

## EASA Project Updates

Over the last year EASA has delivered independent monitoring projects covering advertising self-regulation in the alcohol, food, toy and cosmetics sectors. This service provides important feedback on the implementation of advertising self-regulation and helps to improve marketing communications on sensitive issues. EASA's own 3E education project has also been gearing up for its launch this April and the first training session will take place in Paris this June.

### Toys:TV and Web Audit

In April 2012, EASA completed an audit of toy advertising in TV ads and pop-up banners in France, Germany, Italy, Spain and the UK for Toy Industries of Europe. The results were presented and discussed during a closed workshop with members of TIE and the participating SROs. Positive feedback was received from the toy companies that took part, who have used the findings to improve their marketing communications to children.

### Food and Beverages: European Pledge Monitoring Exercise

Following successful food brand website monitoring projects in 2010 and 2011, EASA was once again commissioned by the World Federation of Advertisers (WFA) in 2012 to review the websites of the 19 EU Pledge member companies. In addition, the exercise was extended to also cover marketer-owned websites.

The EU pledge specifies that signatories will only advertise "better for you" products to children under the age of 12 or not target their products at this audience at all. The goal of the review was to determine whether marketer owned websites reviewed by the SROs could be considered to be appealing to children under 12.

Between May and July 2012, EASA coordinated the survey, which involved SROs from the Czech Republic, France, Germany, Poland, Spain, Sweden and the UK. The SROs involved reviewed a total of 210 brand websites of the 19 companies that have signed up to the pledge. EASA then compiled the results which were presented to European Platform for Action on Diet, Physical Activity and Health on 14 November in Brussels.

### Cosmetics: European Gap Analysis Project 2012

From December 2012 to April 2013, EASA undertook a gap analysis project for Cosmetics Europe. The project examines the differences between national codes and rules on cosmetics advertising currently in place across Europe and the new Cosmetics Europe Guiding Principles.

EASA will present the results to Cosmetics Europe at a workshop in May. On the basis of the results, EASA will provide Cosmetics Europe and its national

associations with a set of recommendations on achieving full implementation of their framework at national level.

### Alcohol: The Responsible Marketing Pact

In April 2012 WFA and 8 leading alcohol producers launched the Responsible Marketing Pact (RMP), a commitment to the European Alcohol and Health Forum. The commitment is also supported by the beer, wine and spirits sectors at European level. One of the three pillars of the RMP is a commitment to ensure that alcohol advertising across the EU does not target or appeal primarily to minors. This is already a rule in most advertising codes and the RMP will help to ensure the rule is consistently implemented and enforced across Europe.

In collaboration with the WFA, EASA and 9 of its SRO members (AT, BE, ES, HU, IR, NL, SE, SI, UK) have created a taskforce which will seek how to better address the key issues. The taskforce is responsible for developing a checklist of criteria to help SROs understand whether an alcohol-related advertisement appeals to minors.

### EASA Ethics and Education: 3E Project Launches

EASA has now partnered with SROs in Austria, Bulgaria, France and Sweden to pilot the 3E education module which launches in April this year. The first training session will take place in Paris in June.

Ethics and education are at the heart of the module, which aims to provide an interactive platform for people who have recently, or are about to become involved in advertising with a focus on students of marketing and advertising.

Through ten interactive lessons and case studies, the module will help participants to understand the impact of advertising as well as the role played by self-regulatory system and the responsibilities that stem from this. This will equip them with the knowledge to demand, create and/or place advertising of a high ethical standard.

The module, which is designed to be interactive and flexible, will use new age technologies to encourage open discussion between participants and teachers. The conversations that develop will encompass the moral and ethical dilemmas faced by the advertising industry today.

has taken over Sibylle's policy issues and the Self-Regulatory Committee as EASA's Project & EU Affairs Officer and Maria Tsoumou has taken over Sybille's project monitoring duties as Project & Finance Coordinator.

EASA has also benefited from the support of three excellent interns this year. Thibault Heinekins, Youri Mercier and Lorenzo Genito have provided key inputs on projects, policy and cross-border complaints.

## EASA Tools and Resources

This year EASA has revised its Best Practice Recommendation on Claims Substantiation and held two training workshops for members on Online Behavioural Advertising (OBA) and Membership Capacity Building for SROs for members during its bi-annual meetings in London. EASA has also continued to facilitate the Cross-Border Complaints mechanism and collect annual statistics on complaints of both European and International SROs.

