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The Advertising Standards Authority Annual Report, 1980.

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Members of the Council

List of Serving Members as at 31st March 1981

CHAIRMAN

Professor Lord McGregor of Durris

Members

Dame Josephine Barnes, DBE, FRCP, FRCS, FRCOG

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

C. Cory, Esq., MVO, DL, MA

E. G. Court, Esq.

A. M. Fisher, Esq., MA

The Rev. P. Flowers, BA, CEO, FRGS

Patricia Mann, FIPA, FCAM

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

Rachel Waterhouse, CBE, PhD



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*



C. Cory MVO, DL, MA.
Director of John Cory and Sons Limited, and Associated Companies;
Chief Scout Commissioner for Wales since 1966;
Chairman of the Council of the Cathedral School of Llandaff and has been Director of Llandaff Festival of Music from 1964;
Chairman of the Standing Conferences for Wales of the Voluntary Youth Organisations between 1963 and 1972.
January 1978*



E. G. Court, Esq.
Chairman of IPC Magazines Ltd., Director of IPC Ltd.,
Director of Periodical Publishers Association 1972-79.
Member of Council of Audit Bureau and Circulations 1972-79.
March 1979*



Kay Evans
Deputy Editor of the BBC's "Woman's Hour".
Formerly producer of "You the Jury" and a variety of current affairs programmes.
Previously news reporter on the "Observer".
Co-author of four thrillers.
March 1979* (Retired February 1981)

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



A. M. Fisher, MA.
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*



Rosemary McRobert
Left the Retail Trading Standards Association in February 1980 to become Deputy Director of the Consumers' Association;
Member of the Design Council.
December 1974* Retired March 1980.



Patricia Mann, FIPA, FCAM.
Senior Associate Director, J. Walter Thompson Co. Ltd.,
Hon. Secretary of the Institute of Practitioners in Advertising;
Council of Brunel University;
Governor, Administrative Staff College, Henley.
June 1973*

Members of the Council



The Rev. P. Flowers, BA, CEO, FRGS. A Methodist Minister, currently working in Southampton, and formerly a University Chaplain. He serves on the Executives of the Labour Middle East Council and the Christian Socialist Movement. A member of many Church Committees, his main interests are work with young people and inter-Church relations. January 1978*



C. J. M. Hardie, B.Phil, MA, FCA. Partner in Dixon, Wilson and Company, Chartered Accountants. Formerly Fellow and Tutor in Economics, Keble College, Oxford; Deputy Chairman, National Provident Institution; and Director of several other companies. Deputy Chairman of the Monopolies Commission. May 1973* Retired March 1980



A. E. Pitcher, 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. Governor of the College of Distributive Trades. March 1979*



The Baroness Phillips of Fulham, JP. H.M. Lord Lieutenant of Greater London. Director of the Association for the Prevention of Theft in Shops; President of Institute of Shops, Health & Safety Acts Administration; Vice-President of the National Association of Local Councils; Vice-President, Pre-Retirement Association; President of the Keep Fit Association; President of the Association for Research into Restricted Growth; Chairman of the Beatrice Webb House Trust; President of the National Association of Women's Clubs. March 1974* Retired April 1980



Peter Thomson. Director General of the Advertising Standards Authority. Secretary of the Code of Advertising Practice Committee. Governor of the Communication, Advertising and Marketing Education Foundation.



Rachel Waterhouse, CBE, PhD. Deputy Chairman, Consumers' Association. Member, National Consumer Council. A Vice-President of the National Federation of Consumer Groups. President, Institute of Consumer Ergonomics (Loughborough). Ministerial nominee on Potato Marketing Board since 1969. Author of books on the local history of Birmingham. November 1980*



Dame Josephine Barnes DBE, FRCP, FRCS, FRCOG. Consulting Obstetrician and Gynaecologist Charing Cross Hospital, Elizabeth Garrett Anderson Hospital; President, Women's National Cancer Control Campaign; Member of Council of the Medical Defence Union; President, British Medical Association 1979-80. December 1980*

*Date of appointment as member of the Council.

REGISTERED OFFICE
Brook House,
2-16 Torrington Place, London WC1E 7HN.

ASA/CAP Senior Secretariat
Peter Thomson, Director General ASA, Secretary CAP
Enid Cassin, Deputy Director
Peter Smith, Deputy Director
Gwenan Williams, Deputy Director
David Williamson, Deputy Director

Chairman's Report

My first annual report describes the results of several initiatives and developments put in train by my predecessor, Lord Thomson. It is therefore fitting that I should begin by thanking him for the kindness and thoroughness with which he introduced me to my responsibilities. It is fitting, too, that I should recall here the distinctive and decisive contribution which he made as chairman during the crucial phase of the Authority's development when, as he wrote in his valedictory annual report, "The ASA can fairly be said.... to have come of age".

It is a condition of success for the mature ASA that it should be widely known as the institution which safeguards high standards of advertising by enforcing the British Code of Advertising Practice. Accordingly, the Authority is using two main methods for disseminating knowledge of its work among the public.

First, Davidson Pearce Limited, who became the Authority's advertising agents in January 1980, devised a new campaign which aims to inform both the general public and that section of it which is often described as 'opinion formers'. The findings of a commissioned survey, of which details are given elsewhere in this report, suggest that the campaign has been very successful in diffusing awareness of the Authority's existence and functions. It is further significant that the campaign has resulted not only in the anticipated rise in the number of complaints but also in a similar increase in the proportion of well-founded complaints. The Authority much appreciates the great care and professional ability with which Davidson Pearce have presented our activities and objectives, and we thank Mr. Christopher Hawes, the chairman of Davidson Pearce, and Mr. Stephen Benson, who is in charge of the campaign, for the success which they have achieved on our behalf.

The Authority depends heavily on co-operation from advertisers and advertising agencies, and it is a pleasure to acknowledge the willingness with which their ungrudging support is given. But we also owe a particular debt of gratitude to the many newspapers and periodicals which have donated space to the campaign. The result of their exceptional generosity has been to treble the value of the campaign, and I draw special attention to this most



practical form of co-operation by those with whom the Authority works closely in the course of its day-to-day activities. Indeed, it is hard to find words to express how much we owe to newspapers and periodicals in these respects.

In the second place, despite the great importance which

the Authority attaches to the advertising campaign, we recognise that there is no substitute for the establishment of direct personal relations both with those working in the advertising industry and with those organisations outside it which have a direct interest in what we do. We have therefore made opportunities to talk about our work at first-hand with the representatives of many organisations. From within the industry, we have invited members of agencies to talk with us, and we are very happy to be offering some assistance in providing teaching materials to the Communication Advertising and Marketing Education Foundation Limited. The election of the Director General as a Governor of CAM has given the Authority particular pleasure. We hope to make some contribution to ensuring that new entrants to the industry will become well informed during their training about the nature of the self-regulatory system. Outside the industry, we have met and talked with such 'opinion formers' as the leaders of Citizens Advice Bureaux, Townswomens Guilds, Womens Institutes and the Co-operative Women's Guild. The Authority has continued its campaign to make its work better known within the industry and among trading standards officers and others with a direct concern for advertising, by organising presentations in different parts of the country. This year we have visited Newcastle-upon-Tyne, Cardiff, Leeds, Southampton, Ipswich, Birmingham and Kingston-upon-Hull. It has been most encouraging that some of these presentations have resulted from invitations by local branches of the Institute of Marketing. Indeed, the very success of this part of our efforts is bringing embarrassment in the form of a heavy absorption of the time of senior staff.

