



**Asia-Pacific
Economic Cooperation**

2014/SOM3/CTI/WKSP/015

Advertising Standards - Building Awareness

Submitted by: Advertising Standards Bureau (ASB)



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



ADVERTISING
STANDARDS
BUREAU

Advertising Standards Building awareness

August 2014

Building awareness

Effective industry and consumer awareness

- examine ways to raise awareness of the system and standards

Awareness campaigns

Since late 2005, Ad Standards has been working to raise its profile and make the community and stakeholders aware that the advertising industry has a free, effective, accountable and transparent complaints process in place.

Research available from ASB

- In the last five years, ASB has commissioned five reports to ensure community standards are in line with Board decisions
- These reports also measured community awareness of the ASB

Community awareness of ASB

Spontaneous awareness of ASB as a complaints organisation

2013	2012	2010	2009	2006
63%	62%	63%	67%	10%

Building awareness

Methods of presenting information:

- website
- social media (blogs, Twitter)
- face-to-face
- research and other reports
- media
- information bulletins
- newsletters to subscribers
- advertising

Website

The screenshot shows the Advertising Standards Bureau website homepage. At the top, there is a navigation menu with links for 'Making a complaint', 'Case reports', 'Advertising standards', 'ASB & self-regulation', 'Publications', and 'Business know how'. The main header features the ASB logo and a date '21.07.14'. The primary headline is 'APEC forum and workshop looking ahead', with a sub-headline stating: 'An APEC advertising standards forum and workshop in China on 8-9 August will involve representatives from the majority of APEC Economies. Ad Standards has worked with Chinese Association of National Advertisers to facilitate the event.' Below this, there are several utility boxes: 'Advertising complaint stats' showing 'Complaints lodged' at 392 and 'Ads complained about' at 75; a 'Lodge a complaint' button; a 'Search' box with 'Website' and 'Case Reports' options; a 'Comment on our Blog' button; a 'Subscribe to our bulletin' form; an 'FAQ' section with 'Questions answered'; and a 'Levy and Media Buyers' link. A 'New Post' badge is visible on the right side of the page.

Blog

The screenshot shows the AdStandards Blog page. The header includes the ASB logo and a search bar. The main title is 'AdStandards Blog'. The featured article is titled 'So, there is a point...' and is dated 'Posted on 21 October 2013 by Ad Standards'. It includes a photo of a woman and a graphic that asks 'IS THERE ANY POINT TO THE ADVERTISING STANDARDS BUREAU?'. The article text discusses the ASB's role and the industry's self-regulatory system. To the right of the article, there is a 'New Post' badge and a 'Of interest' section with links to 'APEC dialogue', 'Links', and 'Recent comments'. The 'Recent comments' section shows a comment from 'Sharon on Most complained about in 2014...an be' and another from 'Alwyn Reid Frost on Most complained about in 2014...an be'.

Blog

Liz Sparkes says:
15 July 2014 at 1:06 am

When I first saw this site advertised as a way for us to make an official complaint about advertising which we found offensive, I rejoiced....

Now after searching case studies, your responses & the dismisses that follow... I wonder why you encourage people to complain.....

To say the Ultra-tune ad depicting women in leather, Windsor Smith ad with barely clad women, Nivea, the shower body wash ad with a women on show, is anything less than sexualising women is rubbish... If these ad are not doing precisely that then why are they placing women in these ads in these cloths and NOT men.... Women have been prostituted long enough..... If this is the standards we are setting for our daughters, then I'd suggest we tell them NOT to bother to gain an education and be seen for their intelligence and instead go to a brothel & get better paid than prostituting themselves in Ads....

Now my question to the advertising board... What percentage are MEN?????

Reply

◦ *Ad Standards says:*
15 July 2014 at 12:57 pm

We encourage people to lodge a complaint if they are offended by an ad. All cases considered by the Board are published on our website. Case reports include the reasoning behind the Board's determinations. The Board includes 20 people from a broad range of age groups and backgrounds and is **gender balanced** – representative of the diversity of Australian society.

