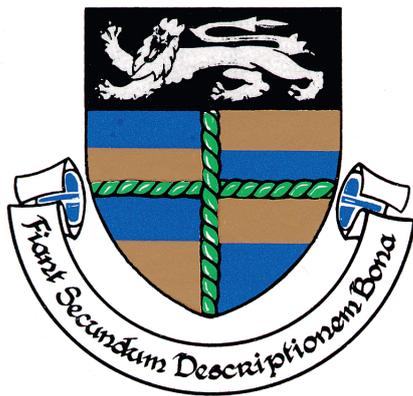




Advertising Standards Authority for Ireland

Annual Report

36th Annual Report 2016



THE OFFICIAL HERALDIC ACHIEVEMENT OF ASAI

The coat of arms or official heraldic achievement of the Advertising Standards Authority for Ireland was granted by the Chief Herald of Ireland and registered in his Office in April, 1983.

The design and composition of the arms graphically symbolise the sphere of influence as well as the function of ASAI.

The heraldic arrangement of the national tinctures enhanced by the wreathed cross is designed to suggest the packaging of goods on a nationwide basis, while the lion, traditional symbol of active vigilance, signifies the role of ASAI as overseer in relation to the advertising of those goods.

The shield, historically an emblem of defence, is symbolic of the protection afforded the consumer public by the ASAI, which seeks to establish and maintain principled advertising in Ireland.

All these items are encapsulated in the slogan or motto of the ASAI, 'FIANT SECUNDUM DESCRIPTIONEM BONA' - let the product accord with its description - which bespeaks the ideal of the Advertising Standards Authority for Ireland.



CONTENTS

| | |
|----------------------------------|-----------|
| Chairman’s Statement | 04 |
| Highlights Summary | 06 |
| Overview of the ASAI | 10 |
| Complaints Committee | 29 |
| Review Panel | 33 |
| Appointments and Postings | 35 |

CHAIRMAN'S STATEMENT



Sean O'Meara, Chairman

It has been a year of change.

In January 2016, Orla Twomey became our new CEO with all the challenges and demands that that role carries. She had a hard act to follow in Frank Goodman but she accomplished something that is, perhaps, one of the most difficult tasks any company faces, that of a seamless transition.

Her quite extraordinary understanding of self-regulation and compliance are managerial attributes to be appreciated.

One of Orla's first tasks was to build her own team around her. In April this was completed when Michael Lee, the new Assistant Chief Executive, joined the team. The expanded Executive is now one of the strongest in our 36 year history.

May I thank those Board Members who stepped down during the year; Brendan McCabe, John Galvin and Dara McMahon. All gave willingly and generously of their time, experience and expertise. Indeed, Brendan was one of the longest serving with years of dedicated commitment. His absence is felt.

We remember, too, with regret, the passing of the late Michael Higgins who served on our Complaints Committee between 1988 and 2011. To his family and

friends we offer our condolences.

There are many challenges facing all Advertising Self-Regulatory Organisations worldwide and, as the years progress, these become ever more pressing in day-to-day operations.

The need for identifiable and sustained sources of income is obviously crucial and, here, may I acknowledge the role of Tania Banotti, CEO of IAPI, for her influence in establishing the principle of 'opt-out' amongst her members. This is already showing positive results and the ASAI is, indeed, grateful to IAPI. The support of Barry Dooley, CEO of AAI, is also of critical importance.

The relentless emergence of new and varied Social Media platforms and their attractiveness to advertisers is something the ASAI must monitor constantly. Major international providers in this area benefit from the strong self-regulatory systems in Ireland and Europe. They should equally support the systems through the long-established principle of levy contribution.

This is a challenging area and we are engaging in face-to-face meetings with these multi-national organisations in Dublin whilst working in unison with EASA – The European Advertising Standards Alliance – to address the problem.

The 7th Edition of our Code of Advertising Standards for Advertising and Marketing Communications has completed its first year of implementation and is proving strong, robust and effective. This is particularly gratifying given the immense amount of hard work that went into the deep consultative process, review, overhaul and publication towards the end of 2015.

An interesting off-shoot of this is the obvious rise in the overall awareness levels of the ASAI and what we do, evidenced by the measurable increase in applications for our free pre-publication Copy Advice Service.

Additionally, we are being consulted more and more by the Media and our views and insights into various and relevant matters are being sought, published and broadcast.

In the ever-changing world of advertising and marketing communications, all which must be seen and understood against a pressurised background of the need for instant commercial gratification and success, the roles of all Self-Regulatory Organisations become fundamentally and ever more important in the protection of advertisers, consumers and society in general.

The ASAI understands its role in working with the advertising industry to ensure that the advertising that is placed in the Irish market is prepared with a sense of responsibility to consumers and to society. It carries its responsibilities of helpfulness to its stakeholders with determined pride and will always do so.

The ASAI runs smoothly because of its people. For instance, the Executive takes on responsibility after responsibility with a professionalism that hides within its courtesy, helpfulness and support. They are always there, expertly advising and preparing for meeting after meeting, whilst fulfilling all day-to-day casework duties and, at the same time, interacting with stakeholders and the public. They are to be greatly admired.

