

Mid-year progress report

January to June 2019



Our organisational KPIs

January – June 2019

Key performance indicator

	Rating
1 Secure the amendment or withdrawal of ads and report publicly • 6,482 ads amended or withdrawn (7,232 in June 2018)	●
2 Increase CAP advice and training delivered to 550,000. Maintain cost/advice and training: • 289,613 pieces of advice and training delivered (up 18% on Jun 2018) • Cost per advice and training was £0.91 (5% better than in Dec 2018)	●
3 Restore the balance of reactive complaints casework and proactive regulatory project work to circa 55% and 20% • 59% and 18% (59% and 19% at Dec 2018). Anticipating reallocating more resource to proactive work in H2	●
4 Improve performance against new closure targets for complaint cases (80% within target number of working days) and Copy Advice cases (90% within 24 hours) • 4/6 case types in target, missing one only marginally (4/6 at Jun 2018) • 97% of Copy Advice cases closed within 24 hours (98% at Jun 2018)	●
5 Achieve complaints casework productivity within 5% of 2018 levels • Cost per No Additional Investigation case – £62.84 (4% worse, incl. inflation than Dec 2018) • Cost per Informal Investigation case – £197 (11% worse, incl. inflation than Dec 2018) • Cost per Formal Investigation case – £786 (20% worse, incl. inflation than Dec 2018)	●
6 Meet new quality targets • Customers satisfaction for case/enquiry handling No Additional Investigation cases met – 50% (52% at Dec 2018) against a target of 50% Informal Investigation cases met – 78% (81% at Dec 2018) against a target of 75% Formal cases met – 85% (71% at Dec 2018) against a target of 75% Advertiser satisfaction not met – 74% (76% at Dec 2018) against a target of 75% Copy Advice met – 90% (89% at Dec 2018) against a target of 90% • Service complaints TBC • Independent review cases 2.4% 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 enforced • 97.2% of Formal Investigation cases enforced (98.4% at Dec 2018)	●
8 Commission and/or materially progress at least two high priority regulatory projects and at least six other projects • Completed phase/year 1 of Avatar monitoring and Children's exposure to age-restricted TV ads projects and Gambling ads in game apps for children project • Near completion on Online labelling of influencer ads and Ads in game apps targeted at under-9s projects • 12 other projects ongoing	●
9 Behaviour change measure: 90% of attendees agree they more confident in complying with Ad Codes immediately after an Advice:am seminar • 78% of respondents more confident after seminar	●
10 Deliver two to four pieces of public research that take into account the views of those living in the different nations and regions of the UK • Two new pieces of work commissioned: further avatar monitoring; and more TV exposure research	●
11 Increase awareness of our online regulation from 42% • Research to be delivered in November	n/a
12 Expenditure (excluding extraordinary capital expenditure and legal fees) within 97.5-100% of budget (98.8% in Dec 2018) • Forecasted to be 98.7%	●

Preview of 2020 organisational objectives

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

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



Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6	Objective 7	Objective 8	Objective 9	Objective 10
+ +	+	+ + +	+	+	+	+ +	+ +	+ +	+ + +
We will improve our regulation of online ads, continuing to focus on misleading content and inappropriate targeting and working more with the large online platforms so we help each other to protect people from irresponsible online ads, including by implementing a <i>Scam Ad Alert System</i> .	We will continue introducing new approaches to our casework, and in particular our reactive complaints casework, to improve our regulation and free-up resources for reallocation elsewhere. Those will include further prioritisation and partnership-working initiatives, embedding an 'education first' approach to issues (in particular with micro-/SME businesses), adopting lighter-touch ways of allowing people to complain to us, improving our processes and exploring using machine learning.	We will increase the resource we spend on 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.	We will continue to implement the findings of our review of our CAP advice and training services, helping us to increase our advice and training Touchpoints to 600,000, including from large online platforms signposting CAP to micro-/SME businesses.	We will continue to implement the Independence strand of our strategy by regulating advertising without fear or favour, while remaining open-minded to any changes which further strengthen our independence from industry and government.	We will continue to ensure that the ASA system takes into account the views and interests of those who live in different nations and regions of the UK by continuing to capture and analyse intelligence and by delivering our public research commitments. That will include conducting one to two pieces of research into the public's views about ads, one of which will be a large online piece.	We will continue to demonstrate the effectiveness of our regulation through our actions and our communication, but we will be open-minded to change that strengthens the ASA system. We will execute our ad campaign in Scotland and explore its extension to the rest of the UK, including to raise awareness of our online regulation.	We will make sure we recruit, retain and develop the best people, giving us the skills and experience to undertake our work and deliver our strategy, including by implementing our Diversity and Inclusion Strategy. We will develop our thought-leadership in the regulation of ads online.	We will continue to embed our new case management system, ensuring that the data we process is fit-for-purpose, users are supported and we deliver continuous improvements.	In the light of growing concerns around climate change and the human impact on the environment, we will explore whether advertising regulation can play a greater role in responding to that challenge, and we will set and report on targets to reduce our own carbon footprint.



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