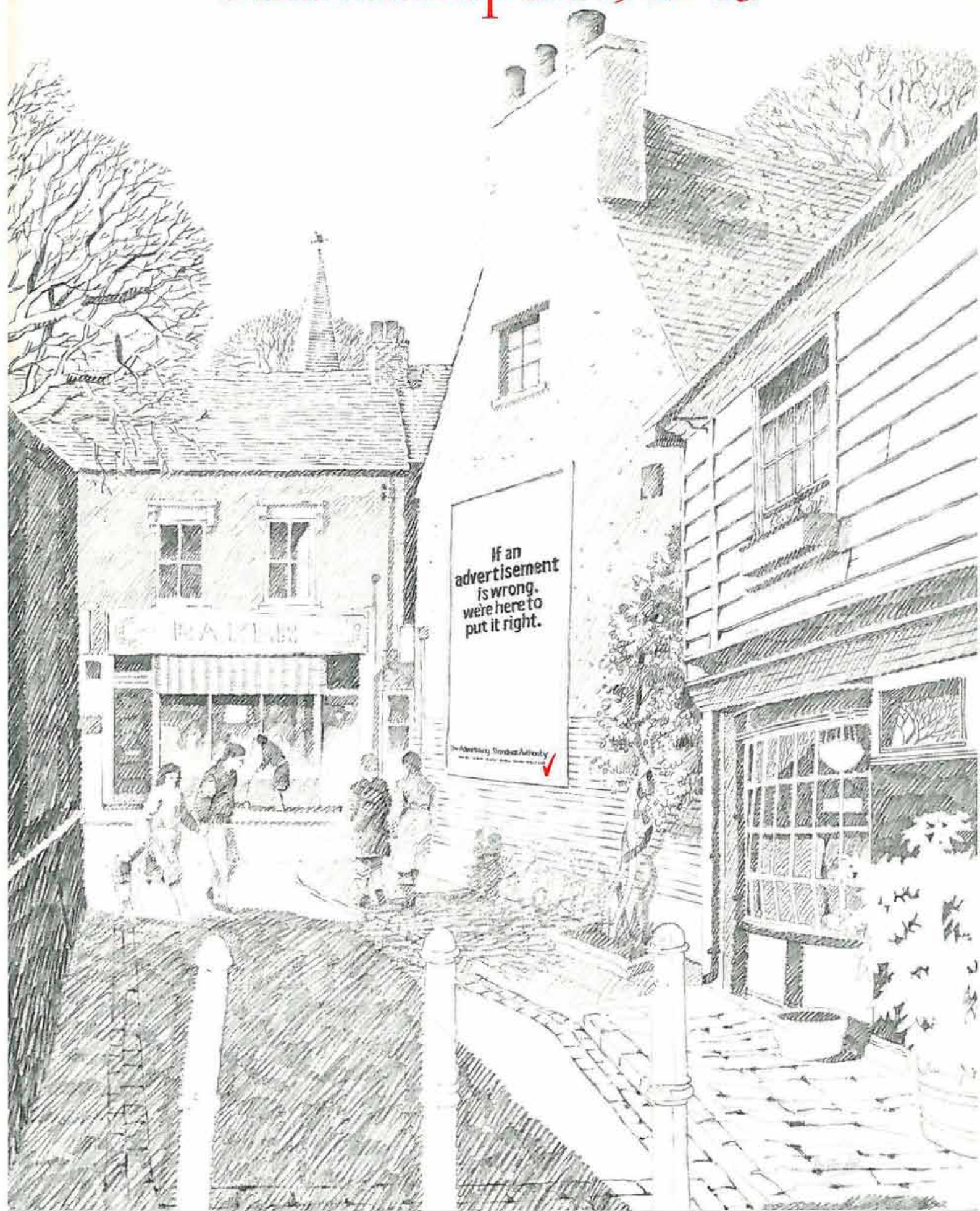


The Advertising Standards Authority Annual Report 1982-83



The Advertising Standards Authority

Annual Report

1982-83

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Members of the Council

List of Serving Members as at 31st March 1983

CHAIRMAN

Professor Lord McGregor of Durris

MEMBERS

Dame Josephine Barnes, DBE, FRCP, FRCS, FRCOG

M. C. J. Barnes, Esq., MA

Lady Elizabeth Cavendish, MVO, JP

E. G. Court, Esq.

Professor the Rev. G. R. Dunstan MA, DD, FSA

A. M. Fisher, Esq., MA

Patricia Mann, FIPA, FCAM

A. E. Pitcher, Esq., FIPA, FCAM

Rachel Waterhouse, CBE, PhD

All members serve as individuals and not as representatives
of any industry or trade or professional association

DAME JOSEPHINE BARNES,
DBE, FRCP, FRCS, FRCOG.



Consulting Obstetrician and Gynaecologist, Charing Cross Hospital and Elizabeth Garrett Anderson Hospital. President, Women's National Cancer Control Campaign. Member of Council of the Medical Defence Union. President, British Medical Association 1979-1980. Hon. Fellow, Lady Margaret Hall, Oxford. Member of the Warnock Committee on in vitro fertilization

*December 1980**

M. C. J. BARNES, MA.



Chairman of the Electricity Consumers' Council. A marketing consultant and formerly MP for Brentford and Chiswick 1966-74. A member of the National Consumer Council from 1975-80.

*January 1979**

LADY ELIZABETH CAVENDISH,
MVO, JP.



Deputy Chairman of the North Westminster Petty Sessional Division. Chairman of the Wandsworth Juvenile Court. Chairman of the Cancer Research Campaign. Vice-Chairman of the Inner London Juvenile Court.

*November 1981**

Chairman of IPC Magazines Ltd. until 1981. Director of IPC Limited until 1981. Director of Periodical Publishers Association 1972-79. Member of Council of Audit Bureau and Circulations 1972-79.

*March 1979**



E. G. COURT, ESQ.

Emeritus Professor of Moral and Social Theology in the University of London.

*August 1981**



PROFESSOR THE REV. G. R. DUNSTAN,
MA, DD, FSA.

Advertising and Market Research Adviser to Unilever in the U.K. Director of ASBOF 1981. Chairman of the Code of Advertising Practice Committee 1973-75.

*February 1976**



A. M. FISHER, MA.

Head of External Affairs, J. Walter Thompson Group (UK). Vice-President, J. Walter Thompson International. Hon. Secretary of the Institute of Practitioners in Advertising. Council of Brunel University. Governor, Administrative Staff College, Henley.

*June 1973**



PATRICIA MANN, FIPA, FCAM.

President of Ogilvy and Mather Limited, London. Chairman of CAM Education Foundation Limited. Vice President of the International Advertising Association and its European Area Director. Member of the International Advertising Association's World Board of Directors and World Council.

