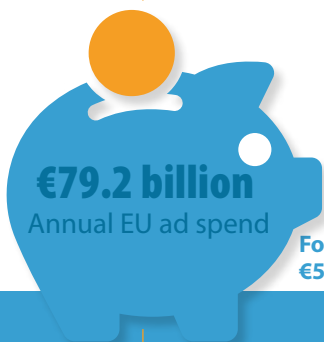


EASA
**THE EUROPEAN
ADVERTISING
STANDARDS
ALLIANCE**

ADVERTISING
SELF-REGULATION
**IS BETTER
REGULATION**



THE VALUE OF RESPONSIBLE ADVERTISING



€79.2 billion
Annual EU ad spend

For every €1 of ad spend in Ireland
€5.7 are generated in the wider economy

RESPONSIBLE ADVERTISING DRIVES JOBS AND GROWTH

IT HELPS EUROPEAN CITIZENS MAKE INFORMED CHOICES ABOUT GOODS AND SERVICES, DRIVES COMPETITION AND IS A CATALYST FOR INNOVATION. THE AD VALUE CHAIN CREATES JOBS AND CONTRIBUTES TO GROWTH AND INVESTMENT ACROSS THE EU



IT FUNDS THE MEDIA, SPORT AND CULTURE

AND CAN BE CREATIVE, ENTERTAINING AND EVEN CHALLENGING

EFFECTIVE AND WELL-ENFORCED AD STANDARDS ARE MORE IMPORTANT THAN EVER

AD STANDARDS ORGANISATIONS ACT AS ENFORCERS AND MAKE SURE THAT ADVERTISING IS LEGAL, DECENT, HONEST AND TRUTHFUL



RESPONSIBLE ADVERTISING THROUGH EFFECTIVE AND WELL-ENFORCED SELF-REGULATION IS GOOD FOR CONSUMERS, IT'S GOOD FOR BUSINESS AND IT'S GOOD FOR EUROPE. ABOVE ALL, IT'S THE

RIGHT CHOICE FOR REGULATORS

GOOD FOR CONSUMERS



PROTECTING CONSUMERS

FROM ILLEGAL, HARMFUL, OFFENSIVE AND MISLEADING ADVERTISING PRACTICES IS AT THE HEART OF ADVERTISING STANDARDS



IMPARTIAL AND INDEPENDENT JURIES rule on any alleged code breaches

CONSUMERS CAN VOICE CONCERNS

ABOUT ADS FOR FREE TO NATIONAL AD STANDARDS ORGANISATIONS. COMPLAINTS ARE HANDLED QUICKLY AND IMPARTIALLY



MOST COMPLAINED ABOUT ISSUES IN 2013



CONSISTENT PROTECTION

ACROSS THE DIGITAL SINGLE MARKET

IS ENSURED BY EASA'S HIGH OPERATIONAL STANDARDS AND EFFICIENT CROSS-BORDER COMPLAINT SYSTEM

COMPLAINT PROCEDURE
LEGAL PROCEDURE

SR complaint procedure is considerably faster than legal procedure

87% OF COMPLAINTS ARE RESOLVED WITHIN 60 DAYS

GOOD FOR BUSINESS



OBA PROGRAMME

a response to new technologies that provides transparency, choice and control for online behavioural advertising

AD STANDARDS HELP

MAINTAIN CONSUMER TRUST AND BRAND REPUTATION

IN EUROPE AND WITH TRADING PARTNERS AROUND THE WORLD

THE AD ECOSYSTEM SUPPORTS AD STANDARDS BECAUSE IRRESPONSIBLE ADVERTISING CAN HAVE A NEGATIVE EFFECT ON THE REPUTATION OF A BRAND AND EVEN THE INDUSTRY AS A WHOLE

30-50%

of a brand's market capitalisation comes from its
REPUTATION



AD STANDARDS ARE

INDEPENDENT, IMPARTIAL AND APPLY TO EVERYONE

CREATING A LEVEL PLAYING FIELD FOR ENTERPRISES OF ALL SIZES



BY RESPONDING QUICKLY TO NEW DEVELOPMENTS

IN TECHNOLOGY AND WAYS OF ADVERTISING, AD STANDARDS HELP TO CUT RED TAPE AND FACILITATE INNOVATION



SPECIAL CARE is paid to topics like advertising and children, alcohol, food and digital marketing communications

GOOD FOR EUROPE



SELF-REGULATION AS A MEANS TO
ACHIEVE HIGH AD STANDARDS IS
**TRIED, TESTED
AND TRUSTED**
IN EUROPE AND BEYOND

The use of self-regulation
"to help address consumer issues needs
to be considered systematically"

OECD

Ad standards
"reduce the cost of doing business"

APEC

ADVERTISING DRIVES THE DIGITAL ECONOMY
COHERENT CROSS BORDER AD STANDARDS ARE
**INDISPENSIBLE
IN A GROWING
DIGITAL SINGLE
MARKET**



THE DIGITAL ENVIRONMENT DOESN'T STOP AT EUROPE'S BORDERS;
THE GLOBAL NATURE OF AD STANDARDS ALSO PROVIDES
**EFFECTIVE SOLUTIONS
AT INTERNATIONAL
LEVEL**

THE RIGHT CHOICE FOR REGULATORS



“This is not so much a debate about self-regulation against hard law, but rather a debate about how law and self-regulation can and should interact in modern Europe.”