The ASA must maintain a complaints machinery which is respected because it is judged fair by complainants and advertisers alike. Details of the numbers and nature of complaints are set out elsewhere in the report. I make here only two observations. First, the Authority is concerned over the weight of complaints about holiday brochures and the regrettably high proportion of them which were upheld, and will continue to give special attention to this area in future. Second, recurring difficul-

ties are presented by complaints alleging that advertisements are offensive or indecent; and that advertisements described as 'sexist' are degrading to women. In dealing with both types of complaint, the Council is keenly aware that its judgments are subjective, that its duty is to assess public feeling and attitudes and that it must never allow itself to act as though it were administering a censorship. With this in mind, the Authority has undertaken research in order to provide factual information about the attitudes towards the use of women in advertising prevalent among women in the population at large. This research will be completed and published in 1981. It follows the publication late in 1980 of the research on children and advertising to which detailed reference is made in another part of the report.

I draw the attention of readers to the succinct and informative editorials contained in each of the monthly Case Reports which provide a running commentary upon the year's work. An excellent example is to be found in Case Report 66 which, under the title *Law Enforcement* emphasises that the function of the British Code of Advertising Practice is to complement but not to rival the law; similarly, the Authority administers a code voluntarily framed by the industry, the observance of which is a manifestation of its sense of self discipline. The Authority neither possesses nor seeks the penal sanctions available to the courts. Inevitably, there will be rough edges at some points where the two systems fit together. One instance was the public controversy between the Authority and the Office of Fair Trading over the Price Marking (Bargain Offers) Order. Happily, this difficulty has been resolved through the publication by the Authority of a paper of guidance for traders, prepared by the Director General in consultation with officials of the Office of Fair Trading.

In line with a recommendation made in the report of the Office of Fair Trading's 1978 review of the ASA/CAP system, the Code of Advertising Practice Committee agreed, with the approval of Council, to publish the results of CAP cases. This notable innovation has been widely welcomed, and decisions relating to inter-industry complaints are now published.

Important as complaints are, fluctuations in their number do not provide information about the incidence of breaches of the Code among advertisements generally. This can be determined only by systematic monitoring, the development of which by the Authority is noted elsewhere in the report. Many of the activities which I have recorded have brought increased work to the Authority and new responsibilities to its staff. That all have been undertaken without any increase in the office establishment is a testimony to the dedication with which the Authority is served by the Director General and his colleagues. To them, I express the gratitude of the Council.

During this year, Lady Phillips and Miss Rosemary McRobert ceased to be members of Council. At the conclusion of her term of office, Lady Phillips had served for six years during which she brought to its deliberations a remarkable range of experience. Miss McRobert did not quite serve for six years because she resigned to take up her appointment as Deputy Director of the Consumers' Association, in which we wish her every success. Mrs. Kay Evans had to resign after only two years' membership, on her promotion within the BBC to a post the duties of which could not be combined with membership of the Council. Again, we wish her every success and record our sadness that she strengthened the Council for so short a time. To Lady Phillips, Miss McRobert and Mrs. Evans I convey the thanks of the Authority for their most valued contributions to its work. This year we welcomed to membership of the Council two new members who are most distinguished in their fields of study and interest: Dame Josephine Barnes and Mrs. Rachel Waterhouse.

*McBryon of
Dunnis*

Davidson Pearce Ltd. became the Authority's advertising agents in January 1980 and the campaign in 1980 produced significant results.

The Objectives

Davidson Pearce planned a campaign which had two objectives. First they aimed to inform would-be complainants of the existence of the ASA and to tell them how to make use of it. Next they set out to disseminate greater understanding of the work of the Authority and to secure wider support for it by demonstrating the effective contribution of the ASA to the regulation of advertisements in non-broadcast media. In effect, this was a presentation of the credentials of the Authority and the system it administers. Both messages were summed up in the footline: "If an advertisement is wrong, we're here to put it right."

The Campaign

The result was a two-pronged campaign; one series of advertisements was directed towards the "opinion forming" section of the public, the other to the public in general. The headline of a typical advertisement aimed at the general public urged: "IF YOU FIND AN ADVERTISEMENT UNACCEPTABLE DON'T TURN THE PAGE: TURN TO US".

One of the advertisements aimed at opinion formers illustrated a copy of the Code married to the headline: "IT CONTAINS 462 RULES. IF AN ADVERTISER BREAKS ONE, WE THROW THE BOOK AT HIM". In large insertions both series carried long, informative and, it later turned out, readable and effective copy. Small space advertisements conveyed a similar story briskly and succinctly.

Posters dwelt on the theme that: "If an advertisement is wrong, we're here to put it right".

Despite inevitable constraints on expenditure in 1980 the ASA was able to arrange for its advertisements to appear throughout the year in the national and regional press and in magazines and also on posters.

That the message reached a far higher readership than the budget alone could sustain was due entirely to the generosity of newspapers, magazines, poster companies and advertisers who donated an unprecedented amount of advertising space. The Authority is, once again, deeply grateful for this free space.

The campaign was launched in February 1980. Six months later Davidson Pearce and the Authority commissioned research with the aim of discovering how successful it had been in achieving the first of its objectives – increased awareness of the Authority and how to use it.

Briefly, prompted awareness went up from 31% in February 1980 to 46% by the end of the six months.

The number of complaints received in 1980 was 94% up on 1979.

The most heartening result was that the quality of complaints also showed a remarkable improvement. For example, the Authority has always received a number of complaints which cannot be pursued because they fall outside its jurisdiction – for example because they refer to TV and radio commercials. The total number of such complaints between February and July dropped noticeably. This suggests that the public is now better informed about the work of the Authority and the nature of the Code of Advertising Practice.

The Authority supported the advertising campaign with free back-up material which included a leaflet describing the functions of the Authority and an abridged version of the Code was also produced. A leaflet on the Authority's complaints procedure was also produced for the guidance both of the general public and the advertising industry.

If you find an advertisement unacceptable, don't turn the page: turn to us.

Millions of advertisements appear every year in our newspapers, magazines, on posters, in the cinema, or by direct mail. All but a small number are legal, decent, honest and truthful. They comply with the British Code of Advertising Practice—a set of rules governing all areas and covers advertising.

To give you an idea of the sort of detail the Code contains, here is one of the rules:

11.41 All descriptions of products and services which relate to matters of substantial interest to consumers should be capable of substantiation if you come across one of the few offending advertisements, we, the Advertising Standards Authority, would like to hear about it. It's our job to protect consumers and to keep advertising up to standards. And one of our aims is to make sure that consumers know how to complain if and when they need to.

What is the ASA?

The ASA is an independent body, although it is financed by the advertising industry (who are, incidentally, as interested as is the consumer in having unacceptable advertising). It works independently of the industry. It has to be able to be fair and unbiased about consumers' complaints.

For this reason, the Chairman is independent and so are the majority of the Council members. For instance, in the last year we have had a consumer, a Methodist Minister and a Member of the House of Lords on the Council. Under the Council's supervision, a full-time secretariat works to make sure that the Code is being adhered to by the advertising industry. And that decision made by the ASA are being enforced.

The Advertising Standards Authority
If an advertisement is wrong, we're here to put it right.
ASA Ltd, Brook House, Torrington Place, London WC1E 7HN

What happens to an advertiser who breaks the Code?