*March 1979**



A. E. PITCHER, FIPA, FCAM.

Chairman, Consumers' Association. Member, National Consumer Council. A Vice-President of the National Federation of Consumer Groups. President, Institute of Consumer Ergonomics (Loughborough). Member, National Economic Development Council. Author of books on the local history of Birmingham.

*November 1980**



RACHEL WATERHOUSE, CBE, PHD.

**Date of appointment as member of the Council*

Chairman's Report

Advertising Campaign One duty of the Authority is to give wide publicity to the British Code of Advertising Practice and to the safeguards provided by the self-regulatory system. The advertising campaign conducted for us by Davidson Pearce Limited in 1982 achieved further success in increasing the proportion of the population that knows who we are and what we do. Accordingly, I begin this annual report, as I began my last, by expressing the thanks of the Authority to Mr. Christopher Hawes, the chairman of Davidson Pearce, and to Mr. Stephen Benson, who has directed the campaign so admirably on behalf of a sometimes difficult but never ungrateful client.

If it is becoming a convention in these reports to point to the assistance that has been given by the extensive donations of space to our advertising campaign in periodicals and newspapers, there is nothing conventional in the thanks of the Authority for this support from our partners in running the self-regulatory system. The Authority has received similarly generous treatment from the cinema and poster industries.

New Promotional Film For some years past, a short film has been available to picture the activities of the Authority. This became a well liked method of publicity and, as the film was no longer serviceable, it was decided to make a new one. *Two Too Many*, starring Roy Kinnear, was completed in 1982, having been produced and directed by Viscom Limited with such flair that it won the bronze prize in the Information Section at the Berlin International Consumer Film Festival. During 1983, this film will be shown on the commercial cinema circuit.

Monitoring The level of complaints from the public is not a valid index of the extent to which the Code is observed by advertisers.

During 1982, the Authority continued to monitor publications systematically in order to have a more reliable indication of the proportion of advertisements which are in breach of the Code. The sheer volume of printed advertisements and the limit on funds available for monitoring dictates the use of sampling. The basis we presently use is that which the Office of Fair Trading devised in their review of the Authority's work in 1978. While there is no reason to suppose that this sample has not provided realistic results, our consultant, Mr. R. A. Pluck, has advised that its design does not satisfy formal statistical requirements. Further, as this design was framed five years ago, we are undertaking a sample census of publications in May 1983 in order to establish the criteria necessary to ensure the most effective sample coverage of advertisements of concern to the Authority.

The sample census will look, first, at the types of publication; for example, national dailies, regional weeklies, magazines and free sheets to assess the degree of homogeneity within these categories. This is one part of the process that will determine the correctness of stratification within the sample. Second, it will examine the evidence upon which a theoretical probability distribution of breaches of the Code can be established. Finally, the census will scan the variation of advertising within strata in order to establish a sample size appropriate to the level of confidence required in the results.

The development of a computer system within the office since April 1982 will allow more efficient use of the output of monitoring. Improved classification, storing, and programmed recall of data will enable the Authority to have a clearer view of statistical patterns and trends in advertising. It will also help the Authority to form a view of how the findings of monitoring may best be published in the future.

Finally, to test the effectiveness of the actual process of scanning publications, a rolling efficiency audit is being introduced.

In short, putting monitoring on a yet sounder basis will help meet the desire of the Director General of Fair Trading in 1978 to 'make the entire control system more responsive to current developments and attitudes'. It will also permit the same staff to handle efficiently a much increased weight of business.

For some years past, the Authority has been receiving a steady stream of complaints from those who believe that the way women are portrayed in some advertisements is offensive. Our complainants assert that women are portrayed in a manner which sometimes degrades their sex and serves generally to reinforce what some say to be their low status and subservient role within the family as wives and mothers. When dealing with complaints that advertisements are offensive the Authority adjudicates upon the basis of the Code's requirement that advertisements should contain nothing which is likely, in the light of prevalent standards of decency and propriety, to cause grave or widespread offence. Thus, for a complaint to be upheld, the Authority must be satisfied, first, that the advertisement contains material which may reasonably be thought likely to raise issues of propriety, and, secondly, that its treatment of these issues is such as probably to cause either general offence or such serious offence to a responsible minority, that the advertiser's right to free expression should be abrogated. The Code further requires the Authority to assess advertisements in terms of their probable impact upon those who are likely to see them.

Thus, when adjudicating upon a complaint that an advertisement depicts women in an offensive manner, the Authority's task is not to decide whether it agrees with the complainant but to form a judgment of the effect of the advertisement upon the public at large. In the absence of empirical knowledge of the distribution of opinion about the treatment of women in advertisements among the general population, the Authority's judgment of complaints could be no more than speculation. For this reason, the Authority undertook a survey of the attitudes of a



The Image of Women

representative national sample of women. The findings of this study were published under the title of *Herself Appraised: The Treatment of Women in Advertisements* in the spring of 1982. The sampling frame was designed, the fieldwork conducted and the statistical data prepared by the Schlackmann Group under the direction of Dr. David Drazin. The Authority was fortunate to have Dr. Mark Abrams as its adviser.

The findings of our survey do not reveal widespread dissatisfaction about advertisements among the women to whom we spoke. Where offence was caused, notably by nudity or by explicit references to sexuality and menstruation, it was not sufficiently widely shared for advertisements containing such material to be declared offensive in terms of the British Code of Advertising Practice. Neither did we find that the reaction of our respondents was such as to suggest that there is, at present, any need for additional rules within the Code specifically related to the depiction of women in advertisements.

However, a substantial minority of respondents was inclined to think that some women, not necessarily themselves, might feel degraded as a direct result of the manner in which their sex is depicted in advertisements.

The Authority noted that an examination of the altered treatment of women and the family in advertisements over the last decade or so indicates that prudent advertisers have already made, and are acting upon, their own assessments of the directions of change. It trusts that the findings of its preliminary research will serve to persuade other advertisers to follow and thus to become more conscious of the sensitivities of one half of their audience.

Standards in Direct Mail The Authority welcomes the initiative of the Post Office in establishing the Direct Mail Services Standards Board, under the chairmanship of Mr. Gerry Lanchin. It has been happy to advise the Post Office during the planning stage of the new Board and has accepted the suggestion of the Post Office that the two chairmen should take joint responsibility for the appointment of the Board's chairman. There will also be close links in the practical implementation of the Board's objectives. For example, the Board will require adherence to the British Codes of Advertising Practice and of Sales Promotion Practice, and will remit any relevant issues to the Authority for adjudication.

Cable The Report of the Inquiry into Cable Expansion and Broadcasting Policy (the Hunt Committee) was published in October 1982. The Authority's evidence to the Committee was restricted to addressing the question if advertising on cable were thought to need control, what the form of control should be. We pointed out that at present all advertisements are subject both to the general law and to codes of practice which differ in accordance with the medium. The two codes of practice concerned with the printed word and with broadcasting share a common approach to what is needful to secure the public interest in terms of advertisement content. The Authority believes that the effectiveness of both Codes

would be undermined if the content of advertisements in any new medium were to be less scrupulously controlled. We think that a proliferation of codes and of control bodies would be confusing, probably ineffectual and damaging to the self-regulatory system.