Our operation could not work without those who contribute to our Board, Complaints Committee, Review Panel and Sub-Committees. Frequently, their involvement is required more than is anticipated but, again, people attend with unique generosity and willingness. Their participation in the work of the ASAI is much appreciated.

Sean O'Meara
Chairman

HIGHLIGHTS SUMMARY

HIGHLIGHTS SUMMARY

In 2016, the ASAI celebrated 35 years of effective advertising self-regulation in Ireland. It has gone from strength to strength in that time and an overview of the ASAI in figures is set out on pages 8 to 9.

The 7th Edition of the Code of Standards for Advertising

and Marketing Communications came into effect in March 2016. In line with the Statement of Strategy adopted in August 2015, set out on pages 25 to 26, presentations on the Code and the ASAI were made to industry practitioners. This outreach is to help industry to continue to develop advertising that is compliant with the Code.

Complaints Resolution

In 2016, the ASAI received 1,329 written complaints concerning 1,011 marketing communications. This represents an increase of 108 complaints compared to 2015. The number of individual marketing communications that attracted complaints increased on the number of marketing

communications complained about in 2015 (1,011 compared to 924).

There were 266 complaints carried forward from 2015 and the ASAI dealt with 1,376 in 2016, leaving 219 in respect of 202 marketing communications to be carried forward to 2017.

Grounds of Complaint

| | | |
|---------------|-----|---|
| Misleading | 67% |  |
| General Rules | 17% |  |
| Offence | 12% |  |
| Other | 4% |  |



Top Three

Complaints by Sector



| | | |
|--------------------|-----|---|
| Telecommunications | 248 |  |
| Leisure | 159 |  |
| Food & Beverages | 126 |  |

Complaints by Media



Copy Advice

Copy Advice requests increased by over 2.5 times in 2016 compared to the level of the previous 2 years.

As a key service for the advertising industry, the ASAI is pleased that there is an increased uptake in this free, confidential and non-binding service.



ASAI - THE CODE IN NUMBERS

2,505
REQUESTS
FOR
COPY
ADVICE

7
EDITIONS
OF THE
CODE

98%
COMPLIANCY
RATE WITH
ADJUDICATIONS

6
1982 MEDIA /
PLATFORMS
IN REMIT

27,000
ADS
MONITORED

7,400
FORMAL
ADJUDICATIONS

1981 – 2016

**35 YEARS OF
ADVERTISING
SELF-REGULATION**

5,340
COMPLAINTS
UPHELD

15
2016 MEDIA/
PLATFORMS IN
REMIT

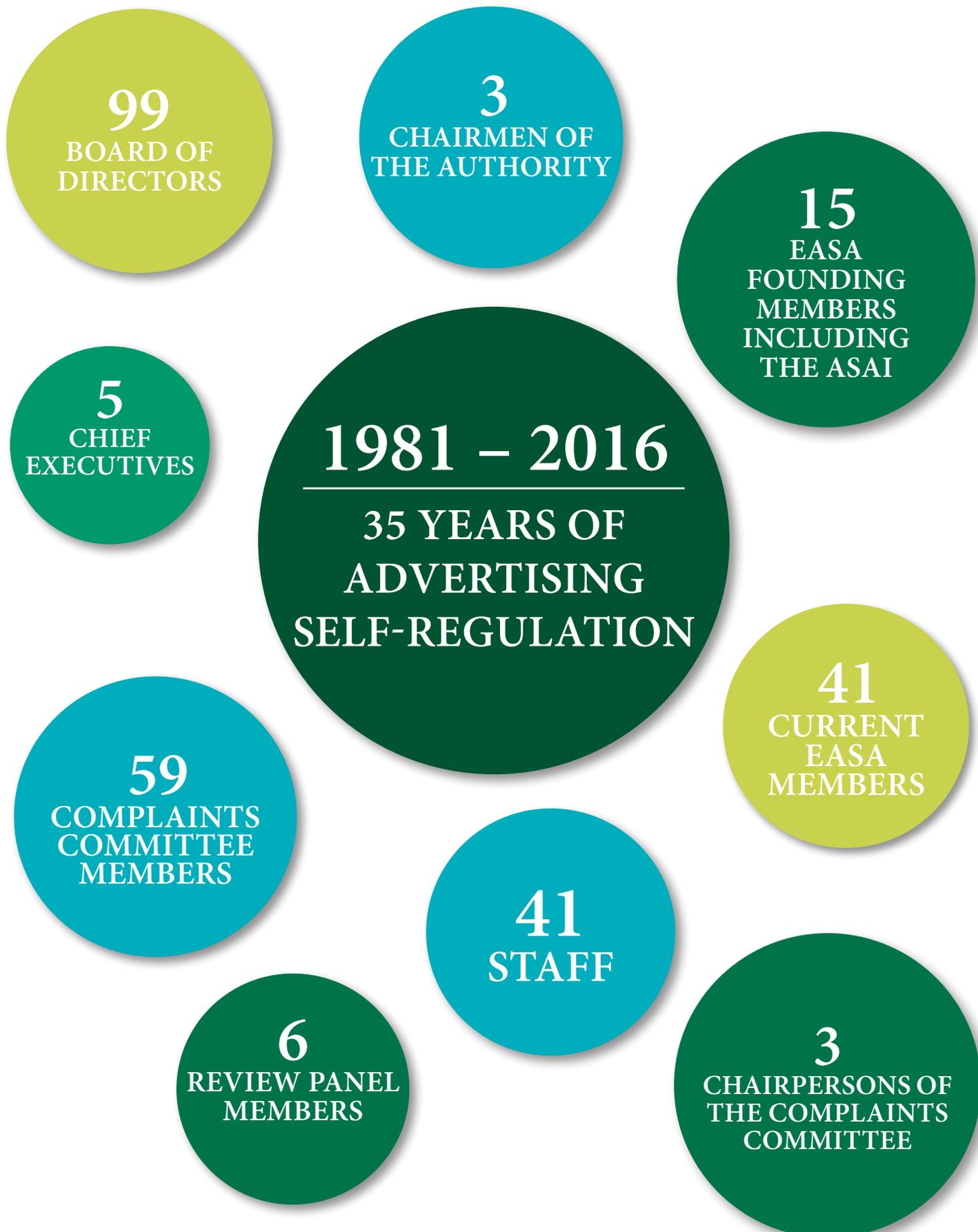
29,715
COMPLAINTS
24 IN 1981 TO
1329 IN 2016

