Out of Home….
Or Out of Touch?
Growth of ad expenditure and GDP 2012-2015 (%)

2012: GDP +5.5, Adspend +3.5
2013: GDP +5.7, Adspend +3.9
2014: GDP +6.5, Adspend +5.0
2015: GDP +6.9, Adspend +5.6

Source: ZenithOptimedia/IMF
What is the social media revolution?
CHANGE IS INEVITABLE PROGRESS IS UNSTOPPABLE

Business will be squeezed from both sides
CONSUMERS DEMAND MORE HONESTY & TRANSPARENCY
An example of engagement

@QantasAirways
Qantas Airways

To enter tell us 'What is your dream luxury inflight experience? (Be creative!) Answer must include #QantasLuxury.TCs qantas.com.au/travel/airline...

22 Nov via web

Retweeted by WillemSmit and 46 others
#qantasluxury means sipping champagne on your corporate jet while grounding the entire airline, country, customers & staff.

#qantasluxury is chartering a Greyhound bus and arriving at your destination days before your grounded Qantas flight.

Qantas introduce #qantasluxury class. Same as standard class, but the plane leaves the ground.

#qantasluxury – when the passengers arrive before the couriers delivering the lockout notices do.

At this rate our #qantasluxury competition is going to take years to judge.

Getting from A to B without the plane being grounded or an engine catching fire: #qantasluxury

#qantasluxury is a Qantas plane that actually flies.

#qantasluxury Somewhere in Qantas HQ a middle-aged manager is yelling at a Gen Y social media ‘expert’ to make it stop.
CONSUMERS DEMAND MORE HONESTY & TRANSPARENCY

REGULATORS EXPECT MORE RESPONSIBILITY & ENGAGEMENT
“When industry is involved in policy-making, rest assured that the most effective control measures will be downplayed or left out entirely.

In the view of WHO, the formulation of health policies must be protected from distortion by commercial or vested interests”

Margaret Chan  
DG, WHO
CONSUMERS DEMAND MORE HONESTY & TRANSPARENCY

Business needs freedom to operate

REGULATORS EXPECT MORE RESPONSIBILITY & ENGAGEMENT
European restrictions on advertising:

- Unfair Commercial Practices Directive
- Misleading Advertising Directive
- Health and Nutrition Claims Regulation
- Tobacco Advertising Directive
- Audio Visual Media Services Directive
- European Data Protection Directive

Coming up…Gambling, Alcohol, Children…

WHY?
Alcohol
Commitments to the European Alcohol & Health Forum
Children
A special responsibility

Attention, LONDRES est au COIN de la rue

Steven Barker: Animal Abuser, Baby Abuser, Rapist
PEOPLE WHO ARE VIOLENT TOWARDS ANIMALS RARELY STOP THERE
Report cruelty to animals immediately PETA
Cosmetics

How much photoshopping?

Twiggy as she is in real life, same time aged 60
Gambling

THERE’S A PLACE FOR FUN AND GAMES
Gender
Rising political and social sensitivity

*Context needs to be taken into account*

Stereotyping

Nudity
Ride A Cock Hoarse
Castle Quay Centre, Banbury
Coming Thursday 26th Feb

Ann Summers
annsummers.com
KILL YOURSELF AT HOME

Why jump when it's easier to swallow? Our customers and drivers will thank you for it.

MAYOR OF LONDON
Transport for London
Out of home advertising is on the front line
Total number of complaints received across Europe from 2005 to 2011
Outdoor Advertising

% share of complaints made in Europe
Out of Home advertising is increasingly exposed to risks of restrictions and regulation
Self-regulation is the best defence.
“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, Director-General
DG CONNECT, European Commission
Self-regulation and the law

- Rules quicker to amend
- Adjust rapidly to change
- Free for the tax payer
- Quick decision making

- Rules slower to amend
- Harder to keep-up-to-date
- Expensive to enforce
- Lengthy decision making

COMPLEMENTARY
European restrictions on advertising:

- Unfair Commercial Practices Directive
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- Health and Nutrition Claims Regulation
- Tobacco Advertising Directive
- Audio Visual Media Services Directive
- European Data Protection Directive

Coming up…Gambling, Alcohol, Children…

May 2012: Commission welcomes the progress made by the industry in the field of advertising self-regulation

22 May 2013: European Parliament adopts a resolution on the implementation (AVMS) Directive, including:

- the recognition of advertising self-regulation as a complement to regulation
EASA brings together

The code making body: SRO Board of Directors

The code-applying bodies: SRO Jury / Complaints Committee & Appeals Committee
SR across the globe

37 SROs in 35 countries

Europe (27 in 25 countries)
→ most EU Members (23/27) plus Switzerland & Turkey

International Council for Ad Standards (10)
→ Australia, Brazil, Canada, Chile, Colombia, India, Mexico, New Zealand, Peru, South Africa

16 industry organisations
→ Advertisers
→ Agencies
→ Media
What is a Self-Regulatory Organisation?