We see no reason why self-regulatory control should prove more problematical in respect of cable than it has proved elsewhere, particularly if exploitation of the new medium were to be made contingent upon support, including financial support, for such a self-regulatory system of control over the content of advertisements. At the time of writing, the Government's response to the recommendations of the Hunt Report in the form of a White Paper is still awaited.

The Authority has noted the action being taken by the British Videogram Association, in conjunction with the British Board of Film Censors, to establish standards and a classification for video tapes. The Association is rightly anxious about the standard of much of the packaging and many of the advertisements. The BVA sent us several complaints against advertisements for videos so revolting (as, for example, those entitled 'SS Extermination Camp' and 'Driller Killer') that we were appalled by their publication and took stern action to prevent a repetition. The Authority is pleased that the video trade is making efforts to ensure compliance with BCAP and will continue to use the full range of sanctions at its disposal to repress breaches of the Code. In addition, the Authority has welcomed the statement by the CAP Committee that it will expect the standards of BCAP to be observed by all advertisements carried on video tapes.

Video

In January 1983, Mr. John Jackson handed over the chairmanship of the CAP Committee to Mr. Colin Sandford. We are grateful to Mr. Sandford for his willingness to assume an office which is as arduous as it is crucial to the working of the whole system. Mr. Jackson brought to his leadership of CAP a clear understanding of its role and significance, and a very well informed and imaginative grasp of the problems and challenges which self-regulation must now face as a result of the emergence of the new electronic media to which he refers in his own annual report.

CAP Chairmanship

On behalf of the Council, I once again express grateful appreciation to the Director-General and his colleagues for the efficiency and skill with which they discharge the work of the Authority.

*McGregor of
Dunnis*

The CAP Year

Code of Advertising Practice Committee Chairman's Report

In my Report last year I concentrated my remarks on the need for self-regulatory systems to be supported vigorously in the spirit as well as in the letter by the industry concerned. An important aspect of this is the keeping of the system "in good repair". In this context, the work of the CAP Committee both in keeping abreast of new developments, be they new media or new practices, and encouraging its members to respond swiftly and effectively to warnings, advice and guidance from CAP and ASA is very important.

So far as new media are concerned, the arrival of satellites, cable systems, tape and disc will pose problems which will call for close co-operation between all the regulatory bodies involved and make it more difficult to maintain self-regulation. For this reason, although not only for this reason, the step which the British Videogram Association, in conjunction with the British Board of Film Censors, is taking to establish standards is most welcome.

Similarly, in the field of new practices, the establishment by the Post Office of the Direct Mail Services Standards Board must be welcomed as another step in the direction of introducing self-regulation through the auspices of an organisation not previously involved in such matters.

Finally, there is a review of the Codes which is in train. This is likely to be completed during the term of office of my successor, Colin Sandford. Perhaps Colin, who takes over the Chair with my good wishes and who will, I think, enjoy his term of office as much as I have, will not mind my suggesting that, in revising the Code, it would be wise for everyone concerned to concentrate on the broad important issues and to avoid the temptation to strive for perfect wording which will cover every eventuality. I say this because, in my experience, such a search for perfection is rarely successful and can be self-defeating, particularly when applied to a creative industry such as ours. A perfect world is likely to be a sterile world, pure as snow and uncontaminated by error or omission. Unfortunately, in a sterile world nothing much ever happens.

J. B. H. JACKSON

A new Introduction to the Cigarette Code (Appendix H of BCAP) was published in 1982. This serves to clarify the responsibilities of the various parties in what is now a complex area. The Code itself remained unchanged as a result of the new agreements between cigarette manufacturers and the Government which were announced in the autumn.

Cigarette Advertising

The pre-clearance system continued to work smoothly, though much staff time was absorbed in explaining to new entrants in the market, and to individuals without prior experience of cigarette advertising, the processes of pre-clearance and the established interpretation of the rules. A revised document on procedure is to be published during 1983.

Media warnings are at the heart of the self-regulatory system. They must be disseminated quickly and effectively. Following an incident where delay had caused general embarrassment, the Committee agreed to various improvements with a view to ensuring the quickest possible transmission of urgent warnings.

Media Advice and Warnings

The OFT review of the operation of the Bargain Offers Order has been under discussion throughout the year. The Minister for Consumer Affairs has now published the draft of an order to replace the principal Bargain Offers Order; while still objectionable as a whole, the new draft removes two of the least defensible elements of the original Order.

Bargain Offers Review

During the year the Committee received 1,058 complaints of which 424 gave cause for investigation under the Code. 306 complaints were upheld in whole or in part; 118 were found not to involve contravention of the Code. 396 complaints were not pursued and 238 were withdrawn by complainants.

The Copy Panel met at regular intervals throughout the year to advise on the interpretation of the Code and to provide an independent assessment of issues raised during investigations.

There were 922 submissions to the Secretariat for copy advice and much advice was given each day by telephone. 360 certificates of clearance were issued for cigarette advertisements.

As a result of the monitoring programme, more than 2,274 items were received during the year, which represented 1,160 individual promotions. 109 enquiries were raised on these items and 73 breaches of the Code were discovered. The Secretariat received

Sales Promotion Sub-Committee *Chairman: Mr. F. R. Jephson*

more requests for assistance at the planning stage, a welcome development.

During the year, a total of 109 shopping expeditions were carried out in the following areas: Scotland, Tyne Tees, London, Yorkshire, North West, Midlands, East Anglia, South West, West, Wales and South East.

The Sub-Committee issued new guidelines on the Availability of Goods, in response to requests for clarification of Section 5.9.3 of the British Code of Sales Promotion Practice. A review of the remaining sections of the Code is under way.

Health and Nutrition
Sub-Committee
Chairman: Mrs. G. L. S. Pike

During the year, the Sub-Committee was in close contact with the Health and Safety Executive and with trade bodies on the subject of the cosmetic use of lasers. The guidelines issued by the Health and Safety Executive on the use of lasers on premises were noted. The Sub-Committee decided that no claims about the effect of laser equipment should be made in the absence of satisfactory substantiation as to the efficacy of the equipment for face-lifting or like cosmetic procedures and that advertisements for laser treatment should be in the style of professional announcements.

The Sub-Committee advised members of CAP that claims for starch blockers as slimming products had not been substantiated and that advertisements for such products were not acceptable under the Slimming Code (Appendix C of BCAP).

The advertising of cosmetic surgery, ionisers and electric depilatory pencils was kept under review. In respect of the latter, the Sub-Committee advised that it had not found grounds for waiving the application of paragraph D.9 of BCAP to the benefit of any appliance falling within its terms. The Sub-Committee expressed its regret that in the area of self-treatment there appeared to be no statutory responsibility for the vetting of appliances similar to that exercised in respect of the over-the-counter medicines by the DHSS under the Medicines Act.