239
COMPLAINTS
BATCHES
SUBMITTED FOR
ADJUDICATION
TO THE
COMMITTEE

15
ADS WITH
50 OR MORE
COMPLAINTS

479
THE HIGHEST
NUMBER OF
COMPLAINTS
RECEIVED FOR
AN ADVERT

ASAI - THE PEOPLE IN NUMBERS



OVERVIEW OF THE ASAI

AN OVERVIEW OF THE ASAI

This is the 36th Annual Report of the Advertising Standards Authority for Ireland (ASAI), for the year 2016.

The ASAI is the independent self-regulatory body set up and financed by the advertising industry (advertisers, advertising agencies and media) and is committed to promoting the highest standards of advertising and sales promotion, in the public interest. The ASAI is supported by all major advertisers and agencies and all major media, including broadcast, outdoor, digital and the print media.

The ASAI, since its foundation in 1981, has built up an extensive body of expertise in the regulation of commercial advertising in all Irish media. The ASAI recognises the importance of continually reviewing our remit to ensure that the Code applies to all commercial marketing communications, including those in developing media. At its most basic, the Code's remit follows where marketing communications go.

Paid-for advertising on third-party sites and email marketing was within remit prior to 2009 and, since then, we have been expanding the jurisdiction of the ASAI. The first extension was to marketing communications on advertisers' own websites. From 2012, the remit was again expanded to include marketing communications on third-party non-paid-for space online, such as advertisers' own posts (and those of their brand ambassadors) on their social media platforms.

In 2013, the ASAI's remit was extended further to encompass Online Behavioural Advertising (OBA). These new rules provided for a high level of consumer transparency and choice regarding OBA. In 2017, we will examine these rules against the extension to mobile formats of the European Advertising Standards Alliance (EASA) Best Practice Recommendation on OBA.

A significant part of the ASAI's work is the resolution of complaints from consumers, competitors and interested parties. Such complaints help to keep the ASAI informed of the current concerns regarding advertising. Information and statistics on how complaints are resolved by the ASAI are given on page 19.

The identity of individual complainants remains confidential. Anonymous complaints are not pursued and all complaints must be in writing (by post, fax or by using the online complaints form).

In the case of competitive and interested party complaints, the complainant must agree to their identity being disclosed in order for the ASAI to investigate the complaint. Competitive complaints are investigated where the interests of consumers are involved, however the ASAI is not an arbitration service for disputes between commercially interested parties. Interested party complainants are not competitive complainants, but neither are they acting as a consumer. For example, a lobbying organisation with a particular interest, or a non-governmental organisation, would both be classed as an 'interested party'. The ASAI believe that, in the interest of transparency, all interested parties should be identified as the complainant.

In carrying out its function of enforcing the highest standards in advertising, the ASAI also conducts scheduled and structured monitoring and provides a free, confidential and non-binding copy advice service on the compliance of proposed advertising. An overview of both services can be found later in this Report.

In the conduct of our regulatory tasks we have excellent, ongoing working relationships with the Competition and Consumer Protection Commission and other agencies including ComReg and the Food Safety Authority of Ireland.

THE ASAI'S SERVICES AND SUPPORTS

COMPLAINTS INVESTIGATION AND ADJUDICATION

The ASAI accepts complaints from any person or body who considers that a marketing communication may be in breach of the Code and such complaints are investigated free of charge. The Executive initially assesses complaints against the provisions of the Code and, where an investigation is warranted, will invite comments from the advertisers. Where a potential breach of the Code is identified or where a precedent case is involved, the matter is referred to the Independent Complaints Committee for adjudication.

COPY ADVICE

ASAI provides a valuable pre-publication copy advice service on proposed marketing communications' compliance with the code. This service is available to all those involved with advertising – advertisers, their agencies and the media.

Copy Advice is free and given on a confidential basis. The advice is non-binding on both the requester and on the ASAI; while the requester does not have to accept the advice of the ASAI Executive, neither does the independent Complaints Committee, should the marketing communication subsequently come before them for adjudication. However, where the service has been utilised, marketing communications are less likely to contravene the Code in any substantial way.

