

Performance against our 2024 objectives

2024 objectives

1. Prioritising vulnerable people

We will prioritise protecting vulnerable people, including children and financially vulnerable people, including by continuing to run our *Financial ads* and *Body image* projects. We will use various intelligence-gathering methods to find out what ad-related issues are the most important for us to tackle and which vulnerable groups need protecting. We will review the thresholds for intervening against ads on grounds of offence, prioritising the most serious cases.

2. Climate change and the environment

We will continue to run our Climate change and the environment project, focusing on our three issues-led reviews (energy/heating/transport, waste and food), our work on carbon neutral/net zero claims and supporting businesses in their advertising of environmental claims. We will continue to explore whether and how the creative content of ads is socially irresponsible. We will continue to implement our own Net Zero plan, with the goal of becoming net zero by 2030 at the latest.

3. Preventative and proactive work, including our Active Ad Monitoring system

We will continue to prioritise proactive regulatory projects that adopt a 'whole system' approach, investing more in our preventative/proactive work than our reactive casework. We will use our Active Ad Monitoring system to help us identify and swiftly act against irresponsible online ads, prioritising high priority areas that cause the most detriment, including influencer ads and inappropriate targeting. We will provide more comprehensive reporting on compliance levels in those areas and significantly increase the number of irresponsible online ads amended or withdrawn. We will review how we act as a first port of call for people with concerns, to ensure they have as seamless an experience as possible. We will evolve our approach to securing fast removal of obviously problematic ads pending investigation and begin to explore how we can resolve investigations quicker

4. Stepping-up data science, including access to data

We will step up our deployment of data science to deliver better intelligence, including identifying cases for investigation. We will secure access to data and ads through our own systems and external providers, including as appropriate from platforms. We will explore the ways in which our data science capability might enable new projects and ways of working. And we will continue to advance our thought-leadership in online ad regulation, including data-driven advertising and generative AI.

5. Intermediary and Platform Principles (IPP)

We will champion, on the back of our world-first Intermediary and Platform Principles pilot, how we think the regulatory framework should develop to help meet the challenges we face in regulating online ads, bringing greater transparency and broader accountability to that important area. We will continue to work with governments and statutory regulators to explore and as necessary address any material gaps in ad regulation, including potentially via co-regulation.

6. Partnership working with statutory regulators

We will continue to work closely with other statutory regulators whose remits overlap with ours, including Ofcom, the CMA (in particular on climate-related issues such as greener homes), the FCA,



the Gambling Commission and the ICO. We will play our part in supporting Government, appropriate enforcement authorities and industry to tackle fraud involving online ads, including through continuing to disrupt online scam ads via our Scam Ad Alert system.

7. ASA awareness and trust

We will be ambitious in raising awareness of, and trust in, our regulation with the public, opinion formers, parliamentarians and industry stakeholders, prioritising key audiences. We will position the ASA as the frontline regulator of UK ads, influential on ad regulation and the centre of expertise. Our messaging will be confident, authoritative and targeted.

8. Advice and training

We will better promote our advice and training services to industry, exploring charging or charging more for some added value services. And we will aim to simplify our regulation where possible, including encouraging CAP to begin exploring the strengths and weaknesses of maintaining separate broadcast and non-broadcast UK Advertising Codes.

9. Funding and our investment areas

We will continue to make the case for collective ad regulation to the ad industry to support Asbof and Basbof in putting our funding on a long-term sustainable basis, including working with Asbof to consider and find new channels of funding. And we will continue to invest in our data science capability and more people to address over-leanness in some areas and more people to act on data science insights.

10. Talent

We will make sure we have the best talent. We will recruit, retain and explore more flexible working practices for people from both diverse backgrounds and a wider geographical area. We will continuously improve individual and organisational performance by seeking diverse input and insights that take account of prevailing trends and attitudes in UK society. We will pursue the highest levels of staff engagement and wellbeing and provide people with the skills, tools and support to succeed.