Mail Order and Direct Response
Sub-Committee
Chairman: Mr. Kevin Holland

Mr. K. J. Hicks retired as Chairman of the Mail Order Sub-Committee and was replaced by Mr. Kevin Holland of The Reader's Digest Association Limited. A review of Appendix F, the Mail Order Section of the Code, was begun.

Financial Advertising
Sub-Committee
Chairman: Mr. Clive Fenn-Smith

Mr. P. R. Meikle retired as Chairman of the Sub-Committee and the Sub-Committee was reformed during the year under the chairmanship of Mr. Clive Fenn-Smith of Barclays Unicorn



Group. Attention was paid during the year to certain aspects of the advertising by banks, building societies and insurance companies in particular, to stress the need to qualify the term "worth" and to indicate the variability of interest rates in investment advertisements. The Sub-Committee was grateful to the Building Societies Association for the constructive advice which it gave to its members and for making known the Sub-Committee's views.

The Committee noted the publication by the ICC of International Guidelines for Advertising to Children. These reflected the underlying principles of Appendix B of BCAP. ICC International Guidelines

The Code has the support of the following organisations whose representatives constitute the Code of Advertising Practice (CAP) Committee:

- Advertising Association
- Association of Independent Radio Contractors
- Association of Mail Order Publishers
- British Direct Marketing Association
- British Sign Association
- Bus Advertising Council
- Cinema Advertising Association
- Direct Mail Producers Association
- Incorporated Society of British Advertisers
- Independent Television Companies Association
- Institute of Practitioners in Advertising
- Institute of Sales Promotion

- Newspaper Publishers Association
- Newspaper Society
- Outdoor Advertising Association of Great Britain
- Periodical Publishers Association
- Proprietary Association of Great Britain
- Scottish Daily Newspaper Society
- Scottish Newspaper Proprietors Association

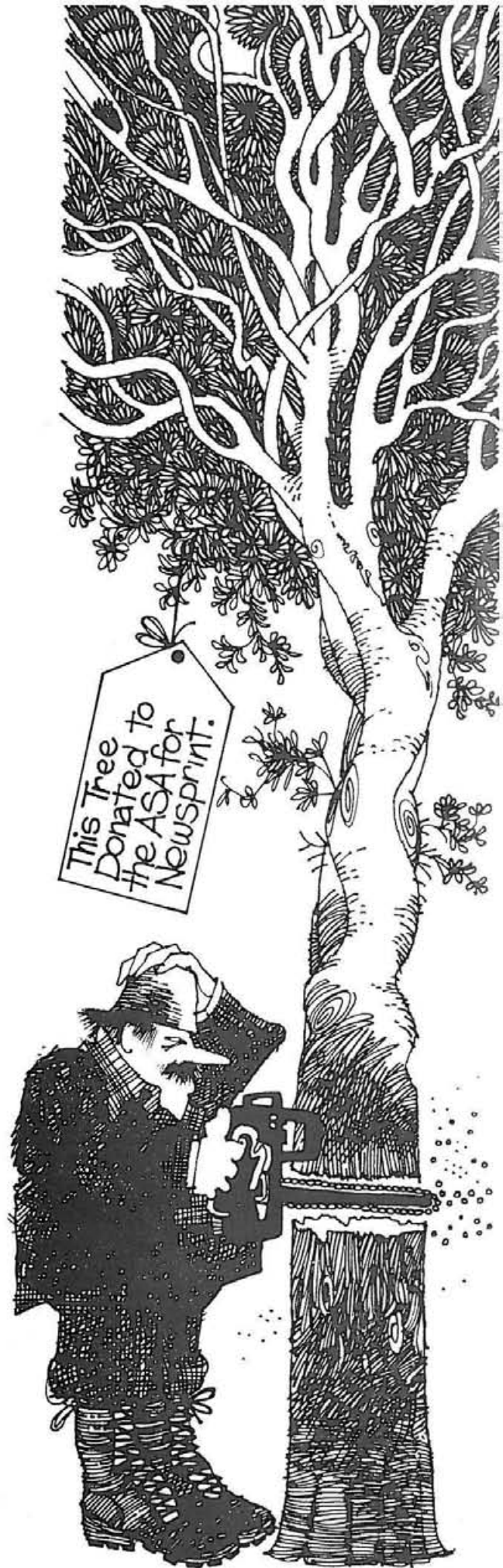
The Code also has the support of the following organisations:

- Association of Free Newspapers
- Direct Mail Services Standards Board
- Food Manufacturers' Federation
- Institute of Marketing



"IT SAYS HERE THAT WOMEN DON'T MIND NUDE ADVERTISING. WHAT DO YOU THINK DORIS? DORIS?"

After the Authority's publication of the research document "Herself Appraised" which reviewed women's attitudes to the depiction of women in advertisements, Mac of the Daily Mail introduced his comment on the findings.



Bob Dewar's comment in "Milk Industry" on the fact that advertising space is donated to the Authority by newsprint publishers.

ASA Activities

Advertising Campaign

In 1982, our advertisements continued to explore two themes:

1. The need for greater and wider understanding of the work of the ASA.
2. Self-regulation's effective contribution to the control of advertising in the press, in print, on posters and in the cinema.

1982 — *year of consolidation*

One series of advertisements was directed towards the 'opinion forming' section of the public through the national press and specialist publications. Two advertisements highlighted the broad scope of the Code: 'From Here to Eternity' pointed out the relevance of the Code to people of all ages and 'Claim Substantiation' told of the onus which the Code places on advertisers to prove the validity of their claims. The Authority's own day-to-day work was featured in another advertisement which explained the vitally important work of the Monitoring Department.

Main Campaign

Two further advertisements in women's media dealt with the Code's detailed provisions on Cosmetics and Slimming.

As in previous years, we produced a series of small space advertisements for publishers to use whenever space was available. These advertisements promote the *accessibility* of the ASA to the individual consumer. The generosity of publishers in responding to our appeal was greater than ever before and effectively quadrupled the value of our campaign.

Free Space

The effectiveness of the advertising campaign can be seen in two ways. In 1982 complaints shot up to a record annual total of 7,690; perhaps more gratifying was the result of a research study carried out in November. This showed that unprompted public awareness of the ASA had increased from 11% to 23% in just two years; a notable achievement due in large part to publishers up and down the country making sure that small space ASA advertisements are a regular feature in their papers.



This free space production folder contains 17 advertisements in various sizes which publishers can use as art work.

Poster and Cinema

The Authority continued to use posters with the theme 'If an advertisement is wrong, we're here to put it right' and the 30-second cinema commercial 'Mona Lisa'.

Advertising Industry Campaign

Public response to the ASA's advertising campaign creates additional pressures on the advertising business. In advertisements addressed to the business, we set out to explain why we advertise, how we work and how CAP's free pre-publication help and advice can save advertisers, agencies and media much worry and expense. The campaign in the trade press was supplemented by generous donations of free space.

