



**Asia-Pacific
Economic Cooperation**

2014/SOM3/CTI/WKSP/013

Funding the System and Running a Secretariat

Submitted by: CONAR



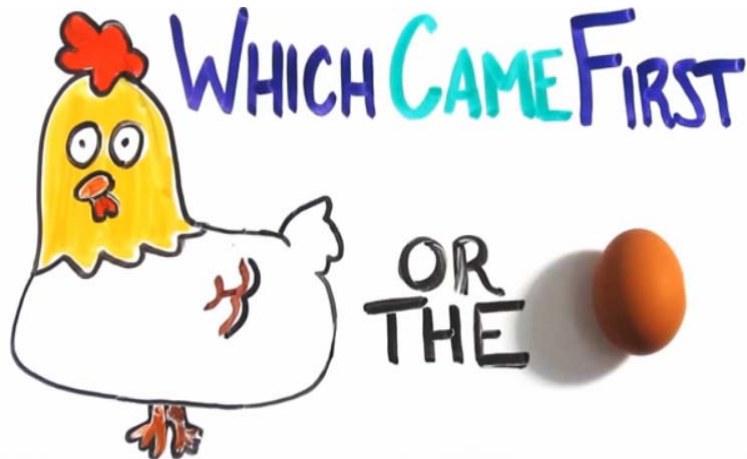
**APEC Advertising Standards Forum and
Mentoring Workshop
Beijing, China
8-9 August 2014**



Funding the system and running a secretariat

“APEC Advertising Standards Forum and Mentoring Workshop” – Beijing, 8–9 August, 2014

Dr. Ricardo Maguiña Pardo, MBA
Executive Director
CONAR Perú



Funding or Results?

Funding or Results?

From...



TO ...

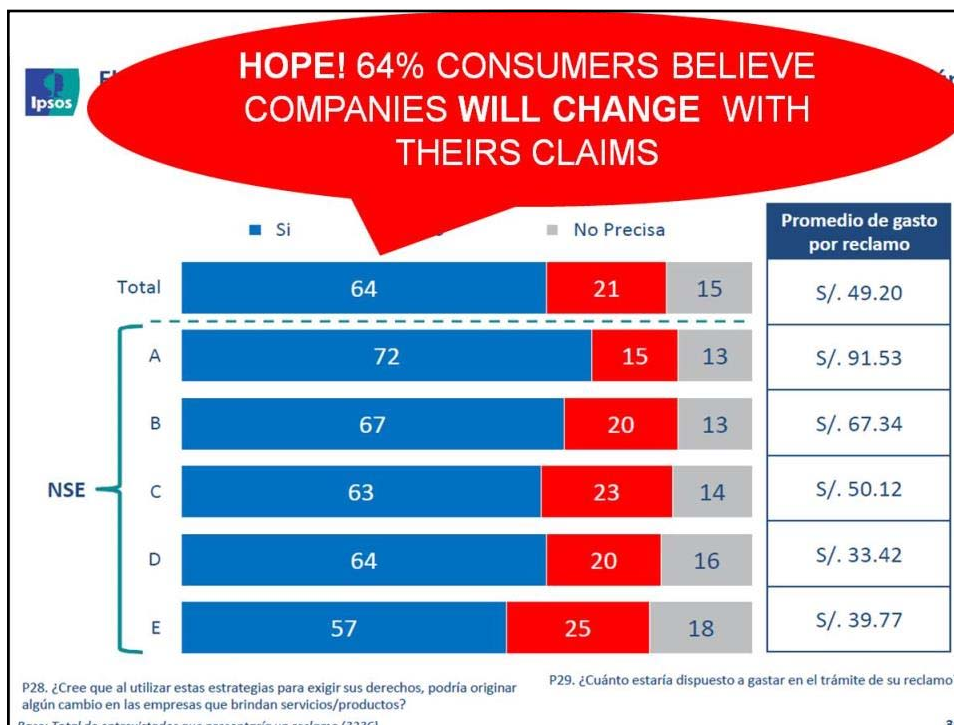


Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
1	1	Coca-Cola	United States	Beverages	71,861	2%
2	2	IBM	United States	Business Services	69,905	8%
3	3	Microsoft	United States	Computer Software	59,087	-3%
4	4	Google	United States	Internet Services	55,317	23%
5	5	GE	United States	Diversified	42,808	0%
6	6	McDonald's	United States	Restaurants	35,593	6%
7	7	Intel	United States	Electronics	35,217	10%
8	17	Apple	United States	Electronics	33,482	58%
9	9	Disney	United States	Media	29,038	1%
10	10	HP	United States	Electronics	28,479	6%

**Brand Top10
 US\$1,200
 Millions**

**Only US\$200
 Millions
 in assets!**

Increment equity of CONAR!



