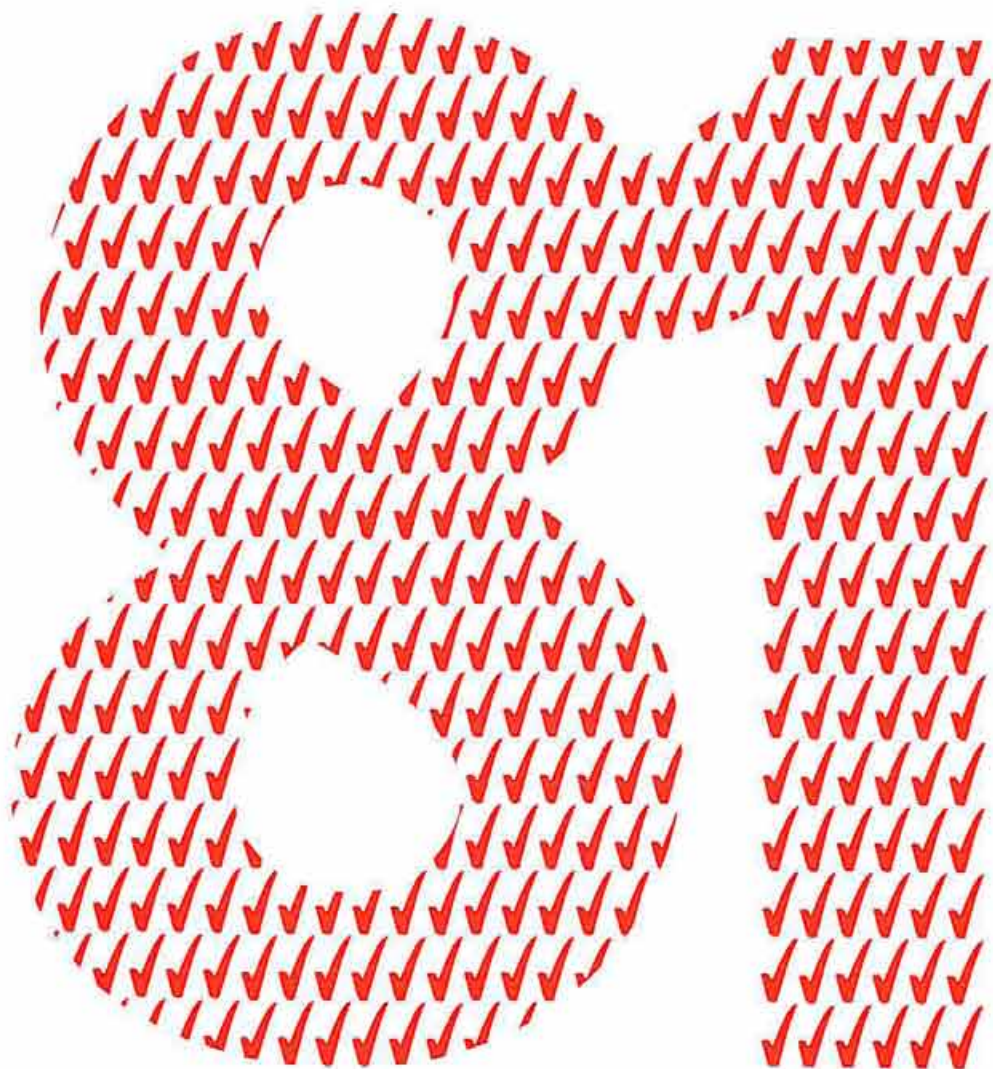




The Advertising Standards Authority · Annual Report 1981



The Advertising Standards Authority
Annual Report
1981

Contents

Members of the Council	2-3
Chairman's Report.....	4-6
The CAP Year.....	7-9
Two Issues of the Year	10-13
ASA Activities	
Advertising Campaign.....	14-15
External Relations.....	16-19
Monitoring.....	20-23
Public Complaints Analysis	24-27
Financial Report.....	28-29
Publications	30-31
Secretariat	32

Members of the Council

List of Serving Members as at 31st March 1982

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

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^o

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.

December 1980^o

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. Chairman of the Board of Governors, Wandsworth Prison.

November 1981^o

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. *Died July 20th 1981.*

January 1978^o

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 1979²



E. G. COURT, ESQ.

F. D. Maurice Professor of Moral & Social Theology. King's College, University of London. Canon Theologian of Leicester Cathedral.

August 1981²



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 1976²



A.M. FISHER, MA.

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. (Resigned July 1981)

January 1978²



THE REV. P. FLOWERS, BA, CEO, FRGS.

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 1973²



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. Governor of the College of Distributive Trades.

March 1979²



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 1980²



RACHAEL WATERHOUSE, CBE, PHD.

² Date of appointment as member of the Council

Chairman's Report



Many people think of the Authority chiefly as a means of dealing with complaints against advertisers. This is an essential and important part of our duties, and the number and nature of the complaints that we received in 1981 are analysed on pages 24–25 of this report. They continued to run at much the same high level as in the previous year, thus maintaining the earlier success of the advertising campaign conducted on our behalf by Davidson Pearce Limited. One of its broad objectives was to keep the general public and the small group of ‘opinion formers’ aware of our existence and informed about our activities and aims. More people know

about us and more therefore use us. The campaign’s slogan—“Legal, decent, honest and truthful”, with its red tick—is to be heard on the radio and television; comedians now use it as a familiar reference; and advertisers themselves have been incorporating it in their copy, sometimes before our permission was sought. In fact, it has almost become a household phrase. We are much indebted to Mr. Christopher Hawes, the chairman of Davidson Pearce, and Mr. Stephen Benson, who is in charge of the campaign. Once again, it is my pleasant duty to thank them for their valued services to the Authority.

Chairman's Report

We thank, too, the many newspapers and periodicals which donated space to our campaign in 1981. Their generosity quadrupled the money value of our advertising so that we have grown from being a relatively small advertiser into a major one. The Authority has also received similarly munificent treatment from the poster and cinema industries. Powerful wings have thus been added to our message and we have been able to make many more opportunities of explaining the voluntary system of control to the public.

The system is by no means confined to dealing with complaints from the public or by one advertiser about another. In his *Review of the UK self-regulatory system of advertising control* in 1978, the Director General of Fair Trading observed that "the processing of complaints . . . is no substitute for a properly planned programme of monitoring work". He urged the ASA to take initiatives because "research work of this kind will make the entire control system more responsive to current developments and attitudes". Since 1978, the Authority has been building up a Monitoring Department and developing appropriate statistical techniques. The results of its labours in 1981 are set out on pages 20-23. They show that the Department is at present moving from infancy to childhood but the Authority will ensure, so far as resources permit, that growth will be fast.

Systematic monitoring can alone provide an accurate measure of the incidence of breaches of the Code and of the success or failure of the control system, and thus compensate for the misleading appearances of figures showing variations in the number of complaints over time. These may increase sharply for a product group and result in extensive criticism in the press or by broadcasters although the actual incidence of breaches of the Code within that group may not have changed or may have fallen. Nevertheless, monitoring has given rise to some misunderstanding and even anxiety within the advertising industry. A few people fear that it creates a situation in which the Authority selects a particular advertiser for special inquiry and subsequent criticism. This does not happen and will never be permitted to happen. As is explained on pages 20-23, the publications and advertisements to be examined by the Authority are drawn by the standard statistical

methods for securing random samples. These ensure that each member of the population to be included has the same statistical chance of being selected, and bias of any sort does not enter into the choice. We may be sure that any future governmental inquiry into the efficacy of the control over the content of advertising will rely heavily in its assessments upon the results of monitoring. This is desirable because the conclusions will be fairer and more accurate. Accordingly, the time is soon approaching when the Authority will have to decide on the best form for regular publication of the findings of its systematic programme of monitoring.

From this point of view, I have been much encouraged by the conclusions reached by Mr. John Jackson, Chairman of the CAP Committee, in respect of the decision to publish CAP case reports which he describes in his report as "the most significant event of 1981". He finds that publication "was a necessary and desirable demonstration of openness . . . about the whole operation of the system . . .". In my view, the same consideration applies to monitoring.

