

# Performance against our 2025 objectives

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## 2025 objectives

### 1. Prioritising vulnerable people

We will protect vulnerable people from irresponsible advertising by acting on ASA-commissioned research, formal intelligence and outputs from our proactive projects, including Older People and Advertising and Regulating Offence in Ads.

### 2. Climate change and the environment

We will continue to progress our Climate Change and the Environment project, prioritising our proactive work on ad claims for carbon neutrality and net zero, energy, greener homes, transport and travel, green disposal and meat, dairy and plant-based alternatives. We will continue to implement our own Net Zero plan, with the goal of becoming net zero by 2030 at the latest, delivering a 14% reduction in emissions in 2025.

### 3. Whole system approach

We will use a 'whole system' approach to deliver proactive regulatory projects. Our Active Ad Monitoring system will be intrinsic to that work, including reporting on spot-check and post-Enforcement Notice sectoral compliance levels and delivering non-prescription-only medicine (non-POM) ads amended or withdrawn. Our Active Ad Monitoring system will be a core part of our processes more widely, driving an increasing proportion of our work, without compromising quality. We will develop our technical capabilities to support that, including expanding our access to ads.

### 4. Complaints and investigations reviews

We will deliver as seamless an experience as possible for complainants, in pursuit of our strategic objective to make the ASA the first port of call for advertising complaints. We will complete our review of options to speed up formal investigations and begin to implement key recommendations.

### 5. Intermediary and Platform Principles (IPP)

Following the successful Intermediary and Platform Principles (IPP) Pilot, we will champion the merits of, and work towards developing, a permanent self-regulatory framework (IPPv2), engaging platforms and intermediaries in supporting the ASA to uphold responsible advertising online.

### 6. Working with government and statutory regulators

We will deliver against our public affairs engagement strategies and work with the Government and statutory regulators to ensure the ASA system's voice is heard on relevant policy issues and legislation. Together with our collective industry, trade body and regulator partners, we will ensure our Scam Ad Alert system continues to operate effectively.

### 7. ASA awareness and trust

We will begin implementing our new Awareness Strategy, prioritising raising public awareness of the ASA.



## 8. Advice and training




We will promote our advice and training services to industry, prioritising the industry audiences that need it most, and begin implementing the decisions of our Charging Review, trialling what and how to charge for some added value services. We will continue to simplify aspects of our regulation for the benefit of Code users.

## 9. Funding and investment

We will support Asbof and Basbof in putting our funding on a long-term sustainable basis by continuing to make the case for collective ad regulation to the ad industry and working with Asbof to consider new channels of funding. We will complete the final year of our three-year investment in data science and more people to address our over-leanness/act on data science insights.

## 10. Talent, culture and IT transformation

We will embed the commitments in our People Strategy into our work and culture. We will begin delivering a new D&I strategy, making sure it is effective and impactful, and we will explore ways to broaden the geographical diversity of our workforce whilst pursuing the optimal balance of remote and in-office working for all. We will begin the transformation of our IT function so that it becomes an enabler for business success.

2025 key performance indicators (KPIs)	Rating
<p><b>1. Remove irresponsible ads</b></p> <p>Delivered a significant increase in ads/potential ads scanned by our Active Ad Monitoring system: met – 59.6m processed (target 50m; 28m in '25)</p> <p>22,383 ads were amended or removed</p> <p>Report qualitatively and quantitatively on ads amended or withdrawn (AAWs) with a particular focus on protecting vulnerable people: met – 22,383 AAWs (down 34% on '24); 399 non-POM AAWs (down 84% on '24)</p> <p>96% of Formal Investigations enforced (target of 97%): nearly met</p>	
<p><b>2. Help businesses get ads right</b></p> <p>596,039 pieces of advice and training delivered (target 750,000 +/- 5%). Advice and training outputs remained constant, with the reduction driven by extrinsic factors, including AI search results likely reducing traffic to our website.</p> <p>Cost per advice and training touchpoint £1.40 (£1.13 in '24)</p>	
<p><b>3. Be intelligence-led and proactive</b></p> <p>Four Formal Intelligence Gathering reports delivered (target four)</p>	

