



SUMMARY
**Review of
Operations
2018**

From the Chair

This year saw further changes to the governance of Ad Standards. Working jointly with the Board of the Australian Association of National Advertisers (AANA) there was significant examination and reflection on the structure of the three organisations comprising the advertising self-regulation system in Australia and sound outcomes achieved.

Ad Standards will continue to be a separate company, operating at arms-length of the advertising industry, so that it is well-placed to continue its important work with both advertisers and consumers to ensure appropriate advertising content.

A change in 2018 to the composition of the Ad Standards Board of Directors now requires that three directors be Advertiser Board members of the AANA, and three directors be independent. The Ad Standards Board is confident that this change will enable both the AANA and Ad Standards to build on each other's strengths while enhancing the strategic outcomes of the self-regulation system.

At the end of 2018 we welcomed new directors Wayne Gabriel from Toyota and Lisa Ronson from Tourism Australia.

With governance reform now settled in, our focus for 2019 is to work with the AANA to ensure the ongoing financial sustainability of both organisations by ensuring that all parts of the advertising industry are fairly contributing to the self-regulation Codes and complaints adjudication mechanism.

I thank all Ad Standards staff and Community Panel members for their input into the content and application of the structural reforms undertaken this year.



David Scribner
Chairman

From the CEO

The year began with a significant body of work around the rebrand and rollout of the new Ad Standards name and graphic identity. The change to the names of our various operational bodies – the Ad Standards Community Panel and Industry Jury – was informed by research and developed to make it clearer to the community exactly what we do as an organisation.

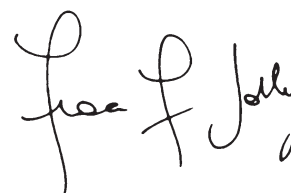
There were five lots of amendments made by the AANA in 2018 to the Codes administered by Ad Standards and applied by the Community Panel. One of the most significant changes was to Section 2.2 of the AANA Code of Ethics. Expanding the reach of this section means that the Community Panel can now uphold complaints on the basis that they use sexual appeal in a manner which is exploitative OR degrading, whereas previously it had been required to find an advertisement both exploitative *and* degrading in order to find a breach.

In 2019 we look forward to a comprehensive awareness-raising campaign for the Codes and the role of the advertising complaints adjudication system. We also look forward to a consequential increase in awareness of the

service we can provide advertisers as they develop campaigns, to ensure the content of advertisements consumers see and hear meet community standards.

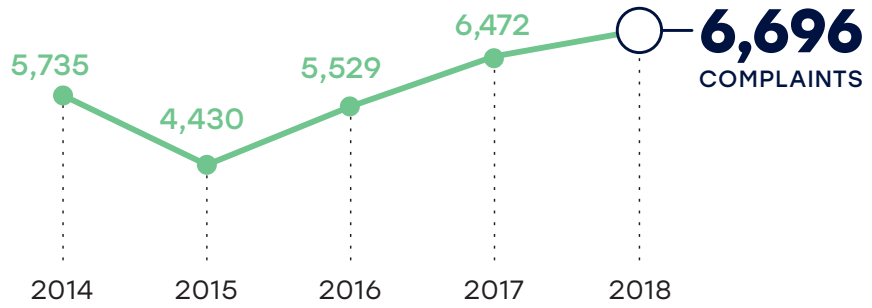
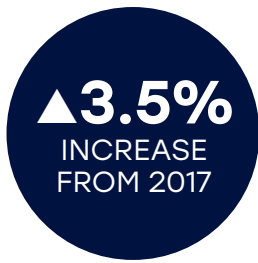
Sincere thanks to our industry colleagues who support Ad Standards in many ways – including by advocating our value to their members and assisting with compliance with Community Panel decisions.

Thank you also to the Community Panel members who bring a genuine commitment to understanding community views and applying them to considerations of the Panel.