### 2011 Complaints Statistics

**60,234 Complaints were received by European SROs in 2011:**

- The UK and Germany accounted for 75% (45,506) of all complaints received in Europe;
- Telecommunication services, food and retail were the most complained about sectors, and Audiovisual media services was the most complained about medium;
- Allegedly misleading advertising was the most complained about issue;
- Issues related to taste and decency generated 12,860 complaints related to 4,200 ads and include the top two most complained about ads of 2011.

**EASA's 9 international SRO members received a total of 14,491 complaints in 2011:**

- The complaints were related to 3,449 advertisements, with the majority of complaints being lodged by consumers;
- Health and beauty, food and telecommunications services were the most complained about sectors;
- Audiovisual media services were the most complained about medium in 2011, complaints about digital marketing communications have increased on 2010;

- Allegedly misleading advertising was the main issue complained about

### Cross Border Complaints

EASA's cross-border complaint mechanism allows consumers to lodge complaints about ads from companies in other territories:

- EASA received 414 CBCs about 61 ads in 2012 - over four times more complaints than the previous year;

- The dramatic increase in CBCs is directly linked to one single ad which generated 319 complaints;

- Transport and publications were the most

complained about sectors;

- Ads displayed on the internet or in emails were the most complained about medium;

- Allegedly misleading advertising was the most complained about issue;
- Revision of BPR means Burden of Proof rests on Advertiser**

EASA revised its Best Practice Recommendation on Claims Substantiation in 2012, addressing the reversal of the burden of proof in advertising self-regulation. Advertisers are now required to prove that claims made in ads are truthful by providing documents to substantiate their claims, rather than the onus being on the complainant to demonstrate that they are not.

### Training Workshops

EASA ran workshops on Online Behavioural Advertising (OBA) and Membership Capacity Building for SROs during its bi-annual meetings in October last year.

The OBA workshop outlined the key principles of implementing the OBA agenda and UK SRO, ASA, shared their experience of putting it into place

The membership capacity building workshop provided a forum for EASA's SRO members to discuss the different ways SROs can develop their organisational capacity.

### European Copy Advice Facility

The European Copy Advice / Pre-Clearance Facility offers a one-stop shop for those who wish to request for copy advice on one advertisement in a number of countries. With one click of the button, registered users can send their requests to multiple self-regulatory organisations at the same time while getting information on costs and turn-over times.

Since its launch in November 2009, 190 organisations have registered with the facility, and 54 have submitted requests.

The European Copy Advice / Pre-Clearance Facility was developed by Clearcast UK in cooperation with EASA. It is available at: [www.ad-advice.org](http://www.ad-advice.org).



EASA | Rue de la Pépinière 10-10a | B-1000 | Brussels | Belgium | [www.easa-alliance.org](http://www.easa-alliance.org)



### 2012-2013: A Word from Ildikó Fazekas, EASA Chairman 2009-2013

Last year, our twentieth anniversary celebrations provided a wonderful opportunity to look back at progress we have made in making sure advertising is legal, decent, honest and truthful in Europe and beyond. Ensuring that ethical advertising standards are in place serves both to build trust in business and protect the consumer.

The anniversary was also an occasion to reflect upon how we have grown as an organisation. This not only includes the size and reach of our network and the issues that we cover, but also our profile and reputation at both European and international levels. I believe that our success as an organisation directly results from our ability to respond strategically to change and the support mechanisms we have developed, such as our Best Practice Recommendations which set out common standards for self-regulatory organisations to apply in their daily work.

One of the biggest challenges we have faced during my tenure as chairman has been in strategically responding to developments in the digital environment. Through our work on online behavioural advertising we have played an active role in improving the online environment for consumers and ensuring that they feel protected as they navigate the digital world.

EASA has continued to play a leading role in the EU Steering Group on OBA, which is headed by EASA vice-chairman Angela Mills Wade. Angela's wisdom, knowledge and experience have been essential in opening the door into the digital world for EASA.

EASA has also been integral in the set up of the European Interactive Digital Advertising Association (EDAA). At the launch of the EDAA in October 2012, Robert Madelin, Director General at the European Commission's DG CONNECT, said he was "impressed with the way in which the advertising industry has succeeded, in a short time, in putting in place a new, effective self-regulatory framework" and that "these efforts will contribute significantly to empowering internet users in the management of their privacy across Europe."

