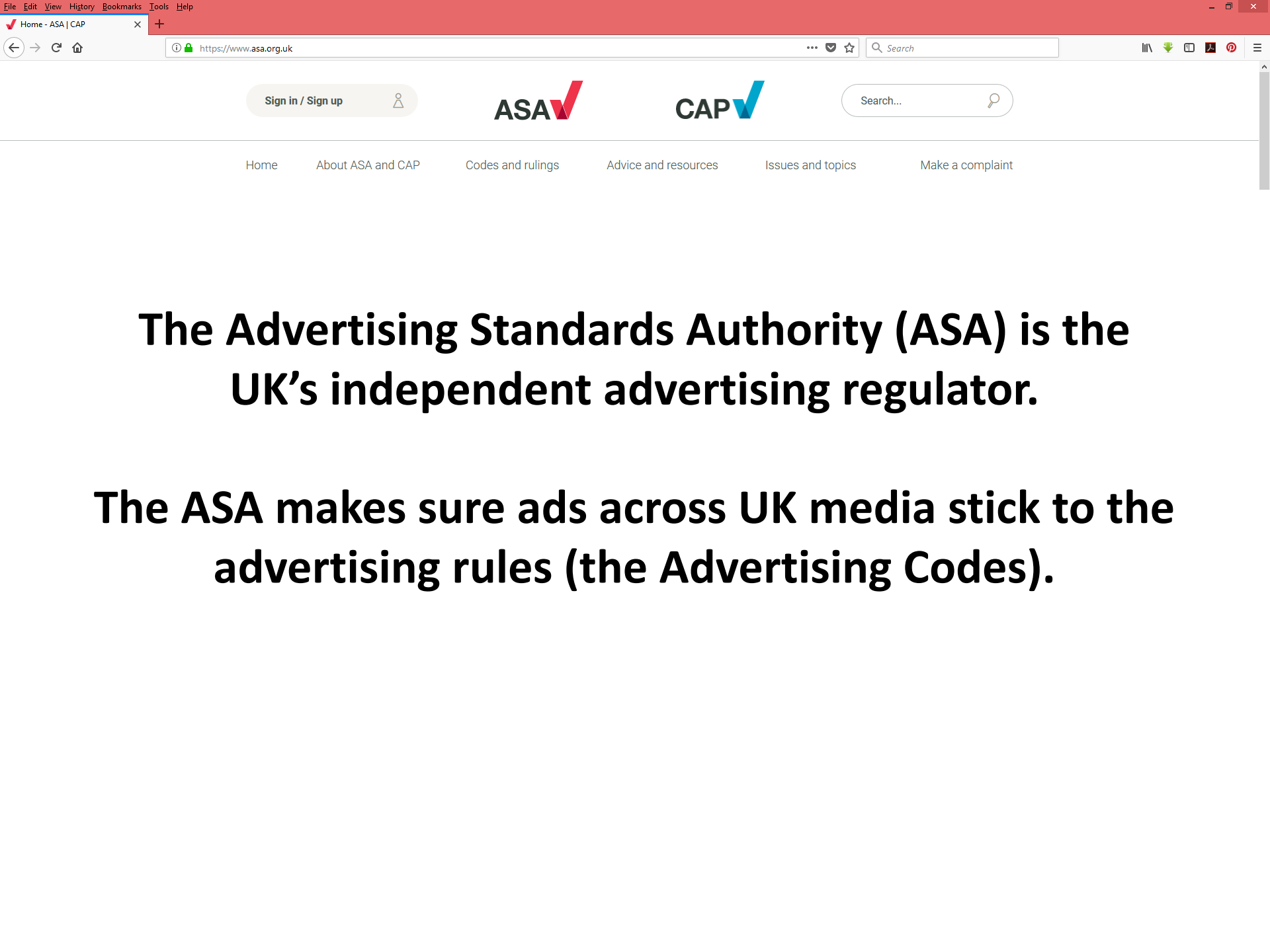
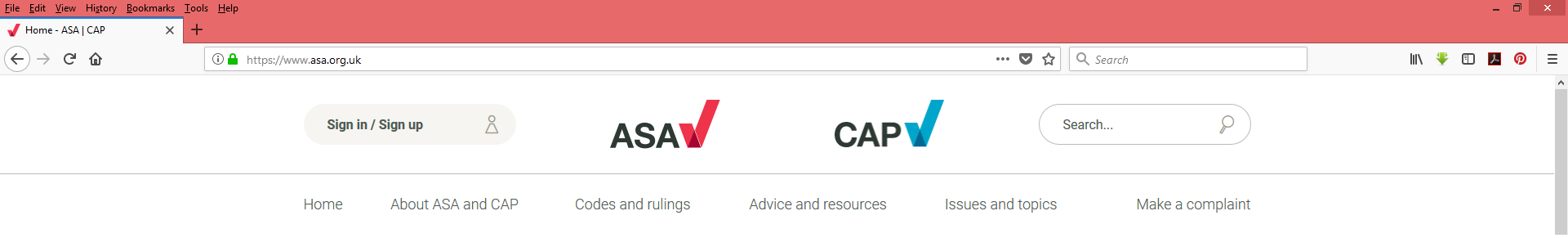


