

## A GROWING NETWORK

The **European Advertising Standards Alliance (EASA)** consists of 26 European self-regulatory organisations and 13 members from the advertising, agency and media industry, making it the single authoritative voice on advertising self-regulation.

High ethical standards in advertising are assured by effective use of self-regulation together with existing national differences in culture, legal and commercial practices.

Self-regulation is continuously refined through steady dialogue and monitored exercises together with the industry.

EASA ensures guidance in operating an effective self-regulatory environment by providing a model of best practices, detailed and practical recommendations, training sessions, workshops and Best Practice Awards.



## WHERE DOES SELF-REGULATION APPLY?

Self-regulation is recognised at both the European and international levels as a form of best practice.



### SELF-REGULATORY ORGANISATIONS

As an essential part of the self regulatory system, they address consumer complaints of advertisements, provide copy advice, and evaluate compliance through monitoring and pre-clearance.

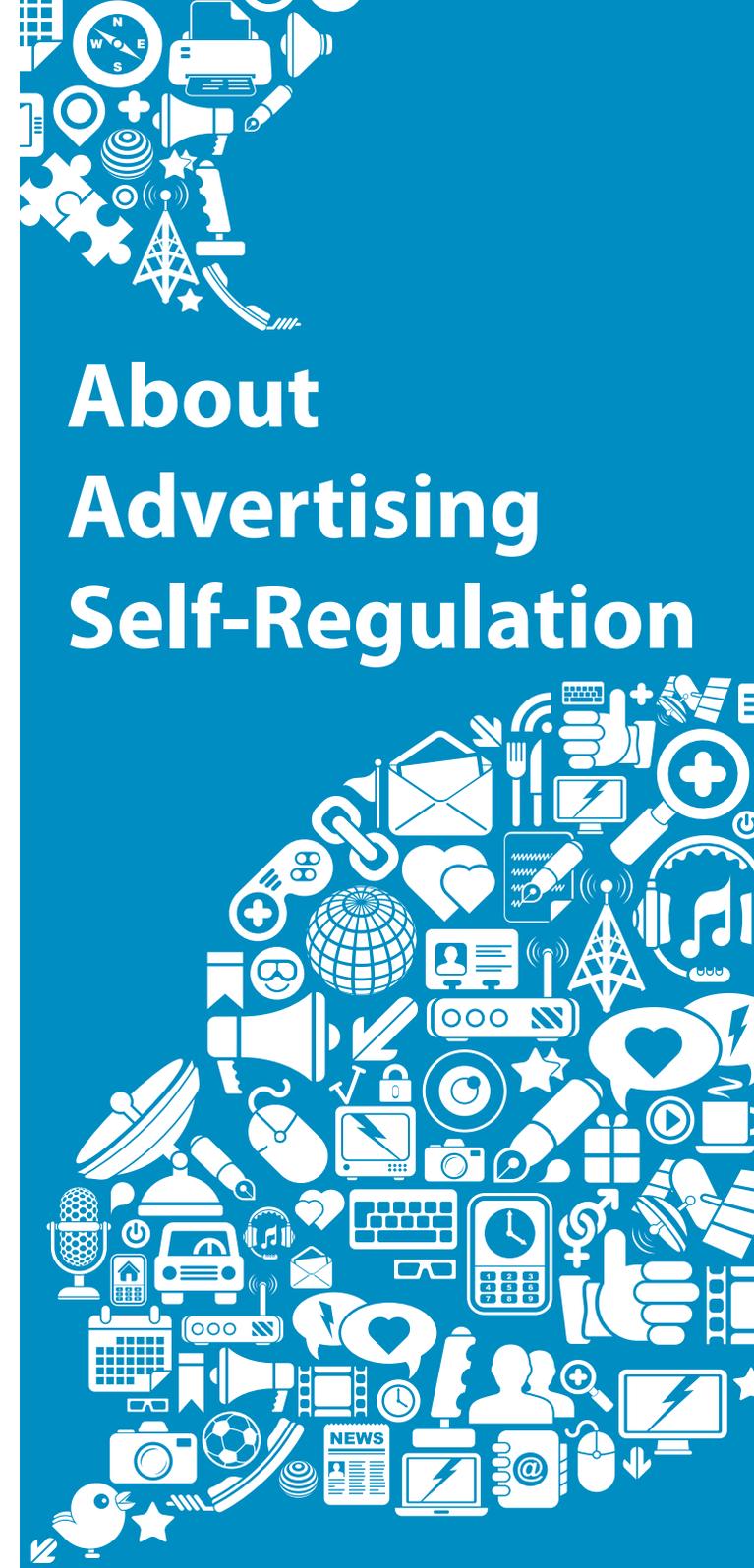
EASA serves as an international coordinator for consumers who want to complain about an ad originating outside of their country.

