



**Asia-Pacific  
Economic Cooperation**

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2014/SOM3/CTI/WKSP/005

## **Setting and Maintaining Ad Standards: The International Code and Best Practice**

Submitted by: International Chamber of Commerce



**APEC Advertising Standards Forum and  
Mentoring Workshop  
Beijing, China  
8-9 August 2014**



Commission on  
**MARKETING AND ADVERTISING**

**APEC Advertising Standards  
Forum and Mentoring  
Workshop**

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Commission on  
**MARKETING AND ADVERTISING**

**Setting and maintaining ad standards:  
the International Code and best practice**

**Presentation by:**  
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**ICC Commission on Marketing & Advertising**

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## ICC: WORLD BUSINESS ORGANIZATION



**Companies**  
all sizes and all sectors


**Business associations**  
sectoral and national

**Chambers of commerce**  
local, regional,  
national

**Worldwide network**  
90 national committees  
direct members in another 30  
countries

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## A SAMPLE OF SOME WELL-KNOWN ICC MEMBERS



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## ICC POLICY MAKING




### Areas of work

ICC has three main activities: rule setting, arbitration and policy. Because its member companies and associations are themselves engaged in international business, ICC has unrivalled authority in making rules that govern the conduct of business across borders. Although these rules are voluntary, they are observed in countless thousands of transactions every day and have become part of the fabric of international trade. [Read more](#)

### Incoterms® Rules

Developed by ICC, Incoterms® rules have become the standard in international business rules setting, helping traders avoid costly misunderstandings.


[Read more... >](#)



### Dispute Resolution

Working to resolve international disputes, our services are not only neutral and reliable but they help save time and money. Find out how ICC can help resolve disputes that arise when conducting business.

[Read more... >](#)





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## 77 YEARS: THE GOLD STANDARD



- First global advertising code in 1937
- Foundation for national and sector self-regulation around the world
- Covers core and topical issues including children, privacy, environment
- Available in 10 languages, including Chinese
- [www.CodesCentre.com](http://www.CodesCentre.com)



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## SELF-REGULATION AND THE LAW





Law

## ADVERTISING TO CHILDREN

Article 8 Advertisements shall not impair the physical and mental health of minors.  
 第八条 广告不得损害未成年人.....的身心健康。

China Advertising law 《广告法》




**Article 18: ICC Code**

Special care should be taken in marketing communications addressed to children and young people.

- Should not undermine positive social behaviour, lifestyles or attitudes
- Should not contain any statement or visual treatment that could have harmful effect...
- Should not portray children in unsafe situations or engaged in potentially hazardous activities or behaviour
- Should not undermine authority, responsibility, judgement or tastes of parents, having regard to relevant social and cultural values
- Should not have direct appeal to children...to persuade their parents or other adults to buy products for them...







## ICC CODE COMPONENTS & STRUCTURE

### General Principles

- Sales Promotion
- Sponsorship
- Direct Marketing
- Digital Interactive Media
- Environmental Claims



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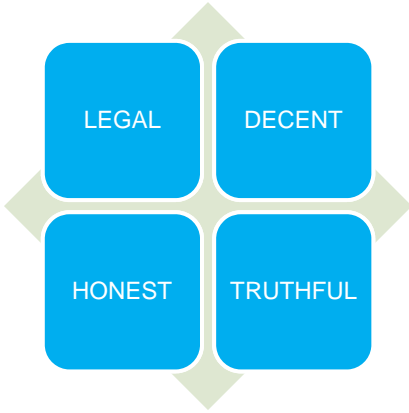


## FUNDAMENTALS COVERING ALL PRACTICE


Comprehensive coverage

**Marketing Communications:**  
advertising as well as other  
techniques

...any communications produced  
**directly by** or **on behalf of**  
**marketers** intended primarily to  
**promote products** or **influence**  
**consumer behaviour**



A central diagram consisting of four blue rounded squares arranged in a 2x2 grid. The top-left square contains the word 'LEGAL', the top-right 'DECENT', the bottom-left 'HONEST', and the bottom-right 'TRUTHFUL'. The squares are connected by a light green diamond-shaped frame with arrows pointing outwards from each corner.



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## IMPORTANT COVERAGE OF DIGITAL MEDIA

- ✦ Broadens scope of self regulation
- ✦ addresses issues, such as:
  - Identification
  - Unsolicited messages
  - Children
  - Sensitivities of global audience
  - Online Behavioural Advertising (OBA)

**ICC RESOURCE GUIDE FOR SELF-REGULATION OF ONLINE BEHAVIOURAL ADVERTISING (OBA)**

**Highlights**

- Exploration of global framework available for OBA self-regulation
- Checked from existing OBA self-regulatory mechanisms on how to implement the global principles
- Links to further resources

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Prepared by the ICC Commission on Marketing and Advertising

## INTERPRETATION OF THE ICC CODE

**MacBook**

**The world's greenest lineup of notebooks.**

Designed with the environment in mind. MacBook is highly recyclable, uses less energy, and earns top environmental ratings.

