

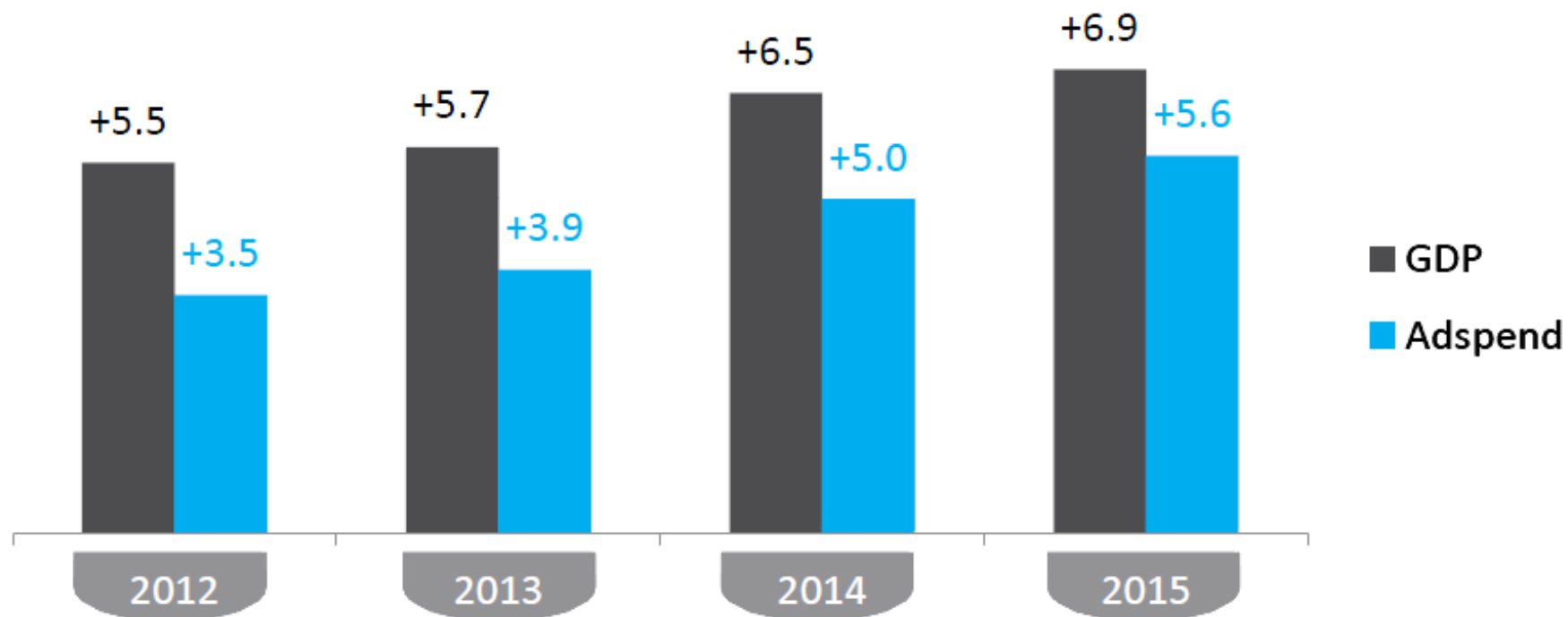


Out of Home....  
Or Out of Touch?



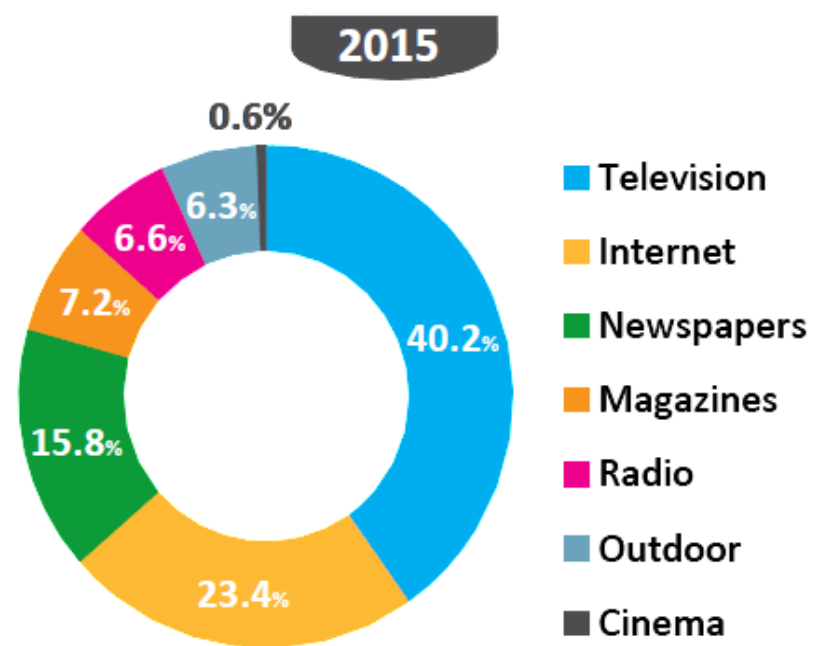
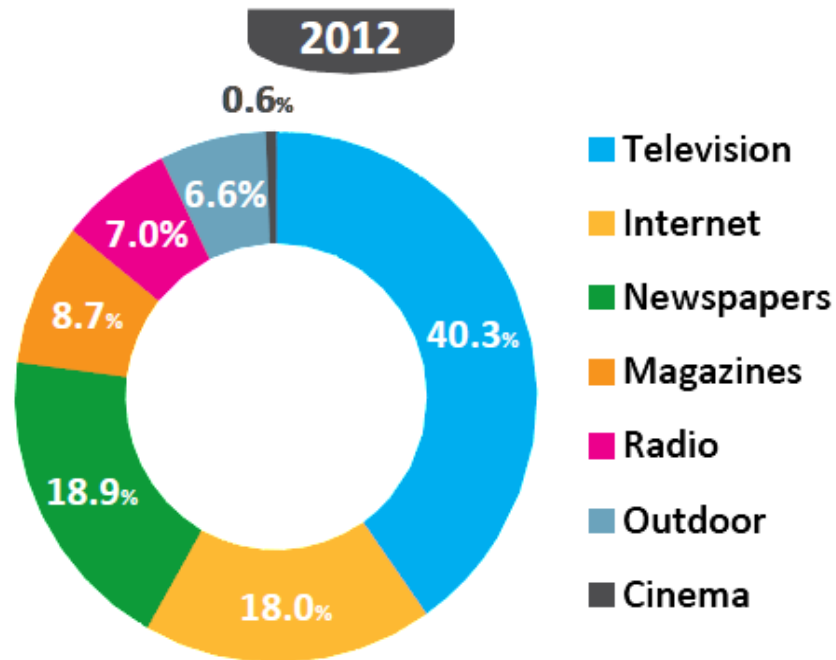


