

2025 Promotional Marketing and Direct Response Panel report

The Promotional Marketing and Direct Response Panel (PMDRP) advises the ASA and CAP on emerging and contentious matters relating to this important part of the marketing industry. The Panel provides an important forum for information exchange between the industry and the ASA and CAP Executive.

In 2025, the Panel focused on some novel issues, including how promotions are dealt with for people with disabilities, and it called for evidence from practitioners, external to the Panel, to provide insight on the sector and the issues it faces.

The Panel has considered some very important issues this year, helping to bring crucial industry practitioner insight for the regulator and to ensure that the industry's voice continues to be heard.

We have also been pleased to add some additional industry expertise to the panel line-up this year, reflective of the industry's evolving and dynamic make-up. This includes representatives from the retail media sector and one of the UK's largest brands, helping to ensure that the Panel remains relevant and up to date.

Catherine Shuttleworth
Chair, Promotional Marketing and Direct Response Panel