

# Mid-year progress report

January to June 2018



# Mid-year performance against our 2018 objectives

## Priority KPI - Ads amended and withdrawn

More ads were amended or withdrawn in first half of 2018, than in the whole of 2017.

**7,099**  
2017 January to December

2% more than the total of 2017

**7,232**  
2018 January to June

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

Objectives	Key actions	Rating
<p><b>Overarching objective</b> Responding appropriately to the changing technological, media and post-EU referendum economic/political landscape, we will continue implementing our <i>Having More Impact; Being More Proactive</i> strategy in pursuit of our ambition to make every UK ad a responsible ad, to protect people and to help them, society and business to feel more able to trust advertising. That will involve us continuing to give a high priority to protecting the vulnerable, particularly children and the financially vulnerable, from misleading, harmful or offensive advertising.</p>	<ul style="list-style-type: none"> <li>Complaints backlog tackled through increased resource and operational changes, despite case receipts being up 33%</li> <li>Speed of casework improved, with six of 12 KPIs met, but workload affected speed of case-handling. Good productivity performance and better customer satisfaction scores</li> <li>Protecting children: investigated cases targeting children with non-broadcast HFSS product ads; launched call for evidence on TV ads for HFSS products and prepared for 12 month review of non-broadcast restrictions; and published CAP/BCAP Guidance on Responsibility and Problem Gambling</li> <li>Support for financially vulnerable: published report on Reference Pricing and completed an investigation-led project on Secondary Ticket Pricing</li> <li>Engaged with Government on regulation of gambling and HFSS ads</li> </ul>	<span style="color: green;">●</span>
<p><b>Objective 1</b> We will maintain the balance between reactive complaints casework and proactive regulatory project work. We will continue to use public research and other intelligence to improve the effectiveness of our regulatory project work, including through regulatory projects and other activity on gambling, gender stereotyping, online labelling of ads, clickbait ads and small print. We will measure and report on the number of ads amended or withdrawn and the pieces of CAP advice and training delivered.</p>	<ul style="list-style-type: none"> <li>7,232 ads amended and withdrawn, more than across the whole of 2017</li> <li>Balance shifted towards reactive complaints casework because of increased case receipts</li> <li>Conducted Formal Intelligence Gathering to identify and take action on areas of consumer detriment</li> <li>Completed or progressed projects including: Reference Pricing, Parcel Delivery Charges, Online Labelling of Ads, Content Discovery Network Ads, Small Print in TV Ads, Children's Exposure to TV HFSS Ads and Secondary Ticket Pricing</li> </ul>	<span style="color: green;">●</span>
<p><b>Objective 2</b> We will continue to implement the findings of our review of our CAP advice and training services, helping us to increase our advice and training Touchpoints to 400,000.</p>	<ul style="list-style-type: none"> <li>224,178 pieces of advice and training delivered to businesses (up 34% on last year)</li> <li>Obtained CPD certification for our Advice:am seminars and eLearning modules and launched a programme of webinars</li> </ul>	<span style="color: green;">●</span>
<p><b>Objective 3</b> We will continue to increase our understanding of, and collaboration with, stakeholders (e.g. business compliance representatives) to provide joined-up, consistent and effective regulation.</p>	<ul style="list-style-type: none"> <li>Completed evaluation of independent review and appeal processes in the UK and overseas and published our findings</li> <li>Undertook to play a quasi-Supporting Regulator role for Primary Authorities, providing free advice to Primary Authorities in support of their assured advice to clients</li> </ul>	<span style="color: green;">●</span>

# Mid-year performance continued...

## Priority KPI - Advice and training

34% increase in pieces of advice and training delivered.