Robert Madelin, DG CONNECT,
European Commission

AD STANDARDS ARE DESIGNED TO
COMPLEMENT LEGISLATION
THEY ARE SUITED TO SUBJECTIVE
ISSUES LIKE OFFENCE AND SOCIAL RESPONSIBILITY
THAT CAN BE HARD TO LEGISLATE

THE COSTS OF DEVELOPING, IMPLEMENTING
AND ENFORCING AD STANDARDS ARE CARRIED
BY THE LOCAL AD ECOSYSTEM

AS PRACTITIONERS, THE LOCAL AD
ECOSYSTEM IS WELL PLACED TO DESIGN
COMPREHENSIVE AND RELEVANT CODES
THAT RESPOND TO THE LATEST INDUSTRY DEVELOPMENTS
IN CONSULTATION WITH STAKEHOLDERS



The cost of having to change or withdraw an ad campaign can run into millions – a strong incentive to stick to the rules

WELL-ENFORCED AD STANDARDS WITH
EFFECTIVE SANCTIONS
PROVIDE AN ALTERNATIVE, EASILY ACCESSIBLE
MEANS OF RESOLVING DISPUTES

FOR AD STANDARDS TO FUNCTION MOST EFFECTIVELY,
THE SELF-REGULATORY SYSTEM NEEDS TO BE GIVEN

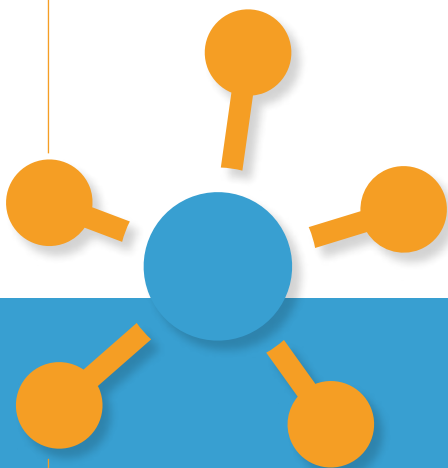


PROPER RECOGNITION AND THE SPACE TO THRIVE

WITHIN A SENSIBLE EUROPEAN LEGISLATIVE FRAMEWORK

Self-regulation is recognised and encouraged in key EU Directives including the AVMSD, UCPD and MCAD

A NETWORK OF KNOWLEDGE AND EXPERIENCE



EASA'S NETWORK HAS FACILITATED
**ROBUST AND
COHERENT**
AD STANDARDS ACROSS EUROPE SINCE 1992

OUR BEST PRACTICE MODEL GUARANTEES
**HIGH OPERATIONAL
STANDARDS OF PRACTICE**
FOR AD SELF-REGULATORY SYSTEMS AND INSPIRES OTHERS

WE ENSURE THAT AD STANDARDS ARE
**INDEPENDENT,
IMPARTIAL,
ACCOUNTABLE AND
WELL-ENFORCED**



WE WORK WITH OUR MEMBERS TO ENSURE
**AD STANDARDS
ARE CONSISTENT**
AND FUTURE-PROOF

CONSISTENT COVERAGE

ACROSS THE SINGLE MARKET

ADS SEEN BY

97%

OF EU POPULATION ARE COVERED BY SR

23

EU MEMBER STATES

Advertisement



Ad standards ensure responsible advertising **ACROSS ALL FORMS** of marketing communication, no matter how or where they appear

MEMBERSHIP

25

EU AD STANDARDS ORGANISATIONS

13

AD STANDARDS ORGANISATIONS FROM OUTSIDE THE EU

16

ASSOCIATIONS REPRESENTING ADVERTISERS,
AGENCIES AND MEDIA - THE WHOLE AD ECOSYSTEM

EASA

THE EUROPEAN ADVERTISING STANDARDS ALLIANCE

RUE DES DEUX EGLISES 26
B-1000 BRUSSELS - BELGIUM
TEL: +32 (0)2 513 78 06
INFO@EASA-ALLIANCE.ORG
WWW.EASA-ALLIANCE.ORG
@AdvertisingEASA

