



**Asia-Pacific
Economic Cooperation**

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**Truth and Accuracy / Decency- How to Make
Decisions, Incorporating a Practical Exercise with
Mock Jury**

Submitted by: European Advertising Standards Alliance (EASA)



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Mentoring Workshop
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ÖNSZABÁLYOZÓ REKLÁM TESTÜLET

Truth and accuracy/decency

How to Make Decisions, Incorporating a Practical Exercise With Mock Jury

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EASA

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How to make decisions?

Independent and impartial adjudication: principle of

- EASA Best Practice Model
- APEC Best Practice Ad Standards – Hanoi (*‘Advertising Standards – Principles and Practice’*)

„The system should be able to judge efficiently,
professionally and impartially”

Adjudication - independently

Decisions should be made independently of government,
specific interests and interest groups

- Jury members sit in the jury in personal, private capacity
- Personal integrity (knowledge, discretion,)
- Organisational integrity (no influence of any organisation)

- Question of conflict of interest (business, personal)

Jury members – research of EASA

- Jury – Board – Committee – Council – Directorate –
Council – Chamber
- Fix jury – choose from a list of jury members
- Number of jury members
 - 5-7 persons 10 SROs
 - 8-9 persons - 9 SROs
 - 10-15 persons- 7 SROs
 - 15-25 persons 2 SRO

- APEC economies: 8-14

Members of the jury

- Industry members (advertiser, agency, media) representations: 0-50%
- Totally independent persons: 50-100%
 - Never had career in the ad industry
 - No career in the past 3 years
 - Academic
 - Lawyer
 - Business consultant
 - Psychologist, sociologist, nutritionist, sexologist
 - Medical expert
 - Research specialist

Diversity of the jury

- According to the research – not mandatory – it must be changed
- The economies must reflect to the society's concerns:
 - Maori rep in New Zealand
 - Rep from the Institute for Equality (Belgium)
 - UK welcomes candidates of any race, gender, sexual orientation, religion or belief, disable people, young people and families (UK)
 - Extra expert in case of complaint if nessecary / in some countries

Work of the Jury

- Duration of the members and chairman of the jury: 2-3 years (mostly 3 years)
- There is written rules of procedure
- There is legal secretariat
- Might have external expert
- In some countries the (independent) members are paid
- Consider the copy advice, but not mandatory, the jury is independent
- Training for the jury
 - For new members
 - In case of new code
 - Regularly (about policy and legal issues, and interesting recent cases)

Nomination of members

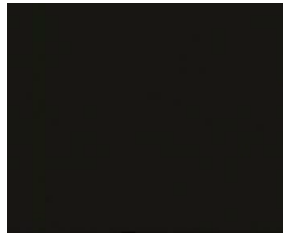
- Members of consumer association (Belgium, Greece, Holland, Spain)
 - Advertise in newspapers
 - Application on website
 - Nominating committee
 - Member organisations nomination
 - Board of the SRO
-
- The members are approved by the board
-
- Appeal procedure

Decisions – truth and accuracy

**All marketing communications should be legal, decent,
honest and truthful.**

Advertising should be truthful and not misleading either
directly or by implication, omission, ambiguity or
exaggeration.

True or not? Dove is better
hydrating than Nivea does



Question of small letters

KamatHozó bankszámla

8,0%

lekötés nélkül

litra szűző bankszámlakamat
500 000 Ft felett, a teljes összegre
500 000 Ft alatt 5,0%
csillagok és apró betű nélkül
ingyenes számlavezetés
ingyenes átutalások
napl kamatszámítás
havi jóváírás
mindenkori MNB-alagkamat mínusz 0,5%
EBKM: 8,30% / 5,12%
további részletek: 06 (1) 465 65 65



www.axabank.hu
ELLA-értékesítési pontok



OLAY
DEFINITY

Because younger-looking eyes
never go out of fashion

*"Olay is my secret for
those great gorgeous eyes"*
-Liz Taylor-

Olay Definity eye illuminator
Reduces the look of wrinkles and dark circles for brighter
younger-looking eyes.



Decency

„Ad should not contain statements, audio or visual materials which offend decency standards currently prevailing in the economy concerned”

PSU Study – Principle 1.

Sensitivities

„Advertisement should take into account sensitivities within the economy either in terms of race, religion, gender, etc.”

„Widespread and offensive” - ASA



PSU Studies

	Public			Private		
	Broadcast	Print	Online	Broadcast	Print	Online
Deceny	66,7%	47,6%	76,2%	81,3%	75,0%	75,0%
Sensitivities	76,2%	42,9%	57,1%	93,8%	81,3%	87,5%





"It's Oscar Time. Money back if he walks. We will refund all losing bets on the Oscar Pistorius trial if he is found not guilty."

**IT'S
OSCAR
TIME**

**MONEY
BACK
IF HE
WALKS**

WE WILL REFUND ALL
LOSING BETS ON THE
OSCAR PISTORIUS TRIAL
IF HE IS FOUND NOT GUILTY.

PADDYPOWER.

ÖNSZABÁLYOZÓ
REKLÁM TESTÜLET
Reklám, Tisztán

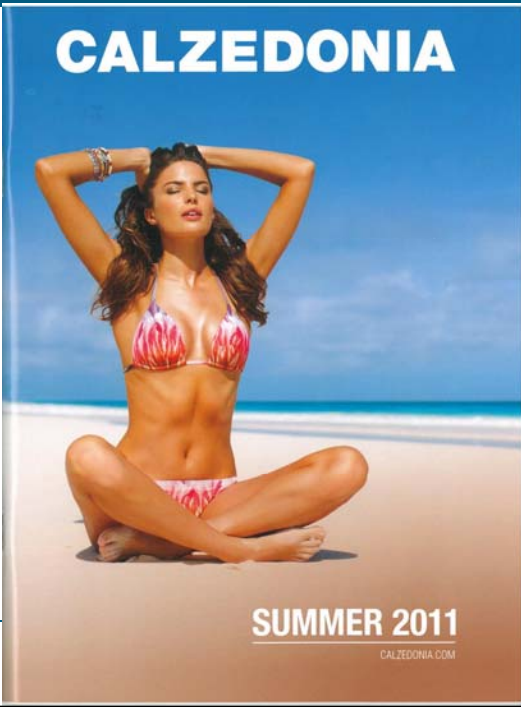


Let's make things more interesting.



Children behaviour




CALZEDONIA





SUMMER 2011
CALZEDONIA.COM





COCO PEREZ



The choice of shefs



Have a gizmos/gadget free
christmas





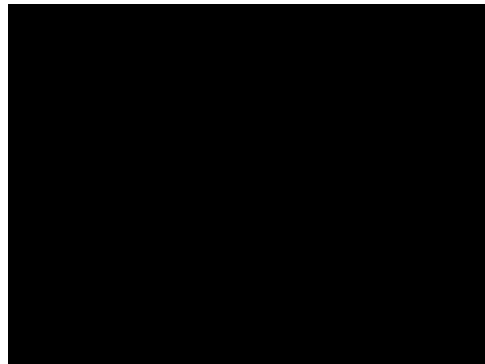
If you have gingival when you
brush your teeth

Ha fogmosáskor vérezni
szokott a fogínye,
valamit tudnia kell!

Life is too short not to cheat on ...



Check it before you check in....



Thank you for your attention!
ort@ort.hu