MONITORING

The ASAI regularly conducts monitoring exercises of individual marketing communications to assess compliance with the Code requirements. Such exercises can be conducted on specific media or a mix thereof. They can also be focussed on a particular industry or area of economic activity. Initially, this is carried out on an informal basis with the advertiser/promoter being asked for comments within a specific time frame. Failure to respond to the Compliance Monitor's request for information may result in the matter being passed to the Executive for a formal investigation, as per their normal investigation procedures.

The ASAI Monitoring Service also monitors compliance with all of the Complaints Committee's adjudications.

EDUCATION

In order to ensure that there is a high level of awareness of the role of and importance of standards in advertising, the ASAI Executive is available to present to advertisers, agencies and media on the provisions of the ASAI Code and how they are applied.

THE 7TH EDITION OF THE CODE OF STANDARDS FOR ADVERTISING AND MARKETING COMMUNICATIONS CAME INTO EFFECT IN MARCH 2016.

The ASAI Code is based on the principles established by the International Chamber of Commerce (ICC), which asserts that all advertising and promotions must be legal, decent, honest and truthful and must be undertaken with a sense of social responsibility. On an ongoing basis, the work of implementing the provisions of self-regulatory codes is being enhanced and supported by the development of Best Practice Guidelines, in all areas of complaints examination, by the EASA.

The ASAI Code's primary objective is to regulate commercial marketing communications in the interest of consumers ensuring, so far as possible, that all marketing communications are prepared with a sense of responsibility both to the consumer and to society.

Advertising codes must reflect both the changing concerns of society and the changing advertising and media landscape. In March 2016, the 7th edition of the Code came into effect. At its launch in September 2015, the then Minister for Communications, Energy and Natural Resources, Alex White, TD, recognised the work that the ASAI has done to ensure that the best interests of the Irish people prevail in the advertising marketing place. He commented that our voluntary and extensive cooperation with consumer and regulatory bodies, like the Broadcasting Authority of Ireland, demonstrates the ASAI's commitment to the essence of good advertising – that it must be legal decent, honest and truthful. He noted that the ASAI has extended the remit of the Code in recent years into online media, including advertisers' own websites and social media platforms. In relation to the launch of the 7th Edition of the Code he said: "... the ASAI is underlining its commitment

to ensure that advertising and marketing in Ireland are conducted 'with a sense of responsibility to both the consumer and to society.'" He also said that the changes to the Code would ensure that the seventh edition of the ASAI Code is of, "... continuing relevance and benefit to both consumers and the advertising industry itself."

Knowledge of the Code amongst industry practitioners is a key element in maintaining compliance levels with the Code and, during the year, the ASAI presented to advertisers, agencies and media on the provisions of the Code. This is not viewed as a once-off exercise, and the ASAI will continue to actively seek opportunities to present on the Code.

In order to help industry practitioners apply the Code, a number of Guidance Notes were prepared during the year on Alcohol Advertising, Food and Non-Alcoholic Beverages and Recognisability in Advertising. These are available on the ASAI website in the Code Section.

In addition to developing Guidance Notes on the ASAI Code, the ASAI was delighted to collaborate with the Food Safety Authority of Ireland (FSAI) in the introduction of guidance aimed at ensuring consumers are not misled by the use of marketing terms on foods. The guidance, which was published by the FSAI following extensive food industry engagement, supports Section 8 of the ASAI Code which relates specifically to the advertising of Food and Non-Alcoholic Beverages. This Guidance Note is also published on the ASAI website in the Code Section.

The collaboration with the FSAI is consistent with the ASAI's approach to work with other regulatory bodies to achieve the best outcomes for the public and the advertising industry, ensuring that marketing communications do not mislead, for the benefit of all.

STAKEHOLDER ENGAGEMENT AND PUBLIC AWARENESS OF THE ASAI

The ASAI's effectiveness as a regulatory body depends on the practical and active support of advertisers, agencies and the media. The ASAI recognises the importance of ensuring that all of those employed in the relevant agencies and the media are aware of the ASAI and the Code.

The ASAI presented to advertisers, agencies and media during the year on the Code and this work will continue in the coming years. It is worth noting that, in considering the role self-regulation might play in the future regulation of advertising, a high level of public awareness is considered by the EU Commission to be of great importance.

The ASAI Code stipulates that it should be implemented primarily in the interests of consumers. Indeed, the main area of work of the ASAI – the examination of complaints

– depends on the public being aware not only of the Authority's existence but also of its role. Consequently, public awareness of the ASAI is a vital element of its successful operation.

The ASAI wishes to increase levels of awareness of the organisation and, in particular, of the services offered. This is done partly through the publication of the adjudications of the independent Complaints Committee, which are regularly carried in the media, in trade publications and on the ASAI website. Media members in a range of areas carry advertising which promotes the services of the ASAI.

In September 2016, out-of-home, print and radio advertising was carried by ASAI members to raise awareness of the ASAI. In addition the ASAI regularly posts on Twitter and is increasingly using LinkedIn, both platforms offering an opportunity to reach out and communicate with a wider audience.