Our Core!

In benefit of **Consumer & Fair Competition!**

Strategy: the route of Best Practices

The diagram illustrates the 'route of Best Practices' through various advertising and consumer protection scenarios. It starts with 'AGENCY-CLIENT ADVERTISING' and the 'Dove Real Beauty Campaign', moves through 'LOVEMARKS' and a cartoon character, and ends at a 'Best Practice' sign. Other elements include a '1-1-3' sign and firefighters, suggesting a focus on consumer safety and complaint resolution.



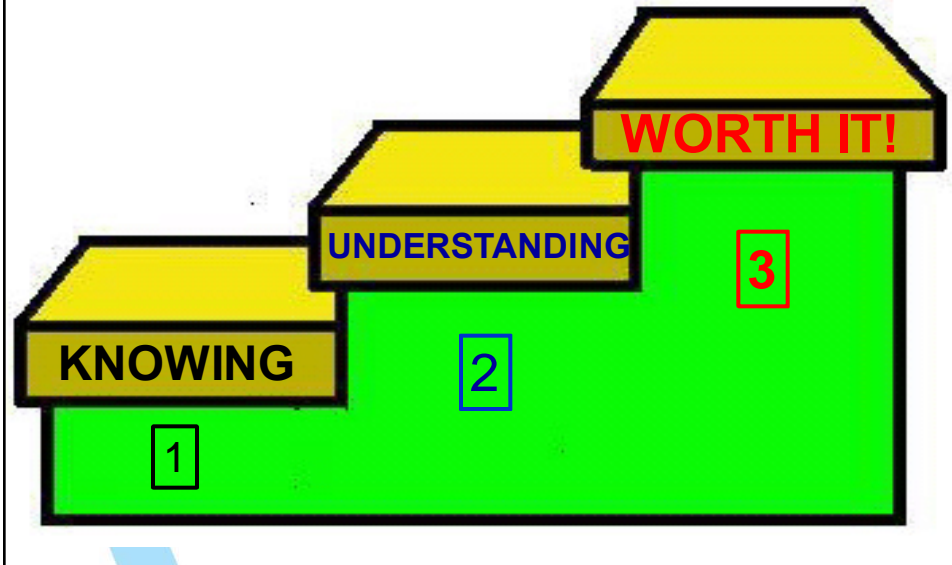
CONAR
CONSEJO NACIONAL DE AUTORREGULACION PUBLICITARIA

To Get More ...