Advertising Standards Authority



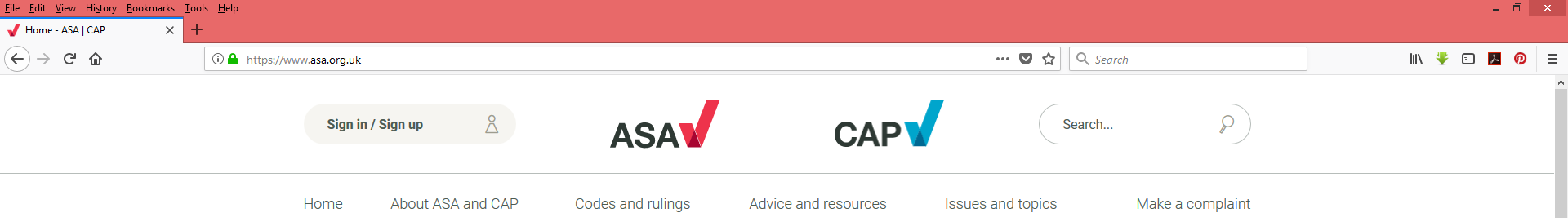
Committee of Advertising Practice


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The Advertising Standards Authority (ASA) is the UK's independent advertising regulator.
The ASA makes sure ads across UK media stick to the advertising rules (the Advertising Codes).



The Committee of Advertising Practice (CAP) is the sister organisation of the ASA and is responsible for writing the Advertising Codes.

The ASA and CAP are committed to regulating in a way that is transparent, proportionate, targeted, evidence-based, consistent and accountable.