MVO: [WARM, RELAXING, REASSURING, CONTEMPORARY] I'm a voice over artist, renowned for my safe and reassuring tones. Oh, and here's some safe and reassuring music, too...

SFX: BACKGROUND OF GENTLE, MODERN MUSIC PLAYS BENEATH VO

MVO: ...I'm here to reassure you that the Advertising Standards Authority for Ireland oversees standards in advertising, making sure that ads don't mislead or offend you. They'll listen to your concerns, respond to your complaints and set the standards for responsible advertising. Reassuring isn't it? The Advertising Standards Authority for Ireland – ASAI.ie - In everyone's best interests!

The radio commercial was created by Q102 for the ASAI and carried, on a pro bono basis, by radio stations in Ireland.

YOU WILL NEVER DIE



FOR ADVERTISERS, THE NEED TO GRAB OUR ATTENTION CAN SOMETIMES CROSS A LINE.

The Advertising Standards Authority for Ireland aims to ensure all advertising is legal, decent, honest and truthful.



ASAI.ie

Terms and Conditions: Recommended dosage may vary, consult your GP before starting the course. Not to be taken with alcohol, solid foods or at high altitudes. Promise of eternal life is dependent on your definition of living. Benefits may only manifest if taken twice a day, 5 minutes before eating with a heavy pinch of salt. Side effects may include, but are not limited to, minor immortality, cold feet, heightened sense of self, jealous fits and vitamin D deficiency. Natural and unnatural causes may still induce death. Small cases exhibit reverse aging, overdose may result in reverting to primordial gloop. Do not take if already immortal. Always read the label. As verified by a nice chap who hasn't been known to lie in the past.

Our other advertisement, which appeared in print and digital outdoor, was created by Irish International Advertising and carried, on a pro bono basis, by national and regional newspapers and by outdoor media.

DEVELOPMENTS IN SECTORAL AREAS

Digital Advertising

Concerns are expressed from time to time in media commentary about whether the standards that apply in traditional media apply to marketing communications carried in digital media. The remit of the ASAI, as mentioned earlier, is very broad in this area and we are glad to report that, with the exception of a small number of individual advertisers, all others are fully compliant when accepting the adjudications of the Complaints Committee or, indeed, advice from the Executive in relation to their digital marketing communications, including those on social media platforms.

Online Behavioural Advertising (OBA) involves the use of internet cookies based on a web user's browsing experiences, thus presenting recipients with advertising that is likely to be of most interest to them.

The ASAI introduced new rules for OBA in September 2013, based on an EASA Best Practice Recommendation on Online Behavioural Advertising. This document incorporates the IAB Europe's framework on the same issue. This industry-wide self-regulatory standard ensures consumer privacy in Europe. This is based on the use of an icon and allows consumers to exercise choice as to whether or not they want to receive OBA. The OBA Programme will be extended into the mobile environment but, as reported in last year's Annual Report, as the relevant ASAI rules are written in a technology neutral manner, it is not envisaged that extensive redrafting will be necessary.

While a number of queries have been received by the ASAI about Online Behavioural Advertising since 2013, the level of actionable complaints has been very low and no great volume is expected.

Alcohol Advertising

The framework for the regulation of alcohol advertising in Ireland is one of the most robust in Europe. The ASAI

Code provisions ensure that marketing communications for alcohol products do not glamorise them, encourage over-consumption or immoderate consumption, and, very importantly, ensure that they do not have particular appeal to children. The number of marketing communications found in breach of the Code by the independent Complaints Committee is very low, and has been so since the introduction in 2003 of CopyClear, who pre-vet all alcohol marketing communications in Ireland against the ASAI Code. Further details are available on page 22.

In addition to the provisions of the ASAI Code, alcohol marketing communications must comply with the rules set down in the Alcohol Marketing, Communications, and Sponsorship Codes of Practice. The aim of these Codes is to limit the exposure of young people to advertising and includes provisions on where and when alcohol marketing communications can appear. The ASAI provides secretarial and executive services to the Alcohol Marketing Communications Monitoring Body, which was set up by the Department of Health in 2006 to oversee compliance with the Codes.

In December 2015, the Government published The Public Health (Alcohol) Bill, which sets out a number of proposals for restrictions on marketing communications for alcohol products. Once the legislation is finalised, the ASAI will examine its impact on marketing communications, which will inform us as to whether any changes are required to the alcohol rules in the ASAI Code.

Food and Non-Alcoholic Beverage Advertising

In 2015, the Minister for Health set up a Working Group to develop Codes of Practice for Food Advertising and Marketing for non-broadcast media, for sponsorships by the food industry, and for food and beverage product placement in the retail sector. The focus of the Codes was to be on High Fat, Salt and Sugar Foods (HFSS). The ASAI was invited to be a member of the Working Group, which met a number of times during 2016, and whose work is due to be completed in 2017.

EUROPEAN CONNECTIONS



The ASAI plays an active role in the European Advertising Standards Alliance (EASA) with its Chief Executive a member of both the Board of Directors and its Executive Committee. The Executive Committee is responsible for the EASA's day-to-day management and policy decisions during the periods between meetings of the Board.

