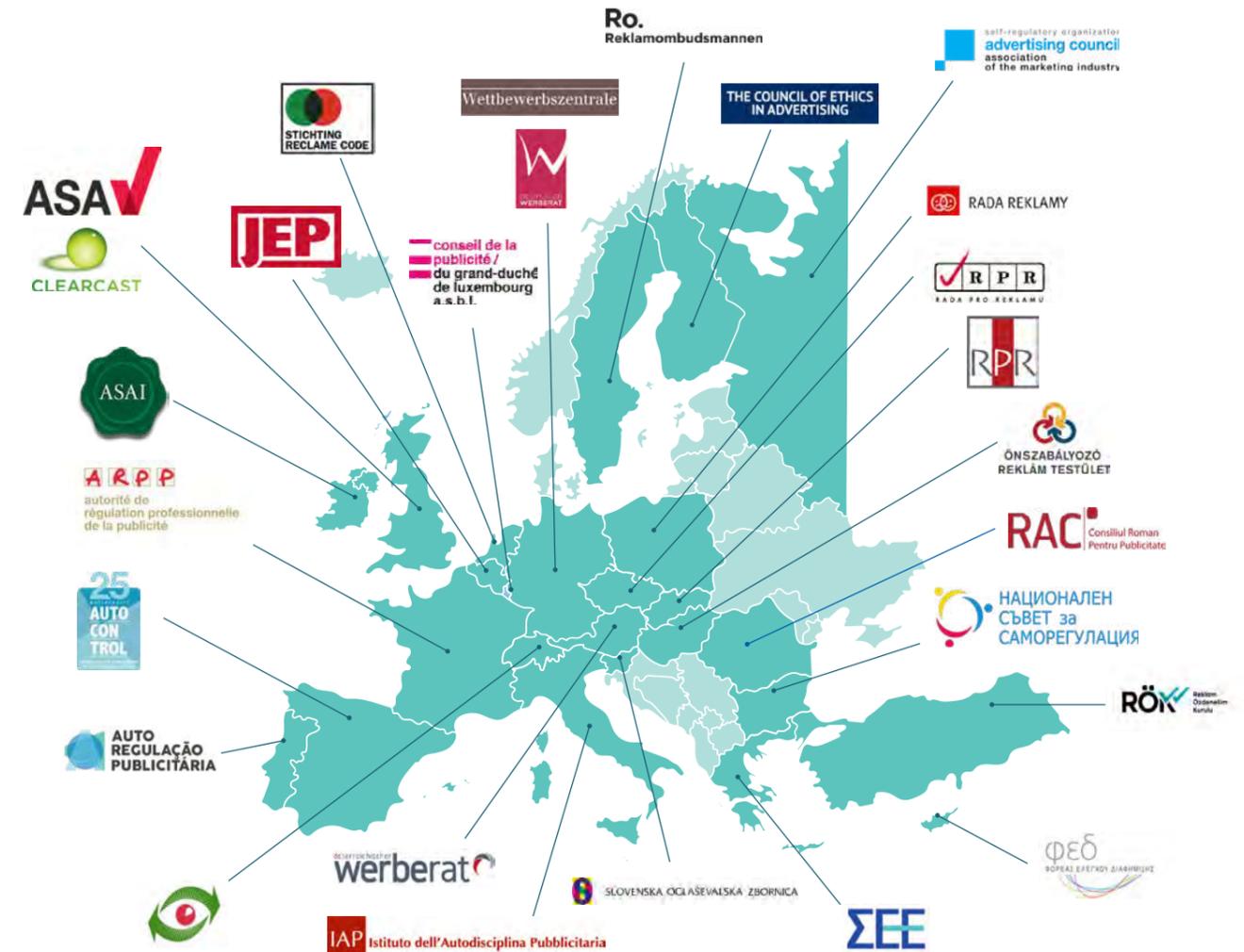
13

INDUSTRY ORGANISATIONS representing the advertising value chain (advertisers, agencies, various forms of traditional and digital interactive media)

EASA's industry members represent the advertisers, agencies and media, which are actively engaged to ensure creative and responsible advertising.

EASA's SRO network is active in ensuring responsible advertising through the handling of consumer complaints but also through preventive work providing opinions on the compliance of ads before they are made public via 'copy advice' or 'preclearance' services.

SRO MEMBERS:



INDUSTRY MEMBERS:





1. AMI RS, the Russian SRO, joins EASA

On 16 April, EASA welcomed a new observer member, the Russian SRO: “Advertising Council” AMI. (<http://www.sovetrekлама.ru/>)

“In the period of one and a half years since the launch of the Russian SRO - Association of marketing industry - Reklamny Sovet, a lot has been done. The Committee on Claims of Consumers started working on the growing number of complaints. The website has been updated and is capable of receiving complaints directly. The Russian version of the ICC Code has been verified and presented to the market. The ad campaign in support of self-regulation was launched recently. We joined the work in the governmental group for development of the amendments on self-regulation to the Law on advertising.



Sergey Pilatov, Chairman, AMI RS



The Russian SRO has been built in line with recommendations and guidance of EASA and its leadership. We stay in constant and close contact with the friendly, cooperative leaders of EASA, its staff and other colleagues from member organisations. We have ambitious plans for Russia and feel to be on the right way to make them happen”.



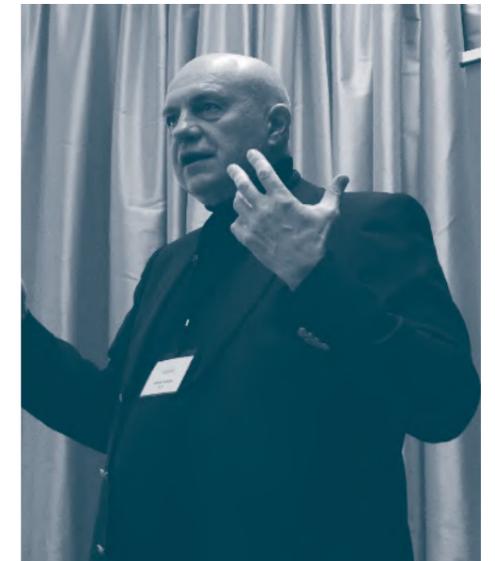
AMI RS has created new, specialised internal structures: the Committee on the Claims of Citizens and Organisations and the Committee on Advertising Practices (advertising standards). As a member of a governmental working group in Russia, AMI RS is developing a draft law on self-regulation in advertising.

The SRO participated in an all-encompassing Russian conference on the Federal Anti-Monopoly Committee (state regulator), which resulted in signed cooperation agreements with more than 30 regional branches of FAS. The agreements allow the organisation to send local claims directly to the SRO for a decision. Additionally, cooperation agreements were signed with public organisations such as the Union of Consumers of Russia, National Union of Insurance Agents, Financial Services Customers’ Union, ICC Russia, etc.

WHAT'S NEXT?