If we believe the consumer's complaint is valid, we contact the advertiser. He will be instructed to remove the advertisement or amend it accordingly.

Because advertisers know we have teeth, the system works very quickly and effectively. The vast majority of the country's newspapers, magazines, poster sites and cinemas, who don't hesitate to withdraw an advertisement which contravenes the Code and who would not run an advertisement which we have banned, (by the way, TV and radio advertising are dealt with by the Independent Broadcasting Authority).

Does the ASA keep up with changing attitudes in society?

We carry out consumer research into areas of interest. For instance, at the moment we are looking into children's reactions to advertising. Having assessed the research findings, we will amend our Code if we feel it is out of date.

Does the ASA simply react to complaints from the public?

No. We conduct our own monitoring system. We regularly look at specific areas of advertising and check that advertisers are adhering to the Code without being prompted to do so. So, if you find an advertisement unacceptable, don't turn the page. To help us keep advertising up to standard, turn to us—the Advertising Standards Authority.

If you would like to know more about the way we operate, please write to us at the address below.

It contains 462 rules. If any advertiser breaks one, we throw the book at him.

The British Code of Advertising Practice

The British Code of Advertising Practice is a set of rules to which any advertiser must adhere when he places advertisements in a newspaper, magazine, on a poster or in a cinema.

Every year millions of advertisements appear. All but a small number comply with the Code and are legal, decent, honest and truthful.

It's the job of the Advertising Standards Authority, in the consumer's interest, to weed out those offenders and, as our name suggests, to keep advertising up to standard.

That means that no advertisement can continue to run if in any way contravenes the British Code of Advertising Practice. And that applies to the spirit of the Code as well as to the letter. To give you an idea of the sort of rules the Code contains, here is an example:

11.3 Advertisements should not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge.

Who sits on the Council of the ASA?
The Advertising Standards Authority is an independent body financed by the advertising industry (who are, incidentally, as interested as is the consumer in having unacceptable advertising). It works independently of the industry.

It has to be independent to be fair and unbiased about consumers' complaints. For this reason, the Chairman is independent and so are the majority of the Council members. For instance, in the last year we have had a consumer, a Methodist Minister and a Member of the House of Lords on the Council. Under the Council's supervision, a full-time secretariat works to make sure that the Code is being adhered to by the advertising industry. And that decision made by the ASA are being enforced.

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Does the ASA simply react to complaints from the public?

No. We conduct our own monitoring system. We regularly look at specific areas of advertising and check that advertisers are adhering to the Code without being prompted to do so. So, if any advertiser does offend the Code, he knows what will happen to him. He'll get the book thrown at him and it will hit where it hurts him most: at his business.

If you would like to know more about the way we operate, please write to us at the address below.

The Advertising Standards Authority
If an advertisement is wrong, we're here to put it right.
ASA Ltd, Brook House, Torrington Place, London WC1E 7HN

Does the Advertising Standards Authority exist to protect the consumer or the advertising industry?

The Advertising Standards Authority exists to protect the consumer, not the advertising industry. It is a not-for-profit organization and its only interest is in the public interest.

The A.S.A. works independently of the advertising industry.

Although it is financed by the advertising industry, the ASA is independent of it. The Chairman is independent and so are the majority of the Council members. For instance, in the last year we have had a consumer, a Methodist Minister and a Member of the House of Lords on the Council. Under the Council's supervision, a full-time secretariat works to make sure that the Code is being adhered to by the advertising industry. And that decision made by the ASA are being enforced.

How thorough is the A.S.A. in checking advertising generally?

We carry out consumer research into areas of interest. For instance, at the moment, we are looking into children's reactions to advertising. Having assessed the research findings, we will amend our Code if we feel it is out of date.

What does the A.S.A. do about unacceptable advertising?

If we believe the consumer's complaint is valid, we contact the advertiser. He will be instructed to remove the advertisement or amend it accordingly.

How does the A.S.A. decide which advertisements are unacceptable?

The Advertising Standards Authority exists to protect the consumer, not the advertising industry. It is a not-for-profit organization and its only interest is in the public interest.

So, who does the A.S.A. protect?

We protect the consumer, not the advertising industry. It is a not-for-profit organization and its only interest is in the public interest.

If an advertisement is wrong, we're here to put it right.

ASA Ltd, Brook House, Torrington Place, London WC1E 7HN

The Advertising Standards Authority exist to protect the consumer or the advertising industry?

The job of the Advertising Standards Authority is to protect the public from unacceptable advertisements in the press, on posters, in print and in the cinema. It was set up by the advertising industry.

Because the A.S.A. is not a government body and, therefore, has no legal jurisdiction, people are sometimes sceptical about its effectiveness.

The A.S.A. works independently of the advertising industry.

Although it is financed by the advertising industry, it works entirely independently. The Chairman, Lord McGregor, and most of his Council, work outside the industry. In fact, it was agreed when the A.S.A. was first set up, that at least half of the Council must have no connection with advertising at all. And, in practice, less than one third does.

For instance, the A.S.A. has a Welsh industrialist, a radio producer and a Methodist Minister on the Council. Each person is invited to serve on the Council because he or she can offer unbiased judgement on advertisements which come under scrutiny. And no one serves as the voice of any particular interest.

How thorough is the A.S.A. in checking advertising generally?

It uses a set of rules, the British Code of Advertising Practice, which covers not only matters such as offensiveness and truthfulness but also the particular problems which arise from advertising certain products such as cigarettes and alcohol. Advertisers, agencies and the media have agreed to observe the spirit of the Code as well as the letter.

What does the A.S.A. do about unacceptable advertising?

Firstly, the advertiser is asked to amend or withdraw the offending advertisement from the media. If he fails to do so immediately, the media owners are informed. They will not make space available in a publication, on a poster site or in the cinema for any advertisement which the A.S.A. has ruled to be unacceptable.

Also, every month, the cases which he report for everyone to see.

How does the A.S.A. decide which advertisements are unacceptable?

The volume of advertising which runs in the A.S.A. is vast. To vet every individual advertisement is a task which is beyond the A.S.A. One way it keeps a thorough check on advertising is to respond to consumers' complaints.

Any complaint which is sent in to the A.S.A. from a member of the public is considered carefully. If there is a case to answer, a full investigation is made (by the way, complaints about TV and radio advertising are dealt with by the IBA).

So, who does the A.S.A. protect?

The A.S.A. works very effectively to protect the consumer. But, of course, keeping advertising standards high works for the good of the advertising industry too. Advertisers, agencies and the media know that it is in their interest to make sure the A.S.A. is working. And it does, as any advertiser who has come up against us knows only too well.

The Advertising Standards Authority

If an advertisement is wrong, we're here to put it right.
ASA Ltd, Brook House, Torrington Place, London WC1E 7HN

If you'd like to complain about this ad, you can.

You can complain about this, or any other press advertisement, poster, cinema commercial or sales literature, which you find unacceptable.

Millions of ads appear every year and all but a few comply with the British Code of Advertising Practice.

If you find one that you think might be wrong in some way write to us, the Advertising Standards Authority at the address below.

The Advertising Standards Authority

If an advertisement is wrong, we're here to put it right.
ASA Ltd, Brook House, Torrington Place, London WC1E 7HN

find an advertisement unacceptable, turn the page: turn to us.