These fears contrast bizarrely with the conviction of others that the Authority is not only a toothless beast, lacking legal sanctions, but also a mere dependency of the advertising industry which set it up and finances it. Toothless we are not. The sanction of the willingness of newspapers and periodicals to withhold their space from recalcitrant advertisers at our request is a complete sanction, to say nothing of the undesirable effects for advertisers of the publicity which inevitably accompanies some of the Authority's adjudications. In my view, the self-imposed sanctions which the ASA uses would not be strengthened in practice by substituting a legal for the voluntary process.

Nor are we a dependency of any interest, private or governmental. The constitution which the advertising industry framed ingeniously combines the advantages of a regular income for the Authority without leading strings or restraint upon the independence of the Authority. Doubtless people in the industry may from time to time reflect that one trouble with independent bodies is that they are likely to behave independently. This is the ingrained habit of the ASA; and the constitution of its Council, with a large majority of independent members, ensures that it will remain so. Nobody says that the independence of judges is endangered by reason of the fact that the Government pays their salaries: the independence of the Authority is no more in danger because its income comes from the industry which it was established to regulate.

Chairman's Report

As the ASA becomes an established institution, we must ensure that new generations of entrants to the industry know about and understand self-regulation as a method of controlling the content of advertisements. The Authority's External Relations Department therefore prepared a series of lectures for students attending the Communications, Advertising and Marketing Foundation's certificate courses. Members of the Secretariat lectured at the twenty-one educational institutions offering such courses, and these model lectures have been made available for future use by people conducting such courses. Such work arises from the Authority's desire to assist the Foundation's educational endeavours in every practicable way. It is also very necessary because the role and functions of the ASA are still too little known or understood outside the ranks of those who administer the system. In particular, the relations between voluntary control and the legal system have not yet found an assured place in the text-books; indeed there is not yet even a monograph on the subject.

The series of ASA presentations continued in 1981 in Bristol, Bournemouth, Northampton, Torquay, Norwich, Luton, Liverpool and Enfield. Seminars, conferences and the like have been attended and addressed by members of the Secretariat. The Authority also welcomed visits from a large number of overseas visitors wishing to learn about and discuss our control system.

The record of activities set out in this Annual Report is a measure of the range and weight of responsibilities that fall upon the staff of the Authority. The high reputation that they have established with those with whom they deal in day-to-day work is, in the first instance, the foundation of public confidence in the Authority. The duties of the staff reach over many interests and groups. They serve and work with members of parliament and of the public, with trade associations, government departments, and all branches of the means of mass communication, as well as with the advertising industry. On behalf of the Council, I express grateful appreciation to the Director-General and his colleagues for the devotion and efficiency with which the affairs of the Authority are conducted, and record my pleasure in the appointment during the year of Michael Swale as a Deputy Director and Enid Cassin as Deputy Director-General.

Council took special pleasure in the recognition this year of great achievement by two of its members within the worlds of advertising and consumer protection. Tubby Pitcher was awarded the Mackintosh Medal by the Advertising Association for his public and personal service to advertising. Rachel Waterhouse was appointed Chairman of the Consumers' Association. That members of the Council of the Authority should be accorded high esteem in these two areas happily manifests the aims which many organisations have in common.

During the year, we were saddened by the premature death of Christopher Cory, a member of Council since the beginning of 1978. He brought to the service of the Authority a singular combination of talents and experience. He was a business man, he had been Chief Scout Commissioner for Wales since 1966, he was active in promoting voluntary activities among the young, and his love and knowledge of music were expressed in his long-standing directorship of the Llandaff Festival of Music. The loss of his friendliness and urbane judgment leave a gap in Council which will not easily be filled. Council also lost another valued and active member through the resignation of Paul Flowers to whom I convey the gratitude of the Authority for his contribution to its work.

We are glad that Lady Elizabeth Cavendish and Canon Gordon Dunstan have been willing to add the duties of Council membership to their busy lives, and we extend a warm welcome to them.

McBryon J. Dennis

The CAP Year

The most significant event of 1981 in the work of the Code of Advertising Practice Committee was the publication of Case Reports.

Some parts of the advertising industry had feared that a public revelation of disputes among both advertisers and members of the industry might produce complaints which were made largely for the purposes of harassment and competitive advantage. Experience in 1981 has shown that these fears were unfounded. The industry recognises that the system enables everyone, including the ultimate consumer, to benefit from the dissemination of information and knowledge about the factual content of advertisements.

The CAP Committee feels, moreover, that in a self-regulatory system which inevitably contains an element of "being accountable to oneself" the publication of cases has proved to be a necessary and desirable demonstration of openness.

*A resumé of the
Main Business of the
CAP Committee during 1981*

Bargain Offers Review: OFT Report, October 1981

The Committee took note of the Office of Fair Trading's Review of the working of the Price Marking (Bargain Offers) Order 1979 and supported the view put forward by the ASA to the Director-General of the OFT, urging the withdrawal of the Order. The Committee had been forced to reserve its position on replacement provisions for the Code, Section 11.4.4. which had been suspended on the introduction of the Order, pending clarification of the statutory context within which the Code would have to operate. The Committee drew attention to the general principles of honesty and truthfulness already embodied in the Code, stressing that there was no impediment to satisfactory operation of the Code in present circumstances, and that to include special guidance on "price claims" would be no more than elaboration of the basic principles of the Code.

The Committee was further concerned that the status of the Code should not be threatened by seeking to impose upon CAP the role of law enforcer and emphasised that Section I(p.10) of the Code sets out its position in this respect.

Sales Promotion Sub Committee

If the reader of this Annual Report shops at a supermarket, visits a chemist or a travel agent once in a while, buys goods from a stationers or a hardware store – it is possible that you may have been shopping in company with members of the CAP Sales Promotion Monitoring Staff.

Members of the staff visit shops the length and breadth of the country, making about eight visits a month. In 1981 towns visited ranged from Aberystwyth to Watford, from Darlington to Llandudno,

Stowmarket to Salisbury, Bristol to York – 100 visits in all. The object is for the Authority to see for itself what promotions are being offered through goods on the shelves, to collect all the relevant promotional material, to buy the product associated with the promotion and then take any necessary investigative action.

Almost without exception, items carrying promotional material (other than price discounting which is not monitored) are either groceries or toiletries.

The Sub Committee issue a Guidance Note to promoters who use mailing lists in connection with their promotional offers, and also found it necessary towards the end of the year to advise on a new and unusual form of promotion – that of private house sale competition. Working parties were also set up to deal with particular aspects of the Code.

Media Developments

During the year publishers of free distribution newspapers formed a number of trade associations, culminating in the acceptance into membership by the Advertising Association of the Association of Free Newspapers and the Association of Media Independents. The Committee also welcomed the recognition of the British Code of Advertising Practice within the provisions under consideration by the Post Office in the setting up of the Direct Mail Services Body; though the matter was still under negotiation, the acceptance of the Code of ASA/CAP as arbitors in matters related to its content was a welcome extension of the control system.

The introduction of new electronic media, such as satellite and cable television, was the subject of exploratory discussions between the Department of Trade and the ASA.

Sub Committees and Secretariat

During the year, the ASA regional presentation of the work of ASA/CAP and its advertising campaign, again increased the routine work of the CAP Secretariat. The Committee received 1,115 complaints of which 472 were investigated, with 384 complaints upheld in whole or in part, and 88 found not to contravene the Code. 385 complaints were not pursued and 258 were withdrawn by the complainants.

The Copy Panel advised on 913 routine submissions for copy advice in general areas of advertising – these were in addition to the daily advice given through telephone calls to the Secretariat. 344 certificates of clearance were issued for cigarette advertisements and a note was taken of the continuing discussions between the Government Department and tobacco manufacturers on the various agreements relating to the promotion of cigarettes, the outcome of which had implications for the content of Appendix H, BCAP.

The Health and Nutrition
Sub Committee

The Health and Nutrition Sub Committee gave guidance to advertisers and media on the advertising of solarium and sun tanning equipment, ionisers and cosmetic surgery. As always, advertising claims relating to “slimming” and vitamins and minerals were kept constantly under review and co-operation with both the Department of Health and the Ministry of Agriculture continued.