Set up in 1992 by the ASAI and 14 other European advertising Self-Regulatory Organisations (SROs), the EASA promotes responsible advertising through best practice in self-regulation, for the benefit of consumers and business. In practical terms, the EASA supports the development of the system of advertising self-regulation through the drafting of best practice guidelines for all aspects of the work of advertising SROs. Its work is vital to the development and continuation of advertising self-regulation.

The EASA is the unified voice for advertising self-regulation in Europe and now brings together 27 SROs and 14 bodies representing the advertising industry.

Membership of the EASA also serves to ensure that the ASAI is informed both on industry developments and, equally, the developments in 26 other European SROs on the regulation of advertising. These relationships are particularly relevant at the present time when experience continues to be developed on the handling of complaints in digital media and in relation to Online Behavioural Advertising (OBA). The EASA has a close working

relationship with DG SANCO, the Directorate responsible for health and consumer matters, and with DG Connect, the Directorate General for Communications Networks, Content and Technology. This allows the staff of the EASA to keep self-regulatory and industry members informed on – and, where appropriate, to have an input into – legislative and policy developments in these critical areas.

Under the Cross Border Complaints system operated by the EASA, a complaint received by the ASAI, or other national advertising self-regulatory body, concerning a marketing communication published in another member country is referred to the appropriate national regulatory body for consideration under their Code. This ensures that a consumer can have redress in the case of misleading or offensive advertising originating anywhere in Europe

International Council for Ad Self-Regulation

In 2016, the EASA's existing network of international Self-Regulatory Organisations (SROs) was developed into a new International Council on Ad Self-Regulation (ICAS) – an international platform to promote effective advertising self-regulation worldwide.

The aim of the new ICAS is to unite global SROs and international industry associations to form a powerful Council that will facilitate the establishment of new SROs in emerging markets, help empower them, and provide a platform to discuss and work on solutions regarding the global challenges faced by the advertising industry.

Membership of the ICAS includes SROs from Europe, Asia Pacific, North America and South America, along with the World Federation of Advertisers and other industry bodies. The ASAI is delighted to also support the initiative.





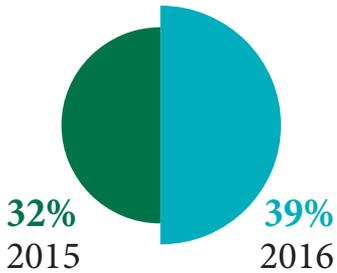
The key stakeholders in the European digital advertising community, including the EASA and the IAB Europe, launched the European Interactive Digital Advertising Alliance (EDAA) in Brussels in October 2012.

The EDAA is responsible for the administration and

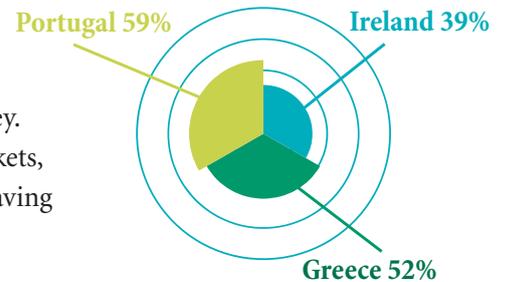
granting of licences for the use of an interactive icon to businesses operating in the delivery of Online Behavioural Advertising (OBA). Through use of the icon, consumers can obtain information on data collection and how it can be controlled. This service includes linking to a ‘one-stop shop’ website www.youronlinechoices.eu, and is available in 35 languages.

In 2016, the EDAA and TRUSTe carried out consumer awareness research on the OBA Admarker and Icon with over 15,000 consumers across 15 different European markets, including Ireland.

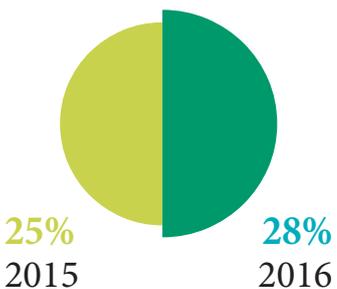
Consumers who have seen the OBA Icon accompanied by the Admarker



Thirty-nine per cent of consumers in Ireland (up from 32% in 2015) had seen the OBA Icon accompanied by the Admarker before the survey. This compares very favourably with other markets, with only Portugal (59%) and Greece (52%) having a higher consumer awareness.



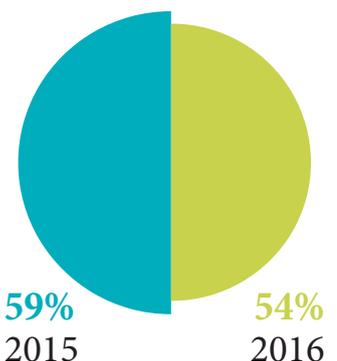
Recognition of the Icon and its role in managing consumer privacy preferences



While only 28% (up from 25% in 2015) of Irish consumers who recognised the Icon reported that they had ever clicked on it, 23% (up from 20% in 2015) recognised that they could click on it to manage their privacy preferences.