Social Media

Ad Standards
@Ad_Standards

The Advertising Standards Bureau (ASB) is the foremost authority in Australia for adjudication of complaints about advertising and marketing communications.

Australia
adstandards.com.au

5 Photos and videos

TWEETS 57 PHOTOS/VIDEOS 5 FOLLOWING 150 FOLLOWERS 63 FAVORITES 7 More ▾

Tweets Tweets and replies

Ad Standards @Ad_Standards · 22h
Take a look at the Ad Standards' July bulletin: bit.ly/1ruRjxp

Ad Standards @Ad_Standards · Jul 8
See the latest case reports from the Advertising Standards Board: bit.ly/1kyiKOW

Retweeted by Ad Standards

WFA @wffmarketers · Jul 2
WFA Blog @APEC makes the case for advertising self-regulation wfanet.org/blog/public-af... @AdvertisingEASA @ASA_UK @fejoll

Ad Standards @Ad_Standards · Jun 26
#GoldCoast residents more likely to complain about discrimination or vilification in advertising: bit.ly/1qbLT9E

Ad Standards @Ad_Standards · Jun 23
10 most complained about ads so far this year: bit.ly/7iIfKu2

Media releases and bulletins



Issue 57, July 2014

Nude boy to be covered up

The Board has upheld a complaint about a [leather ad](#) showing a young boy without clothes.

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Who's lucky?

It was a case of it [cuts both ways](#) for two ads for a [carpet cleaning service](#).

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APEC moving on ad self-regulation

A meeting of APEC in Beijing, China, is scheduled for early August, with part of that meeting dedicated to fostering further understanding of [advertising self-regulation best practice](#) in APEC economies.

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Spooning not spurned

The theme of [spooning](#) came in for consideration in relation to an ad for cough medicine.

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The Advertising Standards Bureau's (ASB) work during its 15th year, detailed in the [Review of Operations 2012](#), shows a vibrant and responsive organisation which continues to deliver results in line with world's best practice.

In highlighting our work and achievements during the past year and also the milestones achievements made during the past 15 years, we can confidently say that the ASB has proven the benefits of self-regulation to the community, Australian business and Government," ASB Chief Executive Officer, SA Jolly said.

"While we received two best practice awards from [European Advertising Standards Alliance \(EASA\)](#), for our work on complaints handling in the social media environment and in monitoring and assisting the growth of self-regulation with our Asia Pacific neighbours, the continued support we receive from the Australian community – advertisers, government and real people – for our work in maintaining high advertising standards is of most importance," Ms Jolly said.

She said a highlight for 2013 was the [community standards research](#) into the Board's application of section 2.2 of the Code which was introduced in 2012 by the Australian Association of National Advertisers (AANA).

"Outcomes of research showed continued community support for the complaints administration arm of Australia's self-regulating system, the importance of the new sections and that the Board is applying the Code in line with community views," Ms Jolly said.

Ms Jolly said another highlight of 2013 was an announcement by APEC Leaders of their support for a project which the ASB and its international partners have been working on during the past few years. APEC leaders said they are looking forward to the progression of work on advertising standards.

Statistics for 2013 show the total number of complaints received by ASB dropped to their lowest since 2007, but that for the first time vehicle advertisements were the most complained about product.

"Also interesting are the issues covered in the 15 most complained about ads during the past 15 years. This list highlights the consistency of the community's concerns about sex, nudity and about discrimination," Ms Jolly said.

In its 15 years of operation the ASB has received a total of 41,570 complaints. The number of cases dealt with during that time totals 7,042. Of all cases considered since operations began, the Board has found just over seven per cent to breach the Code.

"Our aim is to continue to provide support to the community, to industry and other self-regulation organisations in our region and keep pace with the ever-changing advertising and marketing communications environment," Ms Jolly said.

The [Review of Operations for 2012](#) is available online and in hard copy.

