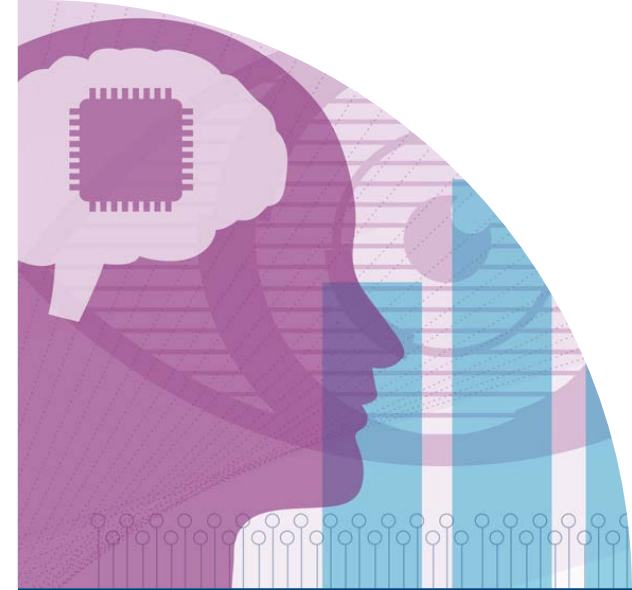


Mid-year report 2024

Performance January to June



Legal, decent, honest and truthful



11.8m
ads were scanned
by our Active Ad
Monitoring system



ASA  **CAP** 

Performance against our organisational KPIs

January – June 2024



Key performance indicators

Rating

✔ On target ⚠ Requires action ✖ Off target

1 Remove irresponsible ads ✔

- ▶ 11.8m ads/potential ads scanned through our Active Ad Monitoring system (AAMs) [580k Jan–Jun 2023]
- ▶ Compliance-level reporting: Airline Sustainability claims public article
- ▶ 2,174 non-Prescription Only Medicine (non-POM) ads amended or withdrawn [up 173% on Jan–Jun 2023]
- ▶ Explore breaking down and quantifying the value and impact of ads amended or withdrawn (where possible) with a focus on protecting vulnerable people
- ▶ 88% of Formal Investigations enforced vs a target of 97% [96% Jan–Jun 2023]; off-track

2 Help businesses get ads right ✔

- ▶ 465,813 advice and training touchpoints delivered [against a Jan–Jun target of 375k]
- ▶ Eight CAP/ASA articles related to environmental claims published to reduce green claims' uncertainty
- ▶ Cost per Touchpoint – £0.87

3 Be intelligence-led and proactive ✔

- ▶ Two of four Formal Intelligence Gathering reports delivered: on track
- ▶ Two pieces of public research considering the views of those living in different nations and regions delivered: met
- ▶ Report publicly on nation-level data and insights: met
- ▶ Six published rulings from cases identified for investigation by data science (target 30–35 in full year): off-track but many more cases in pipeline for H2
- ▶ Eight proactive regulatory projects (including preventing misleading green claims and protecting vulnerable people) delivered: met, Tech4Good Online Ad Supply Pathway project; Tech4 Good Project 2; Climate Change and the Environment programme (containing multiple sub-projects); Body Image; Youth Vaping; Influencer Disclosure; and Finance
- ▶ More of direct service resource invested into preventative/proactive vs reactive complaints casework: met – 53% v 44% [52% v 45% in Jan–Dec 2023]

4 Deliver collective ad regulation ✔

- ▶ Develop the online regulatory framework: on-track to deliver an Autumn announcement on whether and, if so, on what bases to develop Intermediaries and Platform Principles v2
- ▶ Collaboration with partners in five high priority areas: met – numerous, including CMA on Climate Change and the Environment project, CMA on Online Choice Architecture (mattresses) and FCA on Financial Ads (IVAs)
- ▶ Disrupt online scam ads via our Scam Ad Alert system: 89 alerts issued [71 in Jan–Jun 2023] and one of two public reports delivered

5 Achieve mature data science capability: ✔

- ▶ Report quarterly on (AAMs) ads scanned: Q1 3.1m; Q2 8.7m; totalling 11.8m ads processed [3m in Jan–Dec 2023]
- ▶ Evidence AAMs contribution to projects: Climate Change and the Environment; Finance; Gambling; Vaping; Cosmetic Tourism; Whisky Investments; Tax; POMs; and Influencer Marketing
- ▶ Secure better access to data/ads: met; fully integrated web display data provider; secured commitments to improve ad library access from two major platforms

6 Casework volume, turnaround and productivity: ⚠

- ▶ Publish 300–350 rulings, following formal investigation: 114 [331 in Jan–Dec 2023]: off-track
- ▶ Meet turnaround targets for complaint cases (80% within working days target depending on case-type group): 5/6 case-types in target [4/6 in Jan–Dec 2023]
- ▶ Meet turnaround target for Copy Advice cases (90% within 24 hours): met – 98% [98% in Jan–Dec 2023]
- ▶ Achieve Cost/No Additional Investigation, Cost/Informal Investigation and Cost/Formal Investigation within 5% of 2023 performance (adjusted by inflation): partially off-track –
Cost per No Additional Investigation case – £79.34 [9% worse than Jan–Dec 2023*]
Cost per Informal Investigation case – £270.31 [3% worse than Jan–Dec 2023*]
Cost per Formal Investigation case – £934.48 [37% worse than Jan–Dec 2023*]

*including inflation

Performance against our organisational KPIs

January – June 2024 continued...