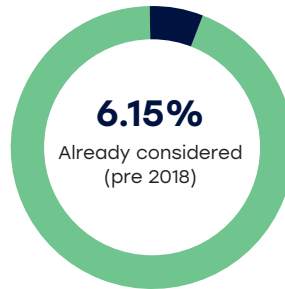
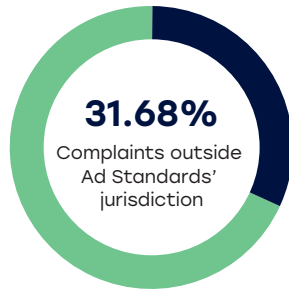


Fiona Jolly
Chief Executive Officer

Total complaints received



Treatment of complaints

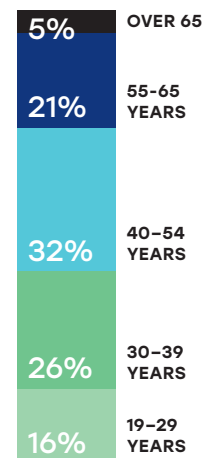
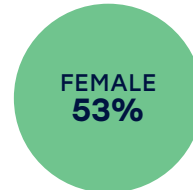
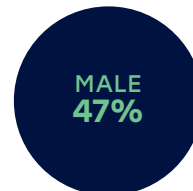


Potential Code issues considered by the Community Panel

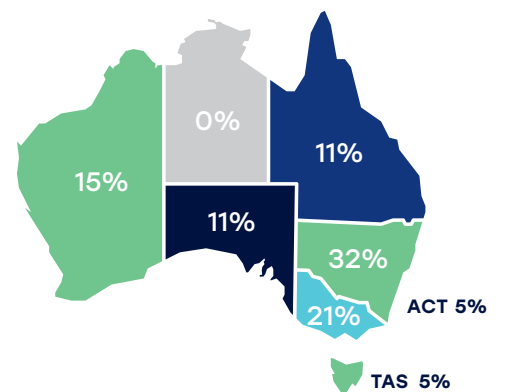


Community Panel meetings in 2018 to consider cases

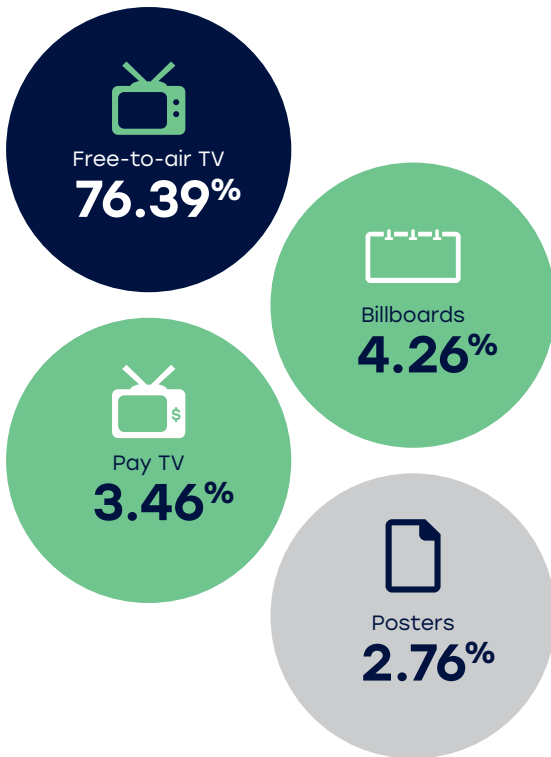
Ad Standards Community Panel profile



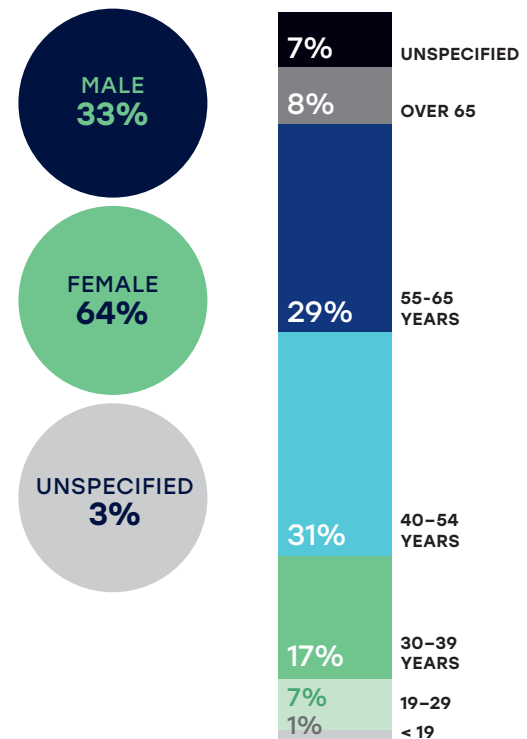
Outcome of cases determined by the Community Panel



Most complained about media



Who is complaining?