2024 key performance indicators (KPIs)	Rating
<p>1. Remove irresponsible ads</p> <p>Delivered a significant increase in ads/potential ads scanned by our Active Ad Monitoring system (AAMs): 28m processed (3m in '23)</p> <p>Compliance-level reporting: met. Airline sustainability claims; Youth vaping ; Whisky cask investments; Zero-emission claims for electric vehicles; Mini heaters; and Cosmetic surgery abroad</p> <p>Report on significant increase in non-Prescription Only Medicine (non-POM) ads amended or withdrawn (AAWs): met; 2,475 non-POM AAWs (up 66% on '23)</p> <p>Break down AAWs and quantify by value/impact (where possible), with a particular focus on protecting vulnerable people: not met. Delayed to 2025</p> <p>92% of Formal Investigations enforced (target of 97%): nearly met</p>	
<p>2. Help businesses get ads right</p> <p>777,322 pieces of advice and training delivered (target 750,000 +/- 5%)</p> <p>Evidence reduced business uncertainty around making compliant green claims: on-track</p> <p>Cost per advice and training touchpoint £1.13 (new benchmark)</p>	
<p>3. Be intelligence-led and proactive</p> <p>Four Formal Intelligence Gathering reports delivered (target four)</p> <p>Two pieces of public research considering the views of those living in different nations and regions delivered: met</p> <p>Report publicly on nation-level data and insights: met</p> <p>Eight proactive regulatory projects (including preventing misleading green claims and protecting vulnerable people) delivered: met. Tech4Good Online Ad Supply Pathway of Age-restricted Ads project; Tech4Good Online Ad Supply Pathway of In-App Ads the Harmfully Objectify Women project; Climate Change and the Environment programme (containing multiple sub-projects); Body Image; Youth Vaping; Influencer Disclosure; and Finance</p> <p>More direct service resource invested in preventative/proactive activities vs reactive complaints casework: met. 59% and 39% (54% and 45% in '23)</p>	
<p>4. Deliver collective ad regulation</p> <p>Collaborate with platforms and intermediaries to develop the online regulatory framework: met. Decision to accept and support development of IPPv2 as permanent part of ASA system</p> <p>Collaborate with partners in five high-priority areas: met. Numerous, including: CMA on CCE project, online choice architecture and DMCCA; FCA on financial</p>	

ads; MHRA on weight loss POM ads; and Trading Standards on social media vape retail accounts

Continue to disrupt online scam ads via our Scam Ad Alert system, and report publicly on at least two occasions: met. 177 alerts issued, reported in Feb '25.

5. Achieve mature data science capability

Report quarterly on ads/potential ads processed by our Active Ad Monitoring system: 28m scanned (3m in '23)

Evidence multiple contributions to proactive regulatory projects, monitoring and reporting on the impact of those contributions: met. Numerous, including on Climate Change and the Environment; Finance; Gambling; Vaping; Cosmetic surgery abroad; Fertility; Mini heaters; Whisky cask investments; Tax; POMs; and Influencer disclosure. AAW reporting delayed to 2025

Secure better access to data/ads: met. Fully integrated web display data provider; secured commitments to improve ad library access from two major platforms, with one delivering access by end of year

6. Casework volume, turnaround and productivity:

Publish 300-350 rulings, following formal investigation: not met. 280 (v 331 in '23)

Meet turnaround targets for complaint cases (80% within working days target, depending on case-type group): met; 6/6 case-types in target (4/6 in '23)

Meet turnaround target for Copy Advice cases (90% within 24 hours): met. 99% (98% in '23)

Achieve Cost/No Additional Investigation, Cost/Informal Investigation and Cost/Formal Investigation within 5% of 2023 performance (adjusted by inflation): 2/3 met

- Cost per No Additional Investigation case – £74.98 (3% worse)
- Cost per Informal Investigation case – £248.67 (6% better)
- Cost per Formal Investigation case – £869.30 (20% worse)

7. Casework quality

- No Additional Investigation after Council Decision cases complainant satisfaction 65% (target 65%)
- Informal Investigation cases complainant satisfaction 74% (target 75%)
- Formal Investigation cases complainant satisfaction 75% (target 75%)
- Advertisers' satisfaction 73% (target 75%)
- Copy Advice service satisfaction 95% (target 90%)

Service complaints, Independent Review and Judicial Review targets met

8. ASA awareness and trust



Deliver statistically significant increases in:

- Prompted awareness of the ASA: not met. 54% (vs 51% in Aug 2023)
- ASA trust: met. 51% (vs 45% in Aug 2023)
- ASA logo recognition: met. 34% (vs 27% in Aug 2023)
- Aware of organisation to complain to: not met. 73% (v 73% in Aug '23)

No statistically significant increase in ASA distrust: met. 6% (vs 7% in Aug 2023)

Add one new brand to ASA ad campaign: met

9. Net zero and financial



Reduce our emissions by 11.2%: not met. Emissions increased by 9.5% in 2023, due, in significant part, to restated (higher) 2022 baseline

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

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

Expenditure 95.2% of budget (target 98.5–101.5%)