Two pieces of public research considering the views of those living in different nations and regions delivered: met – [The Depiction of Older People in Ads](#); [Research on the 'Strong Appeal' of Personalities in Advertising to Young People](#) and [Understanding Advertising: The UK's Ad Concerns](#)

Report publicly on nation-level data and insights: [met](#)

Published 68 formal rulings identified by Data Science (target 55-65 cases)

Proactive regulatory projects delivered: met – numerous, including Weight-loss POMs; Vulnerable Audiences and Advertising; Climate Change and the Environment; Older People; LHF Ad Regulation; Offence; Tech4Good; Alcohol Monitoring Pulse Report; Finance and Omission of Significant Information Research

Invest ≥56% of our direct service resource in preventative/proactive activities vs reactive complaints casework: met – 61% vs 38% (59% vs 39% in '24)

#### **4. Deliver collective ad regulation**

Collaborate with platforms and intermediaries to develop the online regulatory framework: met – additional social media and demand side platforms opted into – and c75 long-tail platforms invited to express active interest in – the IPP development process in 2026

Collaborate with partners in multiple high-priority areas: met – numerous, including CMA on green claims work and DMCCA; FCA on financial ads; and MHRA and GPhC on weight-loss POM ads and consumer research

Continue to disrupt online scam ads via our Scam Ad Alert system, and report publicly on at least two occasions: met – 169 alerts issued, reported in [\[Feb '26\]](#)

#### **5. Achieve mature data science capability**

Report quarterly on ads/potential ads processed by our Active Ad Monitoring system: 59.6m scanned (28m in '23)

Evidence multiple contributions to proactive regulatory projects, monitoring and reporting on the impact of those contributions: met – 36, including on Climate Change and the Environment; Finance; Gambling; Alcohol; Weight-loss POMs; Cosmetic Surgery Abroad; Fertility Clinics; and Influencer Marketing

Secure better access to data/ads: met – secured multi-year commitments to improve ad library access from Google and Meta

#### **6. Casework volume, turnaround and productivity:**

Publish 275-325 rulings, following Formal Investigation: met – 298 (v 280 in '24)

Meet turnaround targets for complaint cases (80% within working days target, depending on case-type group): nearly met – 5/6 case-types in target (6/6 in '24)

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

Achieve Cost/No Additional Investigation, Cost/Informal Investigation and Cost/Formal Investigation within 5% of 2024 performance (adjusted by inflation): 1/3 met

- Cost per No Additional Investigation case – £62 (20% better than '24)
- Cost per Informal Investigation case – £325 (20% worse than '24)
- Cost per Formal Investigation case – £1,227 (36% worse than '24)

## 7. Casework quality



- No Additional Investigation after Council Decision cases complainant satisfaction 56% (target 65%)
- Informal Investigation cases complainant satisfaction 68% (target 75%)
- Formal Investigation cases complainant satisfaction 77% (target 75%)
- Advertisers' satisfaction 75% (target 75%)
- Copy Advice service satisfaction 92% (target 90%)

Service complaints, Independent Review and Judicial Review targets met

## 8. ASA awareness and trust



Deliver statistically significant increases (v wave 3) in:

- Prompted awareness of the ASA: met – 59% (vs 54% in Oct '24)
- ASA trust: met – 54% (vs 51% in Oct '24)

No statistically significant increase in ASA distrust: met - 5% (vs 6% in Oct '24)

## 9. Net zero and financial



Expenditure 99.1% of budget (target 98.5–101.5%)

Reduce our emissions by 14%: not met – 2024 emissions increased by 7% v 2023 and by 55% v baseline (2022)

Deliver an additional £40k revenue from charging/charging more for added value advice and training: not met – launch delayed to 2026

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