In addition to its structural work on self-regulation of digital communications, EASA has also contributed



*Pictured: Ildikó Fazekas (center) with her two vice-chairmen, Angela Mills Wade and Piet Jaspaert*

practically to its implementation of self-regulation in digital communications this year. It has coordinated monitoring exercises on the application of digital advertising in the toy and food sectors and held a training workshop on OBA for its SRO members.

Advertising self-regulation works because it can rapidly respond to an ever changing advertising landscape. EASA has continued to provide strategic input into the key debates in 2012 by actively contributing to discussions on how to improve marketing communications in the alcohol, food and cosmetics sectors as well as taking part in the important discussions with the European Commission on environmental claims.

EASA's reputation as the single voice of advertising self-regulation has also strengthened this year. We were proud to see EASA's Perspectives on Advertising Self-Regulation highlighted as a best practice in the report of the APEC Dialogue on Advertising.

In the last year EASA has finalised its 3E module, which will be launched in April. The module will now help to ensure that the next generation of ad-industry professionals are aware of the importance of ethical standards and social responsibility in advertising.

We were delighted to welcome three new SROs from Cyprus, Mexico and Colombia into the network this year. The inclusion of the Cypriot SRO, CARO into our membership further increases our coverage in Europe. A special thanks here to EASA vice-chairman, Piet Jaspaert, who played an essential role in setting up the CARO through jury training sessions. The addition of Mexico and Colombia will enrich our International Council on Advertising Standards (ICAS).

Earlier, I highlighted that two key factors in EASA's success are its ability to respond strategically and the support mechanisms it has developed. Following four years as Chairman of EASA, I can say that without a doubt this success also results from our strength as a team. I am proud of what we have achieved together, and would like to thank my colleagues in the Executive Committee as well as our SRO and industry members and the EASA Secretariat for their dedication and for sharing their knowledge, expertise and time to make us stronger.

I would like to dedicate special thanks to my two vice-chairmen, Angela Mills Wade and Piet Jaspaert, without whom these past four years would not have been as successful. I would also like to thank and congratulate Oliver Gray who is successfully coordinating an ever growing orchestra to ensure the clear voice of advertising self-regulation.

Finally, a message to industry – I am pleased that you have taken up the challenge from my inaugural speech and have all 'added your voice to the choir'. In the future there may be new pieces and new conductors but we will always need everybody's voice and commitment – our audience need and deserve it.

Advertising Issues

As the single voice of advertising self-regulation, EASA seeks to promote advertising self-regulation as an effective alternative to detailed legislation whilst strengthening and extending self-regulation across Europe and beyond. Over the last year EASA has provided valuable contributions to a number of EU policy debates related to advertising. Following the release of its Best Practice Recommendations for Online Behavioural Advertising (OBA) in 2011, EASA has also continued to support the development of industry wide self-regulatory standards for OBA.

Alcohol Advertising

In 2012, EASA, in collaboration with industry partners, wrote a joint response on the AMPHORA Report to the European Commission criticising the report's methodology and highlighting inconsistencies in the information used, which was based on opinion rather than independent and credible research. EASA also participated in the open and closed sessions of the Commission's Alcohol and Health Forum's in October 2012, where participants from the advertising and alcohol industries reaffirmed their commitment to responsible advertising. EASA's Director General, Oliver Gray, spoke about the progress of European self-regulation on alcohol advertising at an International Conference in Washington organised by the International Centre for Alcohol Policies. At the end of the conference ICAP announced a series of additional WHO commitments with regard to alcohol advertising including on self-regulation.

Unfair Commercial Practices Directive

The first report on the Commission's Unfair Commercial Practices Directive was adopted in March 2013. The report is the result of an extensive consultation process to which EASA provided input during 2011 and the first half of 2012. Implementation and enforcement of the Directive have been highlighted as two of the key areas that will be followed up on; these issues also formed key threads during the Commission's 2013 Consumer Summit at which EASA spoke from the SR perspective.

Misleading and Comparative Advertising Directive

In March 2013, EASA took part in an impact assessment interview and subsequent follow up workshop as part of the Commission's first steps towards a review of the Misleading and Comparative Advertising Directive. The results of the impact assessment will be published in April and the Commission plans to announce the next steps in October 2013.

Cosmetics Charter and Guidelines

EASA and its members made extensive contributions during the design and drafting process of the Cosmetics Europe Charter and accompanying Guiding Principles on Responsible Advertising which were launched in June 2012.