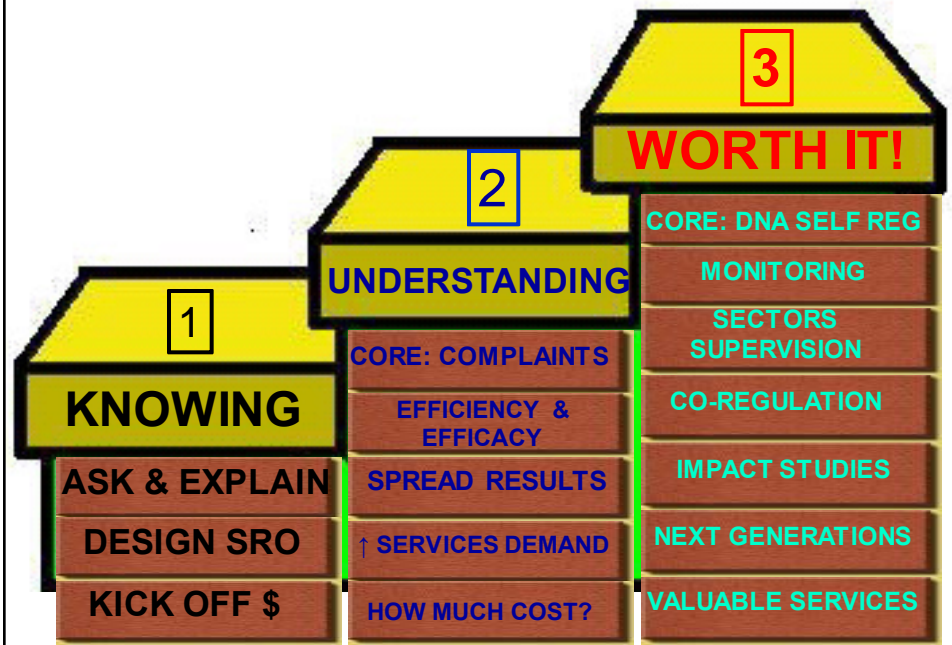
GIVE More

FUNDING = Steps & Actions!

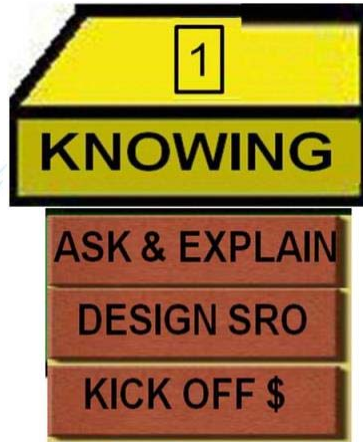
CONAR The **FUNDING** To Get More GIVE More **STEPS**



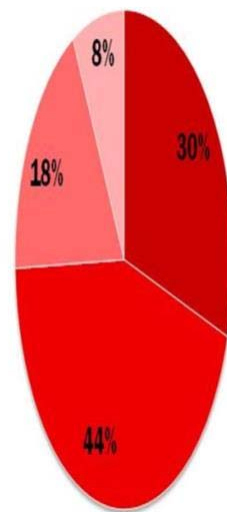
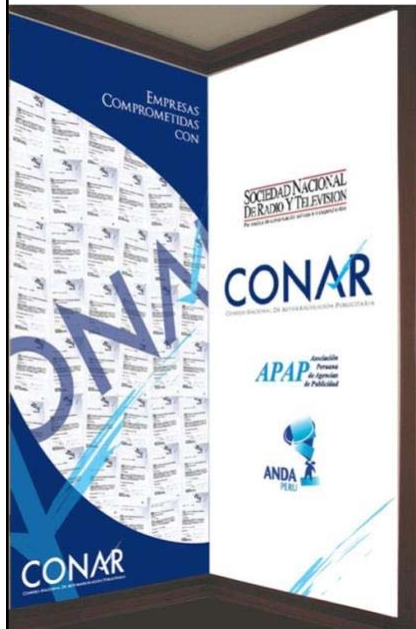
The **FUNDING** To Get More GIVE More **ACTIONS**



The FIRST Step



The FIRST Step



- Presidente/VP
- Gerentes Generales
- Directores C/F
- Abogados

Artículo VI.- Políticas públicas

6. El Estado garantiza mecanismos eficaces y expeditivos para la solución de conflictos entre

alternativos de solución como la mediación, la conciliación y el arbitraje de consumo voluntario, y sistemas de autorregulación; asimismo, garantiza el acceso a procedimientos administrativos y judiciales ágiles, expeditos y eficaces para la resolución de conflictos y la reparación de daños. Igualmente, facilita el acceso a las acciones por intereses colectivos y difusos.

Artículo 112 - Criterios de graduación de las sanciones administrativas

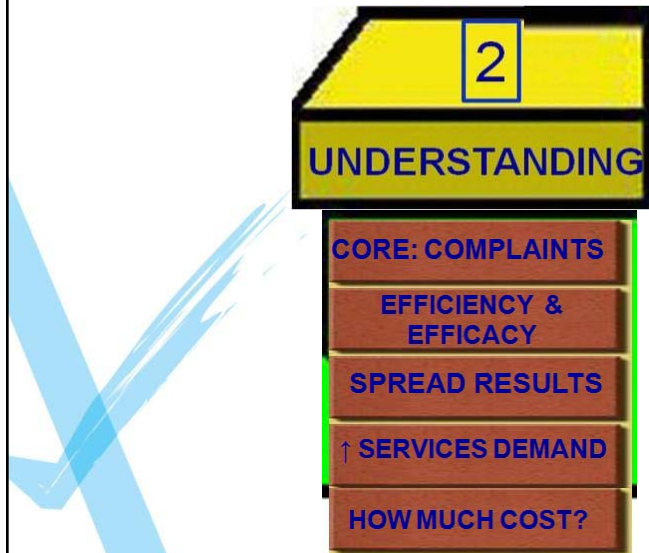
Se consideran circunstancias atenuantes especiales, las siguientes:

4. Cuando el proveedor acredite que cuenta con un programa efectivo para el cumplimiento de la regulación contenida en el presente Código, para lo cual se toma en cuenta lo siguiente:

Legislation:
Public Policy “PROMOTE SELF REGULATION” & recognize to reduce fines

cumplimiento del Código.