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We carry out consumer research into areas of interest. For instance, at the moment, we are looking into children's reactions to advertisements. Having assessed the research findings, we will amend our Code if we feel it is out of date.

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If you would like to know more about the way we operate, please write to us at the address below.

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ASA Ltd, Brook House, Torrington Place, London WC1E 7HN

Children and Advertising

The Authority's research into children's reactions to advertisements has both produced new knowledge and indicated the direction for future investigators.

During 1979, the Year of the Child, the Authority realised that feedback about the effect of advertising upon children was coming only from our own Monitoring Staff and other concerned adults.

It seemed desirable that we should find out direct from children themselves how they react to and feel about advertisements.

After informal group discussions had been carried out in London primary schools – with the co-operation of the Inner London Education Authority – we invited Marplan Limited to undertake systematic research.

The main purpose of the inquiry was to determine whether selected advertisements communicated to children in a way that was contrary to the Code.

Brief facts about the sample and method are set out in the Editorial prefacing Case Report No. 70 and in full detail within the pages of the complete survey.

The findings, while not answering all the questions that will arise in the future, do substitute a degree of knowledge for opinion and so contribute towards our being able to administer the Code with greater certainty and fairness.

Broadly, it seems that children are not naïve about advertisements; they rapidly recognise one when they see it and understand its motivation. They are also realistic about buying a product they fancy, often choosing to be self-reliant and saving up for it themselves if it is within their price range. They will, however, cheerfully urge a parent to buy, say, a chocolate biscuit for them (parents being the 'official' sweet providers).

Children do not respond to advertisements in the obvious way which adults might predict. Thus, they may find an advertisement for fireworks colourful and eye-catching – they may even be excited by it – but an impulse to buy does not necessarily follow. Or they may regard such an advertisement as a reminder to be careful about handling fireworks or even complain that it encourages dangerous practice.

Advertisements, addressed to adults, but featuring children (such as one about divorce) can cause worry and upset, but at the same time, be regarded by some children as helpful or informative.

Children can quite strongly disapprove of "questionable" subject matter in an advertisement while admitting it intrigues them ("It's revolting and nasty, but I feel like seeing it", confessed one boy of an advertisement for an "X" rated film).

In the case of advertisements about tampons, some girls were embarrassed but felt at the same time they had been helped by the information. As one might have expected, if such an advertisement (or one for contraceptives) was above the head of the child, then it was far more likely to be ignored than worried about.

One other finding of the research suggested that there may be social class differences in the response to advertisements. Thus, middle-class children may be more critical and detached about advertisements than is the case with working-class children.

The complete research has been published under the title "Children and Advertising: An investigation by the Advertising Standards Authority" and is available from the Authority. (price £35).

An ASA Cases Officer holding a group discussion at a London Junior Mixed School with 8-11 year olds.



A useful public platform

The Monthly Case Report Editorials have become a useful public platform for the Authority on matters of moment. The 1980 editorials fall into three distinct groups.

The first group is made up of five editorials, each concerned with *Infringements* of the Code. One looked at endorsement advertising, car and motor advertising and the use of the word "Free" (No. 60). Another examined what is and what is not acceptable in comparison advertising (No. 64); and another (No. 68) dealt with the "not-so-Grand Tours" endured by some holiday-makers. Editorial No. 67 deplored the sometimes rash claims which nurserymen make about their plants and also considered the problems surrounding the advertising of stamps ("What is a stamp?" it asked). The fifth of the group was a discursive piece on the use and misuse of the English language (No. 62).

Education and information were the objectives of three editorials in the second group. One, No. 69, discussed the work done by the Monitoring Section over the year and noted that an additional random check aimed at ascertaining advertisers' ability to substantiate a claim, had been added to the existing monitoring pattern. No. 66 was a major statement on the differing responsibilities of the Authority and the law enforcement agencies, and the third presented the conclusions to be drawn from our major research into children's reaction to advertisements (No. 70) (about which see page 8).

The final group of four editorials comes under the heading of *Reportage*. The first, (No. 61) on the Annual Report, included Lord Thomson's valedictory account of his three years as Chairman, the second was the transcript of a vigorous speech by Lord McGregor to the Advertising Association (No. 63), the third (No. 59) presented the strategy of the new advertising campaign. (No. 65) provided the results of research on the impact and effect of the first six months of the campaign. In 1981, we plan to publish a collection of editorials in leaflet form.

Publications

During the year additional publications have been added to the list of items available on application to the Authority. Some of these items are free of charge and the complete list is categorised below:

| | COLLECTED | POSTED |
|---|-----------|--------|
| | £ | £ |
| 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 1980 | 1.50 | 1.75 |
| Case Reports (published monthly) | Free | |
| The Advertising Standards Authority "What it does and how it works" | Free | |
| What Makes Advertising Tick | Free | |
| ASA Complaints Procedure (General copy) | Free | |
| ASA Complaints Procedure (Advertisers copy) | Free | |
| The 1980 ASA Editorials | Free | |
| The Code and Children | Free | |

"A Question of Standards"

A 16mm colour sound film describing the work of the ASA. Running time approximately 20 minutes. Available on free loan from Viscom Audio Visual Library, Unit B11, Parkhall Road Trading Estate, London SE21 8EL.

Applications for the film should be made direct to Viscom.

"A Question of Standards" is also available from Viscom on Sony and Phillips video cassettes.

To obtain copies of the above publications, please send a cheque, postal order or stamps of the appropriate value, to The Advertising Standards Authority, Brook House, 2-16 Torrington Place, London WC1E 7HN.

Cheques should be made payable to the Advertising Standards Authority Ltd. and crossed.

External Relations

ASA Evenings widened their audiences and the Authority's advertising campaign stimulated a considerable variety of lectures, talks and presentations.

The year saw the extension of the Authority's programme of visits throughout the United Kingdom and some changes in the style of the presentation.

Those invited to ASA evenings came from a wider range of organisations. As well as representatives of the advertising industry, we now routinely ask trading standards officers, members of Citizens Advice Bureaux and consumer groups as well as members of professional associations such as the Institute of Marketing.

Amongst the towns visited were Newcastle-upon-Tyne, Cardiff, Leeds, Southampton, Ipswich, Birmingham and Kingston-upon-Hull. The evening in Hull was organised in co-operation with the Humberside Institute of Marketing and was so popular that, for the first time, it was a matter of 'standing room only'.

Next year will see more ASA evenings organised under the auspices of groups and associations.

Personal contributions have been made by the Chairman, the Director General, Miss Enid Cassin and Mr. David Williamson to a wide variety of conferences, seminars and industry meetings during the year. Among these were:—

| | |
|-----------|---|
| January | Sales Promotion and Law Conferences |
| February | Grey Advertising Seminar |
| March | National Consumer Congress |
| April | Co-op Publicity Managers' Conference |
| April | Annual Advertising Information Group Conference |
| April | AA Conference |
| May | Newspaper Society Conference |
| June | Publishing Law Seminar |
| June | European Food Law Association Meeting |
| June | Advertising Controls Seminar |
| September | Advertising Association Seminar on advertising and children, Peterhouse |
| October | Scottish Outdoor Advertising Conference |
| November | Advertising Information Group self-regulation Conference |
| November | Institute of Architects Advertising Seminar |
| December | London College of Printing |
| December | Thomson Magazine Presentation |

A wide variety of talks, presentations and lectures was undertaken during the year by members of the secretariat; and a high proportion of these originated in requests for information stimulated by the current advertising campaign. The organisations visited ranged from Citizens Advice Bureaux, Trading Standards training courses, Press Advertising Managers Associations to education establishments.