182,618

January to June 2017

224,178

January to June 2018

### Objectives

### Key actions

### Rating

Objectives	Key actions	Rating
<p><b>Objective 4</b> We will deliver our public research commitments, including through undertaking two to four pieces of research into the views of the public about ads, and continue to ensure that the ASA takes into account the views and interests of those who live in different nations and regions of the UK.</p>	<ul style="list-style-type: none"> <li>Launched two research projects - Online Labelling of Ads and Small Print in TV Ads – which included field work in the nations and regions</li> <li>Scoped two further research projects: research on Children's Exposure to Age-restricted Ads Online and Children's Exposure to TV HFSS Ads</li> </ul>	●
<p><b>Objective 5</b> We will further reinforce efforts to build awareness of the ASA system, so people are aware of and have confidence in advertising regulation, including through launching the second phase of our new public ad campaign.</p>	<ul style="list-style-type: none"> <li>Record media coverage beating previous high in 2016 by 30%</li> <li>£1.3m of donated space for ad campaign in Q1, compared to £3.5m over the whole of 2017, with Q1-2 reach of 75% of UK adults (80% target for year) and frequency of 15 (9 target)</li> <li>60% prompted awareness and 26% unprompted awareness, both record highs</li> </ul>	●
<p><b>Objective 6</b> We will extend our engagement programme in the nations and regions.</p>	<ul style="list-style-type: none"> <li>Delivered engagement event with key stakeholders in Northern Ireland</li> <li>Agreed new Scottish engagement plan and maintained higher press coverage in Scotland</li> <li>Exhibited at Welsh Assembly on the role of the ASA and CAP</li> </ul>	●
<p><b>Objective 7</b> We will make sure we have the necessary skills, capabilities and IT training to undertake our work and deliver our strategy, including improving our understanding of existing technologies.</p>	<ul style="list-style-type: none"> <li>Delivered digital, GDPR, Diversity and Inclusion and other training to 109 staff</li> <li>Staff turnover low at 3.75% (10.5% at mid-year point in 2017)</li> </ul>	●
<p><b>Objective 8</b> We will make sure we have the necessary technology to deliver our strategy, in particular by completing the launch of our new case/contact management system and ensuring we comply with the General Data Protection Regulation.</p>	<ul style="list-style-type: none"> <li>First phase of new case/contact management system went live in January. Second phase due to go live in January 2019, eight months late but on budget</li> <li>Complied with GDPR, including establishing lawful basis for processing data and ensuring an appropriate consent framework is in place</li> </ul>	●
<p><b>Objective 9</b> We will review and refresh our 2014-2018 <i>Having More Impact; Being More Proactive</i> strategy, including exploring the impact of artificial intelligence on: product/service design, development and delivery; the advertising ecosystem; and the way we regulate.</p>	<ul style="list-style-type: none"> <li>Held external and internal interviews, reviewed the successes and learnings from our 2014-18 Strategy, held Insights session with the ASA Council's Strategy Working Group and launched <i>More Impact Online</i> strategy on 1 November</li> </ul>	●

# Key performance indicators

## Mid-year progress



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

### Key performance indicator

<b>1</b>	Secure the amendment or withdrawal of ads and report publicly • 7,232 ads amended or withdrawn (3,034 at Jun 2017)	<span style="color: green;">●</span>
<b>2</b>	Increase CAP advice and training delivered by 17% to 350,000 Maintain cost per piece of advice and training • 244,718 pieces of advice and training delivered (up 34% on Jun 2017) • Cost per piece of advice and training was £1.05 (12% better than Dec 2017)	<span style="color: green;">●</span>
<b>3</b>	Maintain balance of reactive complaints casework and proactive regulatory project work • 61% v 16% (57% and 19% at Dec 2017)	<span style="color: orange;">●</span>
<b>4</b>	Improve closure targets for complaint cases (80% within target number of working days) and for Copy Advice cases (90% within 24 hours) • Half complaint cases closure targets not met - 6/12 case types in target (3/12 at Jun 2017) • Copy Advice cases met at 98% (v 95% at Jun 2017)	<span style="color: orange;">●</span>
<b>5</b>	Achieve complaints casework productivity within 5% of 2017 • Cost per No Additional Investigation case - £57.09 (13% better than Dec 2017) • Cost per Informal Investigation case - £176 (24% better than Dec 2017) • Cost per Formal Investigation case - £591 (1% better than Dec 2017)	<span style="color: green;">●</span>
<b>6</b>	Meet customer satisfaction targets: 75% for complainants and advertisers and 90% from Copy Advice enquirers • Complainant satisfaction not met - 56% (56% at Dec 2017) • Advertiser satisfaction met - 75% (71% at Dec 2017) • Copy Advice met - 89% (89% at Dec 2017)	<span style="color: orange;">●</span>