A selection of advertising industry advertisements.

Although we spend a lot of our time answering your complaints about advertising, we're not sitting idle for the rest of the time. Everyday we scan national and regional newspapers and magazines ourselves to make sure advertisers are adhering to the Code of Advertising Practice without being prompted. We also regularly spot check certain areas of advertising. This year for instance, we've looked particularly at cosmetic surgery, exercise cycles, cars, stamps, slimming and toys. Whenever we come across an advertisement which seems to have broken a rule in the Code, we investigate it, as we would if a consumer had written in to complain. If necessary the advertiser is asked to amend or withdraw the advertisement.

It's all part of our job, to protect consumers from unacceptable advertising which appears in the press, in print, on posters, direct mail and cinema commercials (TV and radio commercials are dealt with by the IBA). This system of regulating advertising works well. Thanks to the commitment of the advertising industry, the actual number of offenders who slip through is very small. Nonetheless, if you see an advertisement which you think might be breaking a rule in the Code, let us know. Millions of advertisements appear every year and even we can't see them all.

The Advertising Standards Authority.
If an advertisement is wrong, we're here to put it right. ✓
ASA Ltd, Book House, Emington Place, London WC2E 7HX.

What do we do while we're waiting for you to complain?

This is just the sort of advertisement we get complaints about.

It's easy to complain about advertisements.

Consumers and consumerist organisations would be pressing for more controls which would make life even more difficult. What's good about the system we have now is that it is voluntarily accepted by the industry which includes media owners, advertisers and their agencies. So it has their commitment. It has worked well over the last 20 years, providing effective protection for consumers against the tiny minority of dishonest advertisers. It's also cheap to administer and quick to deal with. As long as advertisers and their agencies continue to adhere to the Code, there should be no reason for change. So by running advertisements like the one above, we're keeping the channels open to the public and, as a result, we're keeping down the number of offending advertisers. No one can complain about that, can they?

The Advertising Standards Authority.
If an advertisement is wrong, we're here to put it right. ✓
ASA Ltd, Book House, Emington Place, London WC2E 7HX.

You can't always say what you like in an advertisement.

Advertisers who may be surprised to know, do not enjoy freedom of speech. They have to adhere to a strict set of rules which affect all advertisements appearing in print, in the press, direct mail, posters and cinema commercials. It's called the British Code of Advertising Practice and it exists to protect consumers from unacceptable advertising. TV & radio commercials are dealt with by the IBA.

There is one rule in particular which stops advertisers saying what they like about their products.

© 41. All objections, claims and complaints which relate to matters of consumerist discipline, but should be capable of substantiation.

Before an advertisement goes to print, advertisers are required to have written substantiation of any claim made for us, to see it should be questioned at any time.

If after investigation we find the advertisement does contravene this or any other rule in the Code, we instruct the advertiser to amend or withdraw it from the publication.

Thanks to the co-operation of the advertising industry, the number of offenders who slip through is very small. Nonetheless, should you find a claim in an advertisement which you think should be allowed let us know. Because if an advertiser can't prove it's not true.

The Advertising Standards Authority.
If an advertisement is wrong, we're here to put it right. ✓
ASA Ltd, Book House, Emington Place, London WC2E 7HX.

Attitude Research

We have mentioned earlier the 1982 attitude research which revealed that awareness of the ASA in 1982 had more than doubled over that of 1980 — from 11% to 23%. The questionnaire was identical with that of 1980 so that direct comparisons can be made. Among its findings, the research revealed that people generally think the ASA acts independently of the advertising business (48% in 1983; 46% in 1980) but there is still a highish figure (34%) admitting they don't know. A matter for us to put right. Again, asked to comment on whether the ASA is the most sensible way of dealing with complaints from the public, a total of 72% felt that it is. Asked whether the job would be better handled by a Government department, there were very few people (6% versus 5% in 1982) in favour of such a move.

Taking attitudes as a whole, the higher social classes, younger people (those under 55) and the better educated generally took the most positive attitude towards the ASA one way or another — partly because the people *not* in these categories tended to be the more likely 'don't knows'.

The London Underground provided a platform during our advertising campaign with over 100 escalator panels in support.



An ASA poster on an ADSHEL bus stop site in Portsmouth. Part of the advertising industry's donated space to our advertising campaign.



Complaints Analysis

Analysis of Complaints received by ASA from members of the public

In 1982 the Authority received 7,690 complaints. This record number reflects increasing public awareness of the ASA (confirmed by research in November 1982 — see page 15).

Total Received 1979: 3,367



1980: 6,533



1981: 6,145



1982: 7,690



Summary of Complaints Received: Jan.-Dec. 1982

The percentage of complaints necessitating investigation went up in 1982 to 40.5% (30% in 1981). Mail order delays accounted for 893 complaints. The remaining 2,221 complaints on copy points were provoked by 1,485 different advertisements.

Key	
TV/Radio	Complaint about broadcast advertisements not covered by BCAP; passed to IBA.
OR	Outside remit, e.g. complaint not about content of advertisement, but about behaviour of advertiser.
NJ	No case to investigate; no apparent breach of the Code.
MO	Mail order.

MONTH	TOTAL	NOT PURSUED					PURSUED				
		TV	OR	NJ	DUPLI-CATES	TOTAL	M/O DELAY	COPY	DUPLI-CATES	TOTAL	
January	581	45	81	162	78	366	57	108	50	215	
February	585	39	60	149	73	321	60	93	111	264	
March	537	43	61	162	60	326	57	107	47	211	
April	514	39	66	147	44	296	74	109	35	218	
May	478	39	75	145	45	303	57	80	38	175	
June	511	22	84	150	40	296	73	118	24	215	
July	765	42	114	211	70	437	87	169	72	328	
August	701	22	121	220	61	424	108	117	52	277	
September	665	30	119	193	70	412	84	128	41	253	
October	911	23	143	272	69	507	80	196	128	404	
November	827	36	101	255	88	480	81	158	108	347	
December	615	33	90	218	67	408	75	102	30	207	
TOTAL	7,690	413	1,114	2,284	765	4,576	893	1,485	736	3,114	

Twelve Case Reports were published during the year, each recording the outcome of the Authority's complaint investigation (Case Reports 83-94). The Case Reports dealt with 2,012 cases (681 mail order delays; 1,331 copy investigations).

Complaint Investigations

Of the 1,331 copy investigations, 854 (64.16%) were upheld either wholly or partially and in the majority of cases advertisers gave the Authority their assurance that the offence would not be repeated. Nonetheless, we found it necessary to issue notices to media in 21 cases, relating to copy investigations. (14 of these were as a result of advertisers' total failure to respond to the Authority's enquiries and 7 were the result of unsatisfactory claim substantiation.) These warning notices advise media, who are pledged to uphold the Code, that the advertisement in question does not appear to ASA to conform to the Code.

