

Mid-year progress report

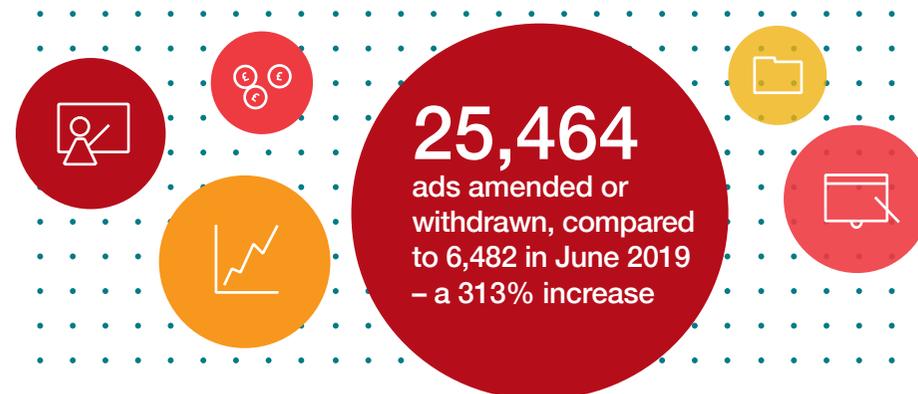
January to June 2020



Our organisational KPIs

January – June 2020 unless stated

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



Key performance indicator

Rating

1 Secure the amendment or withdrawal of ads and report publicly • 25,464 ads amended or withdrawn up 313% (6,482 in June 2019)	●
2 Increase CAP advice and training Touchpoints to 600,000 Maintain cost/advice and training • 360,203 pieces of advice and training delivered (up 24% on June 2019) ¹ • Cost per advice and training – £0.62 (35% better, incl. inflation, than 2019)	●
3 Achieve reactive complaints casework of no more than 55% of direct service resource and proactive regulatory project work of at least 20% • 57% and 21% (59% and 18% at June 2019)	●
4 Subject to coronavirus, meet closure targets for complaint cases 80% within target number of working days, depending on case-type group) and Copy Advice cases (90% within 24 hours) • 5/6 case types in target (4/6 at June 2019); • 97% of Copy Advice cases closed within 24 hours (97% at Dec 2019)	●
5 Subject to coronavirus, achieve complaints casework productivity within 5% of 2019 levels • Cost per No Additional Investigation case £59.55 (5.1% better, incl. inflation, than Dec 2019) • Cost per Informal Investigation case £189.33 (2.9% worse, incl. inflation, than Dec 2019) • Cost per Formal Investigation case £608.02 (10.8% better, incl. inflation, than Dec 2019)	●
6 Meet new quality targets • Customers satisfaction for case/enquiry handling No Additional Investigation cases met – 50% (51% at Dec 2019) against a target of 50% Informal Investigation cases met – 82% (79% at Dec 2019) against a target of 75% Formal Investigation cases not met – 68% (84% at Dec 2019) against a target of 75% Advertisers satisfaction met – 86% for Q1 (72% at Dec 2019) against a target of 75% Copy Advice: TBC • Service complaints Old procedure Jan – Apr: 14 received, of which two merited in part New procedure May – Jun: 24 received – two merited and two in part • Independent review cases 2.6% of Formal Investigations were recommended for corrective action – against a target of ≤ 3% • Judicial reviews Target of no judicial review losses met	●

Key performance indicator

Rating

7 Meet 97% of Formal Investigation cases enforced² • 97.4% of Formal Investigation cases enforced (98.6% at Dec 2019)	●
8 Achieving outcomes in line with success measures and time targets identified at the outset, commission and/or materially progress at least two high priority regulatory projects and at least six other projects • High priority regulatory projects completed: Botox Ads on Social Media and Non-invasive Pregnancy Testing • High priority regulatory projects underway: four Tech4Good projects have progressed with public-facing outputs either published or expected in the second half of the year or first half of 2021 • Other projects completed: IV Drip Ads, Vitamin Shot Ads, and House Raffles • Five other projects underway: Racial and Ethnic Stereotyping in Ads; Homeopathic/ CEASE Therapy Ads; Weight Loss Injection Ads; Debt Advice Service Lead Generation Ads; and Data Harvesting Lead Generation Ads	●
9 Behaviour change measure: 90% of attendees agree they are more confident in complying with Ad Codes immediately after an Advice:am seminar • 83% of respondents more confident after seminar (78% in Dec 2019)	●
10 Deliver four Formal Intelligence Gathering Reports • Two reports delivered to date	●
11 Public awareness KPI deleted due to impact of pandemic	n/a
12 Expenditure (excluding extraordinary capital expenditure and legal fees) within 97.5–100% of Crisis Budget • Forecast to be 98.72%	●

¹To ensure compliance with GDPR and the ePrivacy Directive, we moved to a different method of recording online touchpoints from March 2020. ²Based on assurance received either within initial deadline or after up to five days of enforcement activity, with no evidence of renegeing.

Preview of 2021 organisational objectives

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

That will involve us continuing to give a high priority to protecting the vulnerable, particularly children and the physically/financially vulnerable, and continuing to take a hard line on advertisers who irresponsibly take advantage of the pandemic.



Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Objective 9	Objective 10
<p>We will improve our regulation of ads, particularly online ads, continuing to focus on misleading content/inappropriate targeting, listening and collaborating in new ways and working with the large online platforms to hold them to greater account for the part they play in helping to deliver socially responsible advertising.</p>	<p>We will continue prioritising our work, including our reactive complaints casework, to deliver efficiencies, free-up resources for reallocation elsewhere and improve our regulation. That will include completing and implementing our <i>Competitor Complaints Review</i> and continuing to improve our processes.</p>	<p>We will invest in in-house data science capability, in addition to our investments in third party tech-assisted monitoring and enforcement, in particular to protect children and other vulnerable people. We will measure and report on the number of ads amended or withdrawn.</p>	<p>We will re-start the Independence strand of our strategy, including continuing to work with the government and Ofcom, both on Video Sharing Platform advertising regulation and to address any material gaps in online advertising regulation, including potentially via co-regulation. We will continue to make the case for effective advertising self- and co-regulation to politicians and other opinion-formers.</p>	<p>We will increase our advice and training Touchpoints to 750,000, including to the 'long tail' of micro- and SME businesses, by partnership-working with regulators, platforms and other key stakeholders.</p>	<p>We will continue to ensure that the ASA system takes into account the views and interests of those who live in different nations and regions of the UK by continuing to capture and analyse intelligence and delivering our public research commitments. The latter will include conducting at least one piece of research into the public's views about ads, including online ads.</p>	<p>We will continue to make the case for effective advertising self- and co-regulation to the public and media. We will continue to develop our thought-leadership in the regulation of ads online. We will execute our ad campaign in Scotland and explore its extension to the rest of the UK, including to raise public awareness of our online regulation.</p>	<p>We will continue to do all we can to ensure the safety and job security of our staff in light of the pandemic. We will produce and begin implementing a <i>People strategy</i>, alongside continuing to implement our existing <i>Diversity and Inclusion strategy</i>. We will continue to embed our case management system, ensuring that the data we process is fit-for-purpose, users are supported and we deliver continuous improvements.</p>	<p>We will continue to explore the role that advertising regulation can play in responding to the climate change emergency and the human impact on the environment, and we will set and report on targets to reduce our own carbon footprint.</p>	<p>We will continue to make the case for effective advertising self- and co-regulation to the industry, in particular online-only advertisers, to help Asbof and Basbof put our funding on a sustainable basis.</p>



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