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Building awareness

Tweets – followers

Follow us on [@Ad_Standards](#)

Media releases, information bulletins, newsletters rely on **subscriber lists**

Building awareness

POST EMAIL MARKETING SYSTEM

Overview | Create & Send | Lists & Subscribers | Reports

Sent Campaigns

CAMPAIGN NAME

[New England higher than average TV ad complaints](#)

[Ad Standards - July bulletin](#)

[Discrimination in ads rile Gold Coast residents](#)

[Ad Standards - June 2014](#)

[Ad Standards - June 2014](#)

Building awareness

Manage Subscribers

To manage your lists, click on the list name below. You can create as many subscriber lists as you like.

LIST	ACTION SPENDERS	CREATED	SUBSCRIBERS
ACTmedia	None (add)	March 9, 2014	8
AdStandardsBoardCurrent	None (add)	September 29, 2009	16
AdStandardsJuly	None (add)	July 22, 2011	8
Advertisers	None (add)	September 29, 2009	102
Advertisers	None (add)	September 29, 2009	94
AFSC	None (add)	December 11, 2012	32
BusinessBoard	None (add)	September 29, 2009	7
Consumers	None (add)	September 29, 2009	191
Doctors Council Qld	None (add)	April 24, 2014	4
Evaluation Research	None (add)	September 29, 2009	32
Factor Board members and IS	None (add)	July 19, 2011	16
Government	None (add)	September 29, 2009	44
Health Research Media	None (add)	March 13, 2014	17
Health Care	None (add)	September 29, 2009	53
InternetAdvertising	None (add)	September 29, 2009	16
Media - 2011 research release - Cairns	None (add)	May 29, 2010	187
Media 2012	None (add)	May 29, 2010	6
Local Advertisers	None (add)	September 29, 2009	52
List created for Ad Standards - June 2014	None (add)	June 23, 2014	2
Media and Act	None (add)	June 1, 2014	16
Media Boards	None (add)	September 29, 2009	2
Media Contacts	None (add)	June 11, 2011	19
Media Contact	None (add)	September 29, 2009	134
NSCC Blue Mountains	None (add)	May 19, 2014	6
NSCC Blue South Coast	None (add)	May 6, 2014	6
NSCC Blue Koolah region	None (add)	July 21, 2014	12
NSCC regional agencies	None (add)	April 12, 2011	221
NSCC South Coast and Jervis Bay	None (add)	June 11, 2014	11
NSCC Regional agencies	None (add)	March 9, 2014	13

Building awareness

Relationship building with

- government
- community organisations
- advertisers
- industry organisations
- media

Building awareness

Considerations:

- Include stakeholder communications in overall business strategy
- Have organisationally agreed approach to messaging
- Understand needs of different audiences
- Have information readily available in different formats

Building awareness

Considerations:

Don't expect industry/stakeholders to forward or promote your message – they have their own messages to disseminate

With such a varied role and "duties" it is not possible to tell the whole story at once – it is best to break up the messages into digestible chunks

Building awareness

Considerations:

Not providing information can cause suspicion that the system/process is faulty or at fault

Case reports – important to let people know decisions/complaints and advertiser's view?

- *Recent APEC Voluntary Standards and Regulatory Approaches in Advertising in APEC Economies showed in a survey of economies some believed it is not productive to publish case reports...*

Building awareness



Level 2, 97 Northbourne Avenue, Terrace ACT 2601
Ph 02 6161 1300 Fax 02 6161 2622
ACN 004 472 466

Case Report

1	Case Number	0233/14
2	Advertiser	Johnson & Johnson Pacific Pty Ltd
3	Product	Health Products
4	Type of Advertisement / media	Free TV
5	Date of Determination	09/07/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a woman, called Audrey, suffering from a cold. Audrey is then shown taking "Codral® Cold & Flu, New Formula" tablets in her home while a super appears on the screen stating: "Always read the label. Use only as directed. If symptoms persist, see your healthcare professional".