- d. Que el programa cuenta con mecanismos para su monitoreo, auditoría y para el reporte de eventuales incumplimientos.
- e. Que cuenta con mecanismos para disciplinar internamente los eventuales incumplimientos al Código.
- f. Que los eventuales incumplimientos son aislados y no obedecen a una conducta reiterada.



What was the Problem?

SUCCESS...

INCREASE CASES & SERVICES

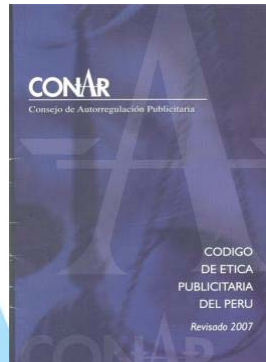
CONAR	2009-2011	HIRING!	2011-2013
Headcount	7	- 30%	5
Cases per Headcount	1.4	+ 200%	3
Days per Case	35	+ 240%	85

FINANCING STRUCTURE

Operating Expenses	-100%
Annual Fee	55%
DEFICIT	-45%

EXPENDING TIME FOR LOOKING EXTRA MONEY TO BALANCED THE BUDGET!

CONAR The SECOND Step



NEW ETHIC CODE

- ✓ White Paper with Reform
- ✓ Pre-publication for comments: industry & civil society
- ✓ Working Meetings with relevant stakeholders

CONAR The SECOND Step

NEW Procedures Code: MORE EFFECTIVE!!

- ✓ Diagnostic of Complaints Procedure in CONAR
- ✓ Detect **best practices & defined standards** (*reduce timing -75%, increase conciliations, improve effective sanctions, more incentives for compliment of resolutions, substantial claims and others*)
- ✓ White Paper with Reform
- ✓ Pre-publication for comments: industry & civil society
- ✓ Working Meetings with relevant stakeholders

CONAR The SECOND Step

OUR PUBLIC COMMITMENT: STANDARS

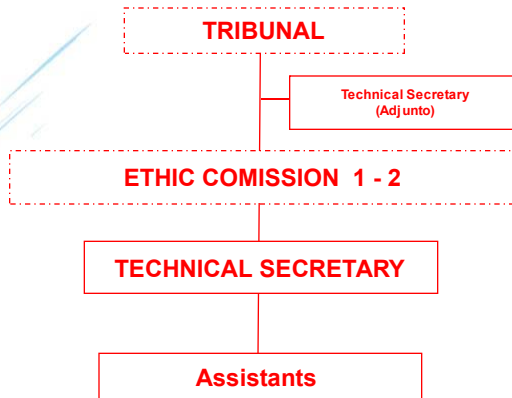
02-11-10	05-11-10	12-11-10	17-11-10	26-11-10	6-12-10	10-12-10	20-12-10	28-12-10	END
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President of Commission

Technical Secretary

EMPOWERMENT = NEW Complaints Structure

FOLLOWING
EASA
Recommendation of
Best Practice
Jury Composition



Services
Packages!!

De Julio a Noviembre
Contrata un Seminario IN COMPANY
y obtén un COPY ADVICE

Paquete Incluye :

- ✓ Seminario IN COMPANY: "Do's y Don'ts en la Publicidad Comercial: marco legal y ético. Casos Prácticos (ajustado a tu cartera de productos)".
- ✓ Copy Advice sin costo para una pieza publicitaria.*