## Growth of ad expenditure and GDP 2012-2015 (%)



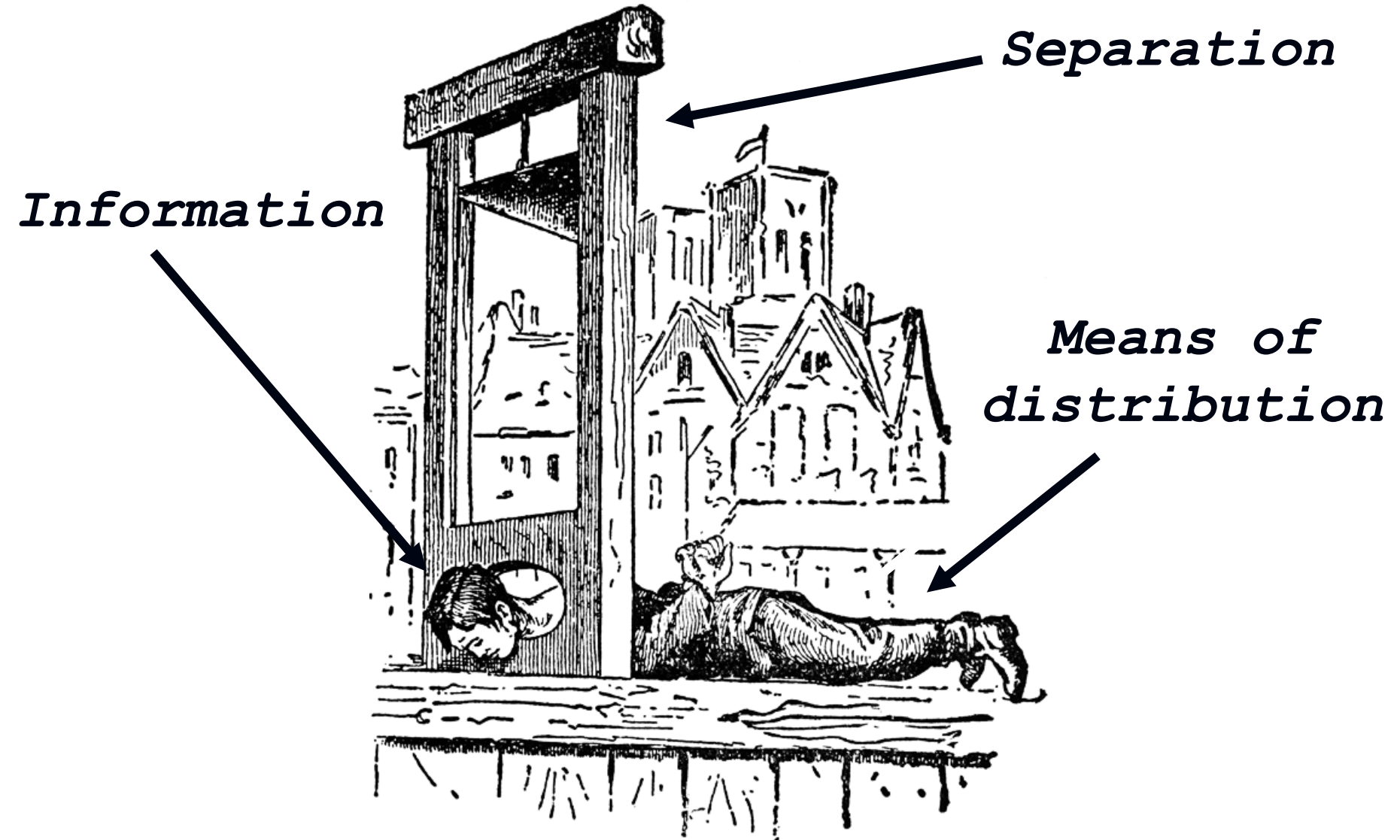
Source: ZenithOptimedia/IMF

## Share of global ad expenditure by medium (%)



Source: ZenithOptimedia

# What is the social media revolution?









The Plan

help you  
with  
your  
plan

## Travel information

For further Travel Information call  
0845 333 1714

Website

0845 333 1714

WIRE

75  
million  
girls are  
not in

#showusforgirls





**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...](https://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*

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

*#qantasluxury - when the passengers arrive before the couriers delivering the lockout notices do*