EASA and AMI RS will be continuing their collaboration. The Russian SRO is actively involved in EASA’s biannual meetings and take an active part in EASA’s information and insight sharing. The organisations will be working together on a session to be held at the upcoming IAA World Forum in St Petersburg.

self-regulatory organization
**advertising council
association
of the marketing industry**



Alexey Kovylov, Head of International Relations, GR and Disciplinary Committee, AMI RS

THE SECRETARIAT

Based in Brussels, the Secretariat is responsible for the operational work of EASA and acts as its voice to European and international institutions. EASA supports its members in advertising self-regulation matters, coordinates committees and task forces, develops Best Practice Recommendations, engages in sectoral monitoring exercises, as well as monitors developments in advertising self-regulation.

STAFF MEMBERS

AS OF
31/12/2019



LUCAS BOUDET
Director General



JUSTINA RAIŽYTĖ,
Head of Development and Policy



ORESTIS KOULOULAS,
Project Officer



TUDOR MANDA,
Project & Compliance Assistant



DELPHINE MULLER,
Office Administrator



ESTERE UPMACE,
Communications Officer



MATEJ ŽEŽLIN,
Public Affairs and Policy Officer

EASA also saw staff departures. A special thanks to staff members who worked for EASA in 2019: Sibylle Stanciu-Loeckx as Director of Operations and Policy, Francesca Fabbri as Project Manager, Joseph Meaden as Communications Officer, Tristian Gijsenberg as Public Affairs and Policy Officer and to Madeleine Kabeya as Office Manager.

In addition, EASA moved to a new office; an optimised, functional space for EASA's team and members.



