


**THE ADVERTISING**  
**STANDARDS AUTHORITY**

**ANNUAL REPORT**  
**1985-86**





The Advertising Standards Authority is an independent body, with an independent Chairman and Council. It is financed from a levy on advertising costs which is collected by the advertising business. It is the job of the ASA to keep advertising standards high and to see that advertisements comply with the British Code of Advertising Practice.

The Authority's remit extends to advertisements in the following media: newspapers, magazines, brochures, the cinema, video tapes, posters, vehicles, aircraft towed banners, view-data services, text only cable services and community and special event radio.

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# THE ADVERTISING STANDARDS AUTHORITY ANNUAL REPORT 1985-86

## CONTENTS

Members of the Council	2
Chairman's Report	4
The CAP Year	9
Monitoring	17

## ASA ACTIVITIES

Case Reports	21
Advertising Campaign	22
Public Complaints Analysis	23
External Relations	26
Schools and Colleges	28
Films	28
Publications	30
Financial Report	31
Secretariat	32



**ASA LIMITED**  
BROOK HOUSE, 2-16 TORRINGTON PLACE  
LONDON WC1E 7HN

# MEMBERS OF THE COUNCIL



**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. Vice-President, Medical Defence Union. President, British Medical Association 1979-1980. Hon. Fellow, Lady Margaret Hall, Oxford. President of the Royal Medical Benevolent Fund. December 1980\*



**M C J BARNES ESQ**  
MA

Director, United Kingdom Immigrants Advisory Service. A member of the Direct Mail Services Standards Board. Formerly MP (Labour) for Brentford and Chiswick 1966-74, a member of the National Consumer Council 1975-80 and Chairman of the Electricity Consumers' Council 1977-83. January 1979\*



**LADY ELIZABETH CAVENDISH**  
LVO JP

Chairman of the Cancer Research Campaign. Chairman of the Hammersmith Juvenile Court. November 1981\*

List of serving Members 1985-86  
as at 31st March 1986

## CHAIRMAN

Professor Lord McGregor of Durris

## MEMBERS

Dame Josephine Barnes  
DBE FRCP FRCS FRCOG

M C J Barnes Esq MA

Lady Elizabeth Cavendish LVO JP

Professor the Rev. G R Dunstan  
MA DD FSA

A M Fisher Esq MA

The Baroness Lockwood

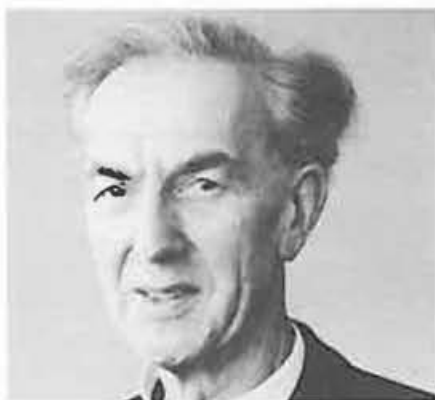
Patricia Mann FIPA FCAM

Alistair M Moffat Esq

A E Pitcher Esq FIPA FCAM

Frank Rogers Esq

Rachel Waterhouse CBE PhD



**PROFESSOR  
THE REVEREND G R DUNSTAN**  
MA DD FSA

Emeritus Professor of Moral and Social Theology in the University of London. August 1981\*



**A M FISHER ESQ**  
MA

Consultant. Director of ASBOF 1981. Chairman of the Code of Advertising Practice Committee 1973-75. February 1976\*

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



**THE BARONESS LOCKWOOD**

D Litt (Hon) Bradford, LLD (Hon) Strathclyde

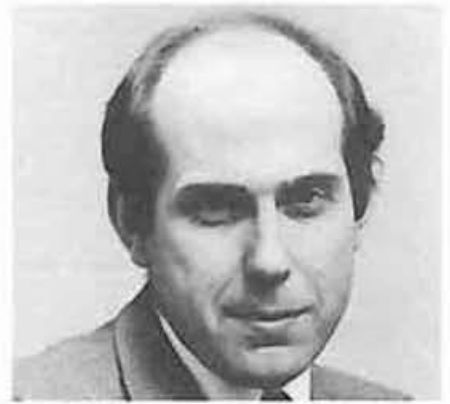
Founder Chairman of the Equal Opportunities Commission 1975-83. President of Birkbeck College. Council member of Hillcroft College. Council member of Bradford University. August 1983\*



**PATRICIA MANN**

FIPA FCAM

Head of External Affairs, J Walter Thompson Group (UK). Vice-President, J Walter Thompson International. Director, European Association of Advertising Agencies. Director, Woolwich Equitable Building Society. Director, Valor plc. Council of Brunel University. Governor, Henley Management College. June 1973\*



**ALISTAIR M MOFFAT ESQ**

Arts Correspondent for Scottish Television. Administrator of the Edinburgh Festival 'Fringe' 1976-1981. Documentary film maker. November 1984\*



**A E PITCHER ESQ**

FIPA FCAM

President of Ogilvy and Mather Limited, London. Chairman of CAM Education Foundation Limited. World President of the International Advertising Association. Member of the International Advertising Association's World Board of Directors and World Council. March 1979\*



**FRANK ROGERS ESQ**

Chairman of East Midland Allied Press plc; Deputy Chairman of The Daily Telegraph plc; Chairman of The International Press Institute, London. A member of the Council and Executive Committee, Industry and Parliament Trust. May 1985\*



**RACHEL WATERHOUSE**

CBE PhD

Chairman, Consumers' Association. Member, National Consumer Council. A Vice-President of the National Federation of Consumer Groups. Member, National Economic Development Council. Member of the Marketing of Investments Board Organising Committee. Member of the Securities and Investments Board. Author of books on the local history of Birmingham. November 1980\*

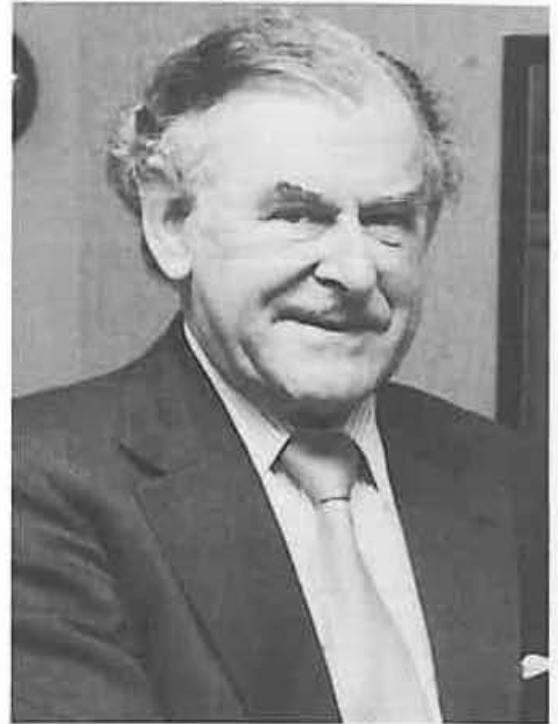
\*Date of appointment as member of the Council

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# CHAIRMAN'S REPORT

The proliferation of groups and organisations claiming to know what is good for their fellow citizens is a striking feature of the age we live in. Their advice washes across my desk in the form of often peremptorily phrased suggestions that the Authority should accept a duty to regulate and reduce the advertising of such food-stuffs as sugar and dairy products in the interests of health. For this reason, too, disapproval extends to alcohol, but, in this instance, moral and social considerations such as the effect of drunkenness upon family life are sometimes deployed as well. The ASA also receives complaints about advertisements for furs which are directed to the moral standing of furriers and those who wear their garments. With furs as with alcohol, it is asserted that severe restrictions if not banning of advertisements would be in the interests of the whole population.

To do good to others, and to be seen doing it, has been an object of human desire ever since Adam and Eve left the Garden of Eden. A century and a half ago, this beneficent enthusiasm would have run along channels cut by evangelical religion. In our own day, though, medicine has taken over many of the functions that religion used to discharge. In this secular century, the incomes and social status of those who specialise in postponing their fellow citizens' entry into the world to come have risen mightily whilst the loaves and fishes enjoyed by the clergy have become very sparse. One result has been that lay and professional practitioners of health education, a fringe activity of preventive as distinct from clinical medicine, sometimes assume the right and assert the obligation to alter the habits and behaviour not only of patients but of the whole population. As this development raises many questions which go beyond the province of medicine and bear closely upon the work and duties of the ASA, I shall take the opportunity given by my



Annual Report to reflect upon some of its implications. I emphasise that I write as a layman without knowledge of medicine, and that my concern goes no further than to examine how the ASA should deal with such demands.