[View a PDF of Apple's Environmental Status Report](#)

Article 5: **Truthfulness** – marketing communications should be truthful and not misleading


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## LEARNING THE RULES OF THE CODE



5j) Discrimination by appearance




5h) Gender discrimination












6d) Truth or imitation? Misleading?

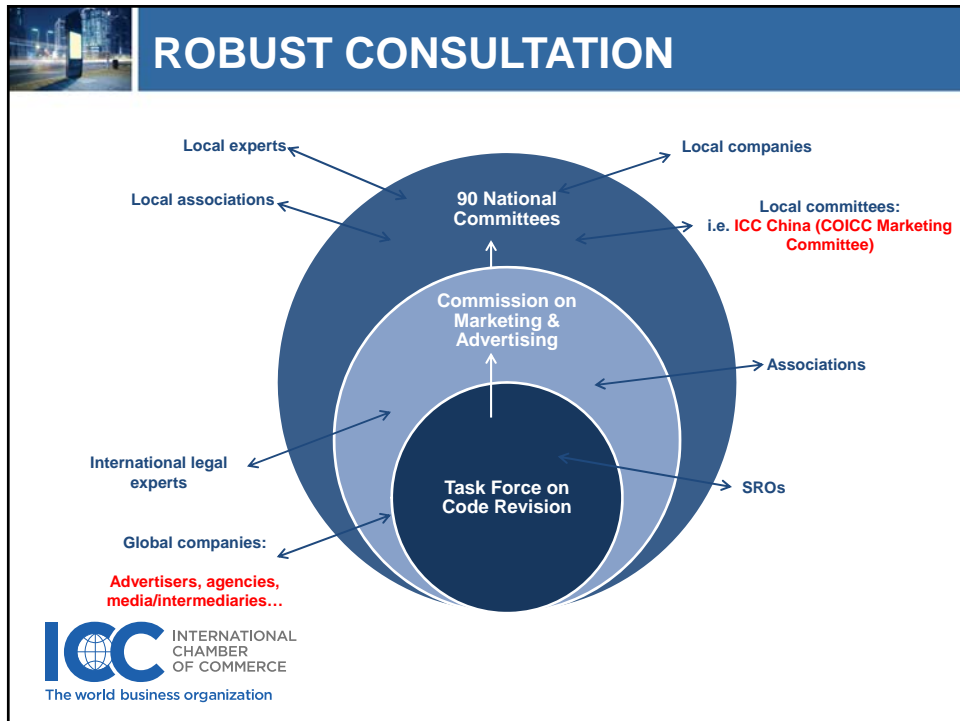


## DIFFERENT WAYS of APPLYING THE ICC CODE

|   |   |  |  |
|---|---|--|--|
|  | <p>In Sweden:<br/>ICC Code applied as the national code</p>   |  | <p>ICC Code has long been foundation of the French national code. Specific supporting codes have been added in recent years.</p> |
|  | <p>In Turkey:<br/>1) National code based on the ICC Code general principles<br/>2) Recently expanded to updated provisions<br/>3) Added text reflects unique law and culture concerns</p> |  | <p>In Serbia, the ICC Code used as a basis for drafting the first national code on advertising</p>                               |
|  | <p>South Africa:<br/>National code based on ICC Code</p>  |  | <p>Chile national code based on the ICC Code</p>   |
|  | <p>Singapore : Code of Advertising Practice is based on the ICC Code</p>  |  | <p>Philippines adopted ICC Code's revised provisions for their national code</p>   |







## TRANSLATIONS



- The Code has been translated into 11 languages in co-operation with NCs including:
  - Chinese
  - French
  - German
  - Russian
  - Serbian
  - Spanish
  - Turkish
  
- All translations, can be downloaded from [www.CodesCentre.com](http://www.CodesCentre.com)

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## TOPICAL ISSUES – ADDITIONAL TOOLS

### Marketing of Alcohol

- Newly developed ICC Framework for Responsible Marketing Communication Alcohol



### Online Behavioural

- OBA Resource Guide and Framework offers a playbook for implementing the new framework OBA in the Code




### Mobile Marketing

- Expert group developing global guidance addressing mobile issues: localization data; access to person data; screen limits



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**MORE INFORMATION & RESOURCES**

Consolidated ICC code  
 Interpretation  
 Purpose of the code  
 Structure of the code  
 Search articles by keywords  
 Browse ICC code  
 General Provisions  
 Sales Promotion  
 Sponsorship  
 Direct Marketing  
 Digital Interactive Media  
 Environmental Claims  
 Download Code

Codes around the world  
 Find local resources around the world  
 By continent  
 Americas  
 Africa  
 Europe  
 Middle East  
 Asia Pacific

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**THANK YOU**

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