Mid-year





January - June 2019

Key performance indicator Rating 1 Secure the amendment or withdrawal of ads and report publicly • 6,482 ads amended or withdrawn (7,232 in June 2018) 2 Increase CAP advice and training delivered to 550,000. Maintain cost/advice and training: • 289,613 pieces of advice and training delivered (up 18% on Jun 2018) • Cost per advice and training was £0.91 (5% better than in Dec 2018) Restore the balance of reactive complaints casework and proactive regulatory project work to circa 55% and 20% • 59% and 18% (59% and 19% at Dec 2018). Anticipating reallocating more resource to proactive work in H2 Improve performance against new closure targets for complaint cases (80% within target number of working days) and Copy Advice cases (90% within 24 hours) • 4/6 case types in target, missing one only marginally (4/6 at Jun 2018) • 97% of Copy Advice cases closed within 24 hours (98% at Jun 2018) 5 Achieve complaints casework productivity within 5% of 2018 levels • Cost per No Additional Investigation case – £62.84 (4% worse, incl. inflation than Dec 2018) • Cost per Informal Investigation case – £197 (11% worse, incl. inflation than Dec 2018) • Cost per Formal Investigation case – £786 (20% worse, incl. inflation than Dec 2018) 6 Meet new quality targets · Customers satisfaction for case/enquiry handling No Additional Investigation cases met – 50% (52% at Dec 2018) against a target of 50% Informal Investigation cases met – 78% (81% at Dec 2018) against a target of 75% Formal cases met – 85% (71% at Dec 2018) against a target of 75% Advertiser satisfaction not met – 74% (76% at Dec 2018) against a target of 75% Copy Advice met – 90% (89% at Dec 2018) against a target of 90% Service complaints TBC Independent review cases 2.4% of Formal Investigations were recommended for corrective action against a target of ≤ 3%

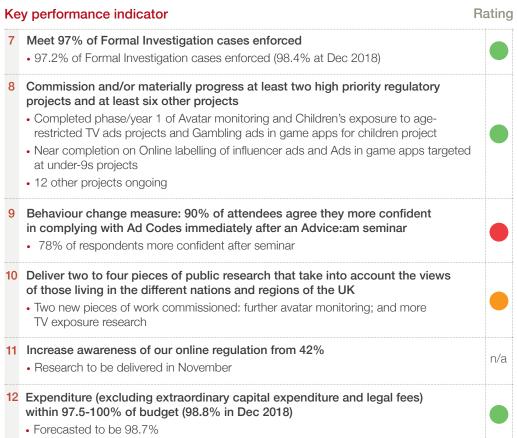


On-target

Requires action

Off-target

RAG rating



Judicial reviews

Target of no judicial review losses met

Preview of 2020 organisational objectives

Responding appropriately to the changing technological, media and economic/political landscape following the UK's vote to exit the EU, we will continue implementing 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 the vulnerable, particularly children and the financially vulnerable, from misleading, harmful or offensive advertising and delivering these specific objectives:



Objective 1 Objective 2 Objective 3 Objective 4 Objective 5 Objective 6 Objective 7 Objective 8 Objective 9 Objective 10 * = 44 **№** +⁺ We will improve our We will continue We will increase the We will continue We will continue We will continue We will continue to We will make sure We will continue In the light of to implement the to ensure that the to embed our new growing concerns regulation of online introducina new resource we spend to implement the demonstrate the we recruit, retain ads, continuing approaches to our on tech-assisted findings of our Independence ASA system takes effectiveness of our and develop the case management around climate review of our CAP into account the to focus on casework, and monitoring and strand of our regulation through best people, giving system, ensuring change and the in particular our enforcement, in advice and training strateav by views and interests us the skills and that the data we human impact on misleading content our actions and our reactive complaints particular to protect services, helping regulating of those who live experience to process is fit-forthe environment, and inappropriate communication. targeting and casework, to children and other us to increase advertising without in different nations but we will be undertake our work purpose, users are we will explore working more with improve our vulnerable people. our advice and fear or favour. and regions of the open-minded and deliver our supported and we whether advertising the large online regulation and We will measure training Touchpoints while remaining UK by continuing to change that strategy, including deliver continuous regulation can play to 600,000. open-minded to to capture and strengthens the by implementing improvements. a greater role in platforms so we free-up resources and report on the number of including from large any changes which analyse intelligence ASA system. We our Diversity and responding to that help each other to for reallocation ads amended online platforms further strengthen and by delivering Inclusion Strategy. challenge, and we protect people from elsewhere. Those will exécute our will include further signposting CAP our independence our public research We will develop our irresponsible online or withdrawn. ad campaign will set and report from industry and on targets to reduce prioritisation and to micro-/SME commitments. in Scotland thought-leadership ads, including by businesses. That will include in the regulation of our own carbon implementing a partnershipgovernment. and explore its Scam Ad Alert working initiatives, conducting one extension to the ads online. footprint. embedding an to two pieces of System. rest of the UK. research into the 'education first' including to raise approach to public's views awareness of our issues (in particular about ads. one online regulation. with micro-/ of which will be a SME businesses), large online piece. adopting lightertouch ways of allowing people to complain to us, improving our processes and exploring using machine learning.



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