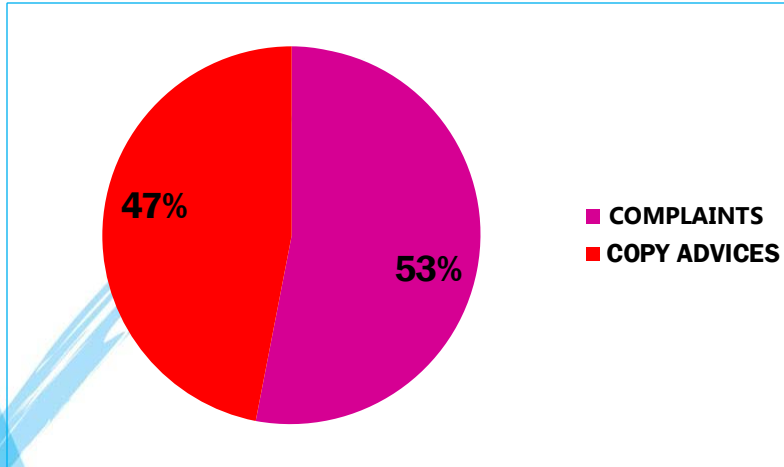
CLICK Aquí

Tarifas especiales para empresas
afiliadas a los gremios asociados a
CONAR
(ANDA, APAP y SNRTV).

CONAR
www.conarperu.org

*Ambos servicios deben ser contratados por la empresa y prestados por el CONAR del 1 de Julio al 30 de Noviembre de 2011. Promoción Limitada. Cantidad máxima de Paquetes Disponibles: 10.

The **SECOND** Step



INCREASE Copy Advice Service
with **WHAT TO DO** Recommendations

The **THIRD** Step





Doing The *Important*,
not just the URGENT

Monitoring Ads

- ✓ IMPROVE compliance levels
.. and at the **same time**
- INCREASE Awareness & Equity SRO



So .. HOW TO DO IT?

The PROACTIVE System



share



Supervising Bank Agreement

Banks: 100% Consumers Banks (17)

Products: ALL (Loans, Credit Card, safe accounts, and others)

Media: TV Radio Press

Ads Supervised: **3,000 annual (13 months)**

2,837 CCD/INDECOP12006-2013



Supervising Bank Agreement

Proactive:

- Seminars 100% Banks
- Works meetings
- Mail Q & A
- **309 Proactive letters Weekly cc CEO**
 - ✓ **with Individual Recommendations**
 - ✓ 43 Reports Monthly: **with Recommendations**