### Key performance indicator

<b>7</b>	Meet 97% of formal investigation cases enforced • 97.6% of Formal Investigation cases enforced (98% at Dec 2017)	<span style="color: green;">●</span>
<b>8</b>	Undertake two to four high priority regulatory projects and six to ten other projects, in line with success measures and time targets • Reference Pricing, Secondary Tickets and Delivery Charges projects all completed, achieving or exceeding outcomes • Online Labelling of Ads, Content Discovery Networks, Small Print in TV Ads, TV Ad Exposure Data and two other projects underway	<span style="color: green;">●</span>
<b>9</b>	Achieve behaviour change measure following seminar attendance: 90% agree they're more confident in complying with Ad Codes immediately after attending • 96% of respondents more confident after seminar	<span style="color: green;">●</span>
<b>10</b>	Deliver two to four pieces of public research that take into account the views of those living in the different nations and regions of the UK • Two studies underway: Online Labelling of Ads and Small Print in TV Ads, each involving people living in the nations and regions • Two scoped: Children and Social Media and Children's Exposure to TV HFSS Ads	<span style="color: green;">●</span>
<b>11</b>	Increase prompted awareness from 60% in 2017/18 • Research to be conducted in second half of the year	n/a
<b>12</b>	Expenditure within 97.5% - 100% of budget. • On course to meet	<span style="color: green;">●</span>

# Preview of 2019 organisational objectives

## More impact online ASA's Corporate Strategy 2019-2023



Responding appropriately to the changing technological, media and post-EU referendum economic/political landscape, we will begin implementing our 2019-2023 strategy - *More Impact Online* - in pursuit of our ambition to make every UK ad a responsible ad, to protect people and to help them, society and business to feel more able to trust advertising.

That will involve us continuing to give a high priority to protecting the vulnerable, particularly children and the financially vulnerable, from misleading, harmful or offensive advertising and delivering these specific objectives:

Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Objective 9	Objective 10
<p>We will improve our regulation of online ads, continuing to focus on misleading content and inappropriate targeting and seeking to collaborate more with the large online platforms so we help each other to protect people from irresponsible online ads.</p>	<p>We will begin to introduce new approaches to our case handling, including prioritising better, exploring whether machine learning can improve our regulation, adopting lighter-touch ways of allowing people to complain to us and improving our processes.</p>	<p>We will restore the balance of reactive complaints casework and proactive regulatory project work, so we increase the proportion of our time that we spend on proactive, intelligence- and public research-led regulation, in particular protecting vulnerable people, cutting down on time spent on lower-priority complaint cases.</p> <p>We will measure and report on the number of ads amended or withdrawn and the pieces of CAP advice and training delivered.</p>	<p>We will continue to implement the findings of our review of our CAP advice and training services, helping us to increase our advice and training Touchpoints to 450,000.</p>	<p>We will take early opportunities to implement the Buy-in, Enforcement and Independence strands of our strategy, including by exploring using data-driven intelligence gathering and machine learning to improve our identification and removal of irresponsible ads.</p>	<p>We will continue to ensure that the ASA system takes into account the views and interests of those who live in different nations and regions of the UK by continuing to capture and analyse intelligence and by delivering our public research commitments, including through conducting two to four pieces of research into the public's views about ads. We will explore new ways of listening.</p>	<p>We'll continue to demonstrate the effectiveness of our regulation through our actions and our communication, but we'll be open-minded to change that strengthens the ASA system.</p> <p>We will raise awareness of our online ad regulation amongst all our stakeholders.</p>	<p>We will make sure we recruit, retain and develop the best people, giving us the skills and experience to undertake our work and deliver our strategy.</p> <p>We will develop our thought-leadership in the regulation of ads online.</p>	<p>We will embed our new case/contact management system, ensuring that the data we process is fit-for-purpose, users are supported and we deliver continuous improvements.</p>	<p>We will complete our Accommodation Review, taking full advantage of the opportunity to adopt new working practices and ensuring that any move to new premises is conducted smoothly.</p>



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