*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***



World Health  
Organization



*“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...**

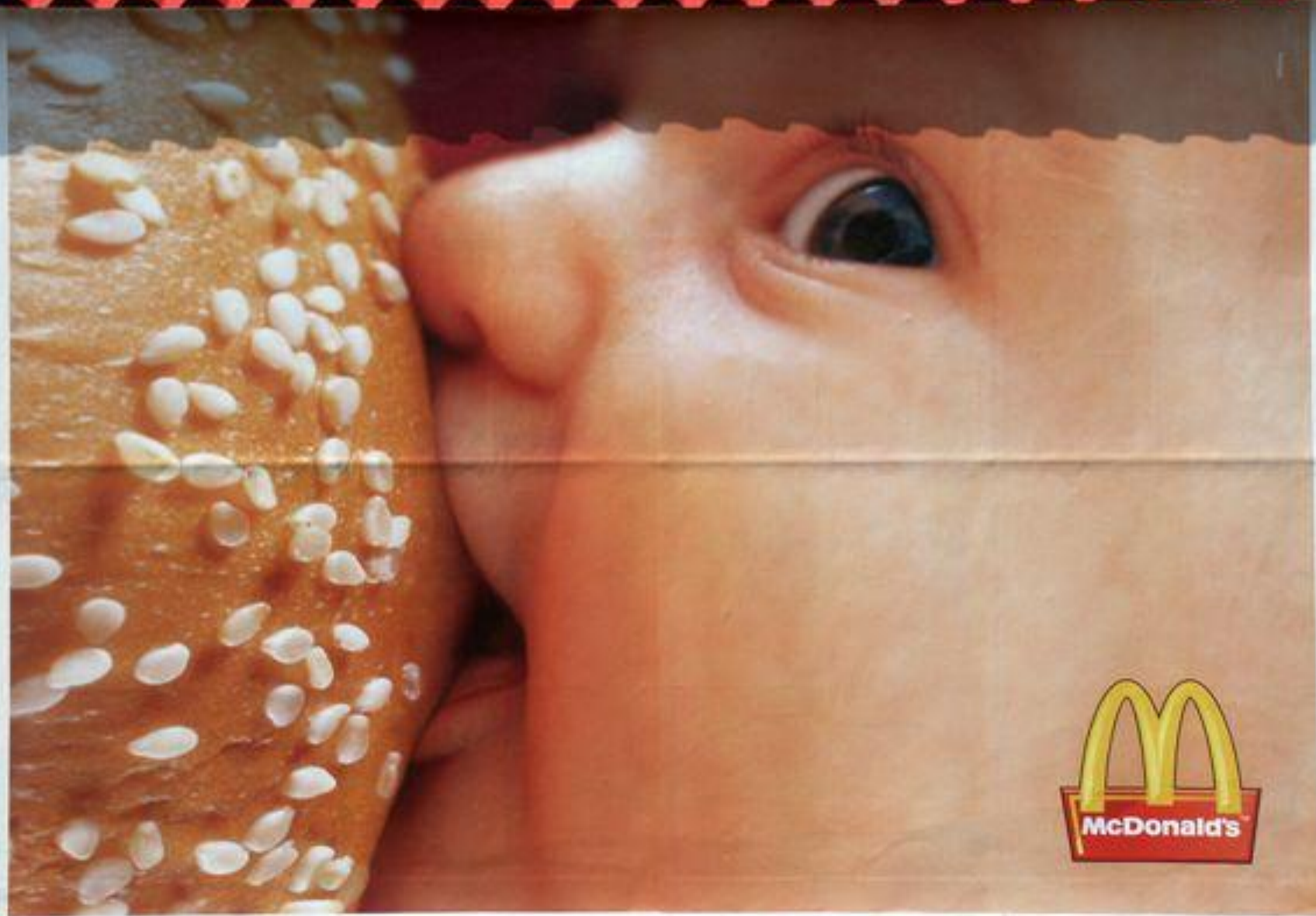
***WHY?***



**100% natural energy**  
[www.hype.com](http://www.hype.com)



gewista



# Alcohol



VODKATS



YOU'VE GOT TO BE ONE TO DRINK ONE

# Commitments to the European Alcohol & Health Forum





# Children

A special responsibility



# Cosmetics

*How much photoshopping?*



OLAY  
DEFINITY

Because younger-looking eyes  
never go out of fashion

"Olay is my secret for  
drop dead gorgeous eyes"

Twiggy

Olay Definity eye illuminator.  
Reduces the look of wrinkles and dark circles for brighter,  
younger-looking eyes

Only at 

Shop online at boots.com



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

**UK-2010**



# Gambling

**THERE'S A PLACE FOR FUN AND GAMES**

A surreal advertisement for Paddy Power. The scene is set in an operating room with three medical professionals in blue scrubs, masks, and hairnets. Instead of performing surgery, they are engaged in a card game. The central figure, a woman, holds a fan of cards and a small pile of coins. To her left, a man holds a hand of cards. To her right, another man holds a hand of cards and a small stack of money. A patient lies on the operating table, wearing a hospital gown and an oxygen mask. The patient's face is partially visible, showing a concerned expression. The background includes medical equipment, a window, and a wall-mounted light fixture. The overall tone is dark and unsettling, contrasting the sterile environment of a hospital with the gambling activity.

