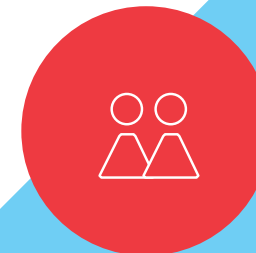
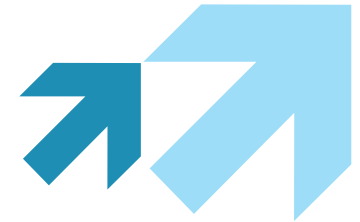


Mid-year report 2022

Performance January to June
and 2023 Objectives



460,355
pieces of advice
and training delivered

Our organisational KPIs

January – June 2022 (unless stated)



✓ On target ⚠ Requires action ✗ Off target

Key performance indicator (KPI)

Rating

1 Secure the amendment or withdrawal of ads and report publicly	✓
▶ 11,723 ads amended or withdrawn	
2 Maintain CAP advice and training Touchpoints at 750,000 Achieve cost/advice and training within 10% of 2021 levels (adjusted by inflation)	✓
▶ 460,355 pieces of advice and training delivered (up 21% on June 2021)	
▶ Cost per advice and training – £0.62 (6% better, incl. inflation)	
3 Achieve reactive complaints casework of no more than 50% of direct service resource and proactive regulatory project work of at least 25%	✓
▶ 48% and 28% (50% and 27% at June 2021)	
4 Meet closure targets for complaint cases (80% within target number of working days, depending on case-type group) and Copy Advice cases (90% within 24 hours)	✗
▶ 2/6 case types: two at 82%+; two at 74%+; two at 68% (4/6 at June 2021)	
▶ 97% of Copy Advice cases closed within 24 hours (98% at Dec 2021)	
5 Achieve complaints casework productivity within 5% of 2021 levels	✗
▶ Cost per No Additional Investigation case £74.05 (6% worse, incl. inflation, than Dec 2021)	
▶ Cost per Informal Investigation case £255.98 (18% worse, incl. inflation, than Dec 2021)	
▶ Cost per Formal Investigation case £665.80 (2% better, incl. inflation, than Dec 2021)	
6 Quality	✓
Customer satisfaction for case/enquiry handling:	
▶ No Additional Investigation cases – 52% (58% at Dec 2021) against a target of 65%	
▶ Informal Investigation cases – 79% (78% at Dec 2021) against a target of 75%	
▶ Formal Investigation cases – 80% (90% at Dec 2021) against a target of 75%	
▶ Advertisers satisfaction – 80% (79% at Dec 2021) against a target of 75%	
▶ Copy Advice – 89% (93% at Dec 2021) against a target of 90%	
Service complaints:	
▶ 54 received, of which 37% merited (31% at Dec 2021) against a target of ≤ 33.33%	
Independent review cases:	
▶ 1.75% recommended for corrective action (2% at Dec 2021) against a target of ≤ 3%	
Judicial reviews:	
▶ Target of no judicial review losses met	
7 Meet 97% of Formal Investigation cases enforced¹	✓
▶ 97.5% of Formal Investigation cases enforced (97.9% at Dec 2021)	

8 Achieving outcomes in line with success measures and time targets identified at the outset, commission and/or materially progress at least eight regulatory projects	✓
Met, below we outline progress against our five flagship projects:	
Racial and ethnic stereotyping in ads – Industry engagement following project work continues with learnings being incorporated into casework. CAP/BCAP are creating guidance to help advertisers to avoid inadvertent harm or offence on the grounds of race or ethnicity.	
Technology for good (online targeting) – Field work for the 100 Children report completed. A full research report sharing insights into children's exposure to age-restricted ads to be published later this year.	
Climate chance and the environment – Research into consumer understanding of carbon neutral/net zero and electric hybrid terminology/claims nearly complete. Significant rulings into environmental claims published and guidance to be updated.	
Financial advertising issues – Priority areas for action are Cryptoassets, Buy Now Pay Later and Lead Generation. Cryptocurrencies – enforcement work ongoing including a machine learning project. Buy Now Pay Later – proactive investigations underway into several potentially problematic ads on e-retailer websites. Investigation and enforcement work taking place to tackle ads for such services.	
Body image – Evidence submitted to the Health and Social Care Committee inquiry into body image and members were updated on the recent Call for Evidence. Proactive investigations relating to body image issues are underway.	
9 Maintain training and events participation and income levels within 5% of 2021 levels	✓
▶ Participation increase = 814 people, +5% to date (vs H1 2021)	
▶ Income increase = £40,333, +14% (vs H1 2021)	
90% of participants agreeing they are more confident complying with the Ad Codes immediately after training	
▶ Impact = 95% (vs 90% at Dec 2021)	
10 Deliver four Formal Intelligence Gathering (FIG) Reports and two pieces of public research that take into account the views of those living in the different nations and regions of the UK and improve our public reporting of nation-level data and insights	✓
▶ FIG = met	
▶ Research = <i>Racial and ethnic stereotyping</i> summary report published and work almost complete for <i>Climate change and environment</i> and <i>100 children</i> reports. For the first time, nation-level data included in the published update on children's exposure to age-restricted ads on TV and in the reporting of complaints and cases in our Annual Report.	
11 Deliver statistically significant increases in UK prompted awareness of the ASA (from 60%²) via the ad campaign	Too early to rate
▶ Campaign to launch in Q3	
12 Expenditure (excluding extraordinary capital expenditure and legal advice) within 97.5–100% of budget	✗
▶ Forecasted to spend below 97.5% of budget	