The Mail Order Sub Committee brought about the formal introduction into the Code of a review of that part of Appendix A relating to the advertising of "collectibles".

The Mail Order
Sub Committee

Amendments to Appendix E of the Code on credit and hire advertising also took place during the year. The Financial Advertising Sub Committee introduced these amendments in response to the requirements of the Consumer Credit Act 1974.

The Financial
Advertising
Sub Committee

The Chairman of CAP, Mr. John Jackson expressed his gratitude to all those within the industry who gave freely of their time and expert knowledge in order to help the Committee in the operation of the control system and also to all concerned, directly or indirectly, with the work of the Committee in 1981.

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 Poster Advertising Association
British Sign Association
Bus Advertising Council
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
Periodical Publishers Association
Proprietary Association of Great Britain
Scottish Daily Newspaper Society
Scottish Newspaper Proprietors Association
Screen Advertising Association
Solus Outdoor Advertising Association

Two Issues of the Year

A Cigarette Advertisement Issue

The new agreement on the sponsorship of sporting events, between the Government and the tobacco manufacturers seems likely to bring into question the effectiveness of the self-regulation of advertisements.

Appendix H of the Code contains the rules relating to cigarette advertisements which were first negotiated in 1975 by the Department of Health and Social Security and the Tobacco Advisory Council and the Advertising Standards Authority. In addition, there are bilateral agreements between the manufacturers of cigarettes and the Government on such matters as packaging, labelling (including the health warnings) and sponsorship. Manufacturers had to include Government health warnings in advertisements for those tobacco products that exhibited a health warning on the packet, and CAP media members would not accept any such advertisement for publication unless it was accompanied by a certificate from the Committee signifying that the advertisement also conformed to the requirements of the Code, including Appendix H. Appendix H permits no link between cigarettes and sport in advertisements. Under the previous Sponsorship Agreement between the Government and the tobacco manufacturers, they could advertise their patronage of sporting events although such advertisements did not have to carry the health warning.

That agreement came up for review this year. The day before the new agreement was ratified, the ASA was told that, at the request of the DHSS, advertising of sponsored sporting events by cigarette manufacturers would in future carry the Government health warning. This means that such announcements will in future be transformed into cigarette advertisements, with the result that the subject matter of an advertisement which the ASA would previously have rejected must now be accepted under the new agreement between the Government and the tobacco companies. A double standard is as open to severe criticism in this as in other areas of life; and the casualty will be the self-regulatory system.

The view of the Council of the ASA was expressed in the following press statement of 5th March:

“At its meeting today, the Council of the Advertising Standards Authority considered the announcement this week of the renewal of the Government’s agreement with tobacco manufacturers on sports sponsorship.

“The Council welcomed the decision to extend health warnings to advertisements for sports events sponsored by tobacco manufacturerers. The recent use in advertisements for sponsored events of cigarette brand names and elements of the design of cigarette packets has had the effect of blurring the distinction between these and cigarette advertisements. The latter are subject to the stringent restraints of the Cigarette Code, for the enforcement of which the Authority is responsible. The Council concluded that it would be necessary for equally stringent restraints on content to be included in the new sponsorship agreement, if

implementation of the Cigarette Code was not to be undermined.”

The Authority will participate in discussions on the practical implementation the new agreement with this in view.”

The ASA and the BBC

The BBC attacked the ASA in ‘Nationwide’ during 1981. This is what ensued.

This country is justly proud of the BBC though, like many venerable institutions, self-righteousness permits it a little too often to yield to the temptation to equate criticism of its programmes with impiety. Therefore it is sad, though not altogether astonishing, to report our recent experience of attempting to obtain from the BBC a correction of material they had transmitted which was both inaccurate and damaging to the Authority.

On March 23rd 1981, ‘Nationwide’ contained an item about the awards made annually by the advertising trade magazine ‘Campaign’. One of the winners was an advertisement by the furniture store, MFI. In an earlier version, this advertisement had been the subject of a complaint to the Authority, which we had upheld. We made some suggestions as to how the advertisement might be amended; these were accepted and acted upon by the advertisers and in the version which was submitted for an award the changes we had sought had all been made. Unfortunately, ‘Nationwide’s’ journalists jumped to the conclusion that a prize had been given to an advertisement which was still in breach of the Code.

This was what they told Gwilym Roberts MP, who, on the strength of it, was persuaded to criticise the Authority, a criticism he generously withdrew when we pointed the true facts out to him. He agreed with our assessment of the ‘Nationwide’ item – which contained other criticisms elicited on an equally dubious basis – as “incorrect in substance and damaging in its criticism of the Authority by misrepresentation”.

When we approached ‘Nationwide’, therefore, to seek a broadcast correction we were confident that we were making a reasonable request. Their initial reaction was to shift their ground. No, they conceded, they were not in fact sure, as they had claimed, that it was the unamended version of the advertisement that had been seen by the judges and awarded the prize. What they had meant was that the booklet in which the awards were publicised had reproduced the original, offending advertisement.

Even if true, this was scarcely an obvious basis on which to attack the Authority. But in fact it was as untrue as their original statement, as was immediately apparent to anyone familiar with both versions of the advertisement – as ‘Nationwide’ had reason to be. We therefore renewed our request for a correction. Two months elapsed without a reply. We referred the matter to the BBC’s Complaints Commission. A prompt response informed us that the BBC’s Complaints Commission had meanwhile ceased to function. Nor, we discovered, could our complaint be considered by the new Broadcasting Complaints Commission which had replaced it. Owing to a statutory quirk, the new body was not

Reasonable request

Two Issues of the Year

entitled to consider complaints about programmes transmitted before June 1st 1981.

Our complaint did not fall altogether into limbo, however. We were informed that the BBC's central secretariat would let us have a detailed reply to our representations. Another five weeks elapsed, after which we received a bald reiteration of the mistaken – and so far as our complaint was concerned, wholly irrelevant – belief that the advertisement reproduced in the awards booklet was the original, unamended version. No attempt was made to explain why this was believed to be the case, or to justify the quite different assertion that had been broadcast and on the basis of which Mr. Gwilym Robert's critical comments had been elicited.

Inaccurate account Again we returned to the charge; again to no avail. The only new element in the BBC's next letter was a further attempt to shift the ground; this time the programme was defended on the basis that the Chairman of the judges, Mr. Sinclair, had apparently not been aware, as he should have been, of the Authority's earlier censure of the MFI advertisement. We pointed out in our reply that, even if it were reasonable to expect the judges to know of the history of each advertisement before them, the fact remained that Mr. Sinclair's remarks had been elicited on the basis of the inaccurate account he had been given of matters by 'Nationwide' journalists. What his views would have been had he been properly informed neither we nor the BBC could know.

Change of stance The BBC's last word came in a letter from the Corporation's Chairman, Mr. George Howard, to the Chairman of the Authority. This marked a further change of stance – Mr. Howard accepted that not all the "evidence" which had been broadcast by 'Nationwide' had "stood up to close scrutiny". Despite this, we were told "the programme people hold that their basic argument was valid". We were offered further discussions. These we declined as pointless. We had learned that the standards the Corporation demands of others are not ones it accepts as relevant to its own output.

Mr. Howard's letter reflects an attitude which has been reported by others who have had occasion to criticise the journalistic standards of the BBC. We do not doubt that the Chairman, Governors and senior officials of the BBC would give wholehearted assent to C. P. Scott's famous summary of the rights and obligations of the journalist. "Comment is free, but facts are sacred". What seems to emerge from the Corporation's actual response to a specific complaint, however, is an unwillingness to recognise the practical consequences of these principles. The journalist's entitlement freely to express his opinions is dependent not only upon an acceptance of his duty to report accurately; it also entails an obligation to ensure that comment is not ventured until the facts to which the comment is directed are clearly known and understood.

The Royal Commission on the Press which reported in 1977, observed that the worst form of misconduct by journalists is the basing of contentious opinion upon inaccurate and unchecked information.

This is more especially the case with a television programme which usurps the role of a public prosecutor and may be tempted to a

carelessness in checking material which will promote the controversies that improve its standing in the ratings. It is for this reason that our own experience has seemed worthy of examination.

