

2023 Promotional Marketing and Direct Response Panel report

The Promotional Marketing and Direct Response Panel (PMDRP) advises the ASA and CAP on promotional marketing and direct marketing matters and the Panel provides an important forum for information exchange between the industry and the ASA and CAP Executive.

In 2023, the Panel considered a wide variety of issues and cases, ranging from the important consideration of the use of data science and the potential use of AI, to providing insightful advice about the use of promotions and prize draws on social media.

“The Panel continues to be an important resource for both the ASA and CAP and the industry. It provides insightful practitioner perspective and vital industry understanding from senior professionals. This feeds into all relevant aspects of the regulator’s work in this dynamic and innovative sector ensuring that the industry can be clear that their voice is heard.”

Catherine Shuttleworth
Chair, Promotional Marketing and Direct Response Panel