**paddypower.com**  
poker • casino • betting • games

KEEP PLAYING

CASINO DI VENEZIA  
INFINITE EMOTION

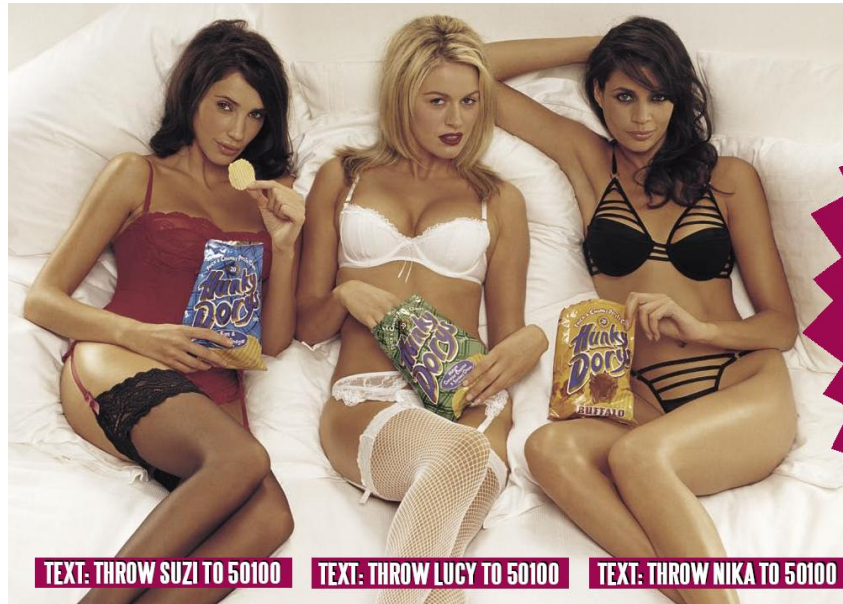


# Gender



**Je vrouw was toch ook geen  
maagd meer tijdens jullie  
huwelijksnacht?**

**Tweedehandsauto's, eerste handsservice**  
Tielt-Winge • Overijse • Roosdaal **AUTO  
PUNT**  
**autokruispunt.be**



**Which one  
would you throw  
out of bed  
for eating**

**TEXT: THROW SUZI TO 50100** **TEXT: THROW LUCY TO 50100** **TEXT: THROW NIKI TO 50100**

**Hunky Dorys**  
Buffalo  
20  
No message charges apply. SP Puzo 01 218 6831.

# 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](http://annsummers.com)



## KILL YOURSELF AT HOME

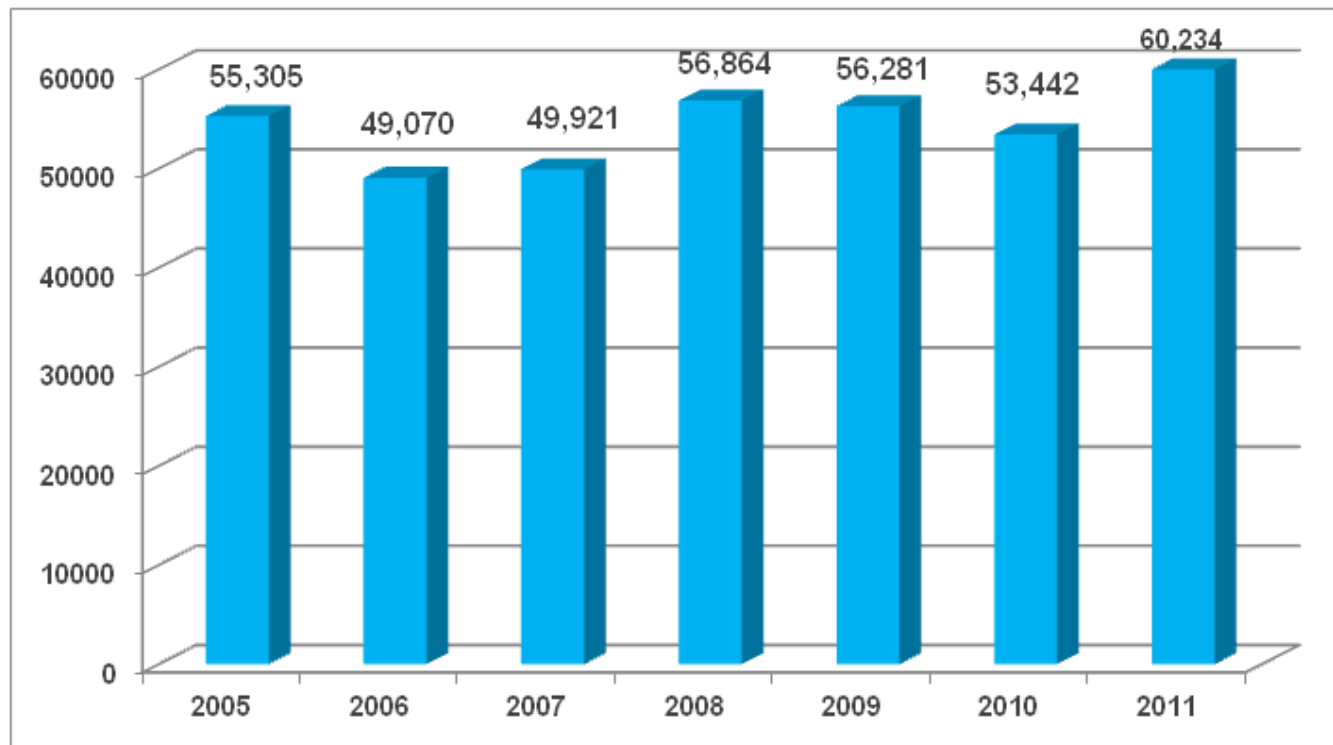


Why jump when it's easier to swallow?  
Our customers and drivers will thank you for it.

