

# Performance against our 2023 objectives

## 2023 objectives

### **Tech-assisted monitoring**

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 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 And we will report on the overall number of ads amended or withdrawn.

### **Working with Government, Ofcom and statutory regulators**

We will continue to work closely 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 issue that fall under the Online Safety regime. We will work closely with statutory regulators like the CMA on other areas of mutual concern.

### **Intermediary and Platform Principles pilot**

We will administer the Intermediary and Platforms 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.

### **Body image and financially vulnerable**

We will respond to changes in society by, for example, 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.

### **Climate change and the environment project**

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.

### **Making the case for effective ad regulation**

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.

### **Building our data science capability**

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.

### **Pieces of advice and training**







We will deliver 1,000,000 (within 5%) advice and pieces of advice and training, including by partnership working with regulators, platforms, and other key stakeholders.

**Taking account of views from the nations and regions**

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.

**Supporting our people**

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.

2023 key performance indicators (KPIs)	Rating
<p><b>27,378 ads amended or withdrawn (AAW)</b> (down 12.3% on 2022)</p> <p>Cost per AAW <b>£56.02</b> (14% worse)*</p>	
<p><b>1,369,887 pieces of advice and training delivered</b> (up 32% on 2022)</p> <p>Cost per Touchpoint <b>£0.52</b> (13% better)*</p>	
<p><b>Achieve balance between reactive complaints casework and proactive projects: 45% and 35%</b> (target ≤50% and ≥25%)</p>	
<p><b>4 of 6 complaint case-types closed within target timescales</b> (80% within target number of working days, depending on case-type)</p> <p><u>Non-broadcast</u>            No Additional Investigation <b>84%</b>            Informal Investigation <b>85%</b>            Formal Investigation <b>78%</b></p> <p><u>Broadcast</u>            No Additional Investigation <b>90%</b>            Informal Investigation <b>80%</b>            Formal Investigation <b>74%</b></p> <p>Responded to <b>98%</b> of standard Copy Advice enquiries within 24 hours (target 90%)</p>	
<p><b>Maintained casework productivity within 15% of 2022 levels</b></p> <p>Cost per No Additional Investigation case <b>£70.61</b> (6% better)*            Cost per Informal Investigation case <b>£256.37</b> (3% better)*            Cost per Formal Investigation case <b>£664.21</b> (9% worse)*</p>	
<p><b>Meet quality targets:</b></p> <p>No Additional Investigation after Council Decision cases complainant satisfaction <b>63%</b> (target 65%)            Informal Investigation cases complainant satisfaction <b>69%</b> (target 75%)            Formal Investigation cases complainant satisfaction <b>77%</b> (target 75%)            Advertisers satisfaction <b>80%</b> (target 75%)            Copy Advice service satisfaction <b>95%</b> (target 90%)            Service complaints, Independent Review and Judicial Review targets <b>met</b></p>	
<p><b>95.9% of Formal Investigation cases enforced</b> (target 97%)</p>	

<p><b>Completed research</b> included <i>Consumer Understanding of Environmental Claims in Food &amp; Drink Advertising</i> and <i>Ad Labelling in Podcasts Audience Perceptions of Advertising in Podcasts</i></p> <p><b>Published national level data</b> (met)</p> <p><b>Four Formal Intelligence Gathering reports delivered</b> (target four)</p>	●
<p>Met target to commission and/or materially progress at least <b>eight regulatory projects</b></p>	●
<p><b>85% of respondents more confident in complying with the Ad Codes after training event</b> (target 90%)</p> <p>Increased training and events income by <b>+10%</b> (target 5%)</p>	●
<p>Deliver statistically significant increase in</p> <ul style="list-style-type: none"> <li>• ASA prompted awareness <ul style="list-style-type: none"> <li>○ November 2023 = <b>52%</b></li> </ul> </li> <li>• Online understanding <ul style="list-style-type: none"> <li>○ Seen/heard ads = <b>62%</b></li> <li>○ Not seen/heard = <b>51%</b></li> </ul> </li> <li>• Trust in the ASA <ul style="list-style-type: none"> <li>○ Seen/heard = <b>57%</b></li> <li>○ Not seen/heard = <b>43%</b></li> </ul> </li> <li>• Logo recognition <ul style="list-style-type: none"> <li>○ Seen/heard ads = <b>49%</b></li> <li>○ Not seen/heard ads = <b>21%</b></li> </ul> </li> </ul>	●
<p><b>Expenditure 92.6%</b> of budget (target 97.5–100%)</p>	●

\*including inflation