Of the 681 mail order delay investigations, 566 were resolved by receipt of goods or refunds being paid. A number of companies either ceased to trade or went into liquidation and 37 notices were issued to media alerting them of the circumstances.

As in previous years, the product groups which gave rise to most complaints include: cars and car accessories, holidays, services and travel. Among other product groups, photography and processing, health treatments and property have all shown rises in the number of complaints. Computer advertising appears in the list for the first time.

Product Groups

Product group	Complaints	
	1981	1982
Car/car accessories.....	137	130
Holidays.....	92	85
Services.....	88	54
Travel.....	67	64
Financial.....	51	58
Photography.....	48	51
Publishers.....	28	43
Recruitment.....	22	34
Hi-Fi/Records.....	22	31
Food/Confectionery.....	19	31
Video/Equipment.....	17	31
Treatments.....	13	38
Computers.....	—	27



Quick, Sister Philately, give 'em a shuffle — it's the men from the ASA

A recent complaint doubted the truth of the "unsorted" claim in a mail order advertisement for packets of 250 "genuinely unsorted stamps from dozens of small convents" — some of the many charitable organisations supplying dealers with stamps. This cheerful illustration commented on the story when it was reported in the trade magazine "Energy Manager".

Breaches of the Code An analysis of the complaints which were upheld either wholly or in part reveals breaches of no less than 44 separate sections of the Code. Chief among these were:

- 273 (II.4.2) misleading advertising
- 128 (II.4.1) substantiation of claims
- 65 (II.4.3) prices
- 46 (III.3) non-availability of goods

As in 1981, the Authority is concerned by the high number of failures to comply with Section II.4.1 of the Code:

"All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation. Advertisers and advertising agencies are required to hold such substantiation ready for production immediately to the CAP Committee or the Advertising Standards Authority. They should compile a statement outlining substantiation and have it available before offering an advertisement for publication."

Other breaches of the Code include 20 which contravened Section II.2 (Decency), 14 relating to Guarantees (II.4.9), 14 for Recruitment advertisements (Appendix A.11).

In view of public concern it is perhaps gratifying to see so few complaints brought against advertising relating to Children (II.10; Appendix B), a total of 4; Homework Schemes (Appendix A.6), 4; and Safety (II.9), 6.



"Marketing Week's" reaction to a Case Report editorial setting out the sins of property advertisers whose descriptive copy strays too far from the truth.

External Relations

As a follow-up to the lectures delivered in 1981 at the 21 educational institutions offering CAM (Communications, Advertising and Marketing Foundation) courses, a complete kit on the work of the Authority was sent to each course director. The kit comprised a set of lecture notes, a video cassette of "A Question of Standards" and a selection of slides. Further sets of slides will be sent annually updating the lecture material.

A new film, "Two Too Many" starring Roy Kinnear, was completed in the summer and will be generally available on free loan from Spring 1983. It was entered in the Berlin International Consumer Film Festival, and to our delight, won the bronze prize in the Information Films Section.

The film is based on two intertwined case histories and tells of a dishonest advertiser, who is the subject of complaint to the ASA at the same time as his wife is complaining, successfully, on behalf of their son. It emphasises the accessibility and effectiveness of the Authority in a light-hearted way.

During 1983 the film will be shown on the commercial cinema circuit and will be distributed by Cannon Distributors (UK) Ltd.

The programme of visits throughout the United Kingdom continued during the year in co-operation with many national organisations including the Institute of Marketing, the Institute of Sales Promotion, the Regional Newspaper Advertising Bureau and the Institute of Trading Standards Administration.

Course Kits for CAM

Films

Visits and Presentations



Above: Nicholas Graham Smith delivering the ASA lecture to CAM students at the College for the Distributive Trades in Leicester Square, London.

Centre: Professor the Rev. Gordon Dunstan, a member of the ASA Council, chairing the "How Advertising Helps Consumers to Win" session at the Advertising Association Conference in the Conference Centre, Harrogate.

Top Right: Peter Howitt of Allied Suppliers

Ltd., discussing an ASA advertisement with Enid Cassin in the Middlesex Suite at the Uxbridge Civic Centre.

Right: During June the Watershed Media and Communications Centre, Bristol, took a look at the advertising industry. On June 24th Lord McGregor talked on the work of the Authority. Pictured with Lord McGregor are Watershed's Artistic Director, Steve Pinhay (left) and Project Director, Tony Byrne.



Presentations on the work of the Authority were made in London, Sheffield, Uxbridge, Croydon, Peterborough, Bristol, Reading and Brighton. Displays were staged at the Watershed Communications complex in Bristol, the Institute of Trading Standards Administration Conference in Plymouth, the Newspaper Society Advertising Conference in Bournemouth, the Advertising Association Conference in Harrogate and the Association of Free Newspapers Conference in Birmingham.

Scottish Symposium: Peebles 1982

The Authority organised a two-day symposium at the Peebles Hydro Hotel. A reception on the 24th May for representatives of the advertising industry in Scotland was addressed by Dr. Alastair Dunnett, Director (First Chairman) of Thomson Scottish Petroleum Limited and ex-Editor and Chairman of "The Scotsman".

The following morning representatives from the media and from advertising agencies in Glasgow and Edinburgh heard presentations from the Director General of ASA, Roger Underhill, Director-General of the Advertising Association and Philip Circus, Legal Adviser, the Institute of Practitioners in Advertising. The lunchtime speaker was George Bogle, CBE, Chairman of the Advertising Standards Board of Finance.

The afternoon session was devoted to representatives of Scottish consumer protection organisations. Speakers were



Top Left:
The afternoon seminar audience being addressed by Lord McGregor with platform presenters (left to right): Terence Cassidy, Rachel Waterhouse and Enid Cassin.

Above:
Roger Underhill (left), Director General of the Advertising Association with Freddie Edwards, ASBOF Secretary (centre) and Eric Burleton, (right) Chairman of the Advertising Controls Group of the IPA, talking in front of the Bannockburn mural.

Left:
George Bogle, Chairman of the Advertising Standards Board of Finance, giving his lunchtime address to the delegates.

Council member, Mrs. Rachel Waterhouse, CBE, Chairman of the Consumers' Association; Enid Cassin, Deputy Director General of the ASA and Terence F. Cassidy, Deputy Managing Director of George Outram and Company.

The Authority was honoured by a visit on April 6th from Dr. Gerard Vaughan, Minister for Consumer Affairs. Dr. Vaughan met the staff and toured the offices to be shown the various operations of the Authority.

Visitors

Among overseas visitors were: Mr. Escobedo from the Mexican Ministry of Health, students from the University of Maine at Orono, delegates from the Fondation Nationale des Entreprises Publiques (FNEP) France, and representatives of the Advertising Standards Authority of Ireland (ASAI).