KEY STATISTICS



In 2018, EASA's SRO network received and dealt with a

TOTAL COMPLAINTS of
56,779



On average,
SROs RESOLVED

96% of received complaints **within two months**

80% of complaints in **less than one month**



ADS PRE-CLEARED

by the three SROs providing this service

85,518

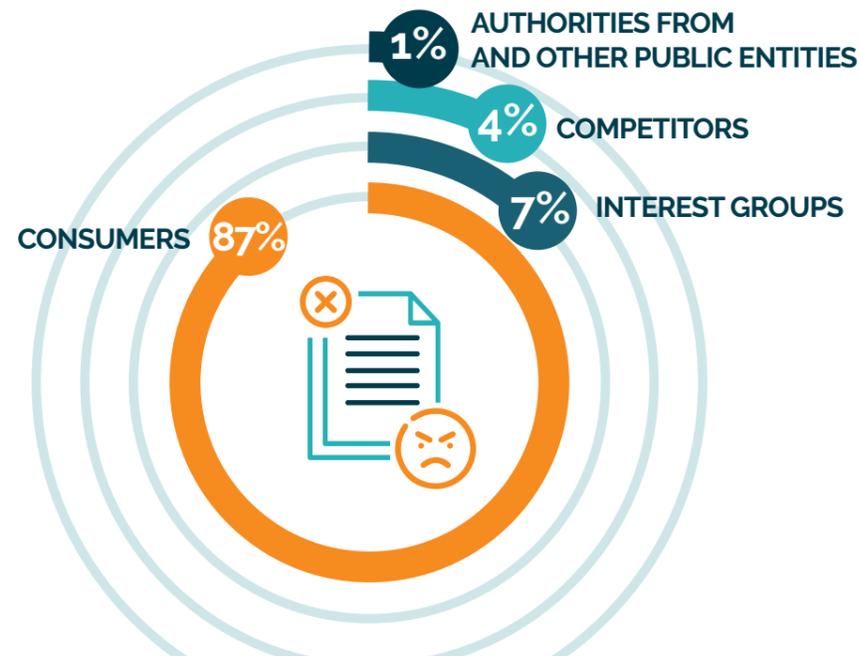


COPY ADVICE
provided by SROs

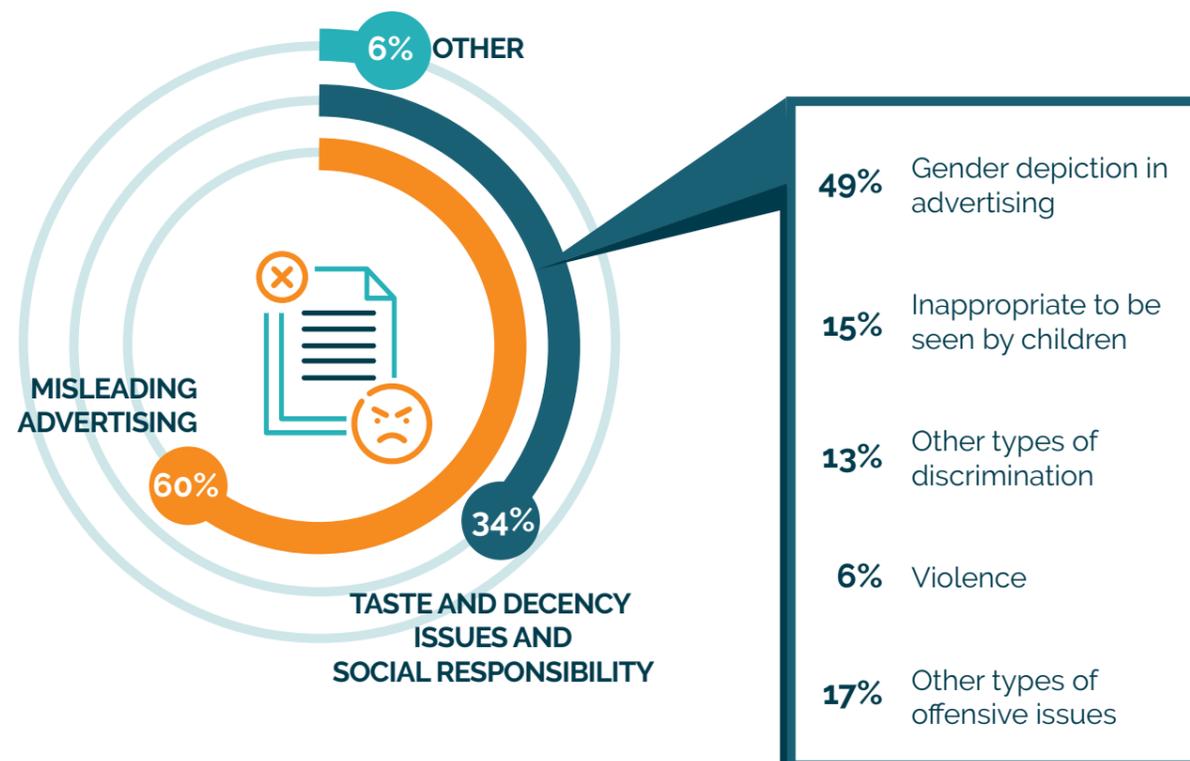
97,481

EUROPEAN AD COMPLAINTS – 2018 Stats

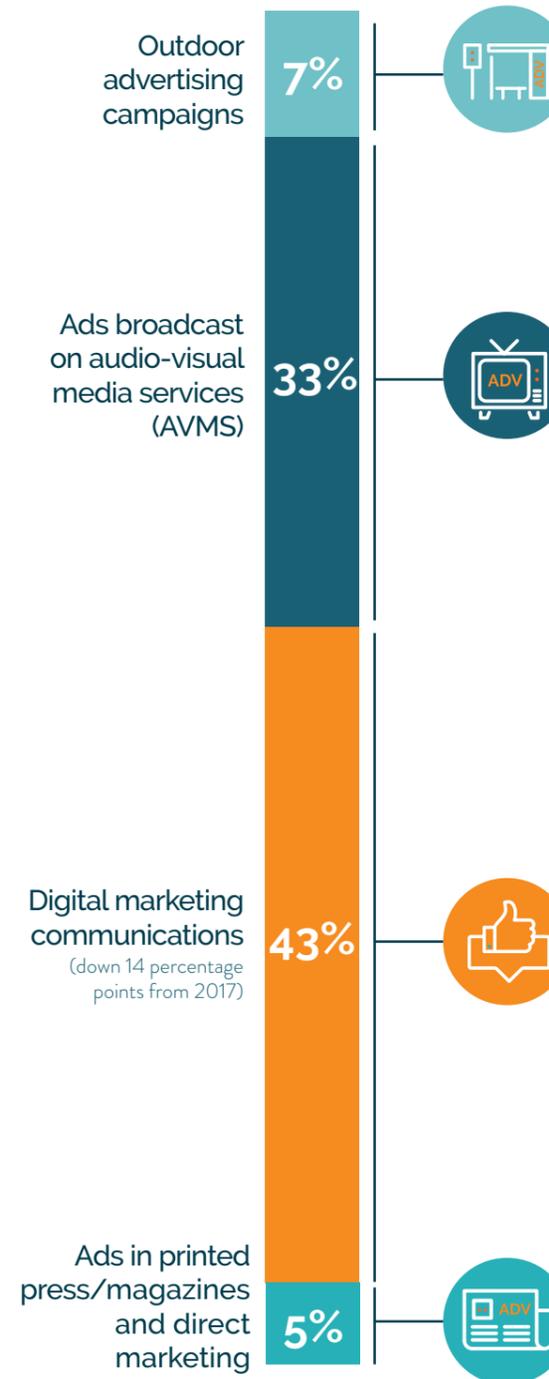
Complaints received by SROs were from...



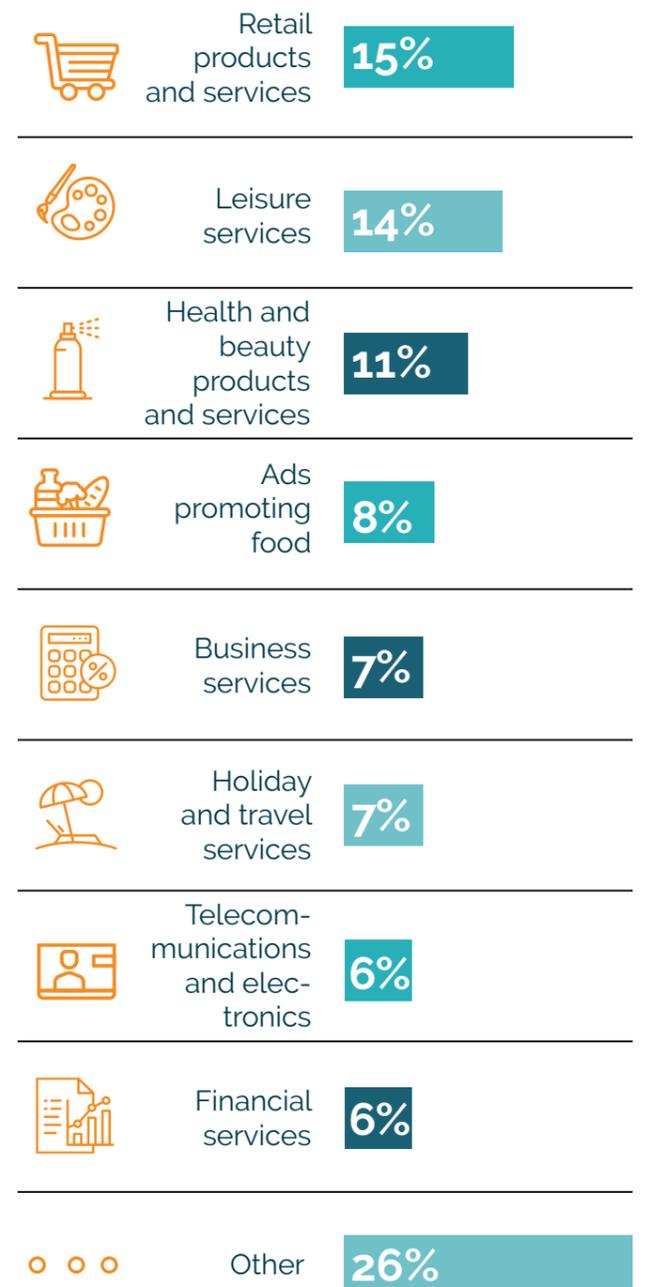
Most complained about issues...



Overall most complained about medium was...



The largest share of consumer complaints is accounted by...



UK AND GERMANY ACCOUNTED FOR A TOTAL OF

59% + 21%

OF ALL COMPLAINTS RECEIVED IN EUROPE



3.
DEVELOPING
EASA'S
NETWORK

EASA'S
— NETWORK

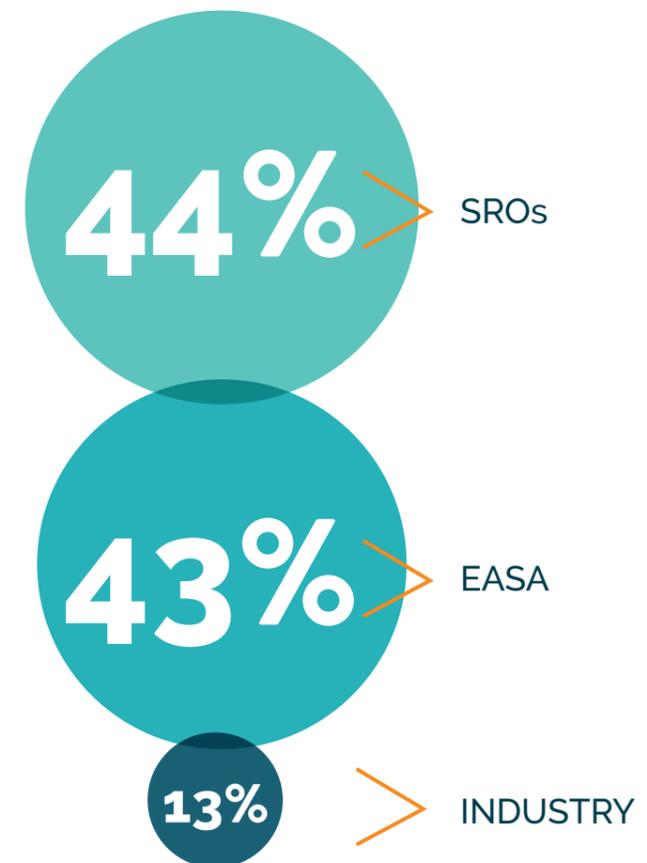


1. Exchanging Information

INFO REQUESTS

EASA promotes information sharing among its members by disseminating information requests across its network, thus gathering relevant data on topics of high interest for its members.