### WHAT DOES SELF-REGULATION COVER?

The advertising self-regulatory codes are designed to be all-inclusive, covering **all** forms of commercial and marketing communication, regardless of medium or distribution.

Many SROs craft additional high standard codes and guidances to conform to their own countries distinctive environment. These may cover sensitive topics, such as alcohol or advertising to children, or new developments in the way that advertising is carried out, for instance Online Behavioural Advertising (OBA).

# About Advertising Self-Regulation



## WHAT IS ADVERTISING SELF-REGULATION?

It is the system by which the advertising industry actively regulates itself to ensure that adverts are **legal, decent, honest** and **truthful** and that they are prepared with a due sense of responsibility to the consumer and society, with respect to the principles of fair competition.

### THE BENEFITS



**Cost Effective**- Reduces legal and policy costs, as the ad industry shoulders its maintenance and enforcement.



**Consumer Friendly**- Consumers' concerns are addressed free of charge in a quick and straightforward manner.



**Speedy Resolutions**- Complaints are handled quickly so consumers do not have to go through a lengthy legal process.



**Complements the Law** – Strengthens existing legislative frameworks and recognizes the ambition and handcraft of individual ads.



**Relevant**- Adapts to technological and societal developments. No standstill in waiting for new laws or legal precedents.



**Trusted** – High standards are assured by certified and fair-minded adjudicators who adhere to a well-established code.



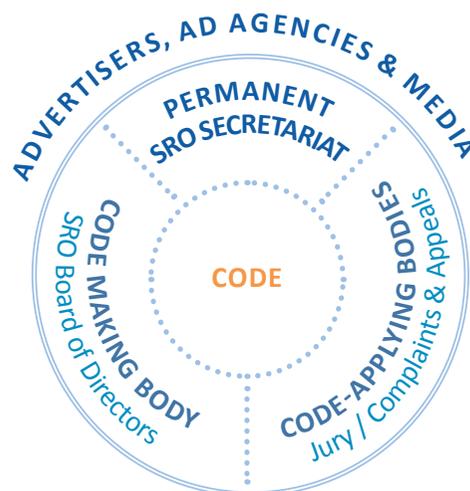
**Impartial** – The system is designed to avoid conflict of interests. Independent expert juries ensure legitimacy and trust.



**Provides Effective Sanctions** – The media is the gatekeeper; Brand reputation and the cost of losing complaints serve as effective deterrents.

### THE SELF-REGULATORY SYSTEM

Advertisers, advertising agencies and the media industries jointly agree on standards and practices to ensure advertisements that fail to meet them are quickly removed or corrected.



### HOW DOES IT WORK?

Successful compliance comes from the advertising industry's mutual ownership of the self-regulation. Self-regulatory organisations deliver effective and swift sanctions, such as refusing ads to generate adverse publicity, encourage withdrawal of trading privileges or trade association expulsion.

The code serves in complement to the principles of each country's laws, enabling flexibility by dealing quickly and efficiently with the detail of individual advertisements.

Promoting  
Responsible  
Advertising



Rue des Deux Églises 26  
1000 Brussels / Belgium  
Tel : + 32 (0)2 513 78 06

For more information please visit  
[www.easa-alliance.org](http://www.easa-alliance.org)