Close co-operation is maintained between the Authority and the increasingly numerous organisations around the world concerned in the self-regulatory control of advertisements. We have been particularly delighted to note the progress made in its first full year of operation by the Advertising Standards Authority of Ireland (ASAI).

Many problems are common to all or a significant number of these systems, and we gain much from the free interchange of views and information that has grown out of the visits of our staff to them, and theirs to us.



Above:
Delegates from the Fondation Nationale des Entreprises Publiques taking notes during their October visit to ASA. They are Messrs. Denis Artot, Pierre Ducorps, Francois Feral, Philippe Mangiapan and Michel Vallance.



Right:
This impressive Mithila painting, now hanging in the Authority's boardroom, was presented to Peter Thomson during his visit to Bombay by Harish Jain, Chairman of Jainson's Advertising.

Talking about the ASA A wide field of interests was covered at seminars, conferences, meetings and debates which were addressed by the Chairman, the Director General, Enid Cassin and David Williamson.

Among these were:

February	OFT Codes Seminar Bread and Flour Forum
March	Meeting of International Film Censors in London House of Commons Debating Group National Consumer Congress, Guildford AGM, Bureau de Verification de la Publicite, Paris
April	India — Conference on self-regulation Association of Cosmetic Scientists, Eastbourne
May	Publicity Club, Manchester
June	Women's Media Action Group, London Talk to Michigan State University Students at the City University
September	Advertising Information Group Meeting, Bonn
October	European Food Law Conference, London National Federation of Women's Institutes, Norwich
November	Institute of Marketing Travel Group CAM Teachers' Association Inaugural Meeting Meeting with Council of the ITSA BMA Alcohol Abuse Symposium
December	Industry Group, Chartered Building Society Institute

Schools, educational establishments, advertising agencies, professional associations and community groups have featured in the 1982 lecture programme. Most of the 27 lectures were given by secretariat members Diana Bird and Nicholas de Bois, and the venues ranged from Stevenson College in Edinburgh to the ITSA Training Course in Weston-super-Mare.

**The Society of
Film Distributors
Advertisement Viewing
Committee**

All press advertisements, posters and front of house photographs for X films are scrutinised by the SFD Advertisement Viewing Committee on which CAP Committee and British Board of Film Censors representatives sit as advisers.

In 1982 submissions for approval were 67 press advertisements, 77 posters and 494 front of house photographs. The majority were approved but 48 re-submissions of final artwork were requested and 74 amendments were required prior to final approval.

The principal changes in procedure during the year came with the revised certificate categories by the British Board of Film Censors. The previous X certificate was replaced by the age 18 or 18(X) certificate. Advertisers have been advised that they may submit copy for the new age 15 certificate category films as well as 18(X) copy. ASA received 20 complaints from members of the public relating to six posters and eight press advertisements. None of the complaints were upheld.

Interest in the activities of the Authority in the year produced 1,355 editorial items in United Kingdom newspapers and magazines. Television and radio coverage, both national and regional, resulted in 45 live interviews with ASA staff and 29 programmes on the Authority and the self-regulatory control system.

Press Coverage

Publications

The following publications are available from the Authority. They can be obtained by sending a cheque, postal order or stamps of the appropriate value to:

The Advertising Standards Authority Ltd.
 Brook House
 2-16 Torrington Place
 London WC1E 7HN

Cheques should be made payable to The Advertising Standards Authority, and crossed. For free publications, please send a self-addressed, stamped envelope.

	<i>Collected</i>	<i>Posted</i>
	£	£
British Code of Advertising Practice (6th edition)	1.50	1.80
British Code of Sales Promotion Practice (3rd edition).	0.40	0.60
Annual Report	2.00	2.25
Children and Advertisements: A Research Study	35.00	plus postage
Herself Appraised: A Research Study	75.00	plus postage
The Advertising Standards Authority: What It Does and How It Works.		Free
ASA Complaints Procedure (General copy)		Free
ASA Complaints Procedure (Advertisers copy)		Free
The Code and Children		Free
The Code and Slimming		Free
The Code and Alcohol		Free
Case Reports (published monthly)		Free

Films

Two 16mm colour films, also available on VHS, Betamax and U-matic video cassettes, are available on free loan. They are "A Question of Standards" which describes the work of the ASA and "Two Too Many", a light-hearted look at two advertisement complaints involving one family.

Applications for these films and cassettes should be made direct to:

Viscom Audio Visual Library
 Unit B11
 Park Hall Road Trading Estate
 London SE21 8EL

Monitoring

Monitoring continued in 1982 in the three-fold pattern of previous years; general across-the-board monitoring, examination of selected product categories and quota monitoring.

The table below shows the number and type of publications scanned and the investigations arising from them. As before, magazine advertisements prompted the greatest number of investigations while the single most troublesome product area was that of slimming aids and slimming clubs, accounting for 22% of the total number of monitoring cases initiated.

Comparing this year's statistics with those for 1981, the noticeable drop in the number of investigations arising from advertisements in the Sunday supplements is no doubt due, in part, to the sharp reduction in the quantity of mail order offers being made, though from our observations there has been a distinct improvement in mail order advertisements generally.

No. of Publications Monitored
Total examined 2,432

	Jan-Mar	Apr-June	July-Sept	Oct-Dec	TOTAL
Magazines					
Womens					
General	216	174	277	251	918
Sub Total					
SUPPLEMENTS					
Sunday Times	10	13	12	12	47
Sunday Express	11	11	12	12	46
The Observer	11	12	12	11	46
Sunday Telegraph	11	12	13	12	48
News of the World	12	12	13	12	49
The Mail on Sunday	—	—	—	9	9
Sub Total	55	60	62	68	245
NATIONAL SUNDAYS					
News of the World	9	8	13	8	38
Sunday Mirror	10	9	9	8	36
Sunday Express	8	7	10	9	36
Sunday Telegraph	9	7	9	6	31
Sunday Times	9	9	8	7	33
The Observer	10	10	8	8	36
Sunday People	12	10	10	10	42
The Mail on Sunday	—	—	8	11	19
Sub Total	67	60	75	67	269
NATIONAL DAILIES					
Daily Star	22	24	33	31	110
Sun	22	27	33	33	115
Daily Telegraph	16	15	21	25	77
Daily Express	18	20	32	31	101
The Times	16	25	31	29	101
Daily Mirror	21	29	29	24	103
Daily Mail	16	24	32	28	100
Guardian	20	22	35	26	103
Sub Total	151	185	245	227	808
Regional Daily Newspapers					
Local Weekly Newspapers					192
Posters/Leaflets					

In selected product categories, the good record of the alcoholic drinks industry is maintained; just under 500 advertisements were scrutinised and only one gave rise to concern in terms of Appendix J of the Code.

Quota monitoring, which began in 1980, was continued in 1982. This operation enables us to make random checks of advertisements on a quota basis. The object is to find out whether advertisers in general are able to substantiate their claims in accordance with Section II.4.1 of the Code.