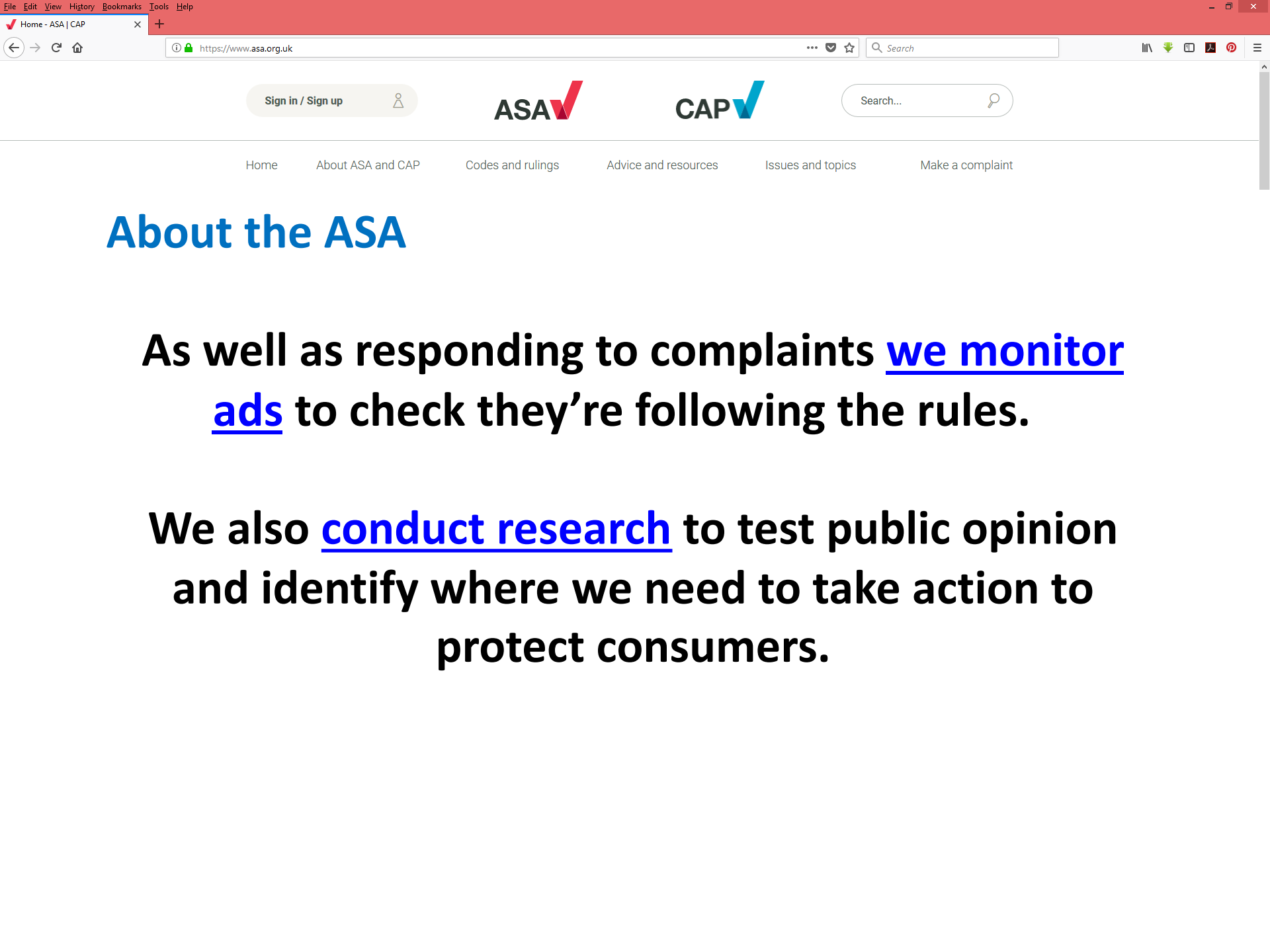
Advertising Standards Authority 2015 Stats

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About the ASA

We're passionate about what we do because responsible advertisements are good for people, society and advertisers. Our mission is to make every UK ad a responsible ad.

We respond to concerns and complaints from consumers and businesses and take action to ban ads which are misleading, harmful, offensive or irresponsible.