The Code which we administer daily reminds us that fact and opinion – objective and subjective reporting – are not as easily distinguished as any of us might wish. Nonetheless, we feel, and feel strongly, that it should be axiomatic in journalism that if, on investigation, it proves that your criticisms have been based upon a wrong appreciation of the facts – you withdraw them. We recognise the problems that a wholehearted acceptance of that principle could cause for so unelastic a medium as television. But rather than seeing the practical difficulties of making corrections used as an excuse for defending the indefensible, we would prefer that the BBC accepted it as an additional reason, quite distinct from the maintenance of their national and international reputation for honesty, for making the very greatest of efforts to ensure that what is said on their programmes is not merely accurate, though it should certainly aim to be that at the very least, but truthful in a larger sense.

The substance of our disagreement with the BBC is of no great importance. But we believe that the Corporation's handling of the matter was not merely maladroit but revealed attitudes and raised issues of general concern going beyond the triviality of the particular circumstances.

ASA Activities

Advertising Campaign

Heartening response to 1981 Campaign

The advertising initiated by Davidson Pearce Limited in 1980 had two objectives: to achieve greater understanding of the work of the Authority and to obtain wider support for it by demonstrating how effective is the contribution of the ASA to the regulation of advertisements in non-broadcast media.

These aims were adhered to and developed in 1982, using a two-pronged strategy:

1. Broader media coverage to reach a wider audience.
2. A series of informative advertisements dealing with specific areas of the Code and the general role of the Authority.

Our advertising budget is necessarily limited but through the generosity of media owners who were unstinting in their donations of advertising space, ASA were able to arrange for advertisements to appear throughout the year in the national and regional press, in magazines, on posters and in cinemas. Once again, the Authority is deeply grateful for this free space which effectively quadrupled the value of our 1981 budget and enabled us to project the work of the Authority to the public at large as well as to the advertising industry itself in our strongest ever campaign.

Typical Press advertisements

As in 1981, 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: "It's easy to complain about advertisements".

Advertisers of slimming products have to use self control.

Slimming is one of many areas in advertising which is carefully watched. And any advertisement for slimming products must comply with the rules on the right.

They are just some of the rules affecting slimming advertising and they appear in a book called the British Code of Advertising Practice. In it are many rules, not just affecting slimming.

They govern all advertisements which appear in the press, in direct mail, in print, on posters and cinema commercials.

The Code is used by the Advertising Standards Authority whose job it is to protect the public from unacceptable advertising.

It was set up and is financed by the advertising industry although it works entirely independently of it.

Amongst other things, the ASA responds to consumers' complaints and this briefly is the way the system works. Members of the public can write to us to complain about any advertisement they find unacceptable. If, after investigation, we find the advertisement unacceptable, we find the advertiser to amend or withdraw it.

Spare the rules, spoil the child!

A child is sometimes the most susceptible and vulnerable of all. Which is why any advertisement aimed at children needs tight. Hence the rules on the right.

They appear in a book called the British Code of Advertising Practice. In it are many rules, not just affecting children's advertising. They govern all advertisements which appear in the press, in direct mail, in print, on posters and cinema commercials.

The Code is used by the Advertising Standards Authority whose job it is to protect the public from unacceptable advertising. (To interpret and develop the Code have recently carried out research into children's reactions to advertisements.)

Amongst other things, the ASA responds to consumers' complaints and this briefly is the way the system works. Members of the public can write to us to complain about any advertisement they find unacceptable. If, after investigation, we find the advertisement unacceptable, we find the advertiser to amend or withdraw it.

As you can see, advertising alcohol are not given much

To advertise alcohol you have to keep on the straight and narrow as can be seen from the rules on this page.

They appear in the British Code of Advertising Practice. In it are many rules, not just affecting the advertising of alcohol. They govern all advertisements which appear in the press, in direct mail, in print, on posters and cinema commercials.

The Code is used by the Advertising Standards Authority whose job it is to protect the public from unacceptable advertising. And, as its name suggests, to keep advertising standards high.

Amongst other things, the ASA responds to consumers' complaints about advertisements, and this briefly is the way the system works.

Members of the public can write to us to complain about any advertisement they find unacceptable. If, after investigation, we find the advertisement contravenes the Code, we instruct the advertiser to amend or withdraw it.

If you'd like to know more about the Code affecting alcohol advertising or about us, or if you have any cause to complain about an advertisement, we'd like to hear from you.

ASA 1982

The series of advertisements aimed at opinion formers was designed to emphasise the broad scope of the Code and each advertisement illustrated a specific product area. Subjects included Appendix B – Children: “Spare the rules, spoil the child”; Appendix C – Slimming; “Advertisers of Slimming products have to use self control” and Appendix J – Alcohol drinks: “As you can see advertisers of alcohol are not given much licence”.

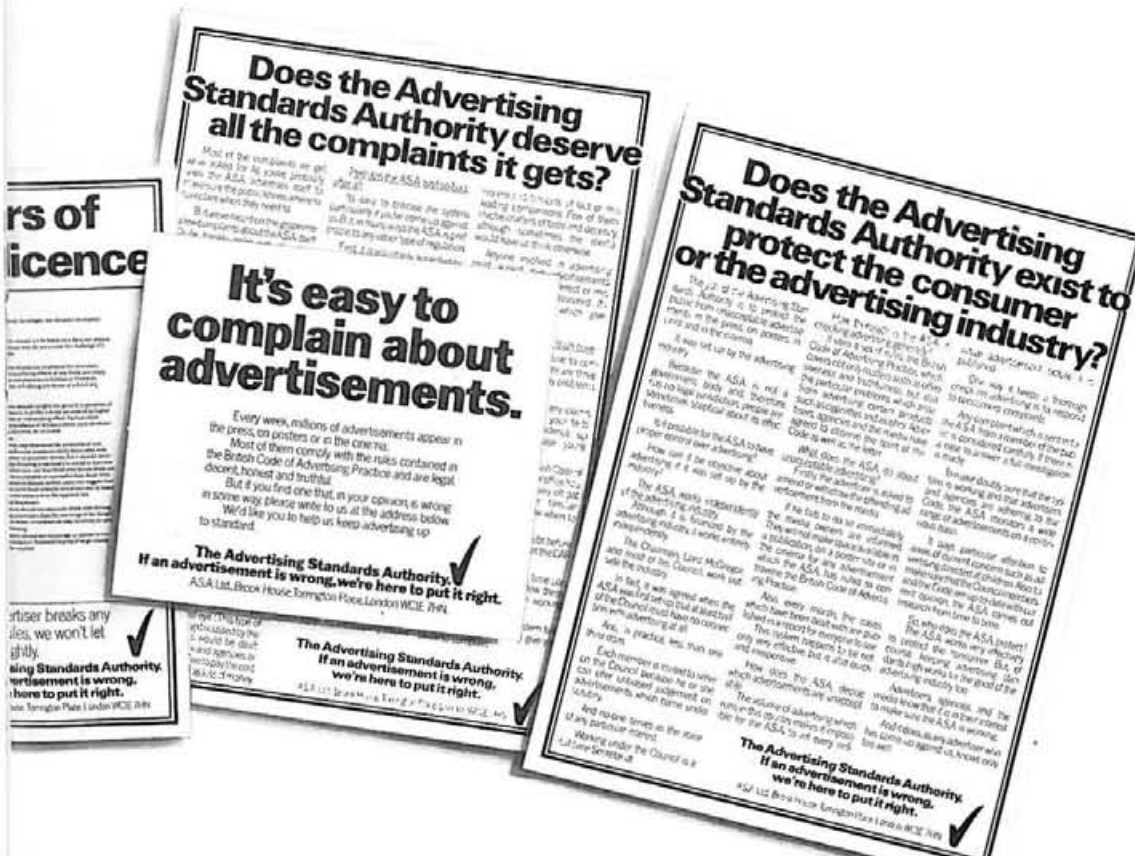
To support each subject, we prepared leaflets which gave full details of the relevant Appendices and the general role of the Authority. These were sent to people who, responding to the ads, wrote to ask for more details about the Code. They were well received.