The selection of publications covered is based on that used by the Office of Fair Trading in their 1978 Review.* Advertisers and/or their advertising agencies receive a letter from the Authority, attaching a copy of the advertisement. The claim for which substantiation is required is underlined. During 1982, 400 publications were scanned, yielding a total advertisement sample of 2,132. After assessment of these advertisements, 99 advertisers

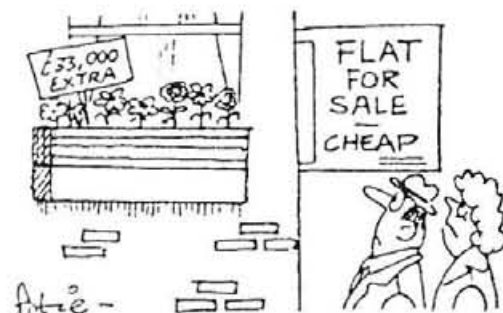
Quota Monitoring

	Jan-Mar		Apr-June		July-Sept		Oct-Dec		TOTAL		TOTAL	
	G	PC	G	PC	G	PC	G	PC	G	PC		
Magazines	Womens	16	2	8	—	17	—	7	—	48	2	50
	General	14	—	7	—	9	—	9	1	39	1	40
Sub Total		30	2	15	—	26	—	16	1	87	3	90
SUPPLEMENTS												
Sunday Times	1	—	—	—	—	—	—	—	—	1	—	1
Sunday Express	1	—	—	—	—	—	1	—	2	—	2	
The Observer	—	—	—	—	—	—	—	—	—	—	—	—
Sunday Telegraph	3	—	2	—	—	—	1	—	6	—	6	
News of the World	—	—	—	—	—	—	—	—	—	—	—	—
The Mail on Sunday	—	—	—	—	—	—	1	—	1	—	1	
Sub Total		5	—	2	—	—	—	3	—	10	—	10
NATIONAL SUNDAYS												
News of the World	1	—	—	—	5	—	3	—	9	—	9	
Sunday Mirror	3	—	1	—	3	—	—	—	7	—	7	
Sunday Express	1	—	1	—	3	—	1	—	6	—	6	
Sunday Telegraph	—	—	1	—	—	—	1	—	2	—	2	
Sunday Times	—	—	—	—	1	—	—	—	1	—	1	
The Observer	—	—	1	—	—	—	—	—	1	—	1	
Sunday People	—	—	1	—	1	—	—	—	2	—	2	
The Mail on Sunday	—	—	—	—	1	—	—	—	1	—	1	
Sub Total		5	—	5	—	14	—	5	—	29	—	29
NATIONAL DAILIES												
Daily Star	2	—	1	—	—	—	—	1	3	1	4	
Sun	1	—	—	—	2	—	1	—	4	—	4	
Daily Telegraph	1	—	1	—	—	—	—	—	2	—	2	
Daily Express	—	—	—	—	—	—	—	—	—	—	—	
Daily Times	—	—	—	—	—	—	—	—	—	—	—	
Daily Mirror	—	—	—	—	2	—	—	—	2	—	2	
Daily Mail	—	—	—	—	3	—	—	—	3	—	3	
Guardian	—	—	1	—	—	—	—	—	1	—	1	
Sub Total		4	—	3	—	7	—	1	1	15	1	16
Regional Daily Newspapers	18	15	2	6	14	5	8	2	42	28	70	
Local Weekly Newspapers												
Posters/Leaflets	2	—	—	—	1	—	—	—	3	—	3	

No. of Cases Initiated

G = General PC = Press Cuttings

Artie's view in the U.K. Press Gazette of a case in which the advertiser offered a "charming modernised cottage" for only £5,000. Upon enquiring for further details a respondent discovered that purchase at this price was conditional on purchasing the garden at a cost of £33,000.



* Report by the Director General of Fair Trading, November 1978.
 "Review of the UK Self-regulatory System of Advertising Control".

were asked to substantiate their copy claims. 55 claims were substantiated in full, 6 in part, 2 were referred to CAP, 9 were unsubstantiated and there are 10 ongoing cases.

The nine advertisers unable to substantiate their claims were asked to amend their copy in line with the Code. Those failing to respond to the Authority's requests — 17 — are an increase on 1981.

The subject matter of the advertisements investigated ranged from knitting wool and home brewed beer to holidays and central heating.

**Number of Press Cuttings
Total Examined 1,941**

The newly installed WASP computer being shown to Dr. Vaughan, Minister for Consumer Affairs, by Peter Thomson, ASA's Director General. Julie Doble, the information officer who oversees computer services, keeps a watchful eye.

	JAN-MAR	APR-JUNE	JULY-SEPT	OCT-DEC	Number Pursued
Confectionery	112	—	—	—	—
Multi-vitamins	28	—	—	—	2
Woodburning Stoves	100	40	—	—	2
Alcohol	188	—	—	305	1
Slimming	460	89	—	—	19
Investment Opportunities	—	—	451	168	8



Financial Report

FINANCIAL REPORT

The Advertising Standards Authority Ltd

Expenditure Account for the year ended

31st December 1982

<u>1981</u>		<u>1982</u>
409,779	Salaries and staff costs	479,492
106,660	Rent and accommodation costs	154,719
25,069	Travel, subsistence and entertaining	33,264
12,148	Consultancy and professional fees	25,564
6,586	Council honoraria and expenses	8,108
1,071	Depreciation	7,224
92,936	Telephone, postage, printing, stationery, furniture and other general expenses	99,214
<u>654,249</u>		<u>807,585</u>
350,769	Advertising and promotion	397,742
<u><u>1,005,018</u></u>		<u><u>1,205,327</u></u>

Registered Office

The Advertising Standards Authority Ltd
Brook House, 2-16 Torrington Place
LONDON WC1E 7HN

01-580 5555

(Registered in England No. 733214)



Secretariat as at 31st March 1983

Director General	Peter Thomson
Deputy Director General	Enid Cassin
Deputy Directors	Michael Swale Gwenan Williams David Williamson
Central Services	Iris Billis Philippa Bowler Elise Bugansky Angus Chalmers Denis Cross Ronald Dewar Julie Doble Ann George Frances Morgan Amelia White
ASA (Public Complaints)	Jean Bruty Deborah Buller Paul Cecil Jean Cole Rose Mary Fitzpatrick Rosemary Hastings Rosalind Mann Linda Niksa Carlene Pringle Penny Reed Linda Wheeler
CAP	Matti Alderson Michael Cowie Pauline Jonas Mary Khouri Lois Lewis Sandra Lovegrove Sarah Neden Yvonne Pickwell Anne Rimmer Iris Stephens Olivia Warner Susan Wood
External Relations	Diana Bird Nicholas de Bois Rosemary Goodchild
Monitoring	Jess Edwards Judy Floyd Teresa Krajewska
Temporary Student Attachment	Susan Pigg