# ***Out of home advertising*** *is on the front line*

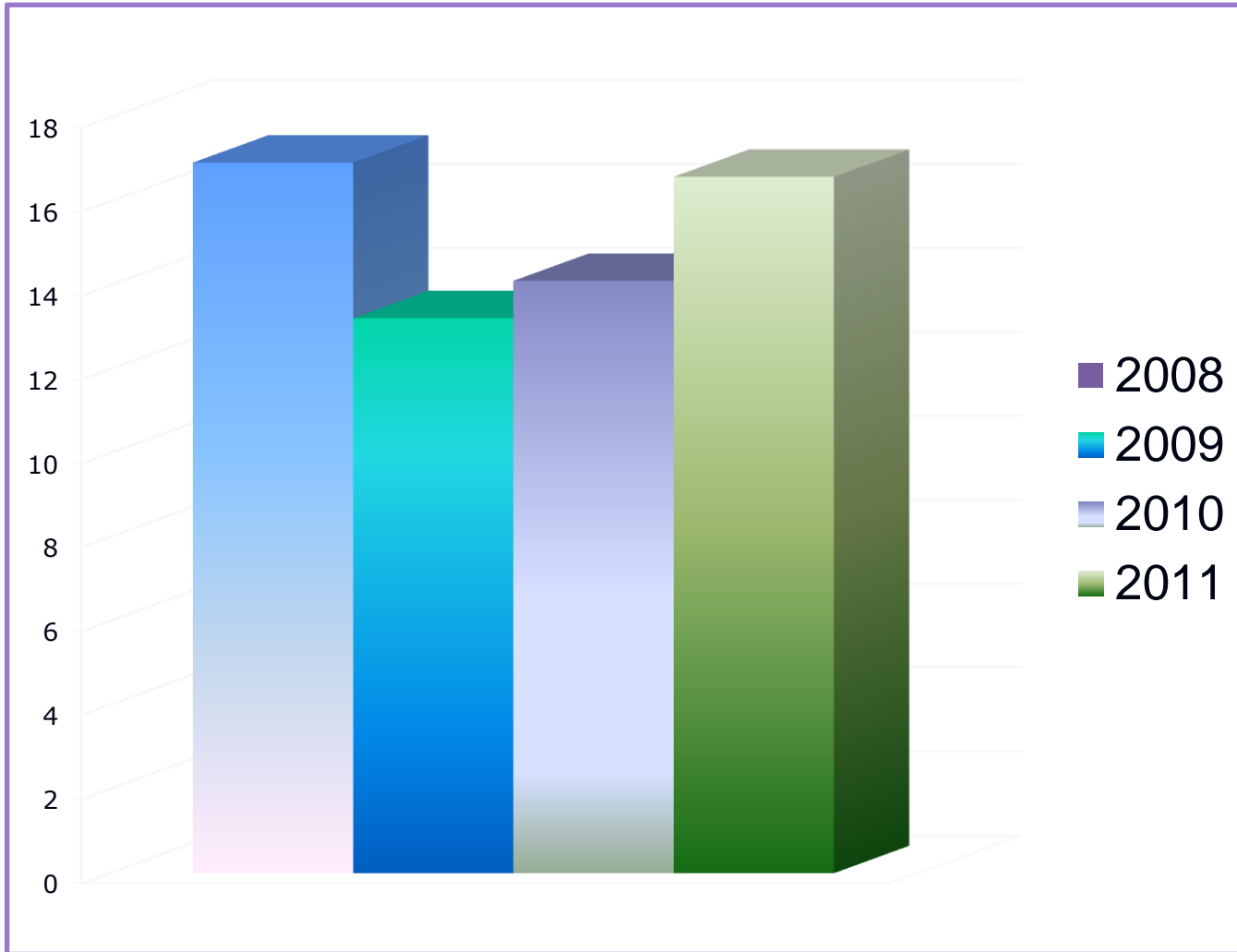


# Total number of complaints received across Europe from 2005 to 2011



# *Outdoor Advertising*

## % share of complaints made in Europe





Out of Home advertising  
is increasingly exposed to risks of  
*restrictions and regulation*