Negotiations have been completed for a series of lectures on the self-regulatory control system to all students studying for the Communications Advertising and Marketing Foundations' certificate at colleges in the United Kingdom. The lectures will be given by ASA staff members using a standard format which will then be handed to CAM lecturers for future use.

Radio and television programmes featured ASA personnel during the year on a wide variety of topics. In all 61 broadcasts were made on BBC national and local radio, independent radio, BBC national and regional television and independent national and regional television.

Press coverage of ASA topics, both in newspapers and magazines, produced over 800 editorials.

The Society of Film Distributors Advertisement Viewing Committee

The CAP Committee has maintained its representation of the SFD Advertisement Viewing Committee during the year. During that time the number of 'X' film advertisements submitted for assessment has risen by some 25% but, more significantly, the work of the Committee has increased because of the number of re-submissions of advertising copy.

A trend has been noted in the year in the type of 'X' film advertising submitted. This is due to the swing away from sex films to those depicting violence. The Authority has viewed this development with concern. It is mainly in the advertising portrayal of this violence that problems have arisen which require re-submission of artwork and copy.

"A Question of Standards"

The updated version of the ASA film "A Question of Standards" was released in May and has had an excellent response from the borrowing public.

Unfortunately, due to postal delays, some potential borrowers could not be supplied and to overcome this problem additional copies have now been added to the library. Despatches in the year were 398 with a viewing audience of over 25,000. Preserving the spirit of economy, one school showed the film five times over two days.



1. Discussing the ASA evening in the Newcastle-on-Tyne Civic Centre, left to right: Hamish McPherson, Redbeads Advertising Ltd, The Rev Paul Flowers, ASA Council, Mary Davies, Promotex Ltd, D.J. Woodroff, Ross Woodroff and Associates Ltd.
2. Matti Alderson, ASA, with students at the London College of Printing.
3. Tony Fish, Radio London, talking to Julia Pryor ASA about a monthly case report.
4. Mr. Uti, Nestlé Ltd, and Mr. Emeagwali, Ogilvy and Mather, winners of the Daily Times of Nigeria scholarships with Rodney Marcus, ASA.

Monitoring

The contents of several types of advertisements have been amended during the year as a result of monitoring activity.

We have completed the second full year of our extended monitoring programme and have refined the system to cover more publications as well as more advertisements. The programme falls into three parts.

First, our standard across-the-board scanning of national daily newspapers, national Sunday newspapers and supplements, national weekly and monthly magazines on a selected rotational basis and similarly selected regional and weekly newspapers.

These publications are all scanned for prima-facie breaches of the Code and where necessary investigations are made and followed through as with consumer complaints.

The second part of the programme consists of special studies of selected product categories. These have increased and, with the co-operation of our advertisement cutting agency, a more efficient stop/start service has been introduced. This has enabled us to investigate all non-broadcast advertisements appearing in the United Kingdom for 11 different categories, ranging from film processing to cosmetics.

Finally, we have developed a quota monitoring system based on the sample employed in the Office of Fair Trading's "Review" of 1978.

This system aims to ascertain the ability of advertisers in general to substantiate their claims. The publications covered, include all our standard across-the-board monitoring plus regional Sunday papers.

The sampling interval follows that used by the OFT and the publications are checked on a rotating basis giving a balanced sample over a four weekly period. At the end of a year's operation this system will be reviewed and evaluated with the object of making necessary amendments or additions.

During the year, 278 investigations were carried out. In most cases these involved prima-facie breaches of the Code. Additionally many advertisers were asked to substantiate claims which were considered potentially misleading. The content of several types of advertisement were amended in 1980 as a result of monitoring activity.

For example, independent professional advice suggested that where models are pictured in advertisements for sun-beds which use ultra violet fluorescent tubes, the interests of safety require that protective goggles be worn. As a result, models are now shown wearing goggles.

Where air fares are quoted they now include such 'extras' as booking fees, airport charges, fuel surcharges and even currency surcharges which were formerly omitted. Indeed, one magazine specialising in such advertisements is now printing its own travel warning with an invitation to travellers for feedback on possible offenders.

The primary job of the monitoring department is to make a positive contribution to the voluntary control system by initiating investigations and not waiting for outside contacts to complain about advertisements; in performing that function it is educating the industry in the use and interpretation of the Code.

The Cap Year

(A summary of the CAP Chairman's report published on 18th March 1981)

During 1980 the Report of the Working Party on the Self-Regulatory System of Advertising Control, published at the end of 1979 by the Department of Trade, proved to be supportive of the existing system, although recommending some changes.

The CAP Committee found this support reassuring, though it remained concerned about possible threats to the system from outside the U.K.

The Report enjoined the Committee to look at two matters of some moment. The first was whether it should change its name in order to emphasise its relationship to the ASA and to underline the fact that Committee membership is drawn from the industry. The second request was that the Committee should consider whether decisions about complaints made by one advertiser about another should be published in the ASA's Monthly Case Reports.

After consideration, the Committee concluded that a new name was unlikely to prove more informative to the uninitiated than the present one – and that to make such a change of name might well risk confusion without any worthwhile benefit. However, after full discussion the Committee decided to publish the outcome of individual intra-industry complaints: a decision which was strongly influenced by the belief that the complaints procedure must not only resolve such disputes, but must be seen to do so. The Committee should be recognised as a major contributor towards maintaining high standards and its work on improving the Code and refining its interpretation where necessary should be made apparent. Thus, on December 31st 1980, the first report was published – in its own right rather than as an addendum to the ASA Case Reports. Further reports are planned to appear at bi-monthly intervals.

The discussions between CAP, the ASA and the Office of Fair Trading apropos these post-Working Party studies prospered and succeeded in removing misunderstanding on all sides.

The new edition of the British Code of Sales Promotion Practice was well received; nevertheless, it seemed likely that Sales Promotion would remain a sensitive area.

The Sales Promotion Monitoring Section continued to be both observant and effective in detecting any failure to observe the standards set by the Sales Promotion Code. (A report on the results of these monitoring activities will be found later in the Report. See page 14.)

During the year, the Mail Order Sub-Committee revised British Code of Advertising Practice Appendix A, para 9.1 concerning "Limited Editions" and its proposed amendments were agreed by the full Committee.

The Committee also accepted amendments proposed by the Health and Nutrition Sub-Committee to Appendix K on "Advertising Claims for Vitamins and Minerals". It further agreed to an amendment of the rules relating to the limitations placed upon hypnotherapy advertisements in Appendix C of the Code and is to consider a partial replacement for the temporarily suspended Section II, 4.4 on Price Comparisons, following a Note prepared by the ASA on the Price Marking (Bargain Offers) Order 1979.

The Committee expressed gratitude to the Department of Health and Social Security and other Code enforcement bodies for their major contribution to the harmonisation of standards in relation to health claims.

During the year, the Financial Advertising Sub-Committee considered the effect on the Code of the Advertising Regulations made under the Consumer Credit Act 1974. It was decided that extracts from the Office of Fair Trading's Summary Guidance on the subject should be incorporated in Appendix E.

The Committee was fortunate in having Mr. W. J. Ambrose as Chairman of the Sales Promotion Sub-Committee for many years. It accepted his retirement with great regret and extended a warm welcome to Mr. F. R. Jephson, his successor.

