EASA
THE EUROPEAN ADVERTISING STANDARDS ALLIANCE

ADVERTISING SELF-REGULATION IS BETTER REGULATION
The value of responsible advertising

Responsibility and growth:

- Responsible advertising drives jobs and growth.
- Effective and well-enforced ad standards are more important than ever.

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

Annual EU ad spend: €79.2 billion

Effective and well-enforced ad standards are important:

- Ad standards organizations 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.

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.

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

Right choice for regulators:

- 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

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
1. Misleading advertising 43%
2. Social Responsibility 24%
3. Taste and Decency 19%

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
43%
24%
19%

SR complaint procedure is considerably faster than legal procedure

87% OF COMPLAINTS ARE RESOLVED WITHIN 60 DAYS
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

OBA PROGRAMME
a response to new technologies that provides transparency, choice and control for online behavioural advertising
TRIED, TESTED AND TRUSTED

EFFECTIVE SOLUTIONS
AT INTERNATIONAL LEVEL

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

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.

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.

\[ \text{The cost of having to change or withdraw an ad campaign can run into millions – a strong incentive to stick to the rules.} \]

Robert Madelin, DG CONNECT, European Commission

“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.”

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

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.

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.
ACROSS THE SINGLE MARKET

Ads seen by 97% of EU population are covered by SR

23 EU member states

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

CONSISTENT COVERAGE