Key performance indicators

Rating

7 Casework quality ✔

▶ Customer satisfaction for case/enquiry handling:

No Additional Investigation after Council Decision cases – 65% [v 63% in Jan–Dec 2023] vs a target of 65%

Informal Investigation cases – 75% [69% in Jan–Dec 2023] vs a target of 75%

Formal Investigation cases – 71% [77% in Jan–Dec 2023] vs a target of 75%

Advertisers' satisfaction – 67% [80% in Jan–Dec 2023] vs a target of 75%

Copy Advice – 98% [95% in Jan–Dec 2023] vs a target of 90%

▶ Service Complaints:

49 received; of which 13 merited/merited in part (27%) [16% in Jan–Dec 2023] vs a target of ≤ 33.33%

▶ Independent reviews:

0.87% recommended for corrective action [2.1% in Jan–Dec 2023] vs a target of ≤ 3%

▶ Judicial reviews:

Target of no judicial review losses met – but one in progress

8 ASA awareness and trust ✔

▶ Deliver statistically significant increases in:

Prompted awareness of the ASA: 58% [vs 51% in Aug 2023]; significant

ASA trust: 48% [vs 45% in Aug 2023]; not significant

ASA logo recognition: 32% [vs 27% in Aug 2023]; significant

Aware of organisation to complain to: 78% [vs 73% in Aug 2023]; significant

▶ No statistically significant increase in ASA distrust: 7% [vs 7% in Aug 2023]; no change

▶ Add one new brand to ASA ad campaign: met

9 Net zero and financial ✔

▶ Reduce our emissions by 30%: NA – measured annually

▶ Make material progress exploring charging/charging more for added value advice and training, with a view to implementation in 2025: project initiated

▶ Make planned investments in our data science capability and more people to act on data science insights and address over-leanness: met

▶ Expenditure (excluding capital expenditure and legal advice) within 98.5–101.5% of budget: met – 99.3% [98.4% Jan–Dec 2023]

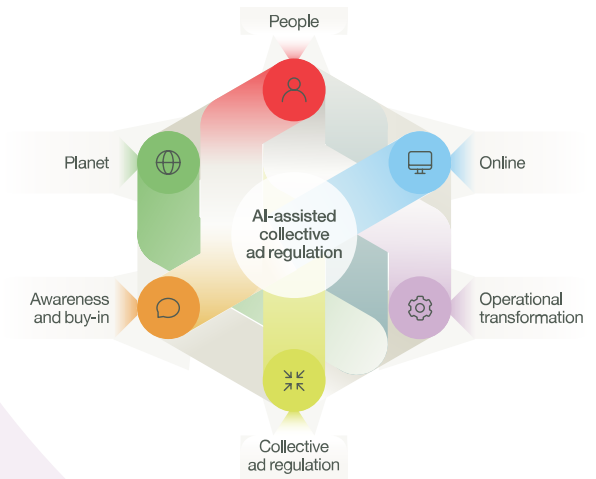
✔ On target ⚠ Requires action ✖ Off target


















