

Mid-year report 2021

Performance January to June
and 2022 Objectives



385,469

pieces of advice
and training delivered

Our organisational KPIs

January – June 2021 (unless stated)



RAG rating ● On-target ● Requires action ● Off-target

Key performance indicator (KPI)

Rating

<p>1 Secure the amendment or withdrawal of ads and report publicly</p> <ul style="list-style-type: none"> 9,320 ads amended or withdrawn 	<p>●</p>	<p>8 Achieving outcomes in line with success measures and time targets identified at the outset, commission and/or materially progress at least two high priority regulatory projects and at least eight other projects</p> <ul style="list-style-type: none"> High priority regulatory projects completed: Influencer monitoring and enforcement; and two of four Targeting online ads High priority regulatory projects underway: Scam ads; Climate change and the environment; Racial and ethnic stereotyping; Body image; Financial-related ad issues; and two Targeting online ads projects Other regulatory projects completed: Audience exposure data on TV ads for sensitive products; Botox ads; Multi-level marketing; Fertility clinic ads; IV drips (covid); and Vitamin shots (covid) Five other projects underway: Homeopathic/CEASE therapy ads; Weight loss injection ads; Debt advice service lead generation ads; and Tax arrangement scheme ads 	<p>●</p>								
<p>2 Increase CAP advice and training Touchpoints to 750,000 Achieve cost/advice and training within 10% of 2020 levels (adjusted by inflation)¹</p> <ul style="list-style-type: none"> 385,469 pieces of advice and training delivered (up 7% on June 2020) Cost per advice and training – £0.66 (2% worse, incl. inflation, than 2020) 	<p>●</p>	<p>9 Meet training and events targets:</p> <ul style="list-style-type: none"> Participation increase = +20% to date (against a target of 30% increase) Income increase = +16% to date (against a target of 45% increase) 94% of participants agree they are more confident in complying with advertising rules post-event (against a target of 90%) 	<p>●</p>								
<p>3 Maintain reactive complaints casework of no more than 55% of direct service resource and proactive regulatory project work of at least 20%</p> <ul style="list-style-type: none"> 50% and 27% (57% and 21% at June 2020) 	<p>●</p>	<p>10 Deliver four Formal Intelligence Gathering (FIG) reports and one piece of public research that includes online ads and views of those living in different nations and regions of the UK</p> <ul style="list-style-type: none"> FIG = met Research = qualitative and quantitative public research into racial and ethnic stereotyping in ads undertaken, including in the nations/regions 	<p>●</p>								
<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"> 4/6 case types above target, with the other two at 79% and 73% (6/6 at June 2020): 97% of Copy Advice cases closed within 24 hours (97% at Dec 2020) 	<p>●</p>	<p>11 Comparing pre- and post-Scottish ASA ad campaign public research, deliver statistically significant increases in:</p> <table border="1"> <tbody> <tr> <td data-bbox="1160 887 1496 943"> <p>Scottish prompted awareness of the ASA (from 55%³)</p> </td> <td data-bbox="1507 887 2078 919"> <p>58% (not significant increase)</p> </td> </tr> <tr> <td data-bbox="1160 951 1496 1054"> <p>Scottish understanding that we regulate website claims (from 39%) and social media sites (from 32%)</p> </td> <td data-bbox="1507 951 2078 1110"> <p>Website claims = 36% (not significant decrease) Difference seen / not seen ads in post-campaign research = 43% v 32% (significant improvement) Social media = 32% (no change) Difference seen / not seen ads in post-campaign research = 37% v 29% (significant improvement)</p> </td> </tr> <tr> <td data-bbox="1160 1126 1496 1230"> <p>Scottish trust in the ASA (from 54%), with no statistically significant increase in distrust (from 6%)</p> </td> <td data-bbox="1507 1126 2078 1230"> <p>Trust in ASA = 50% (significant decrease) Trust if seen/not seen ads in post-campaign research = 59% v 46% (significant improvement) Distrust in ASA = 6% (no change)</p> </td> </tr> <tr> <td data-bbox="1160 1246 1496 1350"> <p>Monitor and report on Scottish trust/distrust in the ad industry (from 20%/45%) and in ads themselves (from 28%/38%)</p> </td> <td data-bbox="1507 1246 2078 1382"> <p>Trust/distrust in industry = 17%/50% (significant decrease) Trust if seen / not seen ads in post-campaign research = 23% v 14% (significant improvement) Trust/distrust in ads = 23%/43% (significant decrease) Trust if seen / not seen ads = 30% v 20% (significant improvement)</p> </td> </tr> </tbody> </table>	<p>Scottish prompted awareness of the ASA (from 55%³)</p>	<p>58% (not significant increase)</p>	<p>Scottish understanding that we regulate website claims (from 39%) and social media sites (from 32%)</p>	<p>Website claims = 36% (not significant decrease) Difference seen / not seen ads in post-campaign research = 43% v 32% (significant improvement) Social media = 32% (no change) Difference seen / not seen ads in post-campaign research = 37% v 29% (significant improvement)</p>	<p>Scottish trust in the ASA (from 54%), with no statistically significant increase in distrust (from 6%)</p>	<p>Trust in ASA = 50% (significant decrease) Trust if seen/not seen ads in post-campaign research = 59% v 46% (significant improvement) Distrust in ASA = 6% (no change)</p>	<p>Monitor and report on Scottish trust/distrust in the ad industry (from 20%/45%) and in ads themselves (from 28%/38%)</p>	<p>Trust/distrust in industry = 17%/50% (significant decrease) Trust if seen / not seen ads in post-campaign research = 23% v 14% (significant improvement) Trust/distrust in ads = 23%/43% (significant decrease) Trust if seen / not seen ads = 30% v 20% (significant improvement)</p>	<p>●</p>
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<p>5 Achieve complaints casework productivity within 5% of 2020 levels</p> <ul style="list-style-type: none"> Cost per No Additional Investigation case £63.75 (1.6% worse, incl. inflation, than Dec 2020) Cost per Informal Investigation case £199.74 (3.1% worse, incl. inflation, than Dec 2020) Cost per Formal Investigation case £672.77 (3.1% better, incl. inflation, than Dec 2020) 	<p>●</p>	<p>12 Expenditure (excluding extraordinary capital expenditure and legal fees) within 97.5-100% of budget</p> <ul style="list-style-type: none"> Forecasted to spend below 97.5% of budget 	<p>●</p>								
<p>6 Meet quality targets Customer satisfaction for case/enquiry handling:</p> <ul style="list-style-type: none"> No Additional Investigation cases – 63% (68% at Dec 2020) against a target of 65% Informal Investigation cases – 78% (84% at Dec 2020) against a target of 75% Formal Investigation cases – 97% (71% at Dec 2020) against a target of 75% Advertisers satisfaction – 80% (81% at Dec 2020) against a target of 75% Copy Advice – 87% (98% at Dec 2020) against a target of 90% <p>Service complaints:</p> <ul style="list-style-type: none"> 102 received, of which 29% merited (23% at Dec 2020) against a target of ≤ 33.33% <p>Independent review cases:</p> <ul style="list-style-type: none"> 0% recommended for corrective action (3.2% at Dec 2020) against a target of ≤ 3% <p>Judicial reviews:</p> <ul style="list-style-type: none"> Target of no judicial review losses met 	<p>●</p>										
<p>7 Meet 97% of Formal Investigation cases enforced²</p> <ul style="list-style-type: none"> 98.2% of Formal Investigation cases enforced (97.6% at Dec 2020) 	<p>●</p>										