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## BELIEF AND KNOWLEDGE

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Let us suppose that the Society for Putting Down Deceptively Harmless Pleasures has insisted that advertising of tea-cakes should be barred on the ground that a combination of currants and hot butter at tea is more damaging to health as well as being more addictive, especially to children, than a snack of cold margarine and high fibre bread, and consider what questions the ASA should ask before shaping its attitude and policy.

In the first place, of course, the Society has to be told some of the facts of life in a democratic society; in particular, that Parliament alone possesses the power to prohibit the advertising of goods which may be produced and sold lawfully.



Moreover, if Parliament did impose a ban it is more than likely that it would be struck down by the Court of Human Rights in Strasbourg. It is not to be forgotten that Article 10 of the European Convention, to which the United Kingdom is a party by treaty, secures freedom of expression to those engaged in commerce as well as in politics, subject only to narrow limitations. It is no part of the ASA's duty to establish a censorship on behalf of groups or organisations which believe that they know how to make all of us better.

Second, when we are told by proponents of health education to alter our diet in the interest of health, the inarticulate major premise of the advice is that a longer life is more desirable than a shorter. In an advanced industrial society this proposition really rests on the assumption that people will or ought to prefer to die at the age of eighty rather than at the age of seventy-five. The difficulty is that some would and some would not if they were in a position to choose, and their choice would rest on their circumstances. A member of a university department of community health recently observed in a medical journal that "There are fates worse than death. Longevity drags if you have buried your children. Poverty, loneliness, incontinence, dependence and dementia are some of the final rewards. Not everybody hopes for a long life followed by death from boredom." It is not immediately obvious, then, why I, a lover of toasted tea-cakes, should abstain from them on the advice of the Society for Putting Down Deceptively Harmless Pleasures in order to qualify for the chance of surviving for an extra year or two. In his Harveian Oration to the Royal College of Physicians in 1982, Professor Sir Richard Doll said that "It is not for doctors to advise people to live their lives as invalids in order to die healthy, and if the modifications (of diet proposed for the entire population) seriously detract from the pleasures of life the penalty of disease,

appreciable though it is, may be considered light".

Third, even if we accept that it is desirable for the whole population to postpone death, we have to assess the risk of premature death attaching to eating buttered tea-cakes rather than high fibre bread, and then decide what level of risk we are prepared to accept. This is no easy task for an innumerate population unaccustomed even to distinguish among risks like smoking which are voluntarily shouldered and those like being struck by lightning which are involuntary. Many of us would like to live risk free lives. We assume that we are entitled to drugs with no side effects and surgery which never maims or kills. Such a hope is vain because risk is embedded in the interstices of life. Lord Rothschild once illustrated the point that even a virtuous life has its risks by quoting a Chinese Proverb to the effect that the couple who go to bed early to save candles end up with twins. Risks cannot be assessed sensibly without quantifying them. The Society for Putting Down Deceptively Harmless Pleasures must tell us how the risk of eating toasted tea-cakes compares with that of, say, being killed or seriously injured in a motor accident or becoming a casualty of an accident at a nuclear power station or smoking five cigarettes a day. The fact is that many of the everyday risks have not been quantified and therefore cannot yet be compared or rationally assessed.

Fourth, the Authority has to distinguish real risks from supposed risks, a distinction which rests upon the difference between knowledge and mere belief. In the absence of knowledge, exponents of health education are just as gullible and responsive to fads and fashions as the rest of us. It is not so long ago that people were being told by nutritionists that dairy products were an essential part of a healthy diet and that starchy foods should be avoided.

# CHAIRMAN'S REPORT

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## THE BASIS OF POLICY FORMATION

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A lay body like the ASA often has to find a way through minefields where prejudice and ignorance masquerade as science and knowledge. An instructive example of how taxing this can be is provided by recent medical discussions of the relationship between dietary salt and hypertension. In 1984, a Panel of the official Committee on Medical Aspects of Food Policy (COMA) published an expert report on *Diet and Cardiovascular Disease* which was welcomed by the Chief Medical Officer of Health to the DHSS as "a major contribution (to the) formulation of policies for food and nutrition within the United Kingdom". The Committee recommended, *inter alia*, "that the dietary intake of common salt should not be increased further and that consideration should be given to ways and means of decreasing it". The evidence for this recommendation was that "high salt intakes have frequently been linked with the prevalence of high blood pressure ... but a mechanism ... has not been established". Other commentators have been more assertive. Professor Alwyn Smith, writing to *The Lancet* in his capacity as President of the Faculty of Community Medicine of the Royal College of Physicians of the United Kingdom, stated "That (salt intake in excess of requirement) may contribute to prevalent blood pressure levels and therefore to cerebrovascular and coronary artery disease mortality is as widely agreed as any proposition in medicine is likely to be". However, what was clear to Professor Smith was seen through a glass darkly by thirteen specialists on blood pressure working in Glasgow, Leicester, Oxford, New York, Gothenberg and Christchurch in New Zealand. They challenged his view on the ground that there was no evidence for it. "The usual scientific standards for weighing evi-

dence and giving advice", they wrote "... seem to have been forgotten in an evangelical crusade to present a simplistic view of the evidence which will prove attractive to the media". This alternative view seems to be supported by the most recent analysis of data from thirteen randomised trials on the effect of sodium restriction on blood pressure by Grobbee and Hofman in the *British Medical Journal*. They concluded that "sodium restriction may reduce blood pressure but ... the effect is smaller and restricted largely to systolic blood pressure. The fall in blood pressure seems to increase with age and in those with higher initial blood pressure. This implies that sodium restriction may, unfortunately, be of limited use in those who seem to be most eligible for non-pharmacological treatment - young patients with mild hypertension". The present balance of the argument among clinicians as understood in an editorial in the *British Medical Journal* is that "... we believe that there is insufficient evidence to advocate the use of pure restriction of dietary salt in either the treatment or the prevention of essential hypertension".

The only conclusion which a layman can reach is that doctors and other applied scientists have so far been unable to establish hard evidence about the relationship between the intake of dietary salt and hypertension, and that some of them make statements which go beyond the evidence. Indeed, there is sharp controversy among them on the subject, and accusations of irresponsibility and mischief making have been exchanged by members of the warring schools. This need not surprise a layman, though he may be mildly taken aback by the extent to which the fervour of the opinions held by controversialists seems to be in direct proportion to the lack of evidence to support them. Doctors and laymen do not appear to differ in the strength of their prejudices on matters about which they can only have





Lord McGregor held a May reception at the House of Lords for members of the European Association of Advertising Agencies. On the terrace of the Cholmondeley Room are, *left to right*: Walter Weber, Director Bund Schweizer Werbeagenturen Switserzerland; Jost Wirz, Managing Director Adolf Wirz AG Werbeberatung, Switserzerland; Lord McGregor; Ronald Beatson, Director General, European Association of Advertising Agencies Belgium; and Tubby Pitcher, ASA Council member and President of Ogilvy and Mather Ltd., London.

mere beliefs because they have too little knowledge. No wonder that, when a community physician wrote a short while ago to the ASA to complain about an advertisement published by the British pharmaceutical industry, and I told him that I could find nothing misleading in the advertisement although it did not accord with his views; he replied contemptuously that "Like most people, I have always supposed it to be the primary function of advertising to mislead...".

Finally, when faced with propositions about the importance of reducing the consumption of this or that foodstuff in the interest of health by restricting the freedom to advertise within the provisions of the Code, the ASA must inquire whether there is in fact any real evidence for the claim. Just as the ASA must ask advertisers to substantiate their claims, so must it also test claims by complainants which are said to stem from the findings of scientific research. After all, the Society for Putting Down Deceptively Harmless Pleasures may have no better grounds for seeking to reduce the consumption of buttered tea-

cakes than the Faculty of Community Medicine possesses at the moment for wishing to contain the consumption of dietary salt.

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#### MEMBERS OF THE AUTHORITY

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I record with the greatest of pleasure the honour which the Advertising Association has bestowed upon our colleague, Tony Fisher, by presenting him with the most prestigious Mackintosh medal for services to advertising. In his voluntary service to the industry, Tony Fisher has served as Chairman of the Code of Advertising Practice Committee and is currently a Director of ASBOF as well as a long serving industry member of the Council. Members of Council have benefitted from his wisdom, judgement and knowledge and know at first hand how well deserved this honour is. On behalf of Council I give the warmest congratulations to Tony Fisher.

In January 1987 Mr Anthony Bracking will hand over the Chairmanship of the CAP Committee to Mr. John Wells.

The Chairmanship of the CAP Committee is a key office in our system and it demands dedication and unobtrusive labour. To keep the Codes abreast of the times is one of the main duties and achievements of the Committee. During his term Mr. Bracking has guided the publication of the new edition of the British Code of Advertising Practice.