Overall, EASA sent out 42 info requests and surveys in 2019:





BIANNUAL MEETINGS

PARIS, FRANCE. April, 2019

EASA held its Spring Biannual Meetings jointly with the International Council for Advertising Self-Regulation (ICAS) on 16-17 April at the prestigious Ecole du Louvre in Paris, France. The meetings were hosted by the French SRO, Autorité de Régulation Professionnelle de la Publicité (ARPP) and brought together 99 members from both networks. On this occasion, ICAS organised its awards ceremony and EASA organised a forum on “Advertising: Technology and Responsibility”, gathering 79 high-level representatives of global, European and national organisations from the advertising industry and self-regulatory bodies.



STOCKHOLM, SWEDEN. October, 2019

EASA’s members also met in Stockholm on 10-11 October for Autumn Biannual Meetings. The event was hosted by Reklamombudsmannen (RO), the Swedish SRO, which celebrated its 10th anniversary on 9 October. On this occasion, RO organised a forum on “Responsible Marketing in a New Era”, which was preceded by ICC’s Commission on Advertising and Marketing meeting held in Sweden. Several sessions addressed issues relevant for EASA members such as “Hot Topics in Advertising Self-regulation”, “Gambling and Gender Portrayal”, “Advertising and Environmental Issues”, “Digital Innovations in Advertising” and “Standards in Digital Advertising”. Among guest speakers were Kerry Harrison and Richard Norton from Tiny Giant, a creative consultancy, Dudley Neville-Spencer from Virtual Influencer Agency and Brent Sanders from Microsoft.




PLATINUM

 Winner: **ASA**, GB

SILVER

 Winner: **WERBERAT**, AT

BRONZE

 Winner: **RO**, SE

GOLD

 Winner: **ARPP**, FR

BRONZE

 Winner: **SEE**, GR

SPECIAL MENTION

 Winner: **AUTOCONTROL**, ES


EASA'S BEST PRACTICE AWARDS 2019 > WINNERS

EASA'S BEST PRACTICE AWARDS 2019 - FROM AVATARS AND ARTIFICIAL INTELLIGENCE TO RESEARCH DRIVEN PROGRAMMES AND PUBLICATIONS

ASA's 2019 Best Practice Awards ceremony was held at the Nationalmuseum in Stockholm during the Autumn Biannual Meetings.

EASA's Best Practice Awards are presented every 2 years to the self-regulatory organisations which have most effectively implemented an element of the EASA Best Practice Model – a set of operational standards for advertising standards bodies.

The jury was composed of representatives from EASA's advertising industry members – Tamara Daltroff (EACA), Townsend Feehan (IAB Europe), Ilias Konteas (EMMA), Julia Quintella (WFA), Richard Saturley (WOO) and Dagmara Szulce (IAA Global).



ASA (The Advertising Standards Authority) UK won the Platinum Award for their Avatar Monitoring project. This initiative received much acclaim for its ability to capture data and replicate online profiles of specific age groups – to monitor online display advertising of certain restricted products – alcohol, gambling, HFSS (high fat, salt or sugar) foods and soft drinks.

ARPP (Autorité de Régulation Professionnelle de la Publicité) France received the Gold Award for its AI programme.

The Silver award was won by **Werberat Austria** for their 'Dos & Don'ts in Advertising' guidebook.

The judges selected two projects for the Bronze award.

Reklamombudsmannen (Ro) Sweden received Bronze for their book project 'Regler'. **Advertising Self-Regulation Council (SEE) Greece** received Bronze for their work on stopping the display of inappropriate ads of carnival costumes for young girls in online stores.

A Special Mention was awarded to **AUTOCONTROL Spain** for developing a training department in collaboration with other departments.

Richard Saturley from World Out of Home Organization who presented the awards, highlighted that "the judges were really impressed with the overall quality and variety of the entries which made choosing the winners particularly difficult".

2. Network initiatives and highlights



ANNUAL EVENTS

WFA
Global Marketer Week,
Lisbon, Portugal
MARCH 2019



SEMINARS

The Austrian Advertising Authority (ÖWR)
A convention on “Self- and Co-Regulation in the Modern World of Communication”,
Vienna, Austria
MAY 2019

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ANNIVERSARIES

AUTOCONTROL
24th General Assembly,
Madrid, Spain
JUNE 2019



SEMINARS

Rada Reklamy
Launch of the Polish charter for the protection of children in advertising,
Warsaw, Poland
SEPTEMBER 2019



ANNIVERSARIES

Romanian Advertising Council (Consiliul Roman pentru Publicitate)
20th anniversary,
Bucharest, Romania
SEPTEMBER 2019



ANNUAL EVENTS

AER
Annual Conference,
Brussels, Belgium
OCTOBER 2019

Copyright: @Bernal Revert



ANNIVERSARIES

World Out of Home Organization
24th General Assembly
Dubai, United Arab Emirates
MAY 2019



SEMINARS

Stichting Reclame Code (SRC)
An event to present SRC's work,
Amsterdam, the Netherlands
MAY 2019



ANNUAL EVENTS

IAB Interact,
Warsaw, Poland
JUNE 2019



ANNIVERSARIES

Reklamombudsmannen (RO)
10th Anniversary,
Stockholm, Sweden
OCTOBER 2019



ANNUAL EVENTS

EACA Effie Europe Awards Gala & Effie Forum,
Brussels, Belgium
OCTOBER 2019



A FEW HIGHLIGHTS FROM EASA'S VIBRANT NETWORK

In 2019, EASA's members organised events, conferences, celebrated anniversaries and more. Here are just a few of the numerous initiatives:

CROSS BORDER COMPLAINTS — & CBC REFERRALS

EASA's cross-border complaint (CBC) system ensures that concerns and complaints of the European consumers are addressed no matter where the advertising campaign originates from. EASA has facilitated the handling of CBSs since 1992.

In 2019, EASA published its [2018 Cross-Border Complaints Report](#) which highlights the activity with regard to the transfer and handling of cross-border complaints across EASA's network. Key findings were as follows:

MEMBER COLLABORATIONS

The strength of EASA's network is the international collaboration it facilitates. The following are just a handful of examples of EASA's highly active network.

In 2019, ASA (the UK) and ARPP (France) shared information on their technology-related projects. Specifically, ARPP's ground-breaking projects which use machine learning to detect alcohol in ads and to check the size of superimposed text in ads and the ASA's innovative Avatar Monitoring project and its Data Science Plan for 2020-23. Both SROs and their data science partners continue to share their experience of using such technology. In early 2020, SRC (the Netherlands) is joining the collaboration with its data science partner. Working with EASA, ARPP's, the ASA's and the SRC's ambition is to create an EASA data science centre of excellence. The aim is to improve their use of technology and sharing their learning with other SROs as they develop their capabilities.

Spanish SRO member, AUTOCONTROL, collaborated with multiple EASA members throughout 2019. AUTOCONTROL responded to 22 direct requests from EASA members including ARPP, WFA and FEDMA, related to legal or self-regulation issues and those related to AUTOCONTROL's experience and management. In November, AUTOCONTROL hosted a delegation from the Portuguese SRO Auto Regulação Publicitária to share knowledge about functions of the legal department and public affairs. At an international level, AUTOCONTROL collaborated with the Latin American SRO Network (CONARed) and produced a monthly newsletter for the SRO.

The Hungarian SRO ÖRT provided strategic advice to Serbia's NAESO on how to establish a local SRO. ÖRT also collaborated with ASA (the UK) to implement their award-winning avatar monitoring project in Hungary.

