

Advertisers, Agencies and Media Setting Standards for Thirty Years

1st September 2011

A Wake Up Call

On the occasion of the 30th Anniversary of the founding of the ASAI, I feel it appropriate to call again on the advertising industry to support, defend and engage actively with the Code of Standards for Advertising, Promotional and Direct Marketing in Ireland.

Advertising self-regulation is a vital resource for the industry in defending the right of advertisers to operate without unnecessary statutory regulation. It will only be effective in this regard when it is seen to work and all sections of the industry accept their individual responsibilities to fully operate the system.

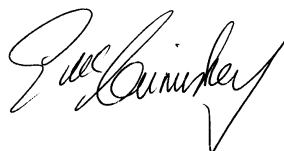
The effectiveness of advertising self-regulation is constantly under scrutiny and, at present, Government departments and agencies are considering both the extent of regulation required and the appropriate operating models in areas involving alcohol and diet/nutrition for children.

The functions of the Authority are growing and we now regulate the expanding area of digital media. We will shortly take on responsibility for an independent complaints system related to online behavioural advertising and we are the sole regulators for the Code (approved by the Broadcasting Authority of Ireland) for commercial communications associated with on-demand services.

My particular concerns are that:

- Industry members **Promote the Code** on all occasions and particularly among their staff.
- The decisions of the **Complaints Committee** be respected and complied with in relation to current and future campaigns.
- **Copy advice** (non-binding) be sought when there are concerns that an advertisement might be in breach of the Code.

Only with your active engagement in these matters can the ASAI continue to provide an effective service to consumers and marketers alike.



Ed McCumiskey,
CHAIRMAN