The Welsh language print of the ASA leaflet on the Code being handed over in Cardiff by the Chairman of ASA. Left to right: Katherine Hughes, Director of the Welsh Consumer Council, Eleanor James, Council member of Dyfed, Lord McGregor, Eirlys Davies, National President of Merched Y Wawr.

In the course of the year, Council lost three members. Michael Barnes served from 1979 bringing experience as a member of the National Consumer Council and Chairman of the Electricity Consumers' Council. He is now Director, United Kingdom Immigrants Advisory Service, and his old colleagues wish him well in his new work. The Authority has already implemented one of his earlier suggestions that we should print explanatory leaflets in some Asian languages, and we have completed those in Hindi and Gujarati.

Tubby Pitcher has accepted the part-time office of Director General of the Periodical Publishers Association although he will not be severing his connection with Ogilvy and Mather, of which he is and will remain President. He has brought to our deliberations a knowledge of the advertising industry derived not only from his service with a major agency

but also from his work as a member of the International Advertising Association World Board of Directors and World Council. He was World President of the IAA from 1984 to 1986. In addition to all of these duties, he also shouldered the chairmanship of the CAM Education Foundation and shepherded it through a very difficult period thus making a valuable contribution to an indispensable institution. He is a Council member of the Institute of Practitioners in Advertising and of the Advertising Association.

Rachel Waterhouse joined Council in 1980. Her influential and extensive contributions to public life as Chairman of the Consumers' Association, member of the National Consumer Council, Vice-President of the National Federation of Consumer Groups and of the National Economic Development Council never detracted from the detailed care which she gave to her work for the ASA. We all regretted greatly that her appointment to the Securities and Investments Board meant that she had to withdraw from Council.

The loss of three people so devoted to the public weal and the interests for which the ASA stands will be hard to repair.

On behalf of the Council I once again express grateful appreciation to the Director-General and his colleagues for the efficiency and skill with which they discharge their work. In much of this work, the staff are the public face of the Authority and in large measure the goodwill that we enjoy results from the courtesy and tact shown to everyone who approaches or has dealings with the Authority.

*McGregor & Davies*

# THE CAP YEAR

## CHAIRMAN'S REPORT FOR 1985

### CODE OF ADVERTISING PRACTICE COMMITTEE

The highlight of 1985 for me in my first year of office as Chairman was, of course, to see the publication of the 7th edition of the British Code of Advertising Practice, which duly came into force on 1st January, 1986. Introducing the Code, I paid tribute to the work of my predecessor, Colin Sandford, and the dedicated group of people who over a period of two years carried out this first full review of the Code since 1974. The task of mounting such a comprehensive review has meant both that the process of revision has been long drawn out and that it has called upon the dedication of a large number of people, to all of whom I express on behalf of the Code of Advertising Practice Committee our heartiest thanks.

Previous Chairmen of CAP have expressed a concern that whilst the concept of a self-regulatory system within the advertising and publishing industries continues to receive independent and committee backing, the principles and mechanics of self-regulation are not always so universally appreciated. It is encouraging therefore to record that the response of the media and of those involved in the industry to the new Code has been particularly favourable. Interest in the new edition and requests for copies of it have exceeded our expectations. This must be cause for satisfaction.

The Code is central to the work of the self-regulatory control system. It establishes the standards against which advertisements may be assessed and serves as a guide both to the advertising industry and the public as to the standards which should be maintained in British advertising. Over the eleven years since 1974, the Advertising Standards Authority and the Code of Advertising Practice



Committee have, between them, decided over 100,000 individual cases by reference to the Code and advice has been given on many times that number of individual advertisements. The 7th edition of the Code reflects the lessons learned in that period.

It also reflects the changes which have taken place within the milieu in which self-regulation works. The legal context has altered and will alter further with the implementation of the European Community Directive on misleading advertising in October 1986. I see this Directive as strengthening the self-regulatory system, and we look forward to working with the Director-General of Fair Trading in its implementation. Since 1974, there has grown up in the wake of the studies of self-regulation undertaken by the Office of Fair Trading in 1978 and the Department of Trade's 'Burgh' Working Party in 1980, a better understanding of the way in which self-regulation can fit into the total picture of advertising control. In this new edition of the Code, we have been at pains to explain what self-regulation is and how it

The Seventh Edition of the British Code of Advertising Practice was introduced at a press conference in Brook House on November 12th, 1985.

Addressing the conference are, left to right: Tony Fisher, ASA Council member and a former Chairman of CAP, Anthony Bracking, Chairman of CAP and Peter Thomson, ASA Director General and Secretary of CAP.



# THE CAP YEAR

works to improve standards in advertising. We were also conscious that the growth in the acceptance of self-regulation has led to increased public expectations which needed to be reflected in the new Code. To that end, we worked to improve clarity of expression throughout the Code, to remove unwanted and outdated restrictions and to introduce fresh rules to meet new challenges. I commend the Code to all who work within the advertising business.

During the year, in our discussions within the CAP Committee, we have returned again and again to the importance of maintaining the highest standards of compliance with the provisions of the two Codes (the British Code of Advertising Practice and the British Code of Sales Promotion Practice). The supporting organisations of the Committee have reaffirmed their commitment to upholding the self-regulatory system and to ensuring that the Codes operate effectively. Only once during 1985 did I find it necessary to draw to the particular attention of the media members of the Committee, and to all concerned in the preparation of advertisements, a serious breach of the Code. The problem area related to advertisements for homework schemes, a matter brought to us by the Advertising Standards Authority. I was pleased with the response which members gave to my call for action.

I was delighted that, on the initiative of the Institute of Practitioners in Advertising, we were able during the year to improve and broaden the training of the Secretariat staff by arranging visits to their member companies to provide an insight into the work of advertising agencies. This initiative was taken up with equal generosity by other member organisations of the Committee, with training sessions at the offices of the national newspapers and other companies. The scheme will be extended throughout

the coming year and many offers of help have been received. I should like to say how much we appreciate the co-operation of all participants.

There was a number of developments in 1985 which will undoubtedly affect the work of the Committee and will be watched with interest. We welcomed the announcement by the Government of the review of the Price Marking (Bargain Offers) Order and their intention to introduce under new legislation means of regulating false and misleading price information. The progress of the Financial Services Bill through Parliament will be monitored and discussions have taken place with the Securities and Investment Board on the regulation of financial advertising. The Code may be called upon also to assist in the regulation of advertising on cable television and community radio. These are new and exciting departures for self regulation.

For the coming year we look forward to the 25th Anniversary of CAP and I am actively concerned in arranging a programme of events for the celebrations of this Silver Jubilee. These should provide us with a suitable platform to propagate still further the advantages which self-regulation bestow over the more irksome workings of legally established means of control.

Mention must be made of the fact that 'Jeph' Jephson retired at the end of the year as Chairman of the Sales Promotion Sub-Committee. The dedication and enthusiasm which he consistently showed over so many years to the work of CAP, of his Sub-Committee and in particular to the preparation of the 4th edition of the British Code of Sales Promotion Practice is widely recognised. The industry is indeed indebted to him. For my part, I express my personal gratitude for his unfailing help.

As I have said earlier, Colin Sandford, as my predecessor, earns our

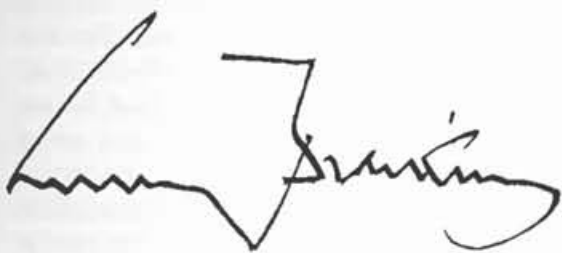


Mahood provided this comment to an article in The Daily Mail on a British Rail Poster which was based on train punctuality.

appreciation for his endeavour in managing and seeing through the 7th edition of the Code of Advertising Practice. It seemed so unfair that he was not still Chairman at the time of the launch.

I must confess that I have greatly enjoyed my first year as Chairman of CAP. That enjoyment is in great part due to the ever present support and kindness of Lord McGregor of the Advertising Standards Authority and of all members of the Secretariat. They have been remarkably tolerant in the progress of my learning processes.

Finally, I must record my thanks to the Committee itself and to the numerous representatives of the organisations which comprise CAP. They give their time and talents so freely and unstintingly. Their commitment to our work convinces me of the undoubted importance and value which all those involved in the multifarious aspects of the advertising and publishing industries attach to the upholding and strengthening of self-regulation. The nation should be aware of that fact for it is the nation which benefits by it.