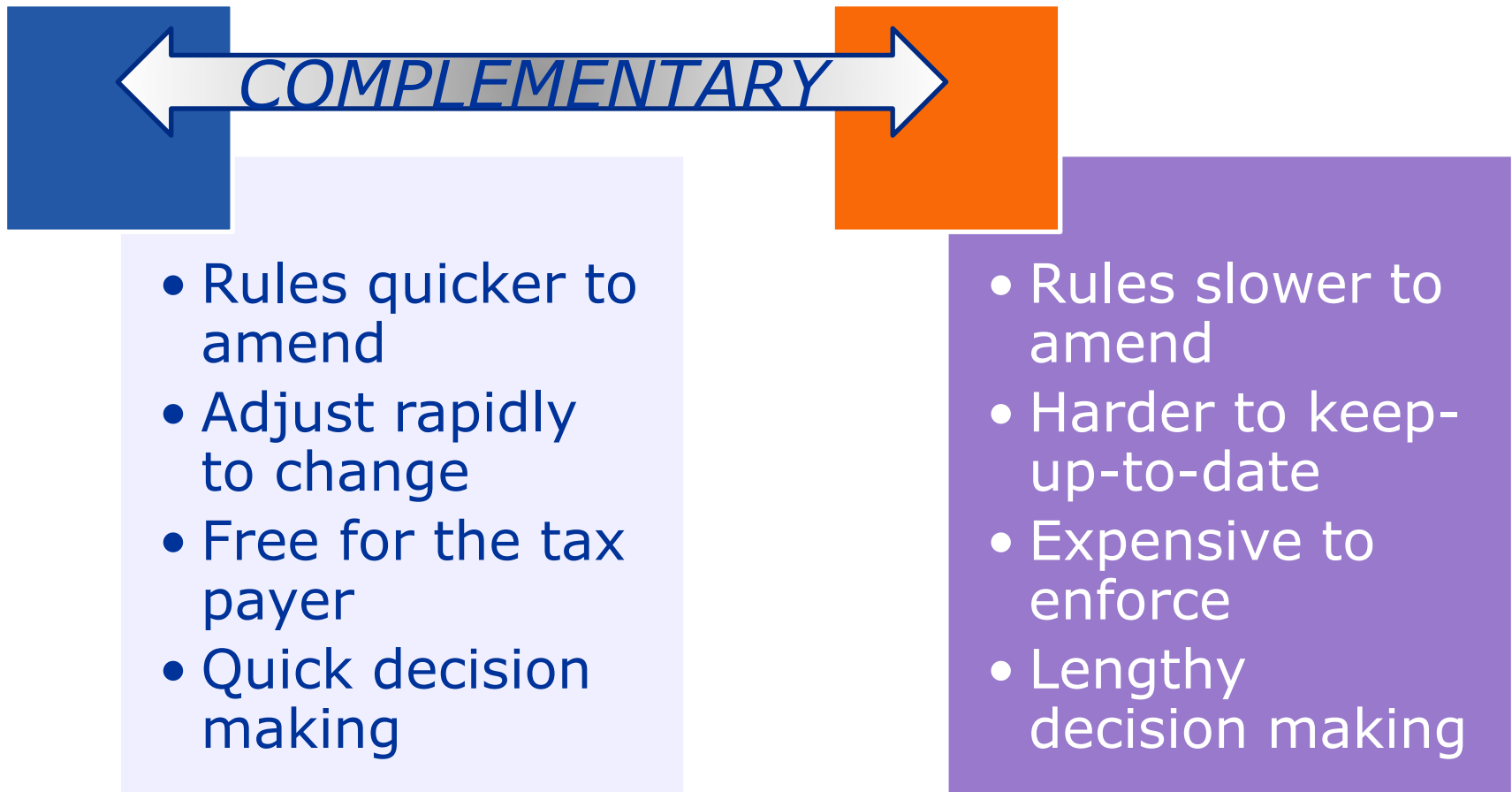
Self-regulation  
is the best defence



**“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





# European restrictions on advertising:

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**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*