There is an audience other than the general public to be considered. This is the advertising industry itself and there is an inherent need to maintain a strong line of communication with the industry – on whose support the self-regulatory system of control is so dependent. Thus, advertisements setting out the role of the Authority were addressed to the industry through the trade press who were notably generous in their donations of free space.

The press advertisement campaign was supplemented by posters which echoed the press theme “If an advertisement is wrong, we’re here to put it right” and the campaign was further strengthened in 1981 with the introduction of a new 30-second cinema commercial, which through the generous support of the cinema industry will be seen nationwide over a twelve-month period.

Response to the campaign has been heartening, media, as stated earlier have been unstinting in their donations of free space, and the public has maintained to a remarkably high level the record interest shown in 1980 both in terms of complaints received and general enquiries about the Code and the work of the Authority.

Communication with advertising industry



ASA Activities External Relations

*Increased participation
the keynote of the year*

We forecast several innovations in last year's Annual Report and these innovations have resulted in increased activity by the Authority's External Relations Group during the year.

With the acquisition of a modular display unit, the Authority was able to participate in a series of exhibitions, beginning in June at the Institute of Trading Standards Annual Conference and Exhibition at Harrogate. In addition, the Chairman addressed the guests at the Institute's Annual Dinner. In September, The Association of Free Newspapers held their first Conference and Exhibition in Birmingham and here, too, the ASA mounted a display. This was followed by similar displays at the Birmingham Consumer Week, the St. Ives Chamber of Commerce Fair and the Manchester Consumer Week, all in October.

The 200th Meeting of the ASA Council on November 6th 1981



Lectures were a major feature of the year's external educational contacts. Members of the Secretariat delivered lectures at the 21 educational establishments which offer the Communications, Advertising and Marketing Foundation's certificate courses. Each group of students received an identical lecture, a screening of the film "A Question of Standards" and printed material about the ASA's function and how it operates. Venues ranged from Aberdeen College of Commerce to Dorset College of Higher Education, with the Southampton College of Further Education providing an audience of some 200 people.

Co-operation with branches of the Institute of Marketing and members of the Regional Newspaper Advertising Bureau produced an extension of the Authority's programme of visits throughout the UK. The form of presentation was changed to allow more time for an open question and answer session at each venue, and invited guests came from the widest spread of interests in advertising and advertising control.

Presentations were made in Bristol, Bournemouth, Northampton, Torquay, Norwich, Luton, Liverpool and Enfield. Seminars, conferences, meetings and discussions have been attended and addressed by the Chairman, the Director General, Miss Enid Cassin, and David Williamson, and members of the Secretariat. Among these were:

January	Press Advertisement Managers' Association.
February	Association of British Travel Agents seminar. British Airways seminar. South West ADEX, Bristol. Women's Advertising Club.
March	CAM seminar on Law and Codes of Practice.
April	National Consumer Congress. Merseyside Institute of Marketing.
May	OYEZ seminar on "The Exploitation of the Royal Family".
June	Citizens Advice Bureaux, North Wales. Institute of Trading Standards Administration Conference. Association of Mail Order Publishers. European Proprietary Association 17th Annual Meeting.
July	ADMAP Conference "Advertising restrictions in relation to Colour Supplements". Michigan University students "Mass Media in Britain". American Institute for Foreign Study.
September	Advertising Association Peterhouse Conference. Association of Free Newspapers Conference.
October	International Advertising Association Conference. ADMAP Conference "Advertising restriction, a growing threat". Bureau de Verification de la Publicité.
November	Institute of Trading Standards Administration symposium. Control Advertising Services, British Rail seminar. London College of Printing.

Press coverage during the year in newspapers and magazines was extensive and produced over 1,100 editorials. Radio and television programmes on national and local stations, featured ASA staff in 65 broadcasts.



In the Blackfriars Hall, Norwich, after the ASA presentation are (Left to Right) Freddie Edwards (Secretary of the Advertising Standards Board of Finance), Mrs. J. Penton, Mr. A. Penton (Penton Publicity Associates) and Mr. N. B. Bates (Tibbenham Advertising).



Lord McGregor (Left) with Mr. John Corfield of Manchester, Chairman of ITSA Fair Trading Standards Committee at the ASA Stand, ITSA 87th Annual Conference and Exhibition, Harrogate 16-18 June, 1981.



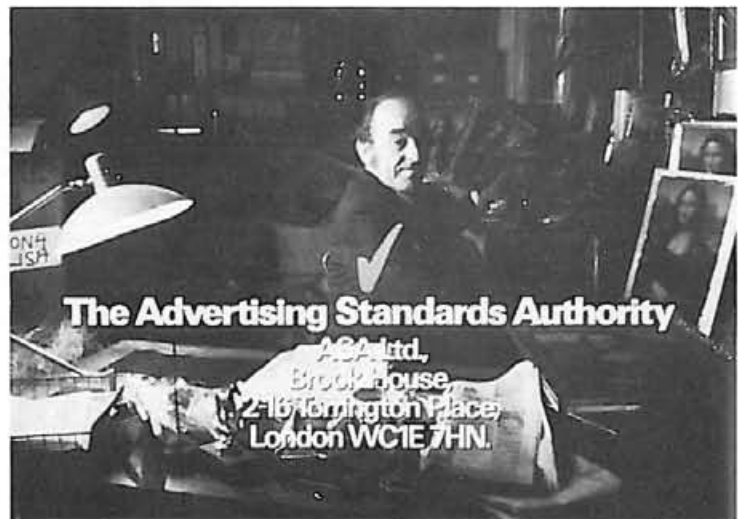
Ian Fletcher (Left) Secretary of the Association of Free Newspapers, and David Williamson on the ASA stand at the AFN conference in Birmingham.



Lord McGregor discussing ASA advertising with Eddie So from the Community Relations Department of the Hong Kong Independent Commission Against Corruption.



A Glasgow bus carries our message down Shawlands.



Michael Robbins as the "Mona Lisa" Artist in the ASA film commercial now being shown around Britain.



Communications, Advertising and Marketing Foundation Course students from the Bristol area at the ASA presentation held in Ashton Court Mansion. Left to Right: Doug. C. West (lecturer), Shelia Jenner, Jacqueline Matthewman, Frank Pursey, John May (lecturer), Andrew Hickling and Rowena Palser.



At the ASA presentation to the Humberside Institute of Marketing in Hull are (Left to Right), Mr. N. Williamson (Hull Inst. M.), Peter Thomson (Director General, ASA), Enid Cassin (Deputy Director General, ASA), Mr. E. Martin (Hull Inst. M.) Lord McGregor, Mr. M. Leng (President, Hull Inst. M.) and Mr. M. Walker (Hull Inst. M.).

The Chairman also made a seven day lecture tour in the Federal Republic of Germany at the invitation of Deutsch-Englische Gesellschaft and spoke about the control of the content of advertisements to audiences in Frankfurt, Dusseldorf, Cologne, Bonn, Hamburg and West Berlin.

The additional copies of the film, *A Question of Standards*, which were added to the library during the year enabled all borrowing requests to be accepted. Despatches during the year were 465 with a viewing audience of some 22,000. In October ten copies of the film had the new ASA cinema commercial 'Mona Lisa' added to their running time. These were for use in educational establishments, particularly those offering CAM courses. Preliminary work on a replacement film was completed, and it is anticipated that this new film will be available in late 1982.

"A Question of Standards"

The CAP Committee, who are represented on the Society of Film Distributors Advertisement Viewing Committee, scrutinised complaints made in 1981 about X-films and X-film advertisements. In all, only five complaints were received, relating to three press advertisements and one poster. The complaint against the poster was upheld, and the other complaints were not upheld.

X-Film advertisements

There were more re-submissions of artwork and copy to the SFD Committee than in 1980. The Indecent Displays (Control) Act was passed during the year and the SFD Committee sought legal advice as to their standing as an advisory body offering guidance to the cinema exhibitors. Based on that advice they decided to continue with their voluntary advisory role to the film industry.

ASA Activities Monitoring 1981

The year's major activities include across-the-board monitoring, examination of selected product categories and quota monitoring.