Anthony Bracking

CHAIRMAN JANUARY 1986  
Code of Advertising Practice Committee



### THE COMMITTEE IN ACTION

The principal function of the Committee is to co-ordinate the actions of its member associations so as to achieve the highest degree of compliance with the Codes. Much of the detailed work, and particularly pre-publication advice, is remitted to four standing Sub-Committees. These deal, respectively, with: health claims, (whether made for pharmaceuticals, toiletries, cosmetics, appliances, foods or any other product), and allied matters such as slimming and treatments for conditions of mental or physical ill health; advertisements concerned with financial matters; mail order advertisements and direct response advertising; and all matters relating to the marketing techniques known as sales promotions. The Committee is also assisted in the interpretation of the Code by the Copy Panel. The members of

In deep conversation outside the Eden Court Theatre, Inverness: Reg Smith (left) Chairman of the Institute of Trading Standards Administration and Alistair Moffat, ASA Council member, before the final session of the ITSA Annual Conference and Exhibition in June.



# THE CAP YEAR



George Shiells (right) Chairman of the Association of Free Newspapers welcoming Lord McGregor, Chairman of ASA, to the AFN Conference and Exhibition. The ASA stand was one of 38 in the 3,500 square foot exhibition at the Harrogate International Centre.

the Panel, which is divided into five groups, are drawn principally from the Committee's sponsoring organisations and are men and women widely experienced in creating and assessing advertisements. The members of the Sub-Committees are appointed for their expertise and knowledge in the particular subject area concerned. The independent members of the Council of the Advertising Standards Authority join in the work of the Sub-Committees and the Copy Panel. The Committee also calls upon an established body of expert advisers to provide it with independent assessments of specialist subject matter, notably in the areas of medicine, electronics and engineering, and finance. From time to time, the Chairman appoints a Working Party to assist him in considering special projects undertaken by the Committee. The routine work of CAP during 1985 fell within the following main areas.

## MAIL ORDER AND DIRECT RESPONSE SUB-COMMITTEE

CHAIRMAN · MR KEVIN HOLLAND

The Sub-Committee reviewed with the media members of CAP the adequacy of their arrangements to ensure compliance with the Code in respect of the ability of mail order advertisers to fulfil their contractual obligations. Particular attention was drawn to the guidance contained in the Code on the period within which an advertiser should undertake to fulfil orders and, where goods were supplied on a cash-with-order basis, the adequacy of arrangements to safeguard consumers' interests. Following these discussions, publications were monitored, media advice notes were sent to CAP Members and contact was made directly with publishers and advertisers where necessary; the situation continues under review. Although there had been a helpful exchange of information with the Office of Fair Trading on such matters, it was felt that further consideration could not be given to the subject until publication of the OFT investigation of the operation of the Mail Order Protection Schemes run by the major media bodies (MOPS). The subject of direct mailings continued under discussion, especially those in which the use of special techniques, such as personalisation, or messages conveyed on envelopes, gave a misleading impression of the status of the mailing; such practices had given rise to complaint to ASA which had referred them to CAP for a view. In this regard, the Sub-Committee looked forward to the help which would be forthcoming from the Direct Mail Services Standards Board through its monitoring programme, which would in due course provide statistics and information on promotional and advertising material sent through the mail.

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## FINANCIAL ADVERTISING SUB-COMMITTEE

CHAIRMAN · MR C A K FENN-SMITH

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Financial Advertising is one of those areas in which the Secretariat is frequently asked to give pre-publication copy advice, both by media and on behalf of advertisers. The Sub-Committee Chairman and individual members are regularly called upon by the Secretariat to assist in the interpretation of the Code and to help in the resolution of complaints against financial advertisements. The Sub-Committee also assists in resolving questions about financial advertisements raised through the ASA monitoring programme. The Sub-Committee was happy to be consulted on the Code of Practice for the advertising of savings and deposit accounts and money market accounts, as adopted by the Building Societies Association, the British Bankers Association and the Finance Houses Association, under the aegis of the Bank of England and the Registry of Friendly Societies. It ensured that its view on points of principle were made known, through the Secretariat, to the financial institutions where appropriate. The Sub-Committee was pleased to receive the continuing co-operation of these and other bodies with its work. A watch was kept on developments in the financial field, particularly on the progress of the Financial Services Bill through Parliament.

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## HEALTH AND NUTRITION SUB-COMMITTEE

CHAIRMAN · MRS G M S PIKE

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The Sub-Committee kept a watching brief on the effect of legislation on the advertising of foods and medicines, continuing to maintain its helpful contacts with the government departments

concerned, and with trade and professional bodies in these fields. In reviewing the Code the Sub-Committee had drawn together the rules relating to cosmetic products to provide a single source of reference for advertisers. These rules provide a clear guide as to the extent to which evidence will be required to support advertisement claims, by placing emphasis on the need to ensure that any physiological and biological effects claimed

In December Feona McEwan wrote an article on the new Code of Advertising Practice in *The Financial Times*. Her comments on the depiction of women in advertisements were amusingly illustrated by Paige.



for cosmetics are backed by well-established scientific evidence, including data from practical trials on human subjects. Throughout the year the Sub-Committee reviewed and continued to advise on the advertising of very low calorie diets. These diets, with an energy intake of some 330 calories a day and composed so as to include all the recommended daily intakes of nutrients set out in the DHSS COMA Report 15, were the subject of extensive consultation and expert advice which enabled the Sub-Committee to agree an acceptable form of advertising, provided the products were offered for use for a limited period of up to one month at a time. The Sub-Committee advised CAP that in a climate where the professions were being urged to become more liberal in permitting their members to advertise, the Committee should not be

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# THE CAP YEAR

unnecessarily restrictive in interpreting the Code in relation to practitioner advertising. The Committee has accepted its recommendation that advertisers in this field should be permitted to make general claims concerning minor social and physical conditions, provided that in all other respects their advertisements are in conformity with the Code. It was noted that the British Medical Association had started a study of alternative therapies. The Sub-Committee continues to keep under review, and to assess, such matters as advertisement claims for the treatment of baldness, and claims for products offered to those who wish to lose weight or give up smoking. In some instances the acceptability of claims for products was agreed with the assistance of the DHSS.

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## SALES PROMOTION SUB-COMMITTEE

CHAIRMAN · MR F R JEPHSON

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The previous year had seen a successful launch of the fourth edition of the British Code of Sales Promotion Practice to the extent that a reprint was put in hand fourteen months after publication. The Sub-Committee was pleased to note the uptake of the Code by the industry and throughout the year a careful watch was kept on its application to sales promotional techniques. The Sub-Committee welcomed the increase in requests by practitioners and promoters for advice from the Secretariat, either by telephone or in meetings to discuss promotions at an early stage of planning. There were 230 written submissions for copy guidance. 1985 also saw publicity for the role of self-regulation in the sales promotion field, with the publication by the ASA of a consumer leaflet and advertisements featuring the Code, together with a series of presentations on the Code at seven regional centres in which members of the sub-

Committee participated. The Sub-Committee also accepts, on behalf of the ASA, the duty of overseeing a monitoring programme of sales promotion and of advising the Secretariat on matters to be pursued and the resolution of enquiries initiated. Matters of particular interest which arose during the year, some of which remain under discussion, related to: the premature termination of promotions; promotions directed to trade purchasers and the conditions upon which they may be addressed to employees of third parties; the problems arising when promotions are disseminated in more than one country; the necessity to draw a clear distinction between gift award schemes and prize draws; and the necessity to disclose the conditions relating to charity contributions. Where it is felt necessary to do so, the Sub-Committee issues guidance notes on the interpretation of the Code. In setting a working programme for the year, the Chairman had introduced a paper setting out his views on self-regulation in which he had striven to express the broader interests of 'advertisers' in the widest sense in taking a look at the future of self-regulation of sales promotions. His object has been to cross boundaries between various interests of the industry and he was pleased to note that this was reflected in recent initiatives among the supporters of the self-regulation system in the sales promotion field.

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## COPY PANEL

CHAIRMAN · MR ERIC BURLETON

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The Copy Panel met on six occasions and gave advice on twenty-four matters. The Panel's advice was sought especially in relation to the evaluation of substantiation, truthful presentation of claims and the omission of essential information, and disputes concerning the origin of goods. The subject matter was diverse ranging





The system of advertisement control in Norway was outlined to ASA and CAP staff in February by Mr Øyvind Kavag (left) and Mr Kjell Salbu (right) from the Norwegian Marketing Federation.

from food and retail groceries, through gardening equipment, insulation and heating, travel, office equipment, security, building materials, bedding and alcohol.