Complaints by product category



GAMBLING
23.12%



INSURANCE
19.91%



FOOD & BEVERAGES
10.72%



ENTERTAINMENT
8.96%



7.28%
Lingerie



4.41%
Leisure & sport



4.18%
Automotive



3.57%
Community awareness



2.50%
Health products



1.86%
Travel



1.84%
Vehicles



1.71%
Finance/investment



1.60%
Sex industry



1.55%
Toiletries



1.52%
Clothing



1.50%
House goods/services



0.84%
Real estate



0.81%
Professional services

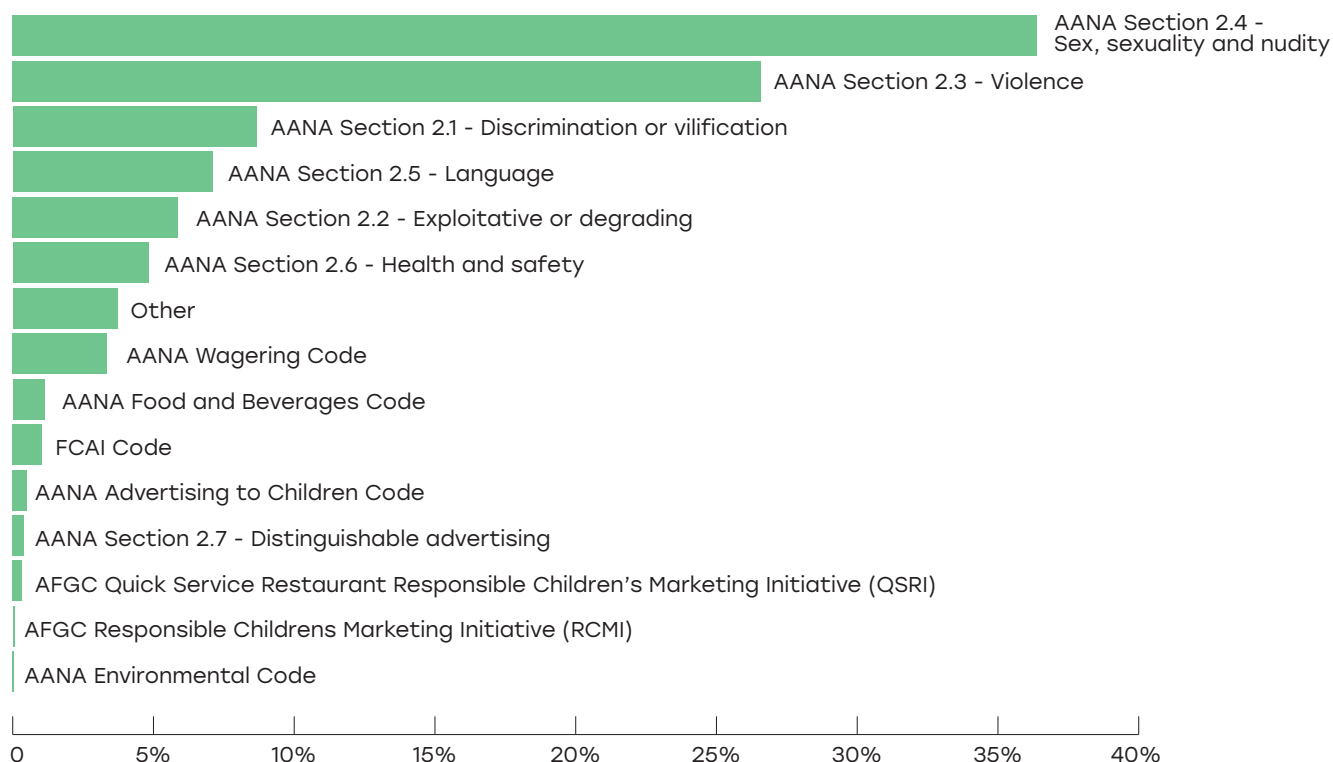


0.79%
Alcohol



0.45%
Retail

What do people complain about?