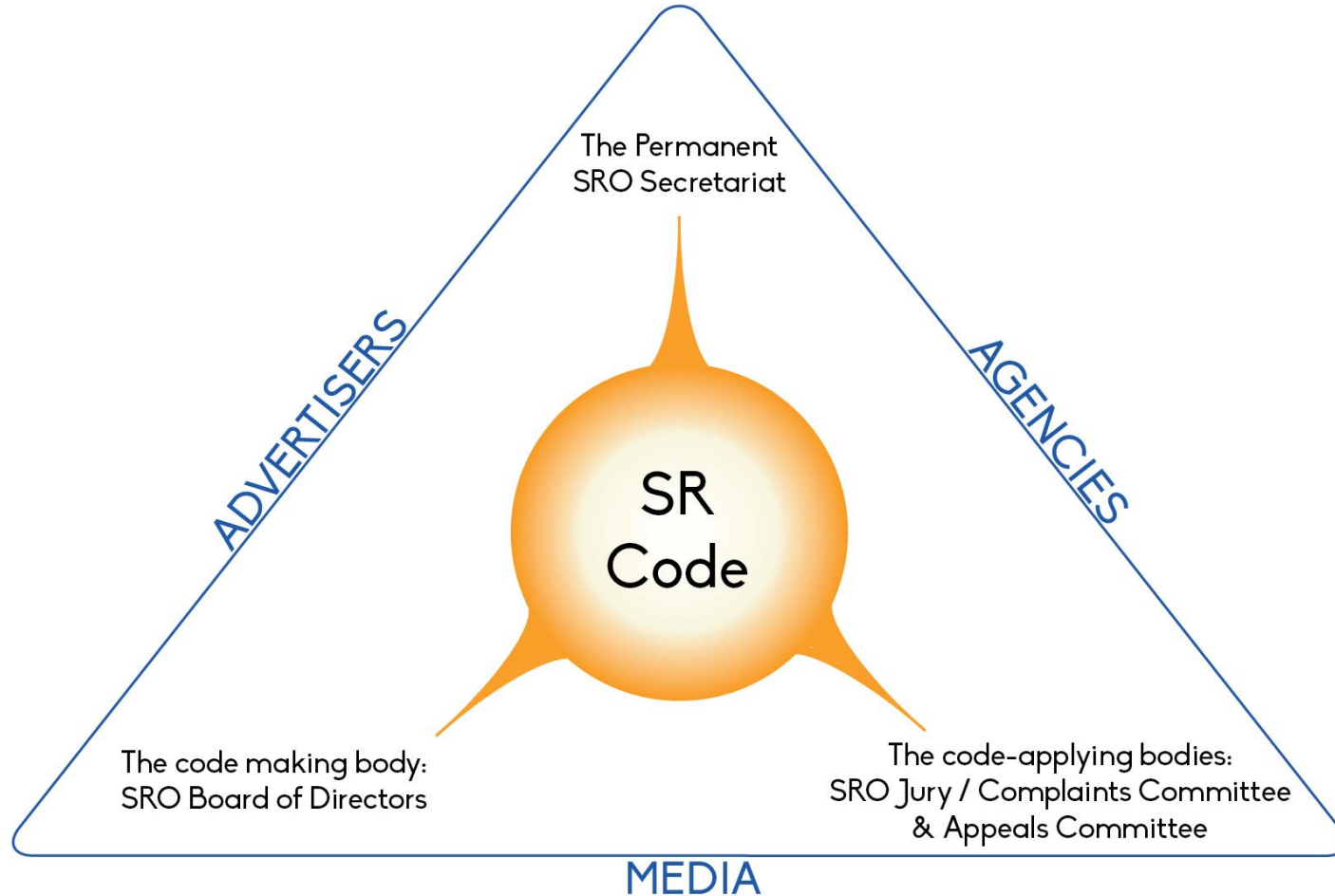


EUROPEAN ADVERTISING STANDARDS

ALLIANCE

EUROPEENNE POUR L'ETHIQUE EN PUBLICITE

# EASA brings together





# *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 by 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



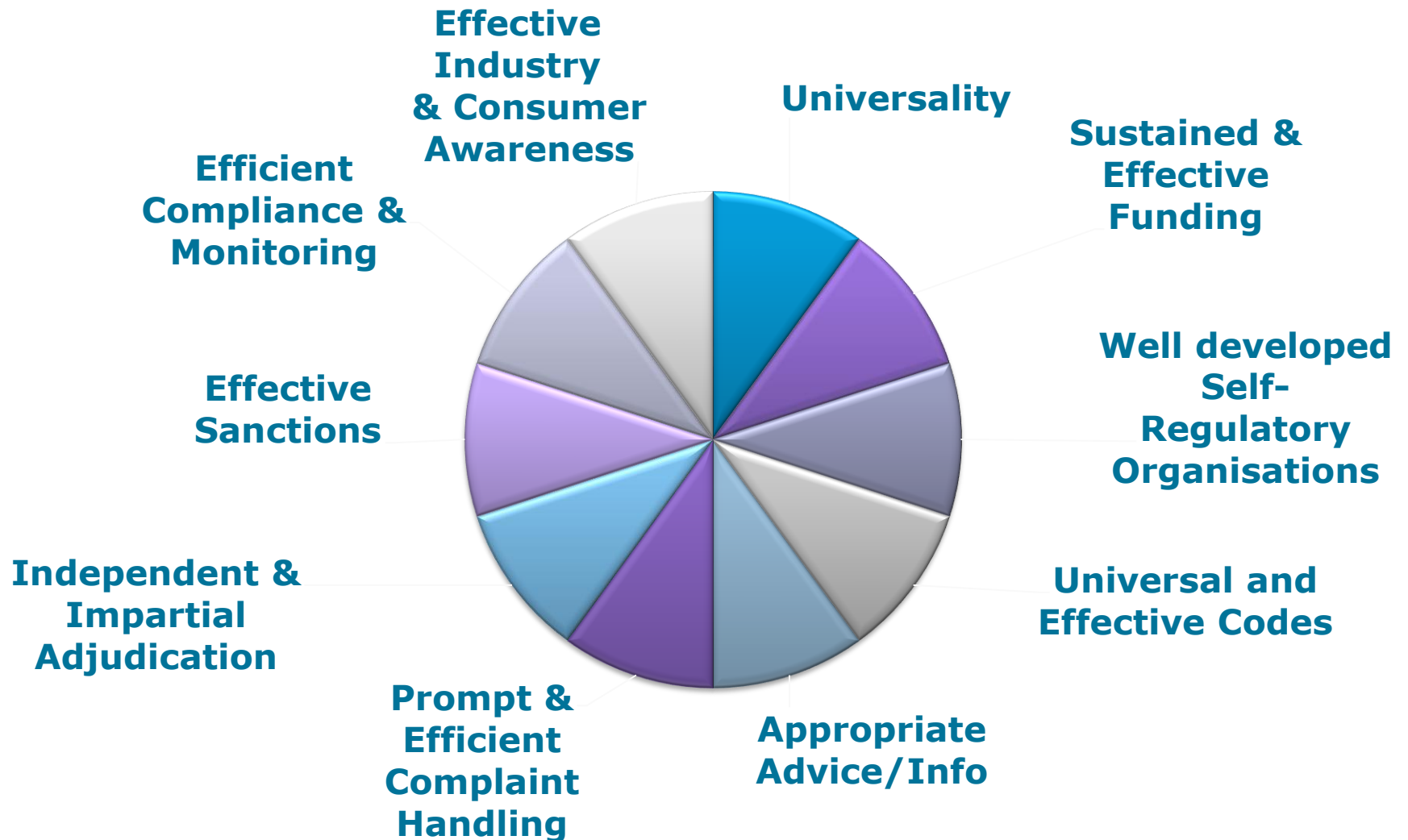
# EASA's best practice model

- ✓ 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:





# 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**

# *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 recognised 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 it takes in each country. The first is tradition: each country's self-regulatory framework has developed in accordance with its own commercial and legal traditions. The second factor is opportunity: self-regulation can flourish where the law is a complementary one and self-regulation can flourish where it allows it sufficient scope.

However, these variations in structure and procedure are not incompatible with self-regulatory systems, where a remarkable degree of convergence has since all these national rules are based on the International Code of Advertising Practice. They all set out to achieve the same objective: protection based on the premise that advertising should be truthful and not misleading.

The European Advertising Standards Alliance and its member organisations are the only self-regulatory framework across the EU that provides a level playing field for all advertisers, an effective Single Market, providing a high level of protection for consumers and businesses, and are committed to the important objective of maintaining a high level of self-regulation.

Advertising self-regulation thus reflects a rich and varied tradition of complementing the law. This Charter of Best Practice is a key element of the Single Market while recognising that the diversity of national legal systems is a source of unity through diversity.