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### ADVISORY SERVICE FOR CAP MEMBERS

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Guidance and information to CAP members has been streamlined into a weekly bulletin informing them of matters arising from the interpretation of the Code by the ASA Council and the CAP Committee in relation to both general topics and individual advertisement claims upon which the bodies adjudicate. This augmentation of the Committee's guidance has covered an assortment of subjects including mail order, computer software, travel, therapies, slimming, homework schemes, telecommunications, collectables, tuition, investment and homecare. In all, 121 items were covered in the weekly bulletins.

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### COMPLAINTS TO CAP

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During the year the Committee received 1,049 intra-industry complaints, of which 402 gave cause for investigation under the Code. 144 complaints were upheld in whole or in part; 57 were found not to involve contraventions of the Code and 17 were the subject of reports comprising a statement. 454 complaints were not pursued and 193 were withdrawn by the complainants. 184 cases were ongoing at the year's end.

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### COPY ADVICE

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There were 1027 written submissions to the Secretariat for pre-publication copy advice, covering all areas of advertising and sales promotions. Additionally, 228 certificates of clearance were issued for cigarette advertisements. Although a precise figure cannot be quoted for the

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breakdown of telephone requests for advice, a check during two days of the week shows that, of an annual total of 2,284 calls, the product areas in which advice on claims were most frequently sought were: health and medicinal, slimming and exercise, finance and investments, alcohol, cosmetics and toiletries, therapies and treatments, hair products, leisure activities, and travel. Most enquiries were raised by advertising agencies, followed closely by media and individual advertisers. The Secretariat advice is available, free of charge, to any enquirer and not only to those who are in membership of the CAP organisations.

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### **THE SOCIETY OF FILM DISTRIBUTORS**

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The SFD Viewing Committee is responsible for the scrutiny before publication of all press advertisements, posters and front-of-house photographs of films in the '18' category. The CAP Committee (and the British Board of Film Classification) have advisers on this Committee. In 1985, 50 press and poster advertisements and 471 front-of-house photographs were submitted for approval. Some 41 front-of-house photographs were rejected and 4 advertisers were asked to re-submit final artwork before final approval was given by the Committee.

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### **INDUSTRY PRESENTATIONS**

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The Committee makes available on free-loan a film, 'To CAP it All', aimed at promoting a better understanding of the practical application of the Codes. Leaflets describing the film and the work of the Committee are available, and publicity given to the film in CAP members' newsletters significantly increased the

film library take-up during the year. A CAP seminar has been introduced into the ASA external relations programme with a work programme devised to encourage participation from those attending. In 1985 seminars were given at the Coventry Evening Telegraph, East Anglian Daily Times, Swansea Press Limited, Western Mail and Echo Limited, Southern Evening Echo, North Western Newspaper Company, and Exchange & Mart. The film was also shown at a series of publicity club evenings, followed by an audio-visual presentation on the work of CAP and ASA. The following clubs were visited: Publicity Club of the Cotswolds, North East Publicity Association, Oxford and District Publicity Club, South East Publicity Club, Southampton Publicity Association, Publicity Club of Aberdeen, and Publicity Club of London. The Central Office of Information has acquired the rights to distribute 'To CAP it All' to non-commercial audiences worldwide. The CAP seminars are conducted by two members of the Secretariat, Matti Alderson and Diana Bird, and bookings are welcomed.

The ASA also mounted presentations on the work of the Code of Sales Promotion Practice with the help of members of the Sub-Committee and these were held at Newcastle Upon Tyne Publicity Club, Aberdeen Publicity Club, Association of Free Newspapers' Conference at Harrogate, Cotswold Publicity Club, London Publicity Club, Oxford Publicity Club and South East Publicity Club.



# MONITORING

Readers of past Annual Reports and our editorials will be aware that the Authority has given much thought to improving its monitoring programme. Our original monitoring system involved both the scanning of a cross-section of the media – the national press, the regional papers and magazines in general – and the examination of particular areas of advertising, to pin-point possible breaches of the Code. Although we had refined our technique of selection and scrutiny of advertisements over the years, the sheer volume of advertising continued to pose a problem. To scan continuously all advertisements which appear across the whole range of media within our purview would be impossible. Fortunately it would also in our opinion be unnecessary; but it is clearly important that any system of scrutiny based upon a sample of advertisements should reflect accurately the characteristics of advertising as a whole.

In our most recent review of our monitoring function, our objective therefore was to check that our system was both fair and representative, and based upon sound statistical principles. With the aid of a statistician, we carried out a sample census, drawn from British Rate and Data, across the whole range of publications that fall within our jurisdiction. From the information collected, we were able to establish a new sampling frame – a pattern for an all embracing review of advertising which, over time, will cover all national newspapers, the regional press and consumer interest magazines. We were particularly concerned to ensure that advertisements identified by the sample would reflect both the total volume of advertising carried by publications within each group and the circulation of those publications. It was decided that a 'rolling' sample was required, which means the specific publications monitored are

## CATEGORIES OF ADVERTISEMENTS INVESTIGATED AFTER MONITORING ENQUIRY

TABLE A

TRAVEL/HOLIDAYS/SHIPPING/AIR FARES	47
FINANCIAL	32
HOME IMPROVEMENT	14
CARS/CAR DEALERS/GARAGES	11
PROPERTY/ESTATE AGENTS/HOUSES & FLATS	8
CAR ACCESSORIES/TYRES/EXHAUSTS/SERVICING	7
RECRUITMENT	7
FURNITURE/BEDS/FURNISHINGS	6
CLOTHING/FASHION	5
REMAINDER OF INVESTIGATIONS (VARIOUS)	64
TOTAL NO. OF ADVERTISEMENTS INVESTIGATED	201

## RESULTS

NO. OF ENQUIRIES FOR WHICH SATISFACTORY SUBSTANTIATION WAS PROVIDED	132
ENQUIRIES WHICH RESULTED IN ADVICE BEING GIVEN UNDER THE CODE	42
IDENTIFIED BREACHES OF THE CODE, RESULTING IN AMENDMENT	5
ADVERTISERS WHO FAILED TO RESPOND	10
OUTSTANDING INVESTIGATIONS	12
TOTAL NO. OF ENQUIRIES	201



Travel Trade Gazette looked at a series of complaints about holiday advertisements which produced this cartoon from Ron McTrusty.

# MONITORING

Adrian Bailey and Ron Baxter's strip cartoon in The London Standard's "The Sterlings" gave a view on copywriting techniques.



different each week, not randomly but systematically, so that over a given period every publication in each category will be monitored. The 'rolling' nature of the monitoring also means that categories of publications - such as groups of magazines dealing with the same subject, or groups of local newspapers with a geographically common circulation, will recur at statistically predetermined intervals within the selection of publications as a whole; thus permitting, among other things, such trends as the growth or decline of a given sector to be tracked. There are two exceptions to this 'rolling' principle: (i) two national dailies and two national Sunday publications carry such a large proportion of advertising and have such large circulations that monitoring of every edition is required; and (ii) twelve consumer publications with circulations of over half a million require to be monitored once every two months. The new method takes into account the amount of exposure an advertisement receives in different media by weighting given to certain publications. Advertisements are selected on a numerical basis for scrutiny with one in every twenty-five examined. Any breach of the Code observed is pursued in the usual manner and substantiation of claims requested even where no breach of the Code is apparent on the face of the advertisement.

The new sample design is being kept under review to see if further im-

provements can be made on its operating efficiency. It has also been decided there should be periodic audits of results at regular intervals. Consequently, an audit covering eight weeks was carried out at mid-year. This revealed that 11,533 pages had been monitored from which 1,108 advertisements were selected for further scrutiny; from these advertisements 44 cases were pursued. Enquiries revealed 28 advertisements to be adequately substantiated, while 14 out of the remaining 16 advertisers approached agreed to amend copy claims. During the year a total of 201 investigations were pursued under the new system, a break-down of which is given under Table A. We are pleased to report that we are finding a ready willingness on the part of advertisers to answer the Authority's questions and, as necessary, to comply with the Authority's requirements.

## SPECIAL CATEGORY AND SELECTIVE PUBLICATION MONITORING

With resources now concentrated on the new statistical monitoring system, in-house monitoring of a selection of publications to spot-check for possible breaches of the Code continues on a smaller scale than previously. A total of 1,817 publications were scanned during 1985 giving rise to 80 enquiries under the

Code, analysed below by source and type of media examined (Tables B & C), resulting in 69 investigations concluded at the year end: we requested amendments to 44 advertisements; 14 were withdrawn; 8 were substantiated to our satisfaction and in 4 instances CAP was requested to issue media advice to publishers.

We also looked closely at some special areas of advertising.

(i) A range of photographic magazines was scrutinised to check the level of compliance with the requirements of the Code of those offering photo-processing services by mail. Advertisers and publishers were reminded that advertisements should state the period within which orders would be fulfilled, which should not be in excess of 28 days, and should clearly state – in a place other than the response coupon – the name and full address of the advertiser.