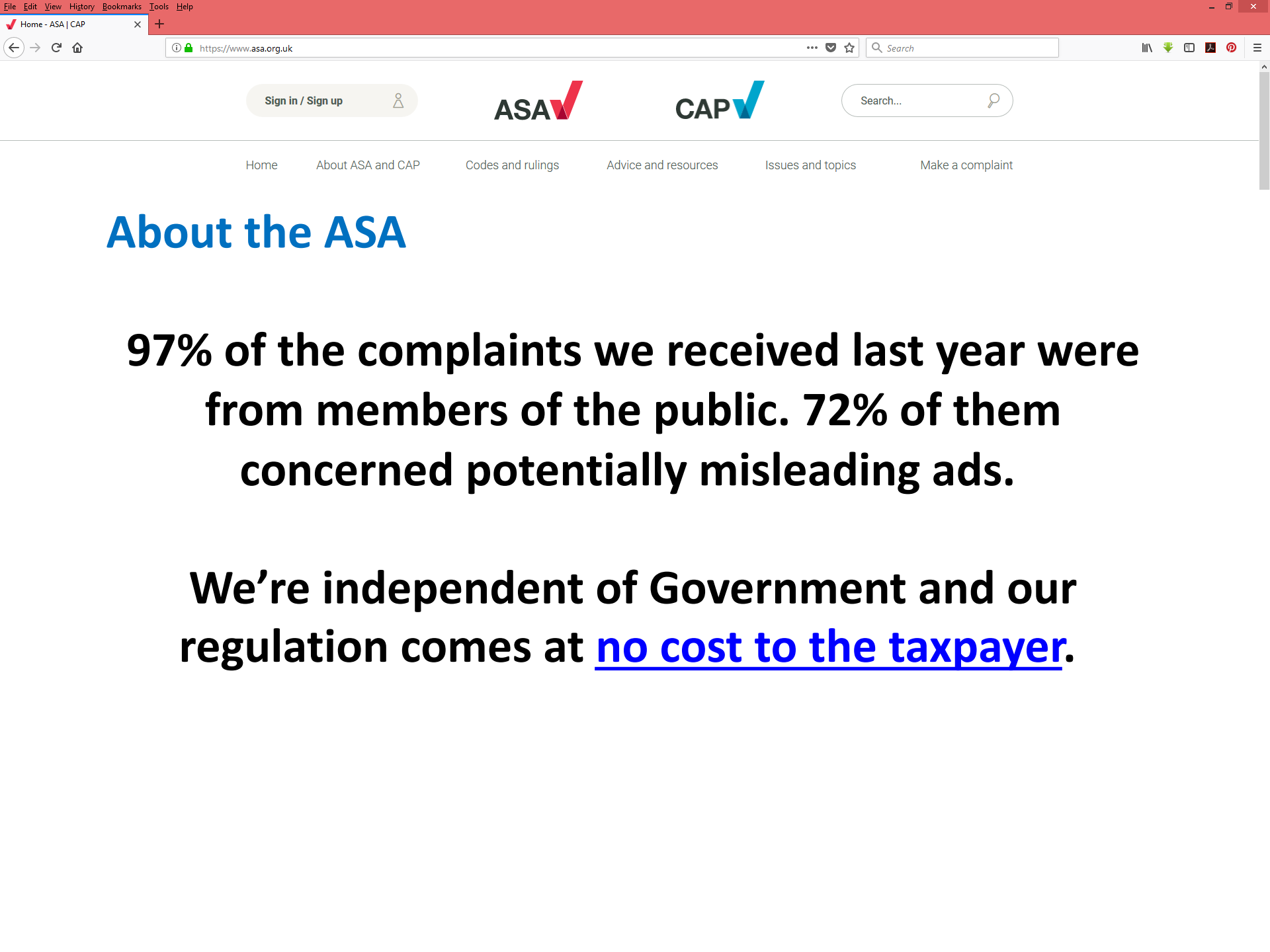

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About the ASA
As well as responding to complaints we monitor ads to check they're following the rules.
We also conduct research to test public opinion and identify where we need to take action to protect consumers.

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About the ASA

We've been administrating the non-broadcast Advertising Code for over 50 years and the broadcast Advertising Code for over ten.

Last year we resolved over 29,000 complaints relating to just under 16,000 ads.