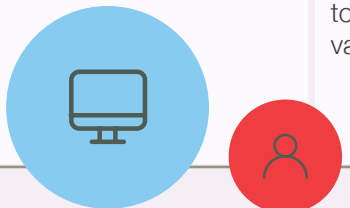
Preview of 2025 corporate objectives

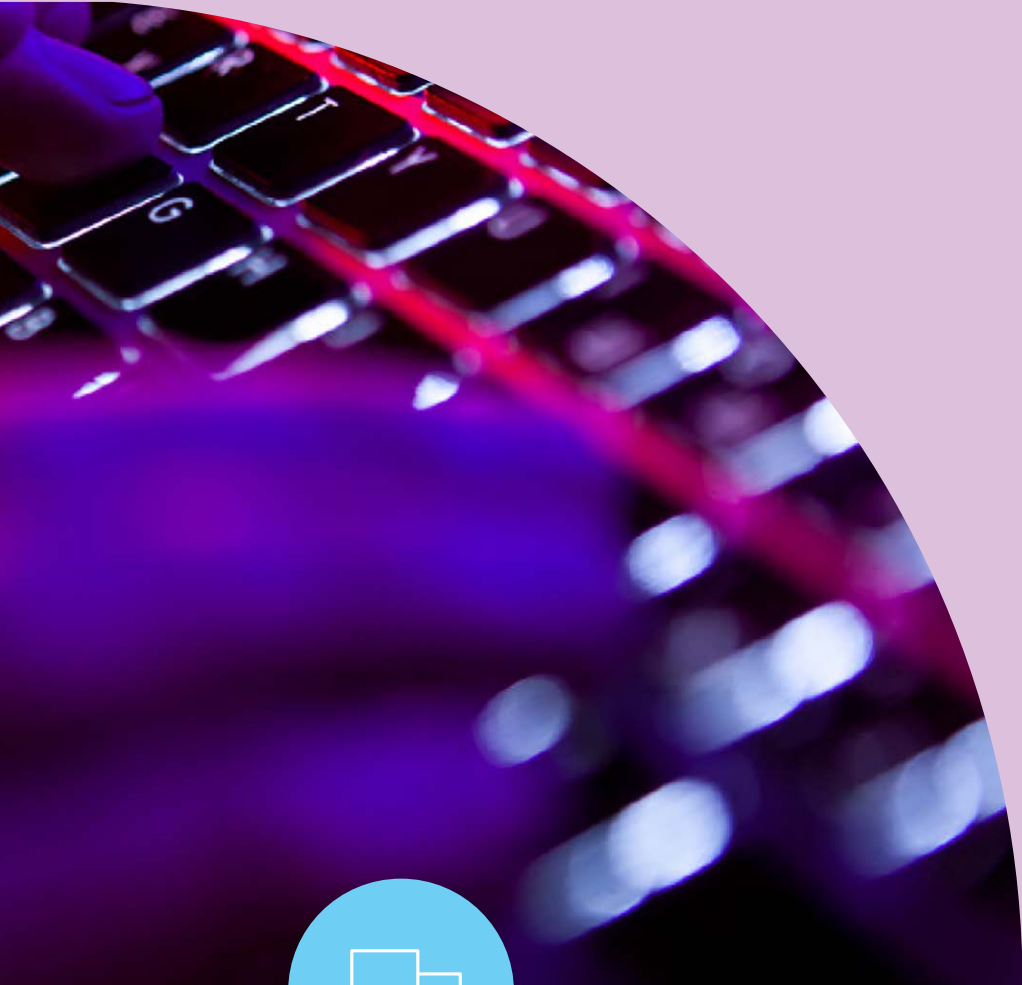
We will implement the second year of our 2024-2028 strategy - *AI-assisted, collective ad regulation* - in pursuit of our ambition to make sure every UK ad is a responsible ad, to protect people and to help them, society and business to feel more able to trust advertising.

That will involve us putting people first, focusing on online ads, using technology and working with both the businesses we regulate and other regulators.



<p>Objective 1 </p> <p><u>Act</u> on ASA-commissioned research, formal intelligence gathering and outputs from our proactive projects to help meet our priority of protecting vulnerable people from irresponsible advertising.</p>	<p>Objective 2 </p> <p><u>Continue</u> to progress our Climate Change and the Environment project, prioritising our proactive activities on ad claims for carbon neutrality and net zero, energy, greener homes, transport and travel, green disposal and meat, dairy and plant-based alternatives.</p>	<p>Objective 3  </p> <p><u>Deliver</u> proactive regulatory projects using a 'whole system' approach. Our Active Ad Monitoring system will be intrinsic to that work, including reporting on spot check and post-Enforcement Notice sectoral compliance levels and delivering a higher number of non-POM ads amended or withdrawn.</p>	<p>Objective 4 </p> <p><u>Deliver</u> as seamless an experience as possible for complainants, in pursuit of our strategic objective to make the ASA the first port of call for advertising complaints.</p>	<p>Objective 5  </p> <p><u>Champion</u> the merits of, and work towards developing, a permanent self-regulatory framework engaging platforms and intermediaries in supporting the ASA to uphold responsible advertising online.</p>
<p>Objective 6  </p> <p><u>Deliver</u> against our public affairs engagement strategies and work with the Government and statutory regulators to ensure the ASA system's voice is heard on relevant policy issues and legislation. Together with our collective industry, trade body and regulator partners, ensure our Scam Ad Alert system continues to operate effectively.</p>	<p>Objective 7 </p> <p><u>Begin</u> implementing our new Awareness Strategy, prioritising raising public awareness of the ASA.</p>	<p>Objective 8  </p> <p><u>Promote</u> our advice and training services to industry, prioritising the industry audiences that need it most, and begin implementing the decisions of our Charging Review, trialling what and how to charge for some added value services.</p>	<p>Objective 9  </p> <p><u>Support</u> Asbof and Basbof in putting our funding on a long-term sustainable basis by continuing to make the case for collective ad regulation to the ad industry and working with Asbof to consider new channels of funding.</p>	<p>Objective 10 </p> <p><u>Embed</u> the commitments in our People Strategy into our work and culture. Begin delivering a new D&I strategy, making sure it is effective and impactful, and explore ways to broaden the geographic diversity of our workforce.</p>





Advertising Standards Authority

www.asa.org.uk

@ASA_UK



Committees of Advertising Practice

www.cap.org.uk

@CAP_UK