(ii) *Slimming*. A press-cuttings survey of advertisements for slimming products and services was undertaken and, although compliance with the Code was in general shown to be satisfactory, there were several instances in which direct breaches were observed: such as 'weight-reducing tea' which helped 'nature break down the fat in the food you eat ...', and a product which it was claimed would 'lose excess inches in only one hour ... by stimulating skin metabolism ...'. Experience has shown that regimes which offer instant size and weight reduction are invariably slim only in terms of substantiation.

(iii) *Low-cost holidays*. Towards the end of the year a check was carried out by telephone and letter on advertisements in the national press offering low-cost holidays and discounted air-fares. It was found that in general advertisers were able to provide satisfactory confirmation that 'cheap' offers had been available, albeit in some instances in limited number

### SPECIAL CATEGORY MONITORING SOURCE AND TYPE OF MEDIA RESULTING IN ENQUIRIES

	Dailies	Sundays inc. Suppls.	Regional Press	Consumer Mags.	Other (leaflets/ comics)	Total
GENERAL	4	7	3	10	3	27
HAIR/HEALTH/ BEAUTY	1	4	—	9	4	18
INVESTMENT	—	1	1	1	—	3
SLIMMING	2	—	2	9	—	13
TESTIMONIALS	—	1	—	—	—	1
HEARING AIDS	1	1	—	1	—	3
BUSINESS OPPORTUNITIES	—	—	—	1	—	1
PHOTOPROCESSING	—	1	—	6	—	7
CARS	4	2	—	1	—	7
TOTAL	12	17	6	38	7	80

### MEDIA SCANNED IN SPECIAL CATEGORY MONITORING

	No. of Investigations	No. of Publications Scanned
DAILY NEWSPAPERS	15	117
SUNDAYS (INC. SUPPLEMENTS)	14	491
REGIONALS	6	—
MAGAZINES	38	609
LEAFLETS/COMICS	7	—
TOTAL	80	1,817

and for late bookings only. Of the 33 enquiries concluded it was necessary to ask 3 advertisers to make amendments to their advertisements: one advertiser was required to give an assurance that future advertisements would clearly indicate the limited nature of the offers, and 2 were asked to clarify the basis upon which offers were made.



The Promotions and Incentives article by Donald Barrington on Sales Promotions Competitions prompted this cartoon.

(iv) *'Teenage' Magazines.* Teenage magazines were scrutinised primarily to check whether these carried any cigarette or alcohol advertisements of a kind which would be inappropriate in such a publication. No such advertisements were found and further enquiries had revealed that no cigarette advertising was carried by any publication of which even as much as 20% of the readership fell into the under-18 age category.

(v) *Direct Mail.* Monitoring of the material supplied to the Authority by the Direct Mail Services Standards Board began during 1985, and this will be reported in greater detail in future years.

Breaches of the Code were again found in respect of slimming products.

## SALES PROMOTION MONITORING

Our Sales Promotion shopping team gathered examples of promotions in the course of 24 visits to various locations in the following regions: Scotland, Tyne Tees, Yorkshire, North West, Midlands, East Anglia, South West, West, Wales and South East. We examined 711 promotions and raised 145 enquiries, revealing 107 contraventions of the Code on which the Secretariat gave advice to promoters.

### PROMOTIONS EXAMINED 1985

A	HOUSEHOLD PRODUCTS	61
B	TOILETRIES	81
C	TINNED & PACKAGED FOODS	258
D	CEREALS & BREAD	90
E	DAIRY PRODUCE	25
F	FROZEN FOODS	8
G	SOFT DRINKS	21
H	ALCOHOL	34
I	CIGARETTES & TOBACCO	11
J	INFANT & MEDICAL	18
K	LEAFLETS	104
TOTAL		711

Many of the promotional activities examined offered more than one kind of benefit to the consumer and fell mainly into the following categories: prize promotions – 39, free offers – 44, premium offers – 18, and saving or refund schemes – 13. An analysis of the promotions examined by type of product or service is detailed below.



# ASA ACTIVITIES

## CASE REPORTS EDITORIALS

Every month we publish Case Reports which describe the outcome of our complaint investigations. These reports are prefaced by an Editorial on a topic of general interest or concern. Editorial subjects in the 12 Case Reports published in 1985 ranged from explanations of the work of the ASA Monitoring Department (Case Report 129) to warnings to advertisers. In Case Report 119, for example, advertisers were taken to task for the use of appeals to violence. And in Case Report 121 we referred to another approach which brought no credit to the advertising industry; the use of emotive words by advertisers who regularly bombard readers with exaggerated 'FREE' and 'LIQUIDATION SALE - EVERYTHING MUST GO!' claims. Although they may be taken with a pinch of salt by most readers, such advertisements do a disservice to the vast majority of advertisers who set store by the credibility of advertisement claims. Sales promotions were reviewed in Case Report 122 and particular product categories such as Travel and Holidays and Slimming and Treatments were also covered during the year (Case Reports 124 & 126). The 7th edition of the British Code of Advertising Practice was launched in October and was the subject of an editorial in Case Report 127.

## 'IN THIS ISSUE'

The 'In this Issue' column on the front page of each Case Report often complements the main Editorial and guides readers month by month to cases which raise particular points of interest. Over the year, the column acts as a summary of matters which have given cause for concern. In 1985, for instance, 'In



this Issue' drew attention to failure to substantiate claims, non-availability of advertised goods, dubious homework schemes, misleading price claims and many other items.

David Smith amusingly illustrated Probationer's Diary in *The Times* Educational Supplement (Scotland) when the question of advertisements in schools was aired.

## ADVERTISING CAMPAIGN

In 1985, our advertisements continued to encourage a greater knowledge and understanding of the work of the ASA and of the two Codes: The British Code of Advertising Practice and British Code of Sales Promotion Practice. Large space advertisements appeared in daily and Sunday newspapers and leisure and special interest magazines; these were supported by smaller 'reminder' spaces generously donated by media. As in previous years, media were remarkably supportive and donated space amounted in value to £739,974 (at rate card costs). Our new 30-second cinema commercial was well received and distributed nationally, thanks to the generosity of Rank Screen Advertising and Pearl & Dean Limited.

## EFFECTIVENESS

The 1985 advertising stimulated 3,525 general enquiries and requests for literature.





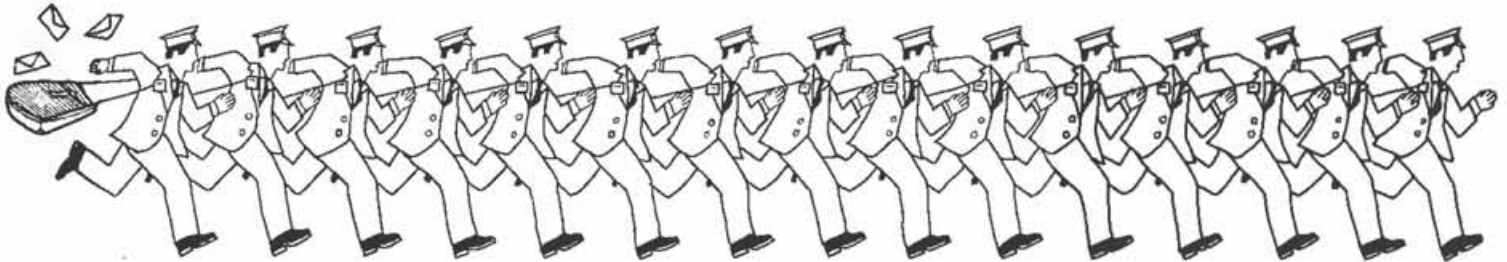
## ADVERTISING INDUSTRY CAMPAIGN

In addition to informing the public, we aim to ensure that the advertising business itself is kept fully aware of the Authority's role and the work of CAP within the self-regulatory system. Advertisements in the trade press set out to explain the respective functions of the two bodies.

## COMPLAINTS ANALYSIS

### ANALYSIS OF COMPLAINTS RECEIVED BY ASA FROM MEMBERS OF THE PUBLIC

In 1985 the Authority received 7,308 complaints. Of these 2,542 (34.8%) required investigation, of which 589 related to mail order delays, while the remaining 1,953 complaints related to aspects of the copy or illustration in 1,440 different advertisements.