Three operations spear-headed the Monitoring Department's activities during 1981.

The first of these was the standard, across-the-board scanning of publications. This work accounts for the greater part of the day-to-day activities of three cases officers. The range and frequency of scanning has followed the pattern introduced in 1980.

All the national daily papers have been seen on average every fourth issue, all the national Sunday papers on average two out of three issues and all the Sunday supplements received from the newsagents.

A selection of regional daily, evening and weekly papers has been scanned on a rotational basis which enabled seven regions of England plus Wales and Scotland to be covered. National weekly and monthly consumer and women's magazines were also monitored on a rotational basis.

STANDARD

No. of publications monitored		Jan-Mar	Apr-June	July-Sept	Oct-Dec	TOTAL
Magazines	Womens General	220	173	191	192	776
Sub total						
Supplements						
Sunday Times		13	17	13	8	51
Sunday Express		-	11	13	9	33
Observer		8	9	9	8	34
Sunday Telegraph		11	16	13	8	48
News of the World		-	-	3	7	10
Sub total		32	53	51	40	176
National Sundays						
News of the World		6	9	7	9	31
Sunday Mirror		10	11	11	7	39
Sunday Express		8	8	6	9	31
Sunday Telegraph		6	10	6	7	29
Sunday Times		9	9	9	7	34
The Observer		8	9	9	8	34
Sunday People		9	9	9	6	33
Sub total		56	65	57	53	231
National Dailies						
Daily Star		24	28	16	24	92
Sun		14	15	15	21	65
Daily Telegraph		18	15	15	14	62
Daily Express		24	28	26	20	98
The Times		15	17	18	20	70
Daily Mirror		22	20	19	16	77
Daily Mail		13	13	14	21	61
Guardian		21	21	21	23	86
Sub total		151	157	144	159	611
Regional daily newspapers						200
Local weekly newspapers						132
Sub total						332
Posters/Leaflets						10

Total examined 2,136

Relating the cases initiated for prima-facie breaches of the Code against the number of advertisements scanned, the following percentage figures emerge:

Magazines and Sunday Supplements (average 80 display and semi-display advertisements per publication)

76,160 advertisements – 145 cases – 0.19%

Newspapers of all types (average 300 display and semi-display advertisements per publication)

352,200 advertisements – 137 cases – 0.03%

Next, we examined twelve selected product categories during the year. Two of these – not surprisingly – provided larger than usual numbers of cuttings to be investigated, namely, the Royal Wedding and in November-December, children's toys. All together, 4,727 advertisements were scanned and 50 cases were initiated for prima-facie big breaches of the Code. This gives a percentage of cases to advertisements examined of 1.05%. When this figure is compared to the

Special Product Categories

MONITORING

		Jan-Mar		Apr-June		July-Sept		Oct-Dec		TOTAL		TOTAL
		G	PC	G	PC	G	PC	G	PC	G	PC	
Magazines	Womens	18	-	18	1	6	-	3	1	45	3	48
	General	27	-	13	2	4	-	15	-	59	2	61
Sub total		45	-	31	3	10	-	18	2	104	5	109
Supplements												
Sunday Times		4	-	2	-	1	-	2	-	9	-	9
Sunday Express		-	-	-	-	1	-	-	-	1	-	1
Observer		4	-	2	2	-	-	4	-	10	2	12
Sunday Telegraph		7	-	2	-	3	-	2	-	14	-	14
News of the World		-	-	-	-	-	-	-	-	-	-	-
Sub total		15	-	6	2	5	-	8	-	34	2	36
National Sundays												
News of the World		-	-	1	1	-	-	-	-	1	1	2
Sunday Mirror		-	-	1	-	-	-	-	-	1	-	1
Sunday Express		4	-	-	1	-	-	5	-	9	1	10
Sunday Telegraph		1	-	1	-	2	-	2	-	6	-	6
Sunday Times		-	-	-	-	1	-	2	-	3	-	3
The Observer		1	-	3	1	2	1	1	-	7	2	9
Sunday People		-	-	3	1	-	-	1	-	4	1	5
Sub total		6	-	9	4	5	1	11	-	31	5	36
National Dailies												
Daily Star		1	-	2	1	-	-	2	-	5	1	6
Sun		2	-	-	-	-	-	1	-	3	-	3
Daily Telegraph		3	-	-	3	-	-	-	-	3	3	6
Daily Express		1	-	1	2	1	-	-	-	3	2	5
The Times		1	-	-	1	-	-	-	-	1	1	2
Daily Mirror		1	-	1	1	-	-	1	-	3	1	4
Daily Mail		1	-	1	1	-	-	1	-	3	1	4
Guardian		-	-	1	-	-	-	-	-	1	-	1
Sub total		10	-	6	8	2	-	4	-	22	8	30
Regional daily newspapers		3	1	3	7	2	2	4	-	12	10	22
Local weekly newspapers		10	-	4	20	2	8	5	-	28	21	49
Sub total		13	1	7	27	4	10	9	-	40	31	71
Posters/Leaflets		-	-	1	-	1	-	8	-	10	-	10

No. of cases initiated
G=General PC=Press Cuttings

ASA Activities

standard monitoring figures of 0.03% for newspapers and 0.19% for magazines and Sunday Supplements, it may cause some surprise. However, the explanation lies in the fact that, as each product category comes under scrutiny as a result of the number of product complaints about it, a product category will therefore give rise to more prima-facie breaches of the Code.

SPECIAL PRODUCT CATEGORIES, 1981

No. of Press cuttings examined

Total examined – 4,727

	JAN-MAR	APR-JUNE	JULY-SEPT	OCT-DEC	Number Pursued
Cosmetic surgery	56	39	–	–	–
Lithographic prints	–	–	22	–	–
Exercise cycles	–	30	–	–	–
Marriage bureaux	–	–	13	–	2
Ready made curtains	60	–	–	–	3
MPG & small print (cars)	–	243	463	–	25
Royal wedding	–	790	450	–	23
Charities	–	–	218	–	3
Stamps	16	–	–	–	–
Slimming	–	412	–	–	4
Fuel costs	–	–	–	76	–
Toys	–	–	–	1,839	–

Substantiation Required

The third operation has been the special quota monitoring project which was reported in the 1980 Annual Report and instituted in April 1981. From it we make random checks on advertisements and attempt to find out whether advertisers in general are able to substantiate their claims in accordance with Section 11.4.1 of the Code which says, “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”.

Report by the Director General of Fair Trading, November 1978 “Review of the UK Self-regulatory System of Advertising Control”

The selection procedure is based on that used by the Office of Fair Trading in their Review of Advertising;² for example, the interval for advertisements in daily newspapers is 1 to 6, for monthly magazines 1 in 8. The publications which are monitored are to be found in the list prepared by the OFT from British Rate and Data (BRAD). Where a journal or newspaper thus listed has ceased to publish, a substitute has been selected from the same category in BRAD. When advertisements have been selected by this process, they are studied individually and, where a statement appears to be capable of substantiation, that advertisement becomes the subject of a monitoring enquiry. To pursue an enquiry a letter is sent to the advertiser and/or his advertising agency, attaching a copy of the advertisement and underlining the claim for which substantiation is sought.

In the eight months of the project 300 publications have been studied, yielding 750 display advertisements (excluding recruitment and property advertisements). 10% have given rise to requests for substantiation. Although some advertisers have proved slow in providing the information requested, only four failed to respond to our request for

substantiation. Only one advertiser has been asked to amend copy claims in the light of substantiation received.

To put this operation in perspective against the standard and product category monitoring one case officer has spent a total of 32 working days on the quota monitoring programme in 1981.

To help in assessing the work flow of the monitoring operation, statistical tables covering each quarter of 1981 have been prepared and have been combined for this report into a 1981 format.

ASA Activities **Complaints Analysis**

Analysis of Complaints received by ASA from members of the public

In 1981 the Authority received 6,145 complaints. The continued high level of complaints following the record number of 6,533 in 1980 reflected the widespread coverage of the Authority's advertising campaign (see pages 14-15).