Advertising Watchdog
- Independent body, guardian of the codes
- Funded advertisers, agencies & media

REACTIVE
- Fast, free, independent complaint resolution service for consumers & businesses
- Issues sanctions (modification or withdrawal of ads)

PROACTIVE
- Advice, training and awareness
- Monitoring of compliance with codes
EASA’s best practice model

EASA Best Practice Recommendations provide detailed guidance to SRO and industry members

EASA currently has BPRs on:

- Copy Advice
- Claims Substantiation
- Publication of Decisions
- Jury Composition
- SRO Funding
- SRO Communications
- Advertising Monitoring
- Code Drafting and Consultation
- Confidentiality
- Complaints Handling
- Online Behavioural Advertising
- Digital Communications
EASA’s best practices help to ensure:

- Universality
- Sustained & Effective Funding
- Well developed Self-Regulatory Organisations
- Universal and Effective Codes
- Efficient Compliance & Monitoring
- Effective Sanctions
- Independent & Impartial Adjudication
- Prompt & Efficient Complaint Handling
- Appropriate Advice/Info
- Effective Industry & Consumer Awareness
- Effective Sanctions
- Efficient Compliance & Monitoring
- Independent & Impartial Adjudication
EASA and industry

- EASA works with industry to improve sectoral SR codes and develop guidance on their implementation
- EASA carries out monitoring projects on the implementation of industry commitments and gap analysis exercises for industry
- These projects provide important feedback on the implementation of ad SR and helps improve marcoms, especially for sensitive issues
Case study: Cosmetics

- **2011 - 2012** - EASA and members contribute to design and drafting of Cosmetics Europe’s new Charter and Guiding Principles on Responsible Advertising
- **June 2012** – Charter and Guiding Principles launched
- **December 2012 – April 2013** – EASA carries out gap analysis for Cosmetics Europe of the differences between national codes and rules and Cosmetics Europe’s Guiding Principles
EASA

- Promotes effective self-regulation & ensures its high standards
- Encourages best practice, establishes and further develops advertising self-regulation
- Offers educational tools for current and future professionals
- Provides a mechanism for dealing with cross-border complaints
- Co-ordinates monitoring exercises focusing on different advertising sectors
But challenges are big...

- Proof that rules are in place? Compliance?
- Leakage to kids
- Advertising influence on consumption?
- What commitments can be made to improve?
- Active and well-organised NGOs
Key issues =
very politically sensitive and high media coverage

Most sectors generally responsible ... but one bad ad:

- gives responsible advertising a bad name
- adds fuel to debate about ad standards
- undermines confidence in consumer protection
The European advertising industry comes together to reinforce self-regulation
Ethical codes provide for advertising that

*Does not lie*

*Does not shock or offend*

*Does not put the public at risk*

Advertising that is legal, decent, honest & truthful
Outdoor Advertising on front line Out of Home is an effective mass medium

- Reaching everybody everywhere
- No place to hide
- Highly concentrated

An important and integral part of the advertising industry
Advertising Self-Regulation

Preamble

Advertising self-regulation is recognized as the prime example of business social responsibility. It is found, in varying forms, in most European countries. Advertising self-regulation, like advertising itself, is a grassroots phenomenon at the national level. Two vital factors therefore determine the form that self-regulation takes in any country. The first is tradition: each country's self-regulatory framework incorporates national and local traditions. The second factor is the law: in a complementary manner, self-regulation can flourish only if sufficient scope is allowed to it.

However, these variations in structure and procedure are not without common ground. Almost all self-regulatory systems share a remarkable degree of similarity: any rules are a consequence of the self-regulatory system, since all these rules are based on the Interna
tional Advertising Practice. They all set out to achieve protection based on the premise that advertising should not undermine the ethical and social objectives of the market.

The European Advertising Standards Alliance is the forum for consumers and businesses, and one common self-regulatory framework across the EU is the focal point of self-regulation. The Single Market, providing a level playing field, is the important objective of maintaining a high level of self-regulation that reflects a rich diversity of advertising practices, while also meeting the needs of the European Community through diversity.

EASA

European Advertising Standards Alliance & 28 SROs

Christopher Graeme

Oliver Gray

Witnessing the Charter:

Federation of European Direct and Interactive Marketing (FEDMA)

Axel Tandberg
How can the Out of Home advertising sector engage with and support self-regulation?
What can you do?

- Join and support your national SRO
- Know and help write the national codes
- Use and accept copy advice services
  - Join EASA
What can you do?

- Include responsibility clauses in your contracts with advertisers and agencies
- Oblige your clients to comply with industry codes
What difference would it make?
Outdoor advertising under threat

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- Join EASA in our fight for responsible freedom to advertise
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