Additionally, RAC, the Romanian SRO, gave advice to NAESO in Serbia and shared their experience in setting up an SRO.

In May 2019, Stichting Reclame Code, the Dutch SRO, organised a meeting in Amsterdam for their platform-participants (industry organisations and consumer organisations). Guy Parker from ASA and Justina Raižytė from EASA addressed digital developments.



In 2018, EASA's SRO network handled

192 cross-border complaints

42% more than in 2017



Advertisements from the Netherlands and Ireland generated the highest number of cross-border complaints

58% Other



24% the Netherlands

18% Ireland



Most cross-border complaints were lodged by UK complainants

91% of all complaints



Misleading advertising was the main issue complained about

82%



Digital Marketing Communications was the most complained about medium

84%



The majority of cross-border complaints were resolved within three months

75%

resolved in 3 MONTHS

EXPANDING THE NETWORK

— SR DEVELOPMENT



1. Building new Dialogues

In 2019, EASA pursued ties with several advertising self-regulation initiatives in various European countries, sharing information and its long-standing experience. These connections aimed to further develop the understanding of effective advertising self-regulation and ultimately expand the current advertising self-regulatory network.

BELARUS, AKMA

Following a Memorandum of Understanding (MoU) that was signed with the Association of Communications and Marketing Agencies of Belarus (AKMA), AKMA agreed to set up an SRO by 31 December 2020. Since then, EASA has been in contact with local representatives from the Association of Communication and Marketing Agencies of Belarus (AKMA) to support this initiative. EASA agreed to provide support and share best practices and expertise.

EASA took part in the White Square Advertising Festival held in Minsk on 19 April. On this occasion, EASA had the opportunity to present the ad SR system and its ad SR network to the local industry, and to network with the local stakeholders.



White Square Advertising Festival, MINSK



Croatian Chamber of Economy's conference, ZAGREB

CROATIA

In 2019, EASA participated in the Croatian Chamber of Economy's conference on Responsible Marketing and Advertising in the Digital Era in Zagreb and the national ICC Chapter's Marketing Commission's meeting. There, EASA had the opportunity to meet local industry stakeholders and discuss the latest developments regarding the Croatian self-regulatory organisation. It met with key local representatives, including the Secretary General of ICC Croatia and representatives of the Croatian self-regulatory body.

EASA reiterated its support of any relaunch of the SRO; it is particularly relevant as the Croatian translation of the ICC Advertising and Marketing Communications has also been completed. The aforementioned events led to the Marketing Department - Croatian Chamber of Economy's participation in EASA's autumn biannual meetings in Stockholm. The dialogue is ongoing and EASA, together with ICC, is following the local SR initiative. EASA hopes that the Croatian SRO will become a new member of our Alliance in the near future.



Croatian Chamber of Economy's conference, ZAGREB



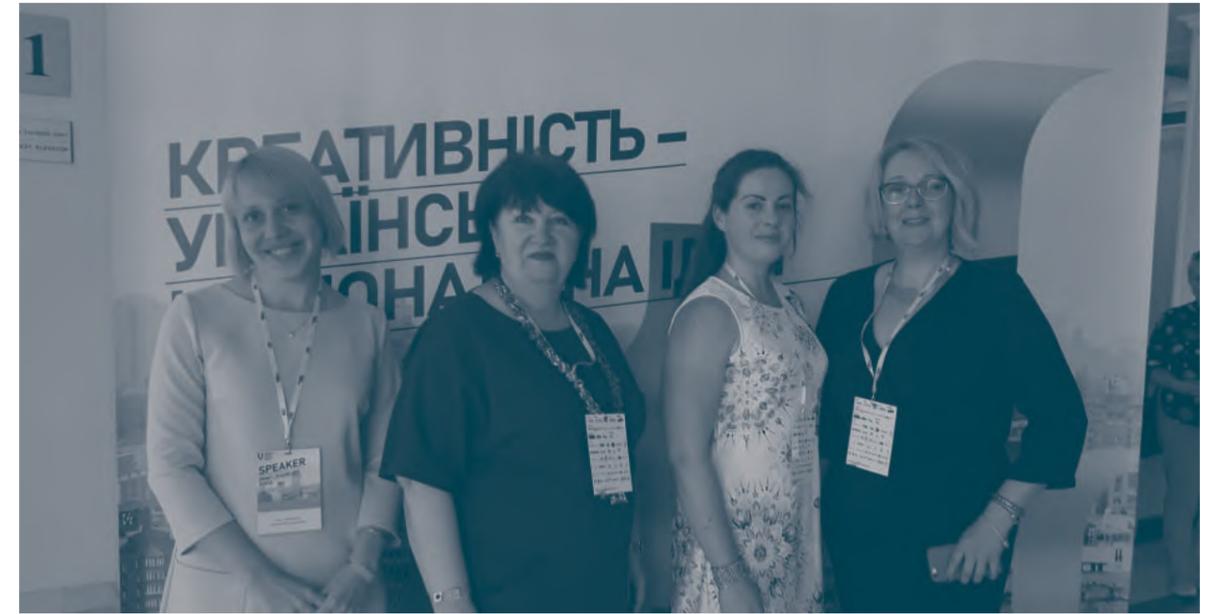
Advertising Forum of Central Asia, KAZAKHSTAN

COUNTRIES IN CENTRAL ASIA

Beyond Russia, EASA provided support to representatives of the Russian SRO, AMI RS, who have been assisting SR initiatives in central Asia. During an initial meeting in Moscow, EASA's Director General Lucas Boudet met representatives of the local advertising industry organisations from Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan and Uzbekistan. Soon after, he gave a video speech which was featured at the Advertising Forum of Central Asia in Kazakhstan. Lucas Boudet highlighted the experience of Russia, which managed to establish their SRO in a relatively short time period. He also emphasised that self-regulation is an important part of a responsible business model in most European countries and around the world. The International Council for ad Self-regulation (ICAS) will take over the initial contacts as they are under its scope.

ESTONIA

EASA initiated contact with the CEO of the newly established Marketing Association in Estonia (Turundatje Liit - TULIT). The association unites marketing professionals, communication agencies and PR companies, as well as their client brands and advertisers (advertisers do not have a separate association in Estonia). TULIT has a marketing standards group which provides opinions in the law drafting process whilst the consumer protection agency deals with complaints. In the scope of its development, TULIT is looking to create ties with the ad SR network. EASA agreed to provide support.



Kyiv International Advertising Festival

SERBIA

EASA has continued contact with Vanda Kučera, Head of IAA's Working Group on self-regulation at IAA Serbia and the Executive Director of the IAA Serbian Chapter. The SR initiative in Serbia has moved forward despite legal and financial hurdles. Vanda Kučera joined EASA's biannual meetings in Paris and announced the new SRO – National Association for Ethical Standards in Advertising (NAESO/ NAESA – eng.) – which was registered on 10 April 2019. NAESO's local team organised and introduced functioning governing bodies. Among other steps, it set up an SRO jury, drafted a sustainable business plan, and approved the ICC code as the basis for a Serbian SR code together with the Serbian Chamber of Commerce. EASA has been assisting the SRO by sharing best practices, connecting SRO members in the region for a more focused advice and maintaining a close relationship between NAESO and the European SR network. EASA hopes that NAESO will soon join as a member.