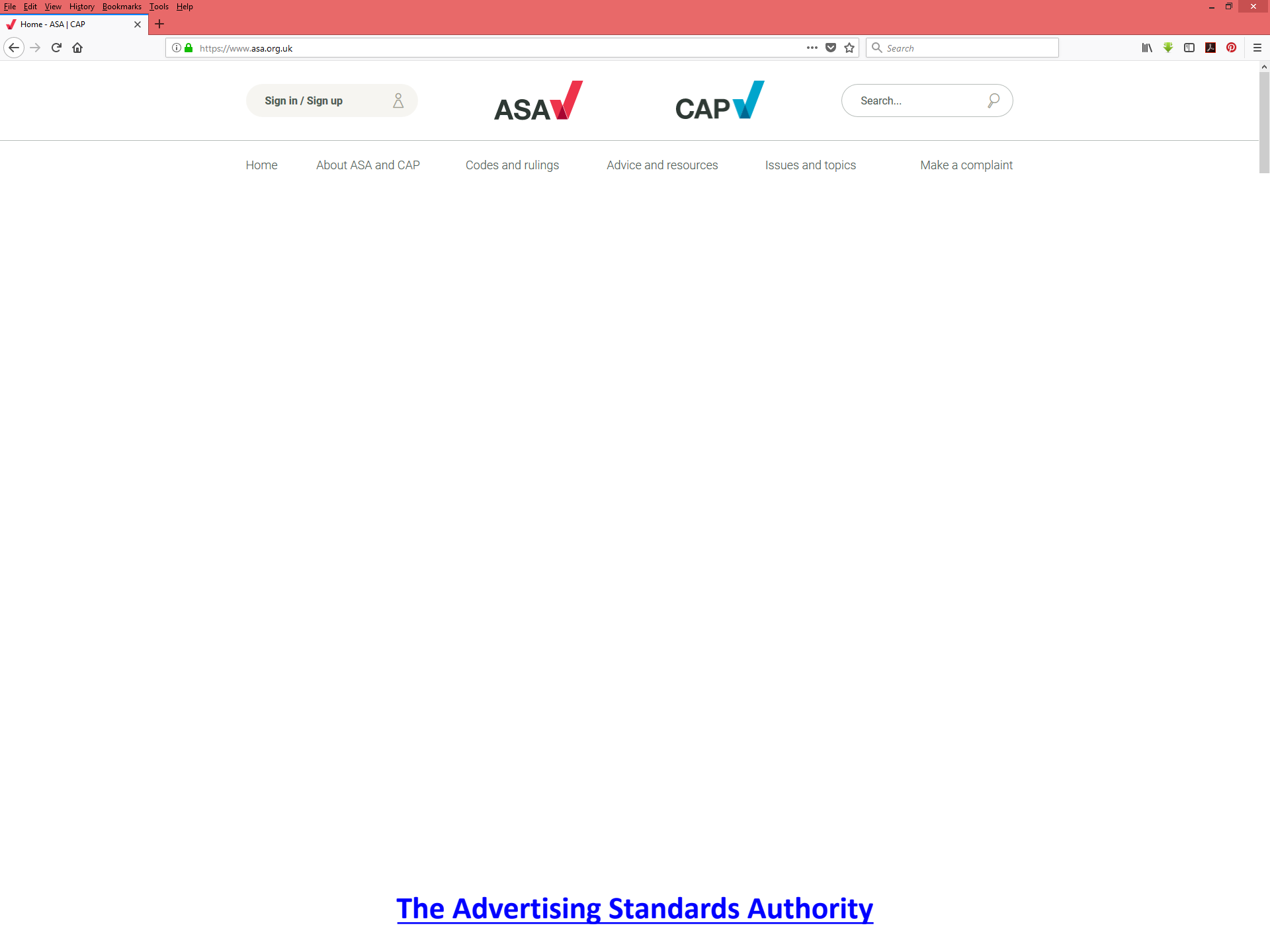

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About the ASA
97% of the complaints we received last year were from members of the public. 72% of them concerned potentially misleading ads.
We're independent of Government and our regulation comes at no cost to the taxpayer.

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About CAP

Our members represent the advertising industry, covering advertisers, media owners and agencies.

We also offer authoritative advice and guidance on how to create campaigns that comply with the rules.



The Advertising Standards Authority


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How the System Works
Ads in the UK are regulated through a system of 'self-regulation' and 'co-regulation'.
In summary, self-regulation means that the work we do is funded by the advertising industry.

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How the System Works

Self-regulation means that the ad industry also writes the rules (through CAP) that advertisers have to stick to.

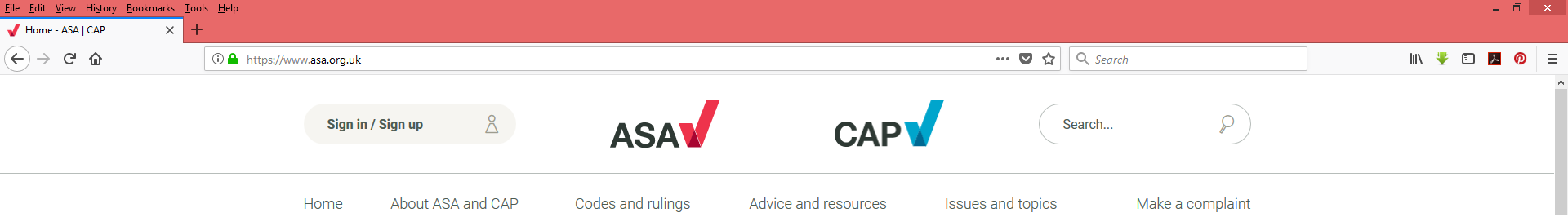
Non-broadcast advertising, including newspapers, posters, websites, social media, cinema, emails, leaflets, billboard, is covered by self-regulation.