Gender and Advertising

EASA has sought to inform parliamentarians of the role ad self-regulation plays in ensuring that women and men are portrayed positively and responsibly in advertising after the issue was raised in two separate reports of the Women's Rights and Gender Equality (FEMM) Committee in the European Parliament. The reports focused on the sexualisation of girls and the elimination of gender stereotypes.

Online Behavioural Advertising

As part of the European OBA Industry Coalition, EASA has continued to play a key role in the development of the self-regulatory system for online behavioural advertising (OBA) in the last year.

EASA has been involved in four EU Multi-Stakeholder Round Tables in 2012, hosted by DG CONNECT (formerly DG INFOS) and chaired by Director-General Robert Madelin. EASA's SRO members in France, Germany and the UK have already implemented the OBA remit and in 2013 EASA will support SRO members in other European countries to follow suit.

Working with IAB Europe, EASA has supported the development of the European Interactive Digital Advertising Alliance (EDAA) which was officially launched in October 2012. The EDAA works to ensure businesses have all the tools necessary to implement and subsequently comply with the SR guidelines for the benefit of consumers – to providing transparency, choice and control of OBA.



About the EDAA

- The EDAA is responsible for delivering key aspects of the OBA self-regulatory programme;
- This includes the licensing of the OBA Icon, integration companies onto the website www.youronlinechoices.eu (YOC) and the approval of Icon Providers and Certification Providers;
- EDAA's Governing bodies are: ACT, AER, EACA, EA, egta, EMMA, ENPA, FEDMA, IAB Europe and the WFA and EASA acts as the coordinating entity;
- The YOC website is now 'live' in 29 countries and 24 different languages across the EU/EEA;
- 80 companies have now been successfully integrated onto the YOC website;
- 2013 will see the roll-out of a Consumer Education Campaign across all EU/EEA markets.

Building and Promoting Self-Regulation

EASA celebrated two decades as the single voice of advertising self-regulation in March 2012. Over the last twenty years, the Alliance has consistently endeavoured to promote high ethical standards in advertising; in the first year of its twenties, EASA has continued to advance advertising self-regulation in Europe and beyond.

Celebrating Twenty Years as the Single Voice of Advertising Self-Regulation

As part of the celebrations to mark its 20th anniversary, EASA organised Advertising We Care, a conference which brought together over 120 delegates from European public authorities, consumer organisations, the advertising industry, and of course self-regulatory organisations to discuss the past and future of advertising self-regulation and highlight the benefits of ad self-regulation over detailed legislation.

Praise of EASA and advertising self-regulation from the European Commission, and recognition of ad self-regulation as a best practice, was a common theme echoed throughout the day by panellists, including leading opinion makers from European institutions and industry alike.

Promoting Self-Regulation in Europe

During his keynote speech at EASA's Anniversary Gala Dinner last year, Robert Madelin of the European Commission's DG Connect announced that he wanted to spread the best practice established with effective codes in self-regulation of marketing communication and to demonstrate EASA's Charter to other sectors.

Since then, EASA has provided input into the European Commission's with regards to the benefits of effective self-regulation on several occasions, including DG CONNECT's consultation on a code of good practice for self- and co-regulation exercises, which should improve the effectiveness of the CSR process and related workshop, and DG SANCO's Multi-Stakeholder Dialogue on Environmental Claims.

Developing Self-Regulation in Europe and Beyond

The Network Expands

EASA's SRO membership has grown to 37 this year. The addition of Colombia, Cyprus and Mexico to the network means that EASA now represents 27 SROs in Europe, 10 international SROs and 16 industry members

The International Council on Ad Self-Regulation

To support the development of advertising self-regulation beyond Europe, EASA set up the International Council on Advertising Standards (ICAS) in 2008.

As well as providing a platform for

information exchange between our international SRO members and strengthening SRO mechanisms for responsible ad self-regulation, through ICAS, EASA is committed to:

- Providing help and consultation in order to facilitate the development of SROs where they do not currently exist;
- Building a profile for advertising self-regulation globally.

EASA Holds first International Self-Regulation Outreach Event

In March 2013, as part of its commitment

Closing the event Dominic Lyle, Director of the European Association for Communications Agencies and Treasurer of EASA, set out three goals for the future of advertising self-regulation:

- 1) Gain better recognition and support at European and national levels;
- 2) Achieve greater public awareness of the system and
- 3) Integrate sectoral commitments into the general umbrella of advertising self-regulation.