UKRAINE

EASA has been fostering ties with representatives from Ukraine who are keen to develop a local SR. Representatives of the Ukrainian Marketing Association and Friedrich Ebert Foundation (Ukraine) delivered a presentation during the CEE Council – SR Development session in Paris at EASA's Biannual Meetings. They presented ongoing SR developments and challenges in their market and discussed future collaboration with EASA.

Furthermore, EASA participated in the Kyiv International Advertising Festival in May 2019. EASA presented in the panel "Sex sells, doesn't it?" on SROs' and EASA's work combating harmful gender portrayal in European advertising. EASA also delivered a lecture to advertising and marketing students from universities in Odessa about sharing best practices and capacity building in EASA's network.



2. Collaborating with Partners

EDAA

The [European Interactive Digital Advertising Alliance \(EDAA\)](#)'s principal purpose is to provide the 'AdChoices Icon' to companies involved in data-driven advertising (or OBA) across Europe. The AdChoices Icon is a consumer-facing, interactive symbol that links consumers to an online portal, www.youronlinechoices.eu, where consumers can, in clear, user-friendly language, find out about their online ad choices, how online advertising is used to support the sites and services they use and how they can safeguard their privacy.

In 2019, EDAA conducted a [consumer research](#), the first to fully draw the link from greater understanding of consumer rights and regulation through to comfort with data-driven advertising, to explore consumer attitudes and perceptions towards online advertising and determine how these may have changed since the introduction of GDPR.



EDAA organised its fourth Annual Summit on 24 October 2019 in London, under the theme "Delivering a Consumer-Centric Future for the Digital Ad World", during which it presented its latest consumer research and unveiled its plans to

- increase transparency and education measures, and
- reshape how self-regulatory mechanisms will continue to play a critical and positive role in supporting consumers and companies to navigate their digital rights and responsibilities in today's self-regulatory landscape.

Over 150 companies are actively participating in the Programme, through the use of the AdChoices Icon and/or integration on the YourOnlineChoices Platform, which is available in 33 countries and 27 languages, averaging millions of visitors each year.

Drawing on the success of the ubiquitous OBA icon, EDAA reinforces real-time, contextual and meaningful information towards consumers as to how they can be empowered with choice and control. Through recognition and understanding, EDAA is determined to bridge this trust gap by promoting greater consumer favourability through meaningful industry best practice. From an operational perspective, EASA and its network continues to support EDAA through the carrying out of an annual OBA complaints report, highlighting the involvement of its 13 European SRO members which have extended remit to cover OBA as consumer facing entities addressing consumer enquiries and complaints.



ICAS

The [International Council for Advertising Self-Regulation \(ICAS\)](#), of which EASA is a founding member, promotes advertising standards and responsible marketing practices at the global level. As of 1 January 2020, ICAS had 31 members from across Europe, the Americas, Asia-Pacific, Africa and the Middle East.

In 2019, ICAS organised its first Global Awards for effective advertising self-regulation. Four winners were selected by an international independent jury of self-regulatory experts, chaired by Ms Carla Michelotti, member of the Board of the International Advertising Association (IAA). The aim of the Awards, which are expected to be organised every two years, is to reward initiatives that contribute to responsible marketing practices through self-regulatory standards.

On 15 April 2019, the ICAS Annual Meeting, held in Paris prior to the EASA Spring Meeting, elected Lee Peeler of the US-based advertising self-regulatory council as its new President. In July, the second edition of the Global SRO Database was released together with the 2018 Factbook, presenting basic facts and figures on existing self-regulatory systems in the markets covered by ICAS. Other important publications issued in 2019 included papers on non-commercial ads, on product labels and packaging, and on the link between advertising standards and corporate social responsibility.



ICC

EASA plays an active part in [International Chamber of Commerce \(ICC\)](#) Advertising and Marketing Commission. After 2018, which focused on supporting the new ICC code revision, in 2019 EASA provided regular updates to the Commission on EU policy developments as well as actively engaged in a working group whose role is to develop documents to bolster advertising self-regulation and to improve the understanding of the concept. EASA acts as the link between ICC and its vibrant network which implements on the ground the principles of ICC's code.

EASA also collaborates with ICC on an ad hoc basis. For instance, in 2019, it coordinated actions together with ICC and The International Council for Advertising Self-Regulation to curtail the new work stream by The International Organization for Standardization (ISO) Committee on Consumer Policy (COPOLCO).

The work stream's goal is to develop standards which would protect children from harm and, thus, provide best practice guidelines for all advertisers. Indeed, this new development would undermine the current SR system by duplicating already existing standards. —>>

EASA, ICAS and ICC issued a paper which calls the ISO to support existing initiatives rather than setting up a series of new standards and took part in a virtual meeting with the Chairperson of the ISO COPOLCO and other members of the Committee. EASA alongside ICC and ICAS will continue their joint efforts until this threat of duplication is off the table.



The strength of the ICC Code lies in its application and implementation globally to promote responsible advertising and marketing communications. The EASA network of self-regulatory bodies is central to this purpose in ensuring that the Code principles are enshrined in the national codes of at least 25 European countries. EASA's ongoing support is invaluable in reinforcing the fundamental value of self-regulation which lies in its ability to create, enhance and preserve consumer trust and confidence in the business communities behind it, and thereby in the marketplace itself.



Brent Sanders, Chairperson, Marketing & Advertising Commission

DIGITAL — HIGHLIGHTS



1. Engaging with Digital Players

2019 was marked by an enhanced collaboration with digital players. EASA strengthened ties with Google, Facebook and Amazon. EASA also had meetings with EDIMA, the trade association representing online platforms and other innovative tech companies. EASA's aim was to raise awareness of the value of ad SR and to secure further engagement by those players in the current ad SR system.

During the year, discussions with Google progressed regarding the company investing in EASA's ad SR network. The agenda moved forward with numerous meetings taking place between EASA and Google's EMEA Agencies and Advertising Industry Relations teams.

In the scope of these exchanges, EASA organised a session on "Advertising: Technology & Responsibility" at the biannual meetings in Paris. The first part featured presentations from the European Commission (Victoria Leroy, European Commission, DG CONNECT) and ICC (Anders Stenlund, ICC code revision task force Co-chair), discussing how both organisations address technological changes to ensure responsible advertising. Additionally, EASA (Justina Raižytė) and its members (egta and the Autorité de Régulation Professionnelle de la Publicité) showcased their respective work on regulation and self-regulation.

The second part gathered representatives from Google and Facebook alongside the heads of the World Federation of Advertisers (WFA), the Advertising Standards Authority for Ireland (ASAI) and was moderated by the Chief Executive from the Advertising Standards Authority (ASA). Overall, a strong call was made for a panel discussion on how digital ad industry ensures responsible advertising and can work towards greater consumer trust.

WHAT'S NEXT?

EASA will continue conversations with digital players and foresees progress in 2020.



2. Influencer Marketing

In January 2019, EASA publicly launched its Best Practice Recommendation on Influencer Marketing, which looked at the key elements of influencer marketing techniques and provided advice on subjects like appropriate level of transparency and disclosure, editorial control and responsibility. Due to high demand among EASA partners and key stakeholders, the BPR was released publicly to all interested parties and received some positive references in the [media](#). The internal database of National Guidelines of Influencer Marketing was also established to facilitate information sharing among the SROs.

