

Mid-year report 2023

Performance January to June



11,980
ads amended
or withdrawn
(AAW figure, KPI1)



Performance against our organisational KPIs

January – June 2023



Key performance indicator (KPI)

Rating

✓ On target ⚠ Requires action ✗ Off target

<p>1 Secure the amendment or withdrawal of ads and report publicly ⚠</p> <ul style="list-style-type: none"> ▶ 11,980 ads amended or withdrawn (AAW) (up 2.2% on Jan–Jun 2022) ▶ Cost per AAW – £66.62 (32% worse, incl. inflation)
<p>2 Deliver 1,000,000¹ advice and training Touchpoints. Achieve cost/advice and training within 5% of 2022 levels (adjusted by inflation) ✓</p> <ul style="list-style-type: none"> ▶ 675,360 advice and training Touchpoints (up 46% on Jan–Jun 2022) ▶ Cost per Touchpoint – £0.46 (26% better, incl. inflation)
<p>3 Achieve reactive complaints casework of no more than 50% of direct service resource and proactive regulatory project work of at least 25% ✓</p> <ul style="list-style-type: none"> ▶ 50% and 28% (vs 47% and 29% Jan–Dec 2022)
<p>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) ✗</p> <ul style="list-style-type: none"> ▶ 3/6 case-types: three at 81%+; two at 72%; one at 64% (vs 4/6 Jan–Dec 2022) ▶ 98% of Copy Advice cases closed within 24 hours (vs 98% Jan–Dec 2022)
<p>5 Achieve complaints casework productivity within 15% of 2022 levels² ✓</p> <ul style="list-style-type: none"> ▶ Cost per No Additional Investigation case £69.30 (10% better, incl. inflation, than Jan–Dec 2022) ▶ Cost per Informal Investigation case £281.67 (3% worse, incl. inflation, than Jan–Dec 2022) ▶ Cost per Formal Investigation case £807.15 (8% worse, incl. inflation, than Jan–Dec 2022)
<p>6 Customer satisfaction³ for case/enquiry handling: ✓</p> <ul style="list-style-type: none"> ▶ No Additional Investigation after Council Decision cases – 69% (62% Jan–Dec 2022) vs a target of 65% ▶ Informal Investigation cases – 72% (73% Jan–Dec 2022) vs a target of 75% ▶ Formal Investigation cases – 90% (83% Jan–Dec 2022) vs a target of 75% ▶ Advertisers' satisfaction – 70% (85% Jan–Dec 2022) vs a target of 75% ▶ Copy Advice – 92% (92% Jan–Dec 2022) vs a target of 90% <p>Service complaints:</p> <ul style="list-style-type: none"> ▶ 60 received, of which 17% merited (24% Jan–Dec 2022) vs a target of ≤ 33.33% <p>Independent review cases:</p> <ul style="list-style-type: none"> ▶ 1.3% recommended for corrective action (1.7% Jan–Dec 2022) vs a target of ≤ 3% <p>Judicial reviews:</p> <ul style="list-style-type: none"> ▶ Target of no judicial review losses met
<p>7 Meet 97% of Formal Investigation cases enforced⁴ ✓</p> <ul style="list-style-type: none"> ▶ 96% of Formal Investigation cases enforced (97% Jan–Dec 2022)

<p>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 ✓</p> <p>Met. Projects include Climate change and the environment, Finance ads, Crypto ads, Debt advice lead generation ads, Vaping ads, Body image in ads, Cosmetic surgery abroad ads and Racial and ethnic stereotyping in ads.</p>
<p>9 Events and training ✓</p> <p>Increase income from our advice and training by 5%</p> <ul style="list-style-type: none"> ▶ Income £51,455, +27% (vs Jan–Jun 2022) <p>90% of participants agree they are more confident complying with the Ad Codes immediately after training</p> <ul style="list-style-type: none"> ▶ Impact = 81% (vs 92% at Jan–Dec 2022)
<p>10 Deliver four Formal Intelligence Gathering (FIG) Reports, two pieces of public research that take into account the views of those living in the different nations and regions of the UK and publicly report nation-level data and insights ✓</p> <ul style="list-style-type: none"> ▶ FIG = 2 of 4 reports delivered ▶ Research = Met.
<p>11 Deliver statistically significant increases in UK prompted awareness of the ASA (from 60%⁵) ⚠</p> <ul style="list-style-type: none"> ▶ ASA awareness = 56% <p>Online understanding</p> <ul style="list-style-type: none"> ▶ Seen/heard ASA ads = 65% ▶ Not seen/heard ASA ads = 58% <p>Trust in ASA</p> <ul style="list-style-type: none"> ▶ Seen/heard ASA ads = 65% ▶ Not seen/heard ASA ads = 47% <p>Logo recognition</p> <ul style="list-style-type: none"> ▶ Seen/heard ASA ads = 48% ▶ Not seen/heard ASA ads = 19%
<p>12 Expenditure (excluding extraordinary capital expenditure and legal advice) within 98.5–101.5% of budget ✓</p> <ul style="list-style-type: none"> ▶ Forecasted to spend 98.4% of budget (93.9% Jan–Dec 2022)

¹ From 1 January 2024, we will use a new provider to support the counting of our online Touchpoints. Our pre-testing shows it returns significantly fewer Touchpoints than our current counter, which will cause us to adjust our targets from 2024. We anticipate still delivering Touchpoints in the high hundreds of thousands.

² Tolerance increased for 2023 from 5% to 15% to reflect significant increase in costs due to cost-of-living crisis and extra hirings to address overly lean capacity in Complaints and Investigations. ³ Caution: low sample sizes for Formal Investigation cases and Advertisers.

⁴ Based on assurance received either within initial deadline or after up to five days of enforcement activity, with no evidence of renegeing.

⁵ Baseline awareness figure from wave 2 of the ad campaign research, Mar 2021.

Preview of 2024 corporate objectives

AI-assisted, collective ad regulation

Our new 2024-2028 strategy, AI-assisted, collective ad regulation, sets out our ambition for the way we will regulate ads in all media, including online, over the next five years.



Objective 1

Put people first and prioritise protecting vulnerable people



Objective 2

Run our Climate change and the environment project throughout the strategy period, as well as continuing to implement our own Net Zero plan



Objective 3

Prioritise proactive regulatory projects that adopt a 'whole system' approach on ad-related issues that cause the most detriment to people, using tech-assisted monitoring to take swifter action against irresponsible online ads



Objective 4

Step-up our deployment of data science and secure access to more and better data/ads



Objective 5

Develop the regulatory framework with online platforms and intermediaries, championing an enhanced framework that delivers a more comprehensive, transparent and accountable system



Objective 6

Work closely with other statutory regulators whose remits overlap with ours and play our part in tackling fraud involving online ads



Objective 7

Be ambitious in increasing public and opinion-former awareness of, and trust in, the nature and extent of our ad regulation in all media



Objective 8

Better promote our advice and training services to industry, exploring charging or charging more for some added value services, and aim to simplify our regulation where possible



Objective 9

Continue to make the case for collective ad regulation to the ad industry to support Asbof and Basbof and continue to invest in our data science capability, more people to address over-leanness in some areas and more people to act on data science insights



Objective 10

Make sure we have the best talent, recruiting, retaining and exploring more flexible working practices for people from both diverse backgrounds and a wider geographical area





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