**TOTAL COMPLAINTS RECEIVED 1985** **7,308**

**PURSUED COMPLAINTS** 2,542 **NOT PURSUED COMPLAINTS** 4,766



Copy content (978+462+513) (Duplicates 513)	1,953	NJ - No apparent case to investigate under terms of Code	1,272
Mail order delay	589	TV - Referred to IBA (related to TV/radio)	492
		OR - Outside ASA remit (unrelated to advertisement content)	1,021
		MD - Inadequate details given by complainant and further information requested	1,208
		AI - Complaint already investigated	773
<b>TOTAL</b>	<b>2,542</b>		<b>4,766</b>

# ASA ACTIVITIES

Peter Clayton's article in *The Sunday Telegraph* on the "World of Small Ads" gave Holland the opportunity for a cryptic comment.



## COMPLAINT INVESTIGATIONS

We published twelve Case Reports (Nos. 119-130) during the year. These dealt with 1,976 cases (610 mail order delays; 1,366 copy investigations).

Of the 1,366 copy investigations, 908 related to complaints which were upheld either wholly or in part. The great majority of advertisers assured the Authority that they would not repeat the offence. However, in 49 cases we had to ask the CAP Committee to draw the circumstances to the attention of their media members. This was necessary for one or other of two reasons: either the advertiser failed to respond to the Authority's enquiries or he was unwilling to assure us that the offending advertisement would not be repeated.

Well over half of the reported complaints arose from advertisements appearing in the national or provincial press and magazines. However, an increased number of complaints this year related to leaflets, circulars, brochures and sales promotion material. Posters were the subject of 19 complaints.

## ANALYSIS BY PRODUCT GROUPS

Products which featured in complaint investigations in 1985 ranged widely: from babies' nappies to video clubs and from a local roofing service to major building societies.

Heading the list was holiday advertising, followed closely by advertising for cars and car accessories. Computers and travel fill the third and fourth spots. An increase in the number of complaints about recruitment advertisements, especially those offering homework schemes, was a matter of particular concern.

## ANALYSIS BY CODE PROVISION CONTRAVENED

Of complaints which were upheld (whether wholly or in part) the chief sections of the Code involved were:

II.4.2 (misleading advertising) (Copy extracts)	365
II.4.1 (claims not substantiated)	238
III.3 (advertised goods not available)	51
II.4.3 (prices not as advertised)	47



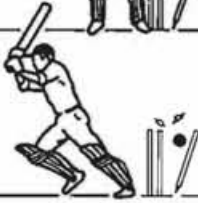

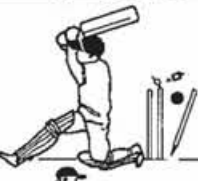





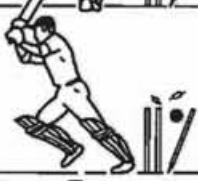









In all, 40 different provisions of the Code were contravened.

Complaints upheld under the British Code of Sales Promotion Practice totalled 123 (174 complaints investigated under this Code).

**PRODUCT GROUP**

**REPORTED COMPLAINTS**

**TOP TEN COMPLAINTS**

<b>HOLIDAYS</b>		1 2 1	
(inc. Hotels)			
<b>CARS</b>		1 1 5	
(inc. manufacturers, dealers & car accessories)			
<b>COMPUTERS</b>		8 5	
<b>TRAVEL</b>		7 2	
<b>FURNITURE /FURNISHINGS HOUSEHOLD LINEN FLOOR COVERINGS</b>		5 7	
<b>RECRUITMENT</b>		5 4	
(inc. homework)			
<b>FINANCIAL</b>		5 2	
(inc. banks, building societies, insurance and investments)			
<b>PROPERTY</b>		4 6	
(inc. estate agents)			
<b>SERVICES</b>		4 0	
(inc. car hire)			
<b>ENTERTAINMENT</b>		3 3	



# EXTERNAL RELATIONS



The Publicity Club of London's presentation was held at the Bowater Conference Centre in November. In conversation at the reception, left to right: Alan Scaping of Nestlé, who talked on the British Code of Sales Promotion Practice; Tubby Pitcher, a member of the Council of ASA and a Vice-President of the London Club; Ray Collins, Chairman of the London Club.



The National Association of Citizens Advice Bureaux Annual General Meeting and Conference was held at York University in September. On the ASA stand in the Central Hall are Gerry Bishop, NACAB Company Secretary and Lord McGregor wearing his badge as President of NACAB.

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## EDUCATION PROGRAMME

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For two years the main thrust of the Authority's outside activities has been channelled through an educational programme aimed at the advertising business.

Following five regional presentations of the film "TO CAP IT ALL" late in 1984, a further series of presentations was made to Publicity Clubs and Associations throughout the United Kingdom in 1985. Towns visited ranged from Aberdeen to Brighton and covered all the Clubs who requested the presentations, except Croydon and Bournemouth who are to be accommodated in 1986.

In Cardiff, on 16th September, the new Welsh version of the shorter Code was launched by Lord McGregor who presented 10,000 copies to Mrs Eirlys Davies, National President of Merched Y Wawr and 10,000 copies to Miss Katherine Hughes, Director of the Welsh Consumer

Council. This was the first print of the Code in a language other than English; orders have been placed since for versions of the Code in Hindi and Gujarati. These will be available in 1986. It is intended to produce further versions in others of the languages currently spoken in Britain.

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## TAKING TO THE ROAD

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During the year the Authority has participated in exhibitions organised by Trading Standards Departments in Coventry and Newcastle upon Tyne. Lectures on advertisement control have been given to the Institute of Trading Standards Administration courses by Enid Cassin, Matti Alderson and David Williamson in Weston-super-Mare, London and Manchester.

Other conferences, meetings, seminars and discussions attended and addressed by members of Council and Secretariat staff included:



#### JANUARY

International Chamber of Commerce Conference, Paris.

European Study Conference, London on Self-Regulation in Marketing.

#### FEBRUARY

European Cultural Foundation and International Press Institute, Venice.

Berrows Newspapers Group, Worcester. Lanchester Polytechnic.

United Biscuits Food Lawyers Forum lecture. ITSA Training Course lecture, Manchester.

#### MARCH

College of Marketing, Cookham.

British Institute of Regulatory Affairs.

Brighton Publicity Club presentation.

Tyne & Wear Consumer Week.

#### APRIL

Link House Publications, Poole seminar.

Ashridge College of Management.

Newspaper Society Advertising Conference.

#### MAY

Leicester Publicity Club presentation.

NUTG Consumer Conference.

ISP seminar.

Southern Newspapers, Southampton seminar.

London Competitors Club.

#### JUNE

AA Seminar on Advertising & Alcohol.

North Western Newspaper Company, Blackburn seminar.

ITSA Conference & Exhibition, Inverness.

#### JULY

West Midlands Consumer Services Exhibition, 'Fairs Fayre', Coventry.

St John's University, New York at Royal Holloway College, Egham.

#### SEPTEMBER

PR Index Exhibition & Seminar, Wembley, London.

National Association of Public Service Advertisers.

North-Eastern Publicity Club, Newcastle upon Tyne, presentation.

East Anglian Daily Times, Ipswich seminar.

ISBA Regional Seminar, Glasgow.

#### OCTOBER

AFN Annual Conference, Harrogate.

Cotswolds Publicity Club, Cheltenham, presentation.

Programme 111 (Freedom of Information) at UNESCO 23rd General Conference, Sofia.

Consumer Education Seminar, National Consumer Council.

#### NOVEMBER

London Publicity Club presentation.

Council of Europe 6th International Colloquy on the European Convention of Human Rights.

Nottingham University lecture.



Peter Thomson met Mrs Pamela Shui Wong Chan, the Chief Executive of the Hong Kong Consumer Council, when she visited ASA as part of a fact-finding tour of Britain. She was anxious to obtain information on the operation of the self-regulatory system of control of advertisements in the United Kingdom.



Looking through the window of Watford Advice Centre at the ASA stand. Mrs Alice O'Connor (left) indicates features to a delegation from Wilmington USA led by Dr Eugene McCoy, extreme right.

#### DECEMBER

De Havilland College, Elstree.

Queen's College, Glasgow.

Crawley College.

# EXTERNAL RELATIONS

## SCHOOLS AND COLLEGES

An initiative from the National Consumer Council on consumer education in schools led to the Authority's participation in the discussions of the NCC Consumer Education Group concerning the implementation of the EEC Resolution on Consumer Education and Consumer Policy in Schools.

Our schools wall chart, which was produced in response to the NCC's request for consumer education material for schools, was distributed to over 3,000 schools during the year and is about to be reprinted.

Peter and Andrew Timmouth showed interest in our schools wall chart when they visited the Tyne and Wear Consumer Rights Week exhibition in March 1985. Sarah Neden of ASA was on hand to offer assistance.