Consumers' favourability to the concept of OBA and their ability to manage their privacy preferences



Fifty-four per cent of Irish consumers (down from 59% in 2015) were more favourable to the concept of Online Behavioural Advertising when shown information on OBA, and how to manage preferences through youronlinechoices.eu (YOC). YOC provides consumers with the option to ‘turn off’ data collection by some or all participating companies. Being able to manage privacy preferences led 41% of Irish consumers (as in 2015) to consider that their levels of trust in the brand being advertised would increase.



CODE IMPLEMENTATION

Complaints Resolution

In 2016, the ASAI received 1,329 written complaints concerning 1,011 marketing communications. This represents an increase of 108 complaints compared to 2015. The number of individual marketing communications that attracted complaints increased on the number of marketing communications complained about in 2015 (1,011 compared to 924).

At 1,011, the number of marketing communications that attracted complaints is a very small proportion of the thousands of marketing communications that were published during the year in all Irish media – TV, radio, online newspapers, magazines, outdoor, brochures,

leaflets and cinema.

There were 266 complaints carried forward from 2015 and the ASAI dealt with 1,376 in 2016, leaving 219 in respect of 202 marketing communications to be carried forward to 2017.

The number of complaints and marketing communications resolved during the year is higher than in 2015 with fewer complaints unresolved at year end than brought into the year, reflecting the hard work of the Executive during a time when the 7th Edition of the Code came into effect, and when five new staff members joined the ASAI.

| | 2016 | | 2015 | | 2014 | |
|--------------------------------------|------------|-------|------------|-----|------------|-----|
| | Complaints | Ads | Complaints | Ads | Complaints | Ads |
| Carried forward from previous period | 266* | 232 | 226* | 128 | 215 | 147 |
| Received during period | 1,329 | 1,011 | 1,221 | 924 | 1,394 | 895 |
| Resolved in Period | 1,376 | 1,041 | 1,182 | 820 | 1,384 | 915 |
| Brought forward to next period | 219 | 202 | 265 | 232 | 225 | 127 |

*As in 2015, a complaint recorded in the previous period as closed was subsequently re-opened.

How Complaints Are Dealt With

After an initial evaluation, and investigation where appropriate, complaints are either dealt with informally by the Executive or submitted to the independent Complaints Committee for formal adjudication. The decision on how the complaint will be processed depends on whether or not the marketing communication in question is likely to be in breach of the provisions of

the Code. Most complaints are suitable for dealing with informally, using well-established procedures. The Complaints Committee at each meeting reviews a sample of complaints dealt with by the Executive. Further details on the complaints dealt with by the independent Complaints Committee are set out in the section of this report devoted to the Complaints Committee.

Resolution of Complaints

| | <u>2016</u> | | <u>2015</u> | | <u>2014</u> | |
|---|-------------------|-----------------------|-------------------|-----------------------|-------------------|-----------------------|
| | <i>Complaints</i> | <i>Advertisements</i> | <i>Complaints</i> | <i>Advertisements</i> | <i>Complaints</i> | <i>Advertisements</i> |
| Additional information requested but not provided | 218 | 214 | 205 | 203 | 196* | 179 |
| <u>Out of Remit</u> | | | | | | |
| Media/matter out of remit | 59 | 48 | 37 | 25 | 83 | 61 |
| Cross-border complaint | 15 | 13 | 12 | 12 | 14 | 13 |
| | 74 | 61 | 49 | 37 | 97 | 74 |
| <u>Preliminary Assessment of Marketing communication</u> | | | | | | |
| Complaint withdrawn | 22 | 22 | 10 | 8 | 18 | 18 |
| More appropriate for another Body | 19 | 18 | 38 | 35 | 35 | 35 |
| No basis under Code | 282 | 248 | 273 | 205 | 319 | 248 |
| No evidence of offence | 100 | 78 | 75 | 42 | 75 | 44 |
| Previously adjudicated | 29 | 19 | 73 | 15 | 96 | 19 |
| | 452 | 385 | 469 | 305 | 543 | 364 |
| <u>Investigation by Executive</u> | | | | | | |
| Formal - Referred to Complaints Committee | 234 | 127 | 193 | 103 | 254 | 133 |
| Informal - Resolution by Executive | 398 | 350 | 266 | 230 | 293 | 253 |
| | 632 | 477 | 459 | 333 | 547 | 386 |
| TOTAL | 1,376 | 1,137 | 1,182 | 878 | 1,383* | 1,003* |

* A complaint that was reported as closed at end 2014 was subsequently reopened after the finalisation of the figures for the 2014 Annual Report.

One of the features of the ASAI system is that a marketing communication can be the subject of different categories of complaint.

For example, in the case of one marketing communication, 48 complaints were submitted to the Complaints Committee and were upheld, while a further 10 complaints about the same marketing communication were received

after the Committee adjudicated on the marketing communication and the complainants were advised that the Committee had found the marketing communication to be in breach of the Code. In this case, the marketing communication was recorded in, 'Preliminary assessment of marketing communication – Previously adjudicated'; and 'Formal – referred to the Complaints Committee'.

Grounds of Complaint

In 2016, the main area of complaint related to advertising being misleading: 67% of the complaints resolved were made against the Code sections relating to misleading advertising.

While in previous years the next-highest area of complaint related to advertising being offensive, in 2016, this was not the case. The General Rules of the Code which relate to areas such as responsibility, portrayal of persons in advertising, recognisability of advertising, depictions of unsafe practices and anti-social behaviour, gave rise to 17% of complaints with those relating to offence falling to 12%.