¹ Target amended on 8 February 2021

² Based on assurance received either within initial deadline or after up to five days of enforcement activity, with no evidence of renegeing

³ Figures based on pre-Scottish ASA ad campaign research undertaken in June 2020

Preview of 2022 organisational objectives

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 physically/financially vulnerable, and continuing to prioritise our work, including our reactive complaints casework, to deliver efficiencies and free-up resources for more proactive projects.

We will also deliver these specific objectives:



Objective 1



We will use tech-assisted monitoring to continue to improve our regulation of ads, including online ads, focusing in particular on misleading content and inappropriate targeting. We will report on the number of ads amended or withdrawn.

Objective 2



We will work closely with Ofcom on Video Sharing Platform ad regulation, HFSS ad regulation and any advertising-related issues that fall under the Online Safety regime. We will work closely with statutory regulators in areas like scam ads, Covid-19 ads and systemic advertising-related issues.

Objective 3



We will work with online platforms and networks to develop how the ASA system may hold them to public account for the part they play in helping to deliver socially responsible advertising through our *Online Platform and Network Standards* initiative.

Objective 4



We will respond to changes in society by beginning to implement the outputs of our *Racial and ethnic stereotyping in ads* and *Body image* projects.

Objective 5



We will begin implementing the outputs of our *Climate change and the environment* project, continue to work closely with the CMA on its environmental claims guidance and set and report on targets to reduce our own carbon footprint.

Objective 6



We will continue to work with the Government to address any material gaps in online advertising regulation, including potentially via co-regulation likely with Ofcom. We will continue to make the case for effective advertising self- and co-regulation to politicians, opinion-formers, industry and public, including through raising awareness of our current and future role regulating online advertising, through helping Asbof and Basbof put our funding on a sustainable basis and through rolling out our ASA ad campaign to the whole of the UK. And we will explore governance-related changes to improve our independence.

Objective 7



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.

Objective 8



We will maintain our advice and training Touchpoints at 750,000 (within 5%), including to the 'long tail' of micro- and SME businesses, by partnership-working with regulators, platforms and other key stakeholders.

Objective 9



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 improving our public reporting of 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, including online ads.

Objective 10



We will continue to do all we can to ensure a safe and flexible working environment for our staff in light of the pandemic. We will finalise and begin implementing our new *People Strategy*, alongside continuing to implement our *Diversity and Inclusion strategy*. And we will ensure that the case management system data we process is fit-for-purpose, users are supported and we deliver a programme of continuous improvement.



Advertising Standards Authority

Castle House
37-45 Paul Street
London EC2A 4LS

Telephone
020 7492 2222

Email
enquiries@asa.org.uk

www.asa.org.uk

@ASA_UK



Committees of Advertising Practice

Castle House
37-45 Paul Street
London EC2A 4LS

Telephone
020 7492 2200

Email
enquiries@cap.org.uk

www.cap.org.uk

@CAP_UK