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How the System Works

Co-regulation is an arrangement the ASA have with the communications regulator, Ofcom.

It has given us responsibility (a contract) on a day-to-day basis to regulate TV and radio advertising.



ASA - The Journey of a Complaint

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Report Signals Tougher Standar

https://www.asa.org.uk/news/report-signals-tougher-standards-on-harmful-gender-stereotypes-in-ads.html

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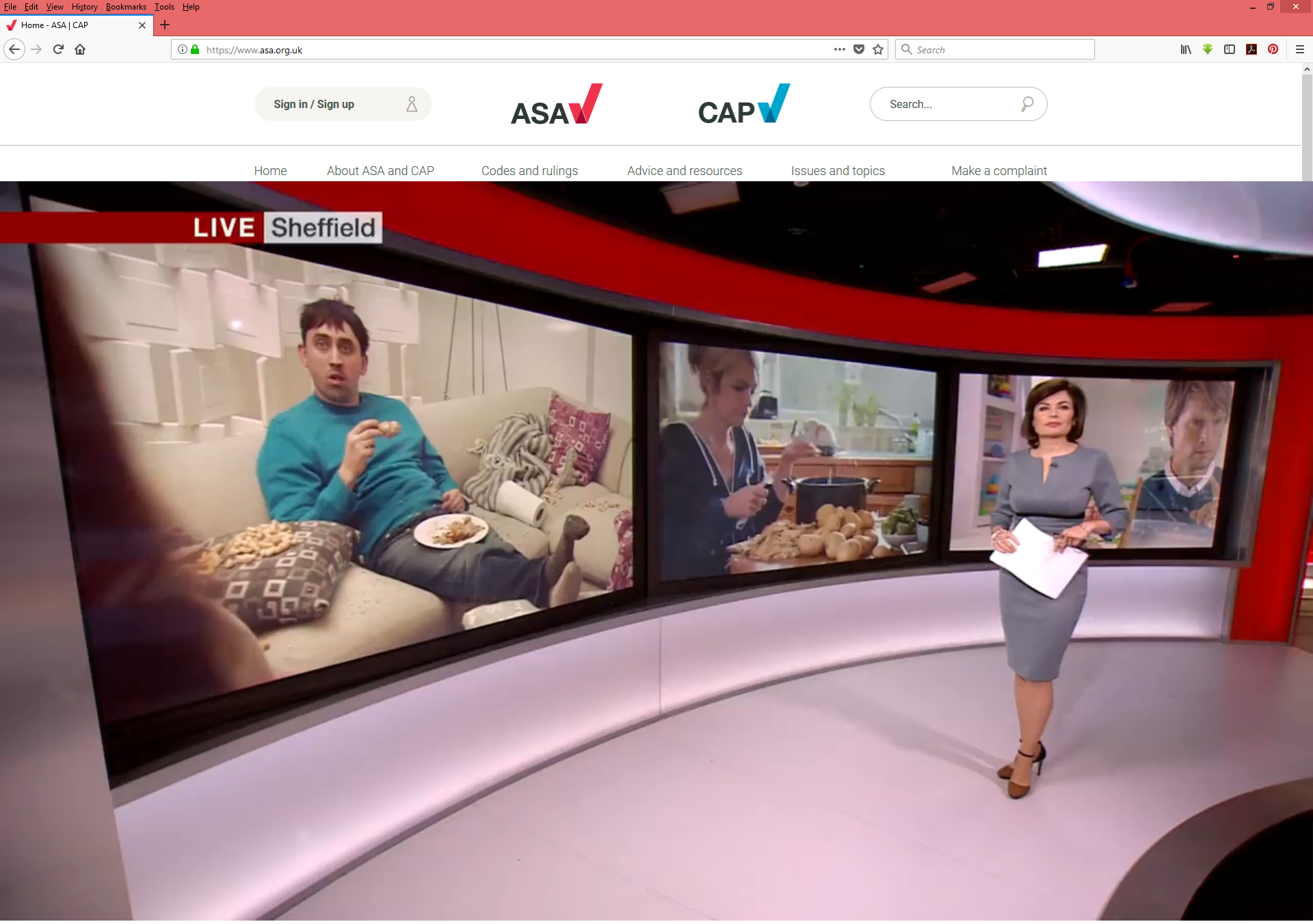
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[Gender Stereotyping in Advertising 2017]



