

2024 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 2024, the Panel continued its usual wide-ranging consideration of a variety of issues and cases, including the perennial, though topical, issue of promotions or prize draws on social media, and the difficult issue of promotion fraud; in all instances providing insightful advice to the Executive on these important issues.

The Panel is a really important bridge between industry practitioners and the regulator. It is a key resource, for both the ASA and CAP, for providing insights and perspectives to help feed into all relevant aspects of the regulator's work in this dynamic and innovative sector, ensuring that the industry's voice is heard.

Catherine Shuttleworth
Chair, Promotional Marketing and Direct Response Panel