The Committee offered its grateful thanks to Mr Peter Scruton, its Chairman in 1979 and 1980, for his unstinting service. Mr. J. B. H. Jackson took over as Chairman from the beginning of 1981.

Sales Promotion Monitoring

During 1980 the Sales Promotion Monitoring programme has maintained a broadly similar pattern to that established in 1978-9. The monthly purchasing trips to provincial centres continue, although it has been found possible to reduce the frequency with which individual locations are visited, while still maintaining an overall view of nationwide sales promotion. In cities distant from London, some local contacts have been recruited to assist in this aspect of monitoring.

A statistical analysis of the resulting investigative enquiries follows. From this it will be seen that 906 individual promotions were examined, of which 172 were the subject of detailed enquiry. Of these, 63 were found to be acceptable, while 114 proved to involve a breach of the British Code of Sales Promotion Practice*. Significant among the breaches were problems associated with clear presentation of the terms of the offer, the availability of full rules and results of prize promotions.

In March 1980, the publication of the new edition of the Code generated an increase in the number of requests for advice from those engaged in the planning of promotional schemes; this pre-publication, "preventive and protective" guidance which we stressed in the 1979 Annual Report continues to be an important feature of the work of the Sales Promotion Secretariat.

One practical result of the regular monitoring of promotional material was the Guidance Note on Promotional Packs, issued in November by the CAP Sales Promotion Sub-Committee. This dealt with some of the problems related to the method of presenting certain basic information on packaging.

In the Autumn, a short experimental project was undertaken, with the assistance of a cuttings agency, whereby advertisements, relating to sales promotion in the local, national and consumer press were monitored. All categories of promotion were covered, and it was ascertained that the vast bulk of such advertising is connected with completely acceptable price discounting.

A total of 1588 cuttings was received, only 10 of which disclosed any prima facie cause for enquiry and 5 of these eventually disclosed breaches of the Code. It is now possible that, using experience gained from this experiment, a similar exercise could be repeated at intervals, concentrating perhaps on specific topics of concern as they arise.

*These figures will be seen to total 177: this is because 5 cases fell into each of two promotional categories.

SALES PROMOTION MONITORING—JANUARY-DECEMBER 1980

Cases investigated = 172 (including 5 falling within 2 promotional categories)

Promotions examined = 906*

| Type of Product | | Type of Promotion | |
|-------------------------|-------|-----------------------------|-------|
| Household Goods | = 125 | Prize promotion/competition | = 191 |
| Toiletries | = 84 | Premium offer | = 284 |
| Tinned & Packaged Foods | = 361 | Free offer | = 283 |
| Cereals & Bread | = 91 | Savings/refund scheme | = 122 |
| Dairy Produce | = 50 | Others | = 34 |
| Frozen Foods | = 28 | | |
| Soft Drinks | = 9 | | |
| Alcohol | = 24 | | |
| Infant & Medical | = 23 | | |
| Leaflet etc. | = 111 | | |

ACCEPTABLE
A
 Total 63

BREACH OF CODE
B
 Total 114

| CATEGORY | A | B | Total |
|-----------------------------|----|----|-------|
| Prize promotion/competition | 27 | 59 | 87 |
| Premium offer | 14 | 23 | 37 |
| Free offer | 16 | 20 | 36 |
| Savings/refund scheme | 2 | 8 | 10 |
| Others | 3 | 4 | 7 |

*Some items fall within more than one promotional category.

Complaint Analysis

ANALYSIS OF COMPLAINTS RECEIVED BY ASA FROM MEMBERS OF THE PUBLIC

In 1980 the Authority received a total of 6533 complaints, the highest number ever received and a 94% increase over 1979.

The increase was undoubtedly the result of our new advertising campaign, (see pages 6 and 7.)

The charts shown opposite demonstrate the increase in the number of complaints from 1979 to 1980 and give a breakdown of the complaints by categories.

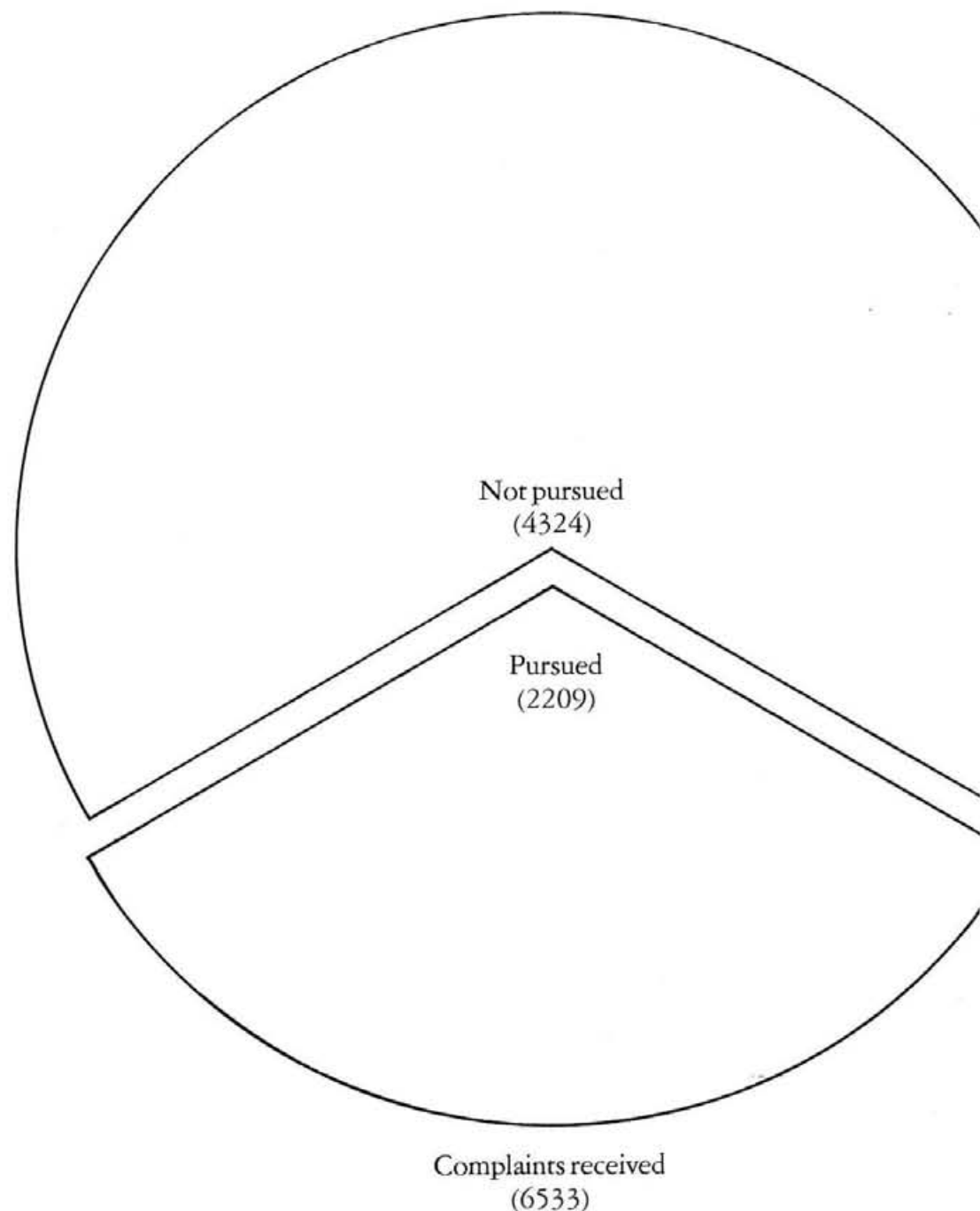
Why are so many in the "not pursued" category? Some of the reasons are self-explanatory. Others such as "Outside remit", perhaps need clarification. Many complaints which were not pursued for this reason stemmed from general dissatisfaction with an advertiser's goods or services (dissatisfaction which could not however be related to the content of a specific advertisement) and the complainants were advised to seek advice from citizens advice bureaux, local trading standards departments or other appropriate sources of assistance. Other complaints which were outside our remit related to material which does not fall within the scope of the British Code of Advertising Practice, e.g. advertisements of a political or religious nature, record sleeves, book jackets, instruction manuals, labels and packaging (the latter are excluded from the Code unless the claims relate to a specific sales promotion or refer to another product).