Most complained about ads of 2018

1. Manscaping?

Sportsbet – TV – Free-to-air
Complaints: 793 – Upheld

Issues of concern: 2.1 - Discrimination or vilification, 2.2 - Exploitative or degrading, 2.3 - Violence, and 2.4 - Sex/sexuality/nudity.

2. Birthday pinata

iSelect – TV – Free-to-air
Complaints: 716 – Upheld

Issues of concern: 2.1 - Discrimination or vilification, 2.3 - Violence, and 2.6 - Health and safety.

3. Bouncing balls

Hanes Brands – TV – Free-to-air
Complaints: 135 – Dismissed

Issues of concern: 2.1 - Discrimination or vilification, 2.2 - Exploitative or degrading, 2.3 - Violence, and 2.4 - Sex/sexuality/nudity.

4. Tiger on the road

Ultra Tune – TV – Free-to-air
Complaints: 134 – Dismissed

Issues of concern: 2.1 - Discrimination or vilification, 2.2 - Exploitative or degrading, 2.4 - Sex/sexuality/nudity, and 2.6 - Health and safety.

5. This is Halloween

Universal Pictures – TV – Free-to-air
Complaints: 97 – Upheld

Issue of concern: 2.3 - Violence.

6. BCF-ing

BCF – TV – Free-to-air
Complaints: 93 – Dismissed

Issues of concern: 2.3 - Violence, 2.4 - Sex/sexuality/nudity, 2.5 - Language, and 2.6 - Health and safety.

7. Would you sell your eyes?

Specsavers – TV – Free-to-air
Complaints: 73 – Dismissed

Issues of concern: 2.1 - Discrimination or vilification, and 2.3 - Violence.

8. Where do you do it?

Youfoodz – TV – Free-to-air
Complaints: 49 – Dismissed

Issues of concern: 2.4 - Sex/sexuality/nudity, and 2.5 - Language.

9. Naked wrestling

Yum Restaurants International – TV – Free-to-air
Complaints: 46 – Dismissed

Issue of concern: 2.4 - Sex/sexuality/nudity.

10. Monster movie

Sony Pictures Releasing – TV – Free-to-air
Complaints: 43 – Upheld

Issue of concern: 2.3 - Violence.

New advisory service for advertisers

Launched in early 2018, the Ad Standards Copy Advice Service provides expert advice to advertisers to better understand and work with the Australian advertising Codes and Initiatives.

This is a proactive step to help ensure that advertising meets community standards.

All businesses and creative agencies can now submit requests for copy advice on proposed advertising material before broadcast or publication through the Ad Standards website.



Research reveals community thinking

Ad Standards' research in 2018 provides vital insight into community thinking and awareness regarding clearly distinguishable advertising.

A key finding from the research was a low level of general community concern about advertising being 'clearly distinguishable' as advertising.

Conducted by Colmar Brunton, the research looked at five advertisements which had been considered by the Ad Standards Community Panel under Section 2.7 of the AANA Code of Ethics.

Overall the findings showed that the Community Panel's determinations about whether an advertising or marketing communication was distinguishable as such to the relevant audience were generally in line with community perceptions.

Survey results have been used to create a checklist to guide future Community Panel determinations regarding clearly distinguishable advertising. If an advertisement meets all four of the first-tier checklist criteria, then the Community Panel can be confident it is clearly distinguishable as advertising.

First Tier (highest importance)	The person/people in the post/image look like they are modelling
	The imagery/photography/videography looks staged
	The post contains tags and/or hastags of the brand or product
	The brand/product/service is central to the post/layout/article/video

Codes and Initiatives administered by Ad Standards

- Australian Association of National Advertisers (AANA) Code of Ethics
- AANA Code for Advertising and Marketing Communications to Children
- AANA Food and Beverages Advertising and Marketing Communication Code
- AANA Wagering Advertising & Marketing Communication Code
- AANA Environmental Claims Code
- Australian Food and Grocery Council (AFGC) Responsible Children's Marketing Initiative (RCMI) of the Australian Food and Beverage Industry
- AFGC Quick Service Restaurant Initiative (QSRI) for Responsible Advertising and Marketing to Children
- Federal Chamber of Automotive Industries (FCAI) Voluntary Code of Practice for Motor Vehicle Advertising

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