Despite the high number of complaints, less than 30% gave rise to investigation and the breakdown of complaints reveals that of the 1,778 complaints which were pursued, 1,105 related to advertisement copy and 673 concerned mail order delays.

Total Received

1979:
3,367



1980:
6,533



1981:
6,145



SUMMARY OF COMPLAINTS RECEIVED: JAN.-DEC. 1981

MONTH	TOTAL	NOT PURSUED						PURSUED		
		TV	OR	NJ	AI	MD	NP TOTAL	MO DELAY	COPY	TOTAL PURSUED
January	494	39	65	88	55	72	319	79	96	175
February	476	29	71	90	59	61	310	70	96	166
March	418	30	66	85	67	46	294	56	68	124
April	409	27	51	59	91	52	280	39	90	129
May	567	33	69	104	144	52	402	69	96	165
June	464	35	79	77	96	43	330	54	80	134
July	641	33	83	152	140	64	472	60	109	169
August	426	29	59	73	88	54	303	47	76	123
Sept.	466	37	65	84	85	77	348	39	79	118
October	673	39	89	159	109	76	472	71	130	201
Nov.	581	47	84	120	132	65	448	37	96	133
Dec.	530	33	59	123	94	80	389	52	89	141
TOTAL	6,145	411	840	1,214	1,160	742	4,367	673	1,105	1,778

Key

- | | | | |
|----------|---|----|---|
| TV/Radio | - Passed to IBA | MD | - More details, i.e. inadequate details given by complainant and further information requested. |
| OR | - Outside remit, i.e. unrelated to content of specific advertisement. | NP | - Not pursued |
| NJ | - No case to investigate; no apparent breach of the Code. | MO | - Mail Order |
| AI | - Already investigated, i.e. duplicate complaints. | | |

Complaint Investigations

We published twelve Case Reports during the year, each recording the outcome of the Authority's complaint investigations (Case Reports 71-82). In total, the Case Reports covered 1,946 cases (665 mail order delays; 1,281 copy investigations).

826 of the 1,281 copy investigations were upheld either wholly or partially and in the majority of cases advertisers gave the Authority their assurances that the offence would not be repeated. Nevertheless, we did not always receive such assurances and found it necessary to issue notices to media organisations about 31 cases, advising them of the advertiser's failure to comply with the Code. Such notices or warnings usually take the form of notifying the 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, 76% were resolved with goods or refunds being received but in 24% of instances the companies were either no longer trading or had gone into liquidation and it was necessary to issue a total of 73 warnings to media.

Product Groups

Once again, the product groups which gave rise to most complaints were car/car-accessories and holidays: this is revealed in the analysis of copy investigations shown below.

Analysis of Categories accounting for 10% or more of investigated complaints

CASE REPORT	71	72	73	74	75	76	77	78	79	80	81	82	TOTAL
Cars/Car Accessories	6	17	7	10	8	8	16	7	14	13	12	19	137
Holidays	10	12	9	14	8	4	2	6	8	8	6	5	92
Services	5	7	6	3	8	9	5	11	5	11	9	9	88
Travel	7	6	2	3	4	5	6	10	8	3	5	8	67
Retail	6	10	9	5	5	4	7	1	5	4	3	7	66
Financial	7	6	4	3	2	3	1	6	2	-	10	7	51
Photography	3	4	3	2	3	3	3	2	5	3	9	8	48
Sundries	3	3	4	3	5	1	5	4	1	1	3	8	41
Furniture	4	4	3	4	2	3	3	2	3	-	2	5	35
Appliances	1	4	2	7	1	3	5	3	-	1	-	5	32
Entertainment	2	3	3	2	-	1	1	7	2	6	1	1	29
Publishers	2	1	-	3	3	1	4	3	4	2	2	3	28
Gardening	1	2	1	2	1	2	2	3	6	4	-	3	27
Heating/Energy/Insulation	1	2	1	1	1	4	2	3	2	4	1	4	26
D. Glazing/Windows	2	2	3	1	2	4	1	1	4	2	-	3	25
Clothing	5	4	2	-	1	3	3	-	1	2	2	1	24
Hi-Fi/Records	5	1	1	3	2	2	1	1	4	1	1	-	22
Recruitment	3	-	-	2	3	-	2	3	5	1	1	2	22
Food/Confectionery	4	3	2	2	3	1	-	1	1	-	-	2	19
Property Development	1	-	-	2	1	1	2	2	2	1	3	3	18
Video Equipment	2	1	1	3	-	-	3	-	3	2	-	2	17
Alcohol	2	-	-	1	-	1	-	1	2	-	4	3	14
Hotels	2	2	1	-	-	1	1	-	1	-	4	2	14
TV	1	1	1	5	3	3	-	-	-	-	-	-	14
Radio/Radio Equipment	1	2	1	-	1	1	2	2	1	-	-	2	13
Treatments	-	-	-	3	1	-	3	1	1	-	-	4	13
Carpets/Floor Coverings	1	-	2	-	2	4	-	1	-	-	-	2	12
Hair	-	-	3	1	2	1	-	-	3	-	1	1	12
Motorcycles/Accessories	2	-	-	2	2	-	-	2	-	1	-	3	12
Office Equipment	-	1	2	1	-	1	2	-	1	1	-	3	12
Telephones/Equipment	-	-	-	2	1	1	1	1	1	3	2	-	12

ASA Activities

However, there has also been a distinct increase in complaints relating to services. These have ranged from “guarantees” by architectural design consultants, building contractors and roofing specialists to “unlimited introductions” by friendship bureaux and “free” offers by video libraries.

Complaints about financial advertisements have also risen and they illustrate the pitfalls that await advertisers in this field; on the one hand, over-simplification and on the other, a lack of clarity arising from the presentation of complex terms.

Cigarettes are notable absentees in the product group breakdown; a reflection of the effectiveness of the pre-publication clearance for advertisements covered by Appendix H of the Code.

BREACHES OF THE CODE Advertisements likely to mislead

Of the 826 complaints which were upheld either wholly or in part during the year, 34% of advertisements were found to be in breach of 11.4.2 which requires that “Advertisements should not contain statements or visual presentations which, directly or by implication, by omission, ambiguity, or exaggeration, are likely to mislead the consumer about the product advertised, the advertiser, or about any other product or advertiser”.

It was noted that in the vast majority of cases, the breach of the Code had resulted from carelessness on the part of the advertiser in the preparation of the advertisement rather than any deliberate attempt to mislead. The Authority is nonetheless concerned at such lack of attention to detail and urges advertisers to consider the consequences of such carelessness to their own businesses and the advertising industry in general when breaches of the Code result.