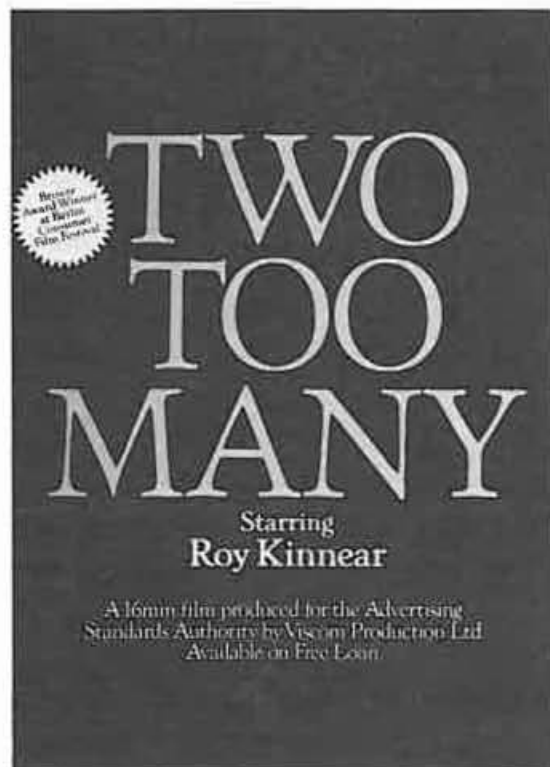
## FILMS

The increased use of video has been reflected in the borrowing patterns of our three films. "A Question of Standards", "Two Too Many" and "To CAP it All".

For the first time since ASA films were made available on free loan ten years ago, borrowings of the titles on video were higher than for film. Total borrowings from the library in 1985 were 837 with a viewing audience of 49,870.

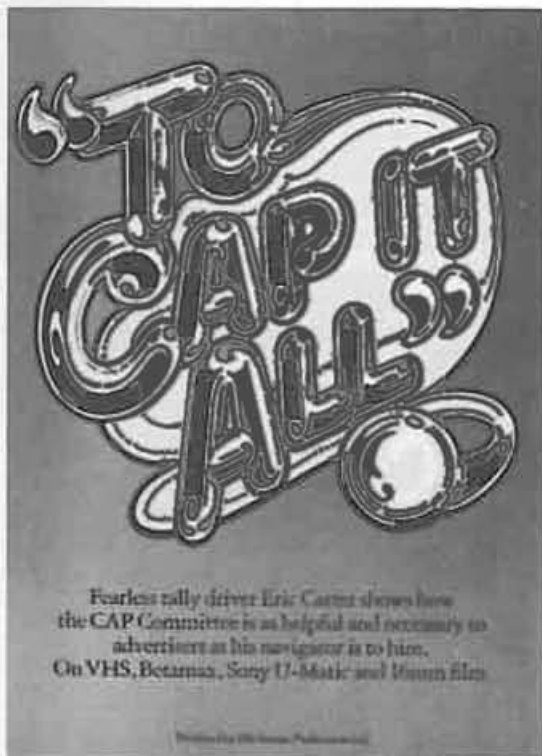
An addition to library service in 1986 will be "Legal, Decent, Honest and Truthful". This will be on video only in VHS, Betamax and Sony U-matic formats. It is an updated version of our established slide lecture which has been successfully presented to hundreds of consumer groups, community organisations, schools and colleges over the past ten years. Details of its availability will be announced in a direct mailing programme.

All our audio visual programmes can be hired, free of charge, from The Viscom Film & Video Library, Parkhall Road Trading Estate, London SE21 8EL.





Peter Thomson (left) ASA Director General with Brian Lewis (centre) Chairman and Ian Shearer (right) Secretary of the Brighton and Sussex Publicity Association at the Norfolk Resort Hotel after the ASA presentation in March.



## PUBLICITY

Press coverage of ASA and CAP activities showed an increase due in no small measure to the introduction of the seventh edition of the British Code of Advertising Practice.

One particularly noticeable feature was the variety of cartoons which appeared. Visual humour is always appreciated and a selection from the cartoons appears in this report.

The work of the Authority was the subject of over 400 television and radio broadcasts. Staff of the Authority were directly involved in 53 broadcasts. A syndicated radio tape about the new Code was transmitted by 16 different local radio stations.

# PUBLICATIONS



The do's and don'ts of complaining.

It's easy to complain about advertisements. But which ones?

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

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

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



SEE FOR YOURSELF WHAT THE ADVERTISING STANDARDS AUTHORITY DOES.



	COLLECT	POST
British Code of Advertising Practice (7th edition)	£ Free	£ **
British Code of Sales Promotion Practice (4th edition)	Free	**
Annual Report	2.50	2.75
Case Reports (published monthly)	Free	
The ASA: What it does and how it works	Free	
It's easy to complain about advertisements	Free	
The do's and don'ts of complaining	Free	
ASA Complaints procedure (general copy)	Free	
ASA Complaints procedure (advertisers copy)	Free	
British Code of Sales Promotion Practice: How it guides the promoter and protects the consumer	Free	
Mail Order Advertising and British Code of Advertising Practice	Free	
CAP at your service	Free	
See for yourself what the ASA does (video leaflet)	Free	
"TO CAP IT ALL" (film and video leaflet)	Free	
"Two Too Many" (film and video leaflet)	Free	
"A Question of Standards" (film and video leaflet)	Free	
Schools wall chart project kit	Free	1.00

**This film might lead to a few complaints.**

**A Question of Standards** is a film about the Advertising Standards Authority: what it is and how it works.

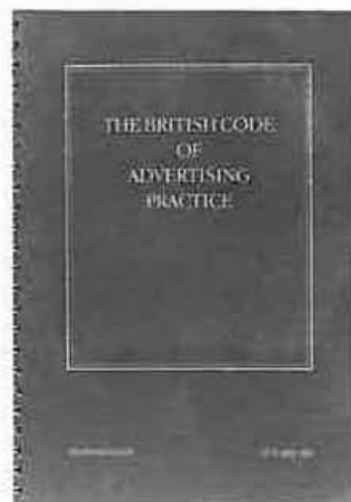
It explains that the ASA is a consumer complaints organisation. And how it deals with complaints about advertisements which appear in the press, in print, in direct mail, on posters and in cinema commercials.

The film costs you nothing to hire, it runs for about 20 minutes and is available on 16mm film and both Philips and Sanyo video cassettes.

If you would like to hire the film, please apply to Viscom Film Services, Park Hall Road, Trading Estate, London, SE21 8EL. Telephone: 01 761 3000 x2.

**The Advertising Standards Authority.**  
If an advertisement is wrong,  
we're here to put it right.

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



\*\* Postage will be charged for multiple copies - please enquire



# FINANCIAL REPORT

**THE ADVERTISING STANDARDS AUTHORITY LIMITED**  
**EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st DECEMBER 1985**

EXPENDITURE	1985 £	1984 £
Salaries and staff costs	680,253	570,758
Rent and accommodation costs	143,519	138,368
Travel, subsistence and entertaining	36,893	28,416
Consultancy and professional fees	58,290	88,598
Council honoraria and expenses	16,786	15,996
Depreciation	15,046	12,567
Telephone, postage, printing, stationery, furniture and other general expenses	127,633	118,695
	1,078,420	973,398
Advertising and promotion	405,283	455,669
	1,483,703	1,429,067
Excess of income over expenditure for the year	17,754	12,317



**THE ADVERTISING STANDARDS AUTHORITY**

**REGISTERED OFFICE**

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

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# SECRETARIAT

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**DIRECTOR-GENERAL**

Peter Thomson

**DEPUTY DIRECTOR-GENERAL**

Enid Cassin

**DEPUTY DIRECTORS**

Gwenan Williams

David Williamson

**ADMINISTRATOR**

Ronald Dewar

**CENTRAL SERVICES**Iris Billis  
Tom Conway  
Adam Debenham  
James Fraser  
Ann George  
Michael LockeEve Rolfe  
Rosalie Spire  
Nicola Trett  
Amanda Trevor-Roberts  
Amelia White**ASA PUBLIC COMPLAINTS**Margaret Bowe  
Deborah Buller  
Jacqueline Butler  
Paul Cecil  
Katherine Dallimore  
Alistair DamonSara Garnham  
Judith Mapp  
Susan Mornement  
Linda Niksa  
Rosemary Vahrman  
Linda Wheeler**CAP**Matti Alderson  
Anne Cockin  
Michael Cowie  
Caroline Crawford  
Lois Lewis  
Joan MasonPauline Mattingly  
Niamh McGuinness  
Clare Priestley  
Simon Propper  
Susan Roberts  
Olivia Warner**MONITORING**David Daniel  
Catherine ElliottTeresa Krajewska  
Joan Warman**EXTERNAL RELATIONS**Diana Bird  
Rosemary Goodchild

Sarah Neden