Self-Regulation = Better Regulation

From June- September 2012, EASA and several of its members provided input into a expert consultation, led by DG CONNECT under Action 5 of the Commission's 2011-2014 CSR Strategy, and took part in a dedicated workshop at the end of the consultation period. In March 2013, the Commission published the results and has begun a two-fold initiative: it has published a set of best practice principles for self- and co-regulation, and will now set up a Community of Best Practice in the second half of 2013, which EASA will be part of.

Multi-Stakeholder Dialogue on Environmental Claims

Following a workshop on greenwashing at the 2012 Consumer Summit, in which EASA took part, the European Commission's DG SANCO set up a Multi-Stakeholder Dialogue on Environmental Claims. EASA took part in the three MDEC workshops and provided key feedback and comments throughout the drafting process for the report of the MDEC. As a result of EASA's involvement, SROs and the advertising SR system are highlighted as best practice in environmental claims, and as vehicles for taking forward the report's recommendations. EASA's Director General, Oliver Gray, presented the self-regulatory perspective on the MDEC process at the 2013 Consumer Summit. The findings of the MDEC will also be fed into the review of the Unfair Commercial Practices Directive.

EASA also engaged in productive discussions with representatives from Japan and Norway on the development of self-regulation in their respective markets during GMW.

International Chamber of Commerce

EASA's DG continues to be co-chair of the ICC

APEC recognises EASA Perspectives on Self-Regulation

EASA's Australian member, the Advertising Standards Bureau (ASB), successfully contributed to the ICAS commitment of building a profile for advertising self-regulation globally when, with the support and assistance of other ICAS members (especially Canada, New Zealand and Peru), they organised the APEC Dialogue on Ad Standards in Hanoi last November.

The successful event saw delegates, including industry and government representatives from 17 of the 21 APEC countries, come together to share information, policies and best practice principles regarding advertising standards in order to reduce

Spain Wins Gold in EASA's 2012 Best Practice Awards

Each year EASA holds Best Practice Awards to recognise the work that its SRO members have done in promoting self-regulation and implementing EASA's Charter and Best Practice Recommendations.

The Awards not only provide the opportunity to honour the hard work of EASA's SRO members but also help to raise the profile of self-regulation by putting some of our best success stories in the spotlight.

As always, in 2012, the standard of entries to the Best Practice Awards was high. Of course, there can only be one winner and the Gold Award went to Autocontrol, the Spanish advertising watchdog, whose initiative to include financial marketing in the SR system was voted by the judges as the one which most effectively implemented the EASA Best Practice Recommendations and Charter.

By bringing financial advertising into the national advertising self-regulatory system, Autocontrol's membership grew by 113 new members. Copy advice related to financial advertising, which now has legal recognition in Spain, also increased astronomically, from 460 requests

Code Revision Taskforce. EASA and EDAA helped develop a digital guide including best practice with regard to developing a SR system for OBA. ICC is also developing a framework on alcohol advertising derived from ICAP's guiding principles.

barriers to trade and investment across APEC member economies. Following interventions by EASA's Director General, Oliver Gray, and Chairman, Ildikó Fazekas, EASA's Perspectives on Advertising Self-Regulation were recognised as a best practice for international advertising self-regulation in the final report of the Dialogue.

The outcomes of the Dialogue have now been recognised by the APEC Committee on Trade and Industry (CTI) which agreed that it's Sub Committee on Standards Conformance (SCSC) should take forward the recommendations of the Dialogue in the year ahead.

in 2010 to more than 9500 requests in 2011.

The Silver Award went to the UK Advertising Standards Authority (ASA) following the substantial extension of its remit to include marketer-owned websites in March 2011. The extension led to the ASA dealing with 7.2% additional complaints in 2011 that are now under its remit and has responded to 14% more copy requests.

The Advertising Standards Council of India (ASCI) was awarded Bronze for its extensive three-pronged awareness campaign aimed at the general public (with a television campaign), future and current advertising professionals (through an advertising festival) and regulators (by organising a conference).

The Advertising Standards Authority of New Zealand received commendation for an original pro-bono awareness campaign aimed at the advertising industry.

EASA also presented certificates of excellence to Richard Wade, Geoffrey Draughn, Jose Domingo Gomez Castallo and Malcom Earnshaw for their outstanding contributions to advertising self-regulation.



Publications

Monitoring Reports

- 2012 Toy Industries of Europe Survey (Internal)
- 2012 EU Pledge Food Monitoring Report (Internal)
- Statistics
- 2011 European Complaints Statistics Report
- 2011 International Complaints Statistics Report
- 2012 Annual Cross-Border Complaints Report