Substantiation of Claims

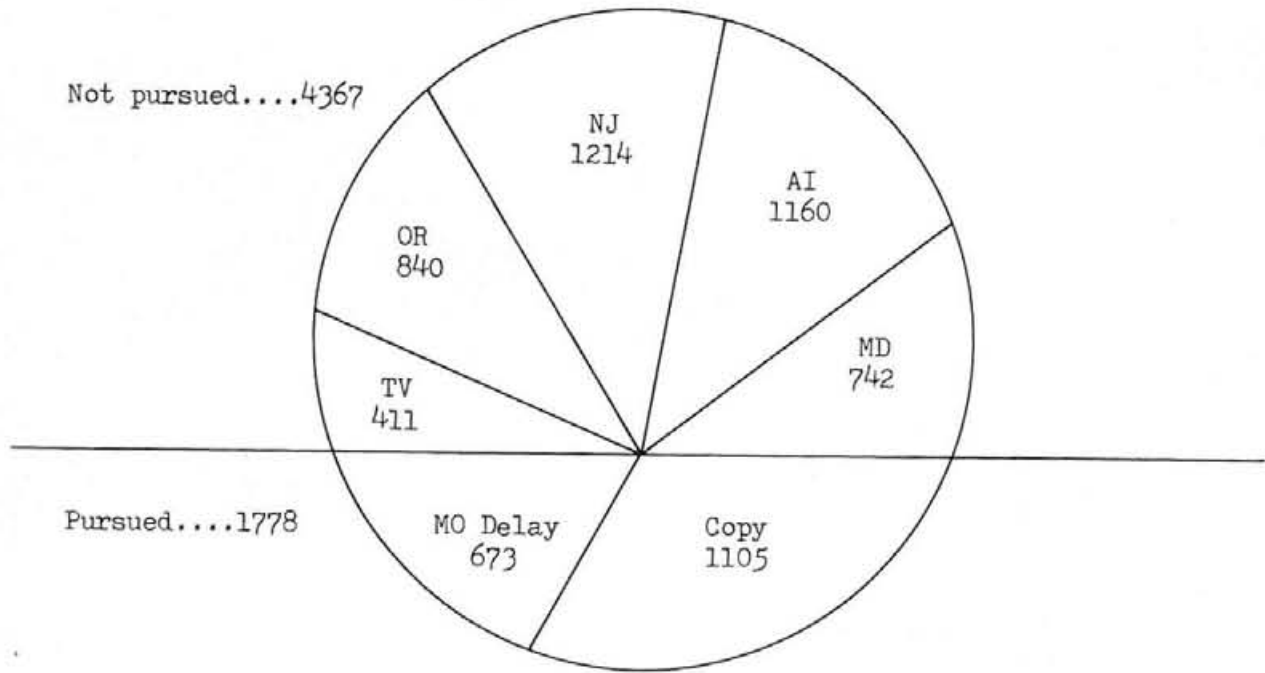
The high number of failures to comply with Section 11.4.1 of the Code – which requires advertisers to have substantiation of their claims readily available – continues to give the Authority cause for concern. Though advertisers have taken note of the requirement, carelessness in the extraction and interpretation of data has been the underlying reason for an increasing number of advertisements (18% compared with 15% in 1980) which have been found in breach of this section of the Code.

Matters of decency

Section 11.2 of the Code 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”. Fifty-two complaints were investigated under this section and of these twenty-one related to the depiction of women in advertisements. (A report of the Authority’s research study on this subject is to be published in 1982).

Eleven advertisements were found in breach of the Decency section of the Code but the Authority was also concerned at the lack of standards exercised by advertisers and publishers in the case of many advertisements which came under scrutiny. Although the majority of advertisements were not found in breach of the Code, the irrelevant and tasteless use of female models, the general debasement of language and the increasing use of sadistic and violent appeals were points of particular criticism.

Total complaints....6145



Key

TV/Radio - Passed to IBA
OR - Outside remit, i.e. unrelated to content of specific advertisement.
NJ - No case to investigate; no apparent breach of the Code.

AI - Already investigated, i.e. duplicate complaints.
MD - More details, i.e. inadequate details given by complainant and further information requested.
MO - Mail Order

Financial Report

FINANCIAL REPORT

The Advertising Standards Authority Ltd.
Expenditure Account for the Year ended
31st December 1981

<u>1980</u>	
352,318	Salaries and staff costs
85,183	Rent and accommodation costs
19,260	Travel, subsistence and entertaining
15,955	Consultancy and professional fees
6,388	Council honoraria and expenses
	Depreciation
	Telephone, postage, printing, stationery, furniture and other general expenses
<u>71,740</u>	
550,844	
<u>882,577</u>	<u>331,733</u> Advertising and promotion

Registered Office

The Advertising Standards Authority
Brook House, 2-16 Torrington Place, London WC1E 7HU
Registered in England No. 73

Sunday
250-109 W
13th floor

The Presentation
"A Question of St
follow.

Your early reply w
acknowledged and
Yours

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

You can complain about this, or any other... or print advertisement, or cinema commercial, which you find unacceptable. Millions of ads appear every year and all few comply with the British Code of Advertising Practice.

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

Authority. ✓
... it right.

	1981
409,779	
106,660	
25,069	
12,148	
6,586	
1,071	
<u>92,936</u>	
<u>654,249</u>	
<u>350,769</u>	
	<u><u>1,005,018</u></u>

...rity Ltd.
... Telephone: 01-580 5555
...214

The Advertising Standards Authority
Brook House, 2-18 Torrington Place, London WC1E 7HN. Telephone 01-5...
Telex No. 77850 MONOREF G 1020

"An Evening with the ASA"
The Middlesex Suite, Uxbridge
24th March 1982

The Advertising Standards Authority is the body which enforces the British Code of Advertising Practice. We shall be giving a... about our work and activities at the Middlesex Suite, Hillin... the London, High Street, Uxbridge, on Wednesday, 24th March... Chairman of the ASA. I have great pleasure in inviting you to... the Middlesex Suite for a reception at 6.00 p.m., followed... presentation and a buffet.

Our relations with the advertising industry, we shall welcome... for dealing with complaints about advertising both... the industry and from the general public;

the controls exercised by the self-... imposed by the law;

Members of Council
Lady Elizabeth Cavendish M.A. J. H. ...
Miss Patricia Mann I.P.A. I.C.A.M.
Chairman: Professor Lord McGregor
The Advertising Standards Authority

will be...
standards", and...

Publications

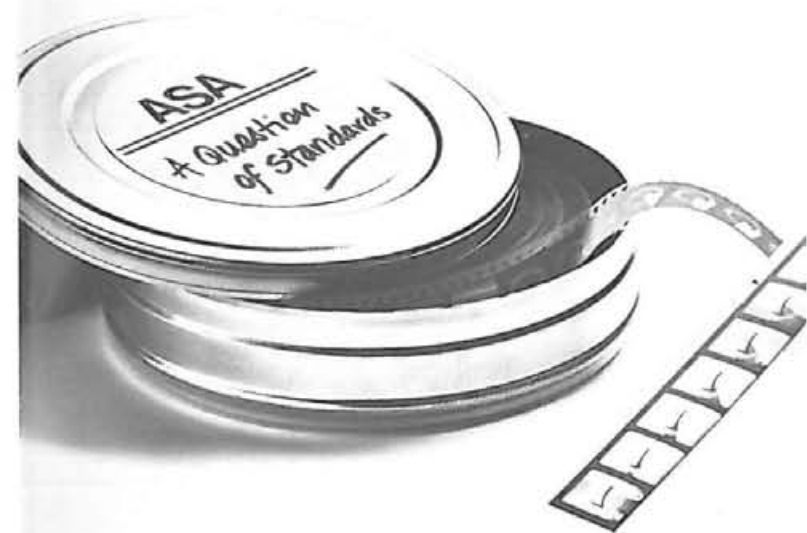
During the year additional publications have been added to the list of items available on application to the Authority. Some of these items are free of charge and the complete list is categorised below:

	<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	1.50	1.75
Case Reports (published monthly)	Free	
The Advertising Standards Authority – “What it does and how it works”	Free	
ASA Complaints Procedure (General copy)	Free	
ASA Complaints Procedure (Advertisers copy)	Free	
ASA Editorials	Free	
The Code and Children	Free	
The Code and Slimming	Free	
The Code and Alcohol	Free	
Children and Advertisements: A Research Study	35.00 + postage	

To obtain copies of the above publications, please send a cheque, postal order or stamp 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, and crossed.



A research report commissioned by the Advertising Standards Authority from Marplan Ltd. on childrens' attitudes to advertisements. The report is compiled from interviews with children in schools, using the poly-diagnostic method of questioning, and all questioning and all interviews were conducted during normal school hours.

Price £35, overseas postage extra.



A 16 mm 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, Parkhill 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 Philips video cassettes.

Secretariat as at 31st March 1982

Director General	Peter Thomson
Deputy Director General	Enid Cassin
Deputy Directors	Michael Swale Gwenan Williams David Williamson
Central Services	Iris Billis Elise Bugansky Denis Cross Ronald Dewar Julie Doble Ann George Frances Morgan Wendy Saggars Roy Saggars Amelia White
ASA (Public Complaints)	Deborah Buller Cynthia Carpenter Rosalind Mann Carlene Pringle Penny Reed Carol Self Linda Wheeler
CAP	Matti Alderson Nicholas Graham Smith Pauline Jonas Mary Khouri Lois Lewis Sandra Lovegrove Yvonne Pickwell Iris Stephens Olivia Warner Susan Wood
External Relations	Diana Bird Nicholas de Bois Rosemary Goodchild
Monitoring	Jean Bruty Judy Floyd Teresa Krajewska