EASA's team further promoted the Influencer Marketing Best Practice Recommendation in its advocacy work and awareness campaigns, educating relevant stakeholders and the public about the value and benefits of the ad self-regulation. EASA also had a chance to take part in a series of events throughout 2019, which focused on the influencer topic and highlighted best practices in its network.

On 11 January, EASA was invited to take part in the workshop [The Regulation of Social Media Influencers](#), which was organised by Maastricht University and supported by the Social Sciences Research Foundation and the Maastricht European Private Law Institute. At the roundtable discussion, EASA was joined by representatives from Stichting Reclame Code and the European Commission. They discussed the progressive work done by the SROs in this area, and the need for proper self-regulation for all digital marketing technologies.





On 6 May, EASA took part at the **Hands On Digital 2019 conference** organised by Ghent University, CEPEC and the persuasive communication division of NeFCA. At the event, EASA shared its experience in developing and supporting “Digital Ad Standards in Europe”. EASA’s BPR and subsequent work on influencer marketing was featured as a case study and presented to the academic audience.

On 14 May, EASA shared its influencer marketing expertise in Cyprus, at an **event dedicated to influencer marketing practices** and organised by the Cyprus Advertisers Association and the Cypriot SRO – Cyprus Advertising Regulation Organisation (CARO). It attracted a wide spectrum of advertising practitioners and stakeholders from advertisers to agencies.

On 4-5 June, EASA took part at **IAB Europe’s Interact 2019 festival** in Warsaw and presented SROs’ and EASA’s work on influencer marketing, including a successful launch of EASA’s Best Practice Recommendation on the topic. The presentation was followed by a panel discussion, with EASA’s network SROs from the UK (Guy Parker, ASA) and France (Mohamed Mansouri, ARPP).

On 4 October, EASA participated in the workshop on **‘Protecting Children in Audiovisual Media Services – How AVMSD can help tackle**

advertising of HFSS foods to children’, organised by ERGA. EASA joined a panel discussion on HFSS advertising on VSPs – breaking new ground for NRAs, which specifically looked at how the revised version of the AVMSD targets new forms of commercial communications such as IM.

Later in October (22-23), EASA was presenting the same topic at the **Influencer Marketing Show** in London – the largest IM-targeted conference in Europe. The event aimed to educate brands, agencies, tech platforms and content creators, enabling them to make smarter decisions on their influencer marketing campaigns. EASA delivered a presentation titled ‘Out of the Wilde West and Into the Matrix?’ addressing uncertainties around proper disclosure and transparency requirements which are still common in the industry.

Additionally, in 2019 EASA also presented at various advertising and marketing seminars on influencer marketing standards in Europe to audiences of different ad industry professionals, discussing different approaches and common future challenges including cross border, regulatory and self-regulatory perspectives.

Ensuring Trust in Influencer Marketing: On 2 December, EASA organised a closed-door industry workshop - Ensuring Trust in

Influencer Marketing, hosted by Facebook. The event took place in London and was attended by representatives of brands, SROs, agencies and industry associations actively involved in influencer marketing, as well as policy and topic experts from Facebook and Instagram.

During seven interactive presentations and panel discussions, speakers and participants addressed issues concerning transparency, consumer trust, and lack of collaboration between relevant stakeholders. Moreover, the attendees actively suggested ideas for possible universal disclosure

labeling (such as icons or emojis) and clearly voiced the need for more dialogues with digital players in setting recognised standards and platform supported solutions.

The event commenced with a clear call for a consistent responsibility approach and proactive industry action coordinated at the European level, where EASA will continue to play its role, providing a forum for SROs, brands and social media platforms to seek answers to the most challenging questions concerning influencer marketing.



4.

SERVING
EASA'S
NETWORK

EASA'S PROJECTS

1. EASA's Monitoring Activities



3 MONITORING EXERCISES

1 International and 2 European exercises conducted



1 SMALL-SCALE CONFIDENTIAL EXERCISE

for ad labelling



2382

PROFILES CHECKED

Including websites, social media profiles and apps



18 SROs WORLDWIDE

10 in Europe
8 rest of the world (only in the RMP DGP Alcohol monitoring)

EU PLEDGE MONITORING EXERCISE

In the scope of its long-standing collaboration with the EU Pledge Secretariat, EASA ran in 2019 the 9th monitoring exercise to assess whether EU Pledge member companies respected their commitment to not advertise food and beverage products that do not meet the applicable nutritional criteria to children under the age of 12. During the exercise, 8 SROs of EASA's network reviewed company-owned websites, social media pages, as well as, this year, for the second time, influencer profiles that companies work with. The findings are then shared during a dedicated workshop where companies and SROs can discuss the results.

- Reviewed: **254 profiles** (101 company-owned websites, 153 company-owned social media pages) and **40 influencer profiles**.

This monitoring ensures that companies receive an independent, impartial, knowledgeable and experienced team of self-regulatory experts who review online content. The exercise allows for companies to follow the development of their yearly compliance rate, to demonstrate the solidity of their commitments, and identify possible improvements.

ACCOUNTABILITY MECHANISM

The EU Pledge Accountability Mechanism was initially designed and implemented by EASA in 2018. Its purpose is to allow the handling of complaints revolving around alleged EU Pledge commitment breaches and to further increase the Pledge's accountability and transparency in line with DG Santé's request. The mechanism features a panel of 9 SRO experts coming from SROs. For every case received, 3 of the experts assess the case and adjudicate with the support of EASA and the EU Pledge's secretariat. The panel was conveyed on several occasions during the year.

WHAT'S NEXT FOR 2020?

Potentially 6 new monitoring exercises for 3 sectors and on 1 gap analysis for another sector and the continuation of the Wikiregs projects through a scheme whereby participating SROs will carry out biannual reviews of the existing sectoral profiles.



>1000

ADS TO MONITOR



Will Gilroy, Director of Policy and Communications, WFA

WIKIREGS

Officially launched in 2018, [Wikiregs](#) is a web platform that provides easy access to all the statutory and self-regulatory rules which apply to marketing communications for 7 sectors (Alcohol, Cars, Children, Cosmetics, Food and Soft Drinks, Gambling, General overview) in 8 European countries (Belgium, France, Italy, Netherlands, Poland, Spain, Sweden, the United Kingdom) all in one place. After an initial review of the country sectoral factsheets, EASA has been under discussion with the owner of Wikiregs to set up a scheme whereby SROs would review on a regular basis the content of the platform to flag any parts which need updating due to changing rules and regulations.



Company commitments can only really build trust if they can be independently verified. EASA provides an invaluable service to responsible market operators by measuring compliance in a credible and transparent manner, allowing companies to benchmark performance and rectify cases of non-compliance. As the marketing of certain sectors becomes increasingly scrutinised, EASA's role in conducting credible and independent monitoring will only become more important.

5.

**PROMOTING
ADVERTISING
SELF-
REGULATION**

POLICY & ADVOCACY



1.

