

THE VALUE OF RESPONSIBLE ADVERTISING



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



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"



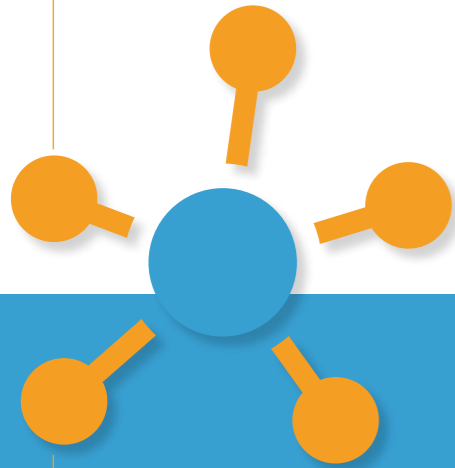
Ad standards "reduce the cost of doing business" **APEC**

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

A NETWORK OF KNOWLEDGE AND EXPERIENCE



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

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

CONSISTENT COVERAGE

ACROSS THE SINGLE MARKET

AOS 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

EASA THE EUROPEAN ADVERTISING STANDARDS ALLIANCE

ADVERTISING SELF-REGULATION IS BETTER REGULATION



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**



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

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

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



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

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

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