Audrey then heads out of home, no longer showing the symptoms of her cold. On her way out Audrey has several misfortunes on her way to a party and the final shot of the Advertisement is a packet of a "Codral® Cold & Flu" branded product on a bench and the final voice over states: "You see, Audrey is a certain type of person. She is a Soldier On® person thanks to the powerful relief of Codral®" while a super on the screen reads "aches and pains associated with cold and flu".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Here is my complaint. Although the ad does support "Soldier On" for a "crazy cold" the

Building awareness

What messages to deliver:

Process

Achievements

Changes

Community engagement work

...?

Current awareness campaign

- The most recent campaign *People like you* is running on Australian Free TV and PAY TV channels. It will also appear on internet.
- Creation and distribution of the campaign has been largely subsidised by industry.
- The advertisement which briefly shows sexualised, violent and offensive images has received complaints.
- The campaign is supported by weekly regional media releases.

People like you – 2014



Previous awareness campaigns

Two previous campaigns were also supported by industry.

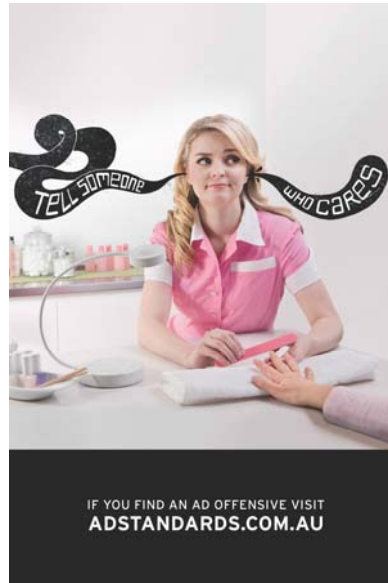
Tell someone who cares (2008) ran across television, radio, print and outdoor.

The TV advertisement featuring the dentist received complaints received from the professional dentistry body suggesting the ad vilified dentists.

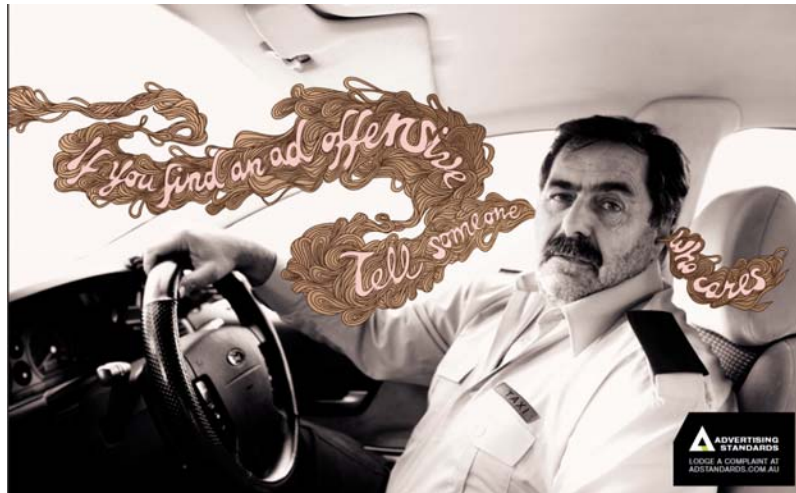
Tell someone who cares - 2008



Extension to outdoor
and internet 2012



Tell someone who cares



Tell someone who cares



2000 awareness campaign

This early campaign had images of broken glass, suggestion of a gun shot, and a wolf whistle to depict some community concerns about advertising. This was discontinued due to complaints.

2000 awareness campaign



Research available from ASB

- 2013 Research Report – Exploitative and degrading advertising
- 2012 Research Report – Community perceptions research
- 2010 Research Report - Community perceptions of sex, sexuality and nudity in advertising
- 2009 Research Report Community perceptions of violence in advertising
- 2009 - Discrimination and Vilification Research Report

Thank you

www.adstandards.com.au

See our blog

<http://blog.adstandards.com.au/>

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[@Ad_Standards](https://twitter.com/Ad_Standards)