

2025 Industry Advisory Panel report

The Industry Advisory Panel is comprised of marketing professionals, media practitioners and others with expert knowledge of the UK marketing industry who volunteer their time to help ensure regulatory recommendations and decisions take account of the realities faced by the industry.

In 2025 the Panel provided advice across a range of topics, including complex remit considerations, contentious comparative claims, borderline environmental claims and policy considerations around how the ASA judges offence and AI use in advertising.

The advertising industry is central to the success of the UK's advertising regulatory system. As part of that, the Panel continued to provide valuable support and a consistently diverse range of opinions, allowing the ASA and CAP to benefit from knowledge across different industry sectors and experience.

2025 saw the Panel providing its crucial industry perspective on a wide range of complex and contentious issues, giving the ASA and CAP access to the time and wisdom of experts across the breadth of marketing techniques. Thank you to all Panel members, past, present and future, for playing a valuable part in the UK's advertising regulatory system.

Tim Duffy
Chair, Industry Advisory Panel