[Sexist adverts to come under scrutiny - BBC News, July 2017]

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DFS Rockstar Commercial 2008

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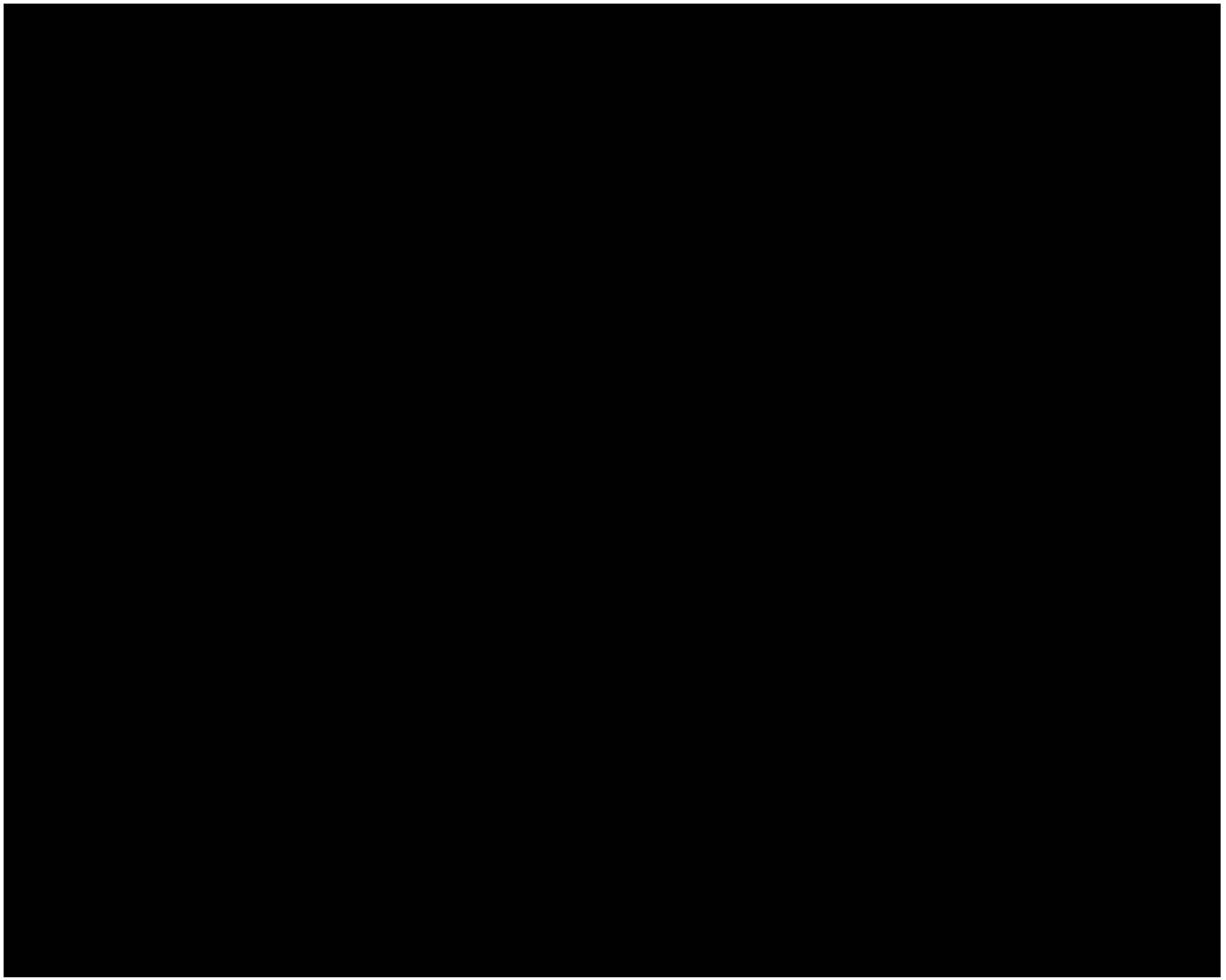
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X-Cite - Dog Breath Commercial 2007

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Paddy Power 'always bet on black' advert banned on race grounds - 2017