¹ Based on assurance received either within initial deadline or after up to five days of enforcement activity, with no evidence of renegeing.

² Baseline awareness figure from wave 2 of the ad campaign research.

Preview of 2023 organisational objectives

We will implement the final year of our 2019-2023 strategy – More Impact Online – in pursuit of our ambition to make every UK ad a responsible ad, to protect people and to help them, society and business to feel more able to trust advertising.

That will involve us continuing to give a high priority to protecting children and the vulnerable, particularly given the cost-of-living crisis. It will also involve us continuing to prioritise our work, including our reactive complaints casework, to deliver efficiencies and free-up resources for proactive regulatory projects.

We will also deliver these specific objectives:



Objective 1



We will use tech-assisted monitoring to continue to improve our regulation of online ads, focusing in particular on misleading and irresponsible content in high priority areas, influencer ad labelling and inappropriate targeting. We will improve the monitoring and reporting of the impact of that monitoring. And we will report on the overall number of ads amended or withdrawn.

Objective 2



We will continue to work with the Government to address any material gaps in online advertising regulation, including potentially via co-regulation, likely with Ofcom. We will work closely with Ofcom on Video Sharing Platform ad regulation, preparing for HFSS ad regulation (where we might have a role) and on any advertising-related issues that fall under the Online Safety regime. We will work closely with statutory regulators like the CMA on other areas of mutual concern.

Objective 3

We will administer the Intermediary and Platform Principles (IPP) pilot, publishing aggregated reports on participating companies' performance against the principles, which support the delivery of socially responsible advertising. We will publish an interim report and a final 12-month report, which will inform future policy thinking in this area and the ASA's operation of any future framework.

Objective 4



We will respond to changes in society by continuing to implement the outputs of our Body image project. We will protect the financially vulnerable by continuing to implement the outputs of our Financial ads project, working closely with the FCA.

Objective 5



We will continue to implement the outputs of our Climate change and the environment project, working closely with the CMA, BEIS and other key stakeholders. We will continue to implement our own Net Zero plan, so the ASA is net zero by 2030 at the latest.

Objective 6



We will continue to make the case for effective advertising self- and co-regulation to politicians, opinion-formers, industry and public through raising awareness of our current and future role regulating online advertising, with IPP and our use of data science central to our strategy, through helping (B)asbof put our funding on a sustainable basis and through producing and promoting a new five-year strategy.

Objective 7



We will continue to build our in-house data science capability, in addition to our investments in third party tech-assisted monitoring, in particular to enhance our compliance activities and to deliver efficiencies. Getting better access to data and ads from platforms will be central to that.

Objective 8



We will deliver 900,000 (within 5%) advice and training Touchpoints, including by partnership working with regulators, platforms and other key stakeholders.

Objective 9



We will continue to ensure that the ASA system takes into account the views and interests of those who live in different nations and regions of the UK by continuing to capture and analyse intelligence, by publicly reporting nation-level data and insights and by delivering our public research commitments. The latter will include conducting at least two pieces of research into the public's views about ads.

Objective 10



We will continue to provide a safe and flexible working environment for our staff, giving what support we can during the cost-of-living crisis. We will finalise and begin implementing our new People strategy, with recruitment and retention and performance management central to that, alongside continuing to implement our Diversity and Inclusion strategy. And we will ensure that our IT network and systems are fit for purpose and secure.



Advertising Standards Authority

Castle House
37-45 Paul Street
London EC2A 4LS

Telephone
020 7492 2222

Email
enquiries@asa.org.uk

www.asa.org.uk

@ASA_UK



Committees of Advertising Practice

Castle House
37-45 Paul Street
London EC2A 4LS

Telephone
020 7492 2200

Email
enquiries@cap.org.uk

www.cap.org.uk

@CAP_UK