share

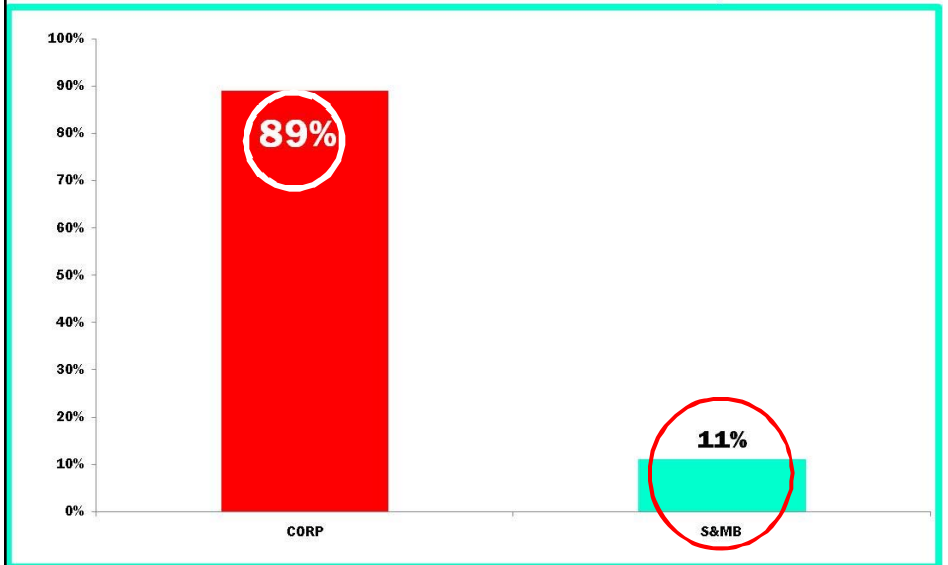
Supervising Bank Agreement

Congratulations' Mails TO CEO

- **53 weeks 100% compliance**
- **80% of Banks**



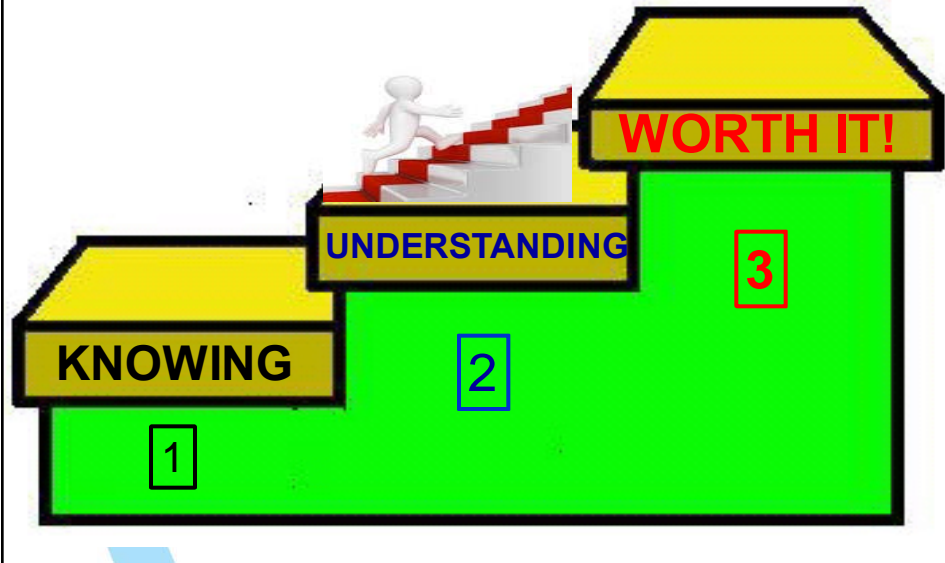
AGAINST Consumer & Competition



Working with Next Generations! (Universities & Institutes)

- **Elaborate an Action Plan with Academic Committee of ANDA and APAP**
- ✓ Working Seminars with Teachers
- ✓ Elaborate materials – guidelines
- ✓ Seminars for alumni
- ✓ Practical Seminar for industry, civil society and lawyers
- ✓ Including Ethic in courses of advertising
- ✓ In Company Seminars

RESULTS!



Results: Funding & Secretariat

■ Financing

Annual Fee
=

operating expenses

- ✓ ↑ 90% annual fee
- ✓ ↑ 180% \$ for services
- 2014 Deficit just 8%!

■ Secretariat

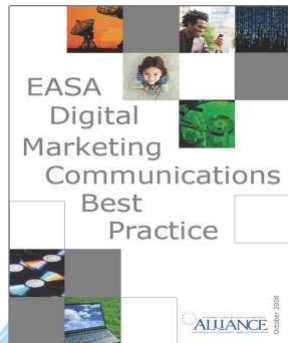
- ✓ **Empowerment!**
 - ... and still 5!
- ✓ Improve Procedures and Ethic Code
- ✓ ↑ salaries for **valuable** employees
- ✓ All the **new** Tribunals and Commissioners **accepted**
 - EXCELLENT EQUITY PERCEPTION!

Challenges



To Get More ...GIVE MORE

Challenges



NEXT STEPS:

- ✓ **Best Practice On line Advertising (Working together with IAB – ANDA)**
- ✓ **New Topics in Self Regulation in APEC (to step forward!)**

CONAR
CONSEJO NACIONAL DE AUTOREGULACION PUBLICITARIA

Challenges

**Complaint Procedures:
NEXT STEP = ISO CERTIFICATION**

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Challenges

Monitoring Ads

(specifics sectors)

Supervising Pledges

(Food & Beverages < 12 years)

Study the impact
of legal
statements in
advertising

May 30, 2012
Federal Trade Commission

Challenges

NEXT STEP

**Launch Jurisprudence System on Web (JAS)
Guidelines Notes & Materials on code
interpretation**



Challenges

PERMANENT FUNDING

Copy Advice
AGREEMENT =
100 per year



Capacity Building

- ✓ **Best Practices sustainable funding**
 - Ex.. Additional sources and/or New Services
- ✓ Assist in formulating **strategic action plan & improving Secretariat skills**
- ✓ **Increase Awareness in Stakeholders**

Capacity Building

- ✓ **Known & Learn more experiences in co-regulation**
- ✓ **Specialization** in Advertising regulatory Impact Analysis (Ex. APEC - OECD)
- ✓ **Peer Review** in APEC's SROs



The EGGS!!!... PLEASE 😊

THANK YOU!

Q&A

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