(Cap Guidance Note No. 1 sets out the precise scope of the Code in detail.)

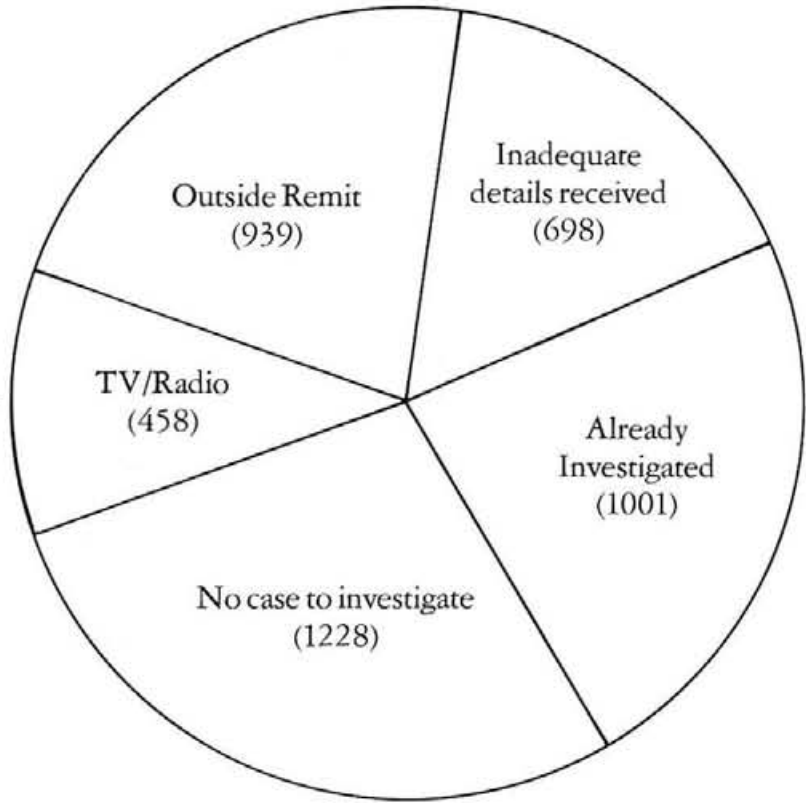
Those complaints in the "not pursued" category listed as "no case to investigate" are rather more difficult to define. Frequently, these are complaints which, although obviously made with sincerity (often, indeed, expressing opinions with which Council Members as individuals may sympathise) do not reveal any apparent breach of the *Code* in the advertisement in question.

(Opposite: Comparison 1979/1980 figures)

(Breakdown of 1980 figures)



Complaint Analysis



Complaints
Not Pursued
(4324)



Complaints
Pursued
(2209)

Complaint Analysis

COMPLAINT INVESTIGATIONS

Twelve Case Reports recording the outcome of the Authority's complaint investigations were issued during the year (Case Reports 59-70) and covered 1969 cases (936 mail order delay; 1033 copy investigations).

Of the 1033 copy investigations 51% were upheld either wholly or in part and in the vast majority of cases the Authority obtained assurances from the advertisers that the offence would not be repeated. However, in 13 cases notices were issued to media organisations advising them of the advertiser's failure to comply with the Code. Such notices or warnings usually take the form of notifying media that the Authority cannot recommend acceptance of advertisements containing claims which were the subject of the complaint – spelling out the claims where necessary – since these contravened the Code, which media organisations are pledged to support. Alternatively, media may be informed that the advertiser is no longer trading or is in liquidation.

In the case of mail order delays, 68% were resolved with goods or refunds being received but in nearly 8% of instances the companies were either no longer trading or had gone into liquidation and it was necessary to issue a total of 142 warnings to media.

PRODUCT GROUPS

The brief analysis of copy investigations given opposite reveals that, as in 1979, the product groups which gave rise to most complaints were holiday and travel and cars and car accessories. Holiday brochure complaints have been a subject of a particular concern and, although small in number in relation to the volume of the package tour business, there nonetheless remains room for improvement.

The Authority has had discussions with individual tour operators as well as the trade organisation A.B.T.A. to encourage greater vigilance in the preparation of brochures and the follow-up checking procedures to ensure that prospective holidaymakers are not only able to rely on the information given in the brochure but are kept fully informed of any changes in facilities or amenities which occur after the brochure is printed.

In the case of car advertisements, the combination of the predilection of most advertisers for an aggressive advertising approach often based on comparative data with the statutory requirement for the inclusion of detailed statistical test data

have led to an increase in the number of complaints in this area which is of particularly keen consumer interest. Case Report editorials (Case Reports 60 & 64) have dealt with specific points of interest such as the use of comparisons and claims about speed and fuel consumption.

The number of complaints about retail advertisements is also high. However, this figure relates to complaints on a wide variety of fronts – from non-availability of goods to incorrect prices, exclusion of VAT etc – rather than to single product groups.

SUBSTANTIATION OF CLAIMS

Failure to comply with Section II, 4.1 of the Code gave rise to particular concern in all product categories; 15% of the complaints upheld during the year resulted from claims not being satisfactorily substantiated. In some cases, it was clear that advertisers had made no provision to comply with the requirements of the Code that "All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation and that 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".

MATTERS OF DECENCY

A particularly difficult section of the Code to administer is Section II, 2 which requires that "advertisements should contain nothing which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence".

Case reports gave details of 58 complaints investigated under this Section of the Code. Although only 11 advertisements were found in breach of the Code, the Authority nonetheless deplored the low standard of taste in a number of cases. Lack of taste does not necessarily constitute a breach of the Code; nor indeed do "sexist" copy or illustrations. As we anticipated in our 1979 Annual Report, quantitative research into the way women are portrayed in advertisements has been undertaken during 1980. The full report will be published in 1981.

Complaint Analysis

SALES PROMOTION

The Sales Promotion Code of Practice featured prominently in the year's complaint investigations (77) and the number of upheld complaints (51) indicated that this relatively recent Code is still not well enough known to advertisers, large and small.