### Industry Association members:

World Federation of Advertisers (WFA)  
Paul Carothers

European Association of Communications Agencies (EACA)  
Dermot Lyle

Association of Commercial Television in Europe (ACT)  
Ross Biggam

European Newspaper Publishers Association (ENPA)  
Valtteri Niiranen

European Publishers Council (EPC)  
Kerry Neilson

Association of European Radio (AER)  
Christina Sleszynska

European Association of Directory & Database Publishers (EADP)  
Trevor Fenwick

European Association of Magazine Publishers (EAMP)  
João Palmeiro

Interactive Advertising Bureau Europe (IAB Europe)  
Simon Litton

Association of Television & Radio Sales Houses (EGTA)  
Michel Gregoire

Advertising Information Group (AIG)  
Andrew Brown

International Advertising Association (IAA)  
Jacques Bille

### EASA

European Advertising Standards Alliance & 28 SROs  
Christopher Graham

Oliver Gray

### Witnessing the Charter:

Federation of European Direct and Interactive Marketing (FEDIM)  
Axel Tandberg

*Paul Carothers*

*Dermot Lyle*

*Ross Biggam*

*Kerry Neilson*

*Christina Sleszynska*

*Trevor Fenwick*

*João Palmeiro*

*Simon Litton*

*Michel Gregoire*

*Andrew Brown*

*Jacques Bille*

*Christopher Graham*

*Oliver Gray*

*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?**

zie stedplattegrond op keerzijde

MARTINI



www.martini.be



**RENT CAR**  
SYSTEME  
Location de voitures et utilitaires

**LA COMBINAISON  
QUALITÉ/PRIX  
À DÉCOUVRIR...**



Partenaire de  
F1 à la Une  
sur **TF1**



**www.rentacar.fr**

**RÉSERVEZ VITE AU 0 891 700 200\* OU SUR INTERNET**

\*0,22 € TTC/mn

16 690B

**BOOST'R**

**CLEARCHANNEL**



Сезонът на дините

МАСТИКА  
ПЕЩЕРА

СТРАСТ  
НА  
КРИСТАЛИ



## AMI Clinic Ltd





# Coca-Cola Great Britain

drink at the  
first  
crack of  
yawn



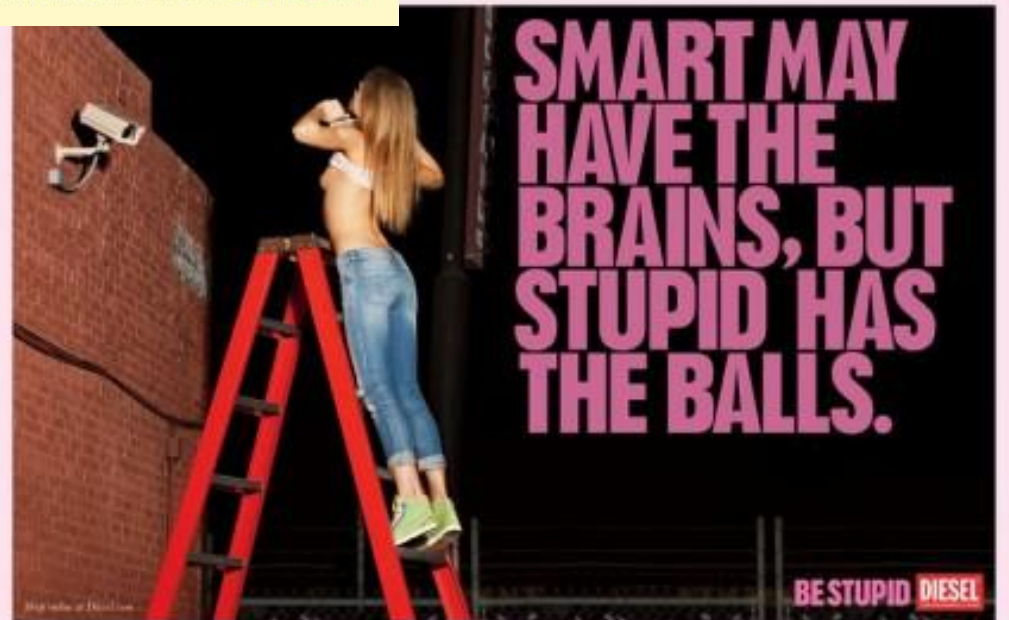
more  
muscles  
than  
brussels



# Vodafone Ltd



## Diesel (London) Ltd





# General Motors UK Ltd t/a Vauxhall



**VXR.co.uk**

**ASTRA VXR**

**Shortens Straights. Straightens Corners.**

**LIFETIME WARRANTY 100,000 MILE**

**VAUXHALL**

Official Government Test Environmental Data. Fuel consumption figures mpg (litres/100km) and CO<sub>2</sub> emissions (g/km). Astra VXR: Urban: 26.2 (10.8) Extra-urban: 43.5 (6.5), Combined: 34.9 (8.1). CO<sub>2</sub> emissions 189g/km.

Model shown Astra VXR £26,995 with optional VXR Aero Pack £195, dark-tinted rear windows £265 and two-coat pearllescent/metallic paint £495 (Power Red paint is standard). Total cost £28,750. Vauxhall does not condone irresponsible driving. Vauxhall Lifetime Warranty covers lifetime ownership of first registered keeper: 100,000 mile limit. Terms and conditions apply. Visit [www.vauxhall.co.uk/warranty](http://www.vauxhall.co.uk/warranty).

# Unilever Ltd



The advertisement features a woman with long blonde hair, wearing a light blue bikini, standing under a white shower head on a beach. She is holding her hands over her chest. The background shows a sandy beach, the ocean, and a thatched umbrella. The Unilever logo is in the top right corner. The text 'NEW AND IMPROVED LYNX SHOWER GELS' is in a black box. The slogan 'THE CLEANER YOU ARE THE DIRTIER YOU GET' is in large, bold, black letters. A black bottle of Lynx Excite shower gel is shown on the right. The bottom of the ad has a black bar with white text.

Unilever

NEW AND IMPROVED  
LYNX SHOWER GELS

THE CLEANER  
YOU ARE  
THE DIRTIER  
YOU GET

LYNX  
Excite

VISIT [FACEBOOK.COM/LYNXEFFECT](https://www.facebook.com/lynxeffect) AND GET DIRTY THIS SUMMER







**WEST-SIDE AUTO CLINIC**  
AMERICAN-FOREIGN  
CARS REPAIRED  
5432

**SNOW  
EMERGENCY  
ROUTE**

FROM LEFT TO  
RIGHT: CHAIRMAN  
OF BOARD, GENERAL  
MANAGEMENT  
AND QUALITY  
MANAGEMENT

**SNOW TOW INFORMATION**  
TOLL FREE 1-800-4-A-SNOW





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AR POLYMERIZATION BLADE PISTOL A-1000





Ikea ad on an  
apartment building



## *Don't be out of touch*

- ❖ Join EASA in our fight for responsible freedom to advertise
- ❖ Take responsibility for action to reduce mistakes
- ❖ Help us to defend your future license to operate





**Questions**