New European Legislative Term

From an EU policy perspective, 2019 was marked by European Parliament elections that took place between 23-26 May and a transition period between the outgoing and incoming college of European Commissioners. The new European Commission started its mandate in December 2019. During this transition where European legislative work came to a near standstill, EASA focused on following-up on ongoing files as well as preparing for the next term. EASA began revamping its mapping of stakeholders, preparing a new policy and outreach strategy and took stock of possible issues that might impact advertising self-regulation in the next years.

In 2020, EASA will follow upcoming legislative proposals which may impact advertising self-regulation, including the Digital Services Act, that will aim to strengthen the single market and protect citizens and their rights by looking into issues of liability and safety in an online environment.

EASA will continue the outreach plan initiated in 2019 which included meeting relevant stakeholders as well as raising awareness of effective ad self-regulation. After initiating preparatory work in 2019, EASA will organise an event on Responsible Advertising and Gender Portrayal, hosted by MEP Brando Benifei in the second half of 2020. The purpose of the event is to showcase ad industry initiatives which demonstrate a genuine will to communicate responsibly in matters of gender portrayal.

Furthermore, EASA will continue to monitor other topical issue to be able to swiftly respond to policy developments which may impact ad SR, such as Artificial Intelligence. EASA will get involved in the European Union's work whenever appropriate as the new Commission will include a strong AI component in its upcoming strategies which may have an impact on advertising and where SR could play a relevant role.





Victoria Leroy, European Commission



2. New Deal for Consumers

The EU policy makers reached an agreement on new consumer protection rules which “aim to better enforce and modernise the current EU consumer protection rules, in line with digital developments”.¹ With publication in the Official Journal of the EU, Member States are required to transpose the Directive by 28 November, 2021 and apply its provisions from 28 May, 2022. In 2019, EASA prepared a position paper to underline key messages and address main concerns, to ensure that the revision would not threaten SR systems and lead to unnecessary and costly duplication of tasks and responsibilities currently held by SROs.

At the end of 2019, the EU policy makers were ready to start trilogue negotiations on the Collective Redress proposal, after months of negotiations. According to the Commission, “this proposal aims to improve tools for stopping illegal practices and facilitating redress for consumers where many of them are victims of the same infringement of their rights, in a mass harm situation”.² EASA underlined the importance of the SR system when meeting with policy makers and co-signed a joint industry position paper. On these numerous instances, EASA underlined that it is crucial that the revision does not threaten well-established SR systems to ensure that SROs can continue to operate.

¹ European Commission, [Daily News - New Deal for Consumers: new rules to boost consumer protection enter into force](#), 7 January 2020

² European Commission, [A New Deal for Consumers: Commission strengthens EU consumer rights and enforcement](#), 11 April 2018



3. AVMSD & Other Policy Topics

AVMSD

The Audiovisual Media Services Directive (AVMSD) governs the EU-wide coordination of national legislation on all audiovisual media. After its adoption at the European level at the end of 2018, the EU Member States gradually started to transpose the revised AVMSD into the national law during 2019. The new version creates a fairer environment for all players, includes video-sharing platforms within its scope, promotes European productions, tackles hate speech more efficiently, and provides better protection to children. The Directive obliges Member States to “encourage co-regulation” and “foster self-regulation” in several areas, while providing a clear definition of both concepts.

In 2019, EASA kept playing an active role supporting the transposition of the Directive at national level by providing guidance and assistance to the members, identifying possible opportunities for better collaboration with the regulatory authorities, sharing relevant policy developments across EASA’s network and engaging with the key EU bodies, advocating for its members where possible. EASA invited European Regulators Group for Audiovisual Media Services (ERGA) to biannual meetings in Paris to exchange views and developed a position paper, as well as a practical toolkit for its members with a guidance on how to achieve the main SR objectives at a European and national levels. Additionally, EASA also prepared a transposition barometer that outlines the pace of AVMSD adoption in the EU.

EASA participated in the workshop on Protecting Children in Audiovisual Media – How AVMSD can help to tackle advertising of HFSS foods to children? - organised by ERGA. EASA

joined a panel discussion on HFSS advertising on VSPs (video sharing platforms), which specifically looked at how the revised version of the AVMSD targets new forms of commercial communications, such as influencer marketing. EASA presented SROs’ work and good practices in proactively taking steps to ensure responsible marketing to kids online.

DISINFORMATION ONLINE

In 2018, EASA was involved in a ‘Multistakeholder Forum on Disinformation’ which was tasked with drafting a Code of Practice on Disinformation together with several of its key members and its working group. In the end, EASA did not take part as a signatory. Nonetheless, EASA was closely monitoring the latest developments on disinformation and followed regular assessments.

ARTIFICIAL INTELLIGENCE

In 2019, discussions on Artificial Intelligence began at the EU level. EASA monitored various initiatives on this topic. These included the creation of a High-Level Expert Group on AI (AI HLEG), with a purpose to issue recommendations and guidance to the European Commission; it also published a set of Ethics Guidelines for Trustworthy AI. The guidelines include a European Parliament report on a comprehensive European industrial policy on artificial intelligence and robotics. EASA took part in the AI Alliance, a multi-stakeholder forum for engaging in broad and open discussions on AI. EASA monitored these developments as they may have an implication for the advertising industry and present opportunities for ad SR network.

OUTREACH & COMMUNICATION



1.

Participation in Events

In 2019, EASA participated in member and partner events and hosted its own. A few of these events:



WFA - GLOBAL MARKETER WEEK,
Lisbon, Portugal
26 - 29 MARCH 2019



IAB - INTERACT,
Warsaw, Poland
4 - 5 JUNE 2019



**RADA REKLAMY - LAUNCH OF
THE POLISH CHARTER FOR THE
PROTECTION OF CHILDREN IN
ADVERTISING,**
Warsaw, Poland
11 SEPTEMBER 2019



**ROMANIAN ADVERTISING COUNCIL -
20TH ANNIVERSARY,**
Bucharest, Romania
20 SEPTEMBER 2019



**UNIVERSITY OF GHENT -
HANDS ON DIGITAL CONFERENCE,**
Ghent, Belgium
6 MAY 2019



**EASA -
OFFICE INAUGURATION PARTY,**
Brussels, Belgium
4 JULY 2019



2.

EASA's visibility on social networks

JANUARY 2019 - DECEMBER 2019

LINKEDIN



322 > 515 followers (+193)

+60%

european-advertising-standards-alliance

1059 > 1242 followers (+183)

+17%

@AdvertisingEASA

TWITTER



YOUTUBE



138 > 462 followers (+324)

+234%

The European Advertising Standards Alliance - EASA

EASA'S — PUBLICATIONS

In 2019, EASA produced publications on statistical reports, best practice recommendations and created new material for external promotions.

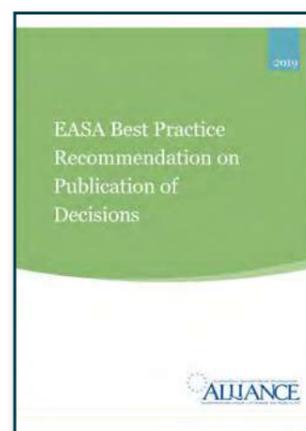
STATISTICS REPORTS:



European Trends in Advertising Complaints, Copy Advice and Pre-clearance (2018)



EASA Annual Cross-Border Complaints Report (2018)



Best Practice Recommendations: Publication of Decisions



EASA Leaflet



Bluebook

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