ADVERTISING STANDARDS AUTHORITY

SUMMARY OF COMPLAINTS RECEIVED: JANUARY - DECEMBER 1980

| MONTH | TOTAL | NOT PURSUED | | | | | PURSUED | | | |
|--------------|-------------|-------------|------------|-------------|-------------|------------|-------------|-------------|-------------|---------------|
| | | TV | OR | NJ | AI | MD | NP TOTAL | MO DELAY | COPY | PURSUED TOTAL |
| January | 230 | 27 | 24 | 33 | 35 | 33 | 152 | 36 | 42 | 78 |
| February | 461 | 50 | 62 | 76 | 66 | 58 | 312 | 64 | 85 | 149 |
| March | 566 | 31 | 76 | 122 | 98 | 55 | 382 | 90 | 94 | 184 |
| April | 481 | 43 | 67 | 83 | 67 | 53 | 313 | 87 | 81 | 168 |
| May | 637 | 58 | 74 | 125 | 100 | 95 | 452 | 112 | 73 | 185 |
| June | 566 | 44 | 62 | 96 | 90 | 62 | 354 | 101 | 111 | 212 |
| July | 562 | 38 | 112 | 104 | 84 | 41 | 379 | 74 | 109 | 183 |
| Aug | 672 | 37 | 114 | 132 | 79 | 50 | 412 | 124 | 136 | 260 |
| Sept | 588 | 36 | 104 | 110 | 62 | 60 | 372 | 101 | 115 | 216 |
| Oct | 728 | 37 | 94 | 149 | 118 | 73 | 471 | 99 | 158 | 257 |
| Nov | 561 | 28 | 88 | 114 | 103 | 58 | 391 | 94 | 76 | 170 |
| Dec | 481 | 29 | 62 | 84 | 99 | 60 | 334 | 72 | 75 | 147 |
| TOTAL | 6533 | 458 | 939 | 1228 | 1001 | 698 | 4324 | 1054 | 1155 | 2209 |

KEY: OR = OUTSIDE REMIT NJ = NOT JUSTIFIED AI = ALREADY INVESTIGATED MD = MORE DETAILS MO = MAILORDER

ANALYSIS OF CATEGORIES ACCOUNTING FOR 10% OR MORE OF INVESTIGATED COMPLAINTS

CASE REPORT

| | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | Total |
|---------------------------|----|----|----|----|----|----|----|----|----|----|----|----|-------|
| Cars/Car Accessories | 5 | 6 | 6 | 9 | 12 | 11 | 4 | 13 | 13 | 13 | 14 | 12 | 118 |
| Retail | 10 | 4 | 3 | 8 | 4 | 4 | 6 | 6 | 6 | 5 | 4 | 9 | 69 |
| Holidays | 8 | 5 | 4 | 4 | 3 | 6 | 4 | 9 | 5 | 4 | 5 | 4 | 58 |
| Travel | 4 | 3 | 7 | 2 | 2 | 3 | 5 | 3 | 7 | 4 | 4 | 8 | 52 |
| Photography | 4 | 4 | 2 | 2 | 5 | 4 | 6 | 3 | 5 | 3 | 6 | 3 | 47 |
| Publishers | 3 | 4 | 1 | 3 | 5 | 6 | 2 | 3 | 1 | 2 | 3 | 1 | 34 |
| Clothing | 3 | 3 | 2 | 5 | 1 | 3 | 5 | 5 | 3 | 3 | 1 | 2 | 33 |
| Services | 3 | 3 | | | 1 | 1 | 3 | 4 | 2 | 8 | 1 | 4 | 30 |
| Heating/Energy/Insulation | 1 | | 3 | 4 | 3 | 5 | 2 | 2 | 1 | 4 | 4 | 1 | 30 |
| Furniture | 1 | 1 | 3 | 2 | 4 | 2 | 3 | 2 | 4 | 3 | 3 | 1 | 29 |
| Entertainment | 3 | 1 | 1 | 1 | 2 | 4 | 5 | 4 | 2 | 4 | 2 | 2 | 28 |
| Hi-fi/Records | 3 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 4 | 4 | 1 | 4 | 27 |
| Financial | 2 | 1 | | 2 | 6 | | | 3 | 1 | 3 | 5 | 3 | 26 |
| Food/Confectionery | 4 | 2 | 1 | 2 | 1 | 3 | 1 | 3 | 1 | 1 | 1 | 4 | 24 |
| Building Materials | | 1 | | 1 | 2 | | | 4 | 4 | 7 | 1 | 3 | 23 |
| Gardening | 2 | | 1 | 1 | | 3 | 3 | 2 | 2 | 5 | 4 | | 23 |
| Estate Agents | | 2 | 5 | 2 | 3 | | 2 | 2 | 3 | 1 | 2 | 1 | 23 |
| D. Glazing/Windows | | 3 | | | 1 | 3 | 2 | 1 | 3 | 1 | 5 | 3 | 22 |
| Alcohol | 2 | | 2 | | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 18 |
| TV | 2 | 1 | 1 | | 1 | 1 | 2 | | 1 | 2 | 3 | 1 | 15 |
| Bedding | | 2 | | 1 | 1 | | 3 | | 3 | 2 | 2 | 1 | 15 |
| Appliances | | | 1 | 1 | | 2 | 2 | | | 1 | 1 | 6 | 14 |
| Books/Audio Clubs | 3 | | 4 | 1 | 1 | | 1 | | | | 2 | 1 | 13 |
| Cosmetics/Toiletries | | 1 | | 2 | 1 | 1 | | 2 | 1 | | 3 | 2 | 13 |
| Commemorative Items | 1 | 2 | 1 | | 3 | | 2 | | | | 3 | | 12 |
| Recruitment | | 1 | 2 | 1 | 1 | | 2 | | | 2 | 1 | 1 | 12 |
| Office Equipment | 2 | | 1 | | 2 | 1 | 1 | | 2 | 1 | 1 | | 11 |

Financial Report

The Advertising Standards Authority Ltd.
Expenditure Account for the Year ended
31st December 1980

| 1979 | | 1980 |
|----------------|---|----------------|
| 266,442 | Salaries and staff costs | 352,318 |
| 104,664 | Rent and accommodation costs | 85,183 |
| 17,486 | Travel, subsistence and entertaining | 19,260 |
| 9,770 | Consultancy and professional fees | 15,955 |
| 6,225 | Council honoraria and expenses | 6,388 |
| <u>60,471</u> | Telephone, postage, printing, stationery, furniture and other general expenses | <u>71,740</u> |
| 465,058 | | 550,844 |
| <u>742,206</u> | Advertising and promotion | <u>331,733</u> |
| <u>277,148</u> | | <u>882,577</u> |

The Advertising Standards Authority Ltd.
Brook House, 2-16 Torrington Place, London WC1E 7HN. Telephone: 01-580 5555
Registered in England No. 733214

ASA/CAP SECRETARIAT[®]

Director General

Peter Thomson

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Caroline Baldwin

Deputy Directors

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Gwenan Williams
David Williamson

Wendy Banks

Iris Billis
Elise Bugansky
Deborah Buller
Heather Day
Julie Doble

Central Services

Ronald Dewar
Michael Swale
Amelia White

Susan Evans-Turner
Rosemary Goodchild
Ann George

Senior Cases Officers

Matti Alderson
Judy Floyd
Sandra Lovegrove
Rosalind Mann

Matthew Hicks
Mary Khouri
Yvonne Pickwell
Carlene Pringle
Iris Stephens
Olivia Warner

Cases Officers

Diana Bird
Jean Bruty
Penny Cockerill
Nicholas Graham Smith
Pauline Jonas
Anthony Kingsbury
Teresa Krajewska
Lois Lewis
Rodney Marcus
Carol Self
Linda Wheeler
Susan Wood

** As at 31st March 1981.*