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Paddy Power Taser Commercial 2013

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Apple iPhone 2008

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Protein World 'Beach Body Ready‘ 2015

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Tango Commercials 1995

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Diesel ‘Be Stupid’ Campaign 2010

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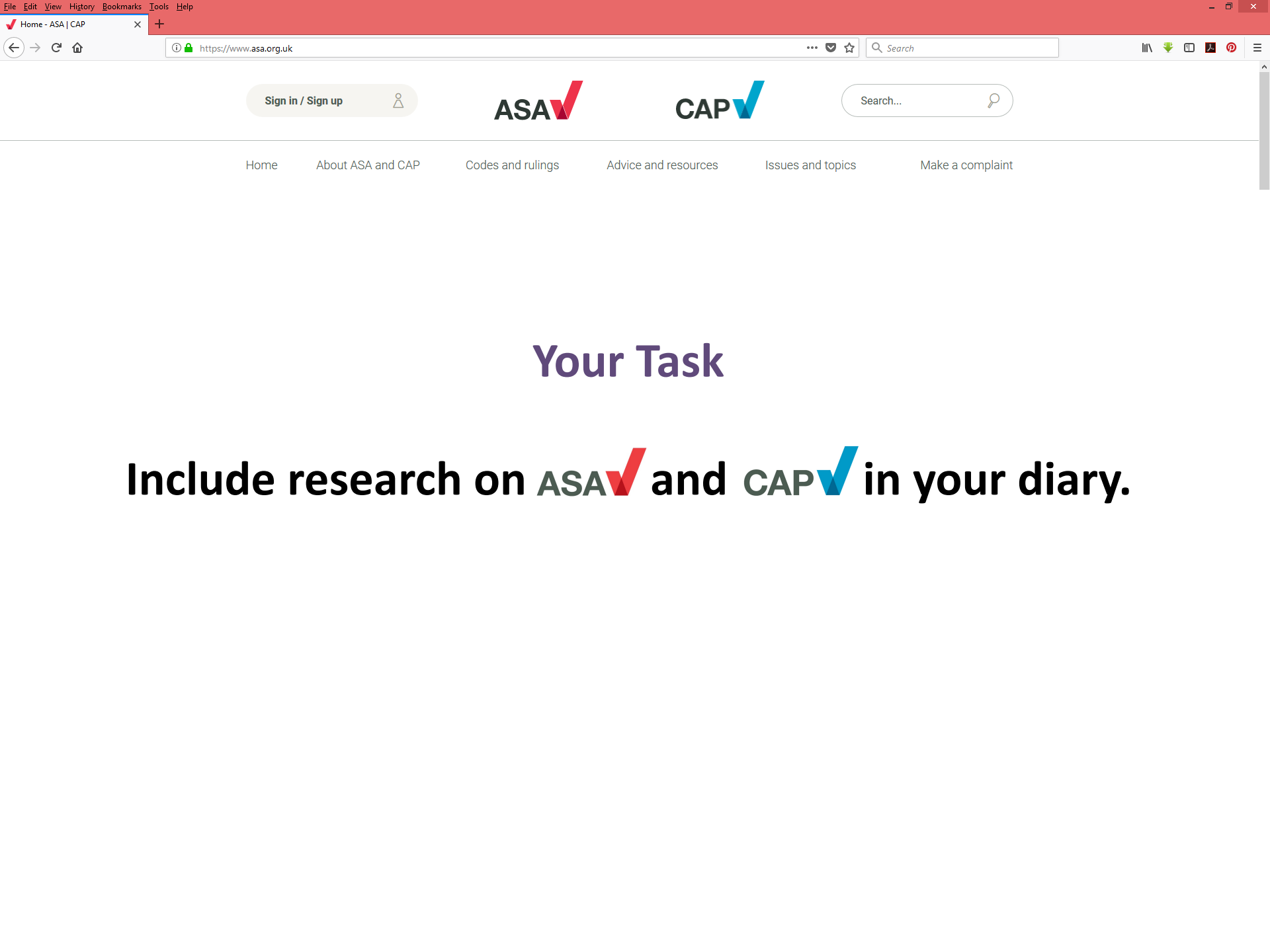
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Red Bull TV Commercial 2007


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