In addition, there were a wide range of other issues covered by the Code provisions that were raised by

members of the public; including concerns about alcohol advertising, children, employment and, financial services, food and non-alcoholic beverages, gambling, health and beauty claims, online behavioural advertising, promotional marketing practices and slimming claims.



Complaints by Sector

The sectoral areas attracting complaints are set out in this table.

| SECTOR | 2016 | 2015 | 2014 |
|-------------------------------------|--------------|--------------|--------------|
| Telecommunications | 248 | 240 | 182 |
| Leisure | 159 | 150 | 275 |
| Food & Beverages | 126 | 72 | 127 |
| Household | 125 | 101 | 143 |
| Health & Beauty | 110 | 80 | 93 |
| Motoring | 99 | 66 | 72 |
| Travel/Holidays | 78 | 77 | 90 |
| Financial | 67 | 55 | 81 |
| Non-Commercial | 40 | 94 | 41 |
| Clothing / Footwear | 33 | 14 | 20 |
| Alcohol | 27 | 34 | 57 |
| Publishing | 27 | 14 | 27 |
| TV / Audio / Video | 27 | 15 | 13 |
| Property | 22 | 9 | 15 |
| Business | 20 | 24 | 19 |
| Computers | 19 | 12 | 14 |
| Education | 15 | 9 | 10 |
| Employment / Business Opportunities | 10 | 13 | 9 |
| Agriculture | 1 | 5 | 2 |
| Miscellaneous | 123 | 98 | 94 |
| | 1,376 | 1,182 | 1,384 |

Intra-Industry Complaints

Marketing communications must not only be legal, decent, honest and truthful, but must also respect the principles of fair competition generally accepted in business. Section 4.34 of the ASAI Code states that: “Marketing communications should not unfairly attack, discredit or denigrate other businesses or their products, trademarks, trade names or other distinguishing marks.”

While comparisons are allowed (for example, between an advertiser’s goods or services and those of competitors) they must be fair and the consumer must not be misled. Generally, competitor complaints are made under the

Code rules relating to substantiation, truthfulness, prices, comparisons and denigration.

In 2016,

- 11 complaints were carried forward from 2015
- 58 complaints were received
- 53 complaints were resolved, and
- 16 complaints were brought forward to 2017.

The Complaints Committee formally adjudicated upon 12 complaints relating to 12 marketing communications, 9 of which were found to have breached the Code rules.

Complaints by Media

| MEDIA | 2016 | 2015 | 2014 |
|----------------------|--------------|--------------|--------------|
| Digital Media | 586 | 449 | 606 |
| Broadcast | 354 | 356 | 450 |
| Outdoor | 118 | 169 | 126 |
| Brochures / Leaflets | 74 | 45 | 57 |
| Print | 71 | 87 | 124 |
| Cinema | 14 | 5 | 8 |
| Direct Marketing | 10 | 8 | 21 |
| Other | 57 | 78 | 79 |
| | 1,284 | 1,197 | 1,471 |
| BROADCAST | 354 | 356 | 450 |
| Radio | 127 | 118 | 150 |
| Television | 227 | 238 | 300 |

In 2016, following the trend evident in earlier years, digital media gave rise to the largest block of complaints. As a proportion of all complaints it has been increasing steadily; in 2010, it represented 22 per cent of total complaints compared to 46 per cent in 2016.

As complainants will frequently refer to having seen a marketing communication carried in more than one form of media, the number of complaints by media is greater than the actual number of complaints received.

However, capturing all media that complainants refer to gives a more accurate picture of their experience.

Alcohol Advertising

Since 2003, all alcohol marketing communications are pre-vetted by Central Copy Clearance Ireland, trading as CopyClear, which was set up under the auspices of the Association of Advertisers in Ireland (AAI) and the Institute of Advertising Practitioners in Ireland (IAPI), facilitated by the Drinks Industry Group. No alcohol

marketing communication can appear in Irish media without pre-vetting and clearance from CopyClear. The ASAI Executive and the CopyClear managers meet on a regular basis to discuss the provisions of the Code to ensure that the application of the Code by CopyClear is in line with the ASAI interpretation. Such meetings help to ensure that alcohol advertising in Ireland continues to operate to the highest standards.

Of the 1,329 complaints received in 2016, 27 of them were against 20 marketing communications related to some aspect of alcohol advertising – be it alcohol brand advertising, venue advertising or retail advertising. Complaints about 11 of the 20 marketing communications related to the specific alcohol provisions of the Code.

Seven marketing communications were referred to the Complaints Committee for a decision, with five being found in breach of the alcohol rules of the Code.

Monitoring and Compliance

Since 2007, the ASAI has conducted ongoing monitoring of advertising across all media, and in that time has examined over 27,000 marketing communications with an overall compliance rate of over 98 per cent. The extent of the monitoring conducted in any one year will be influenced by a combination of the concerns arising in particular areas of economic activity, as evidenced from the outcome of individual complaints, and the resources available to the ASAI.

2016 was a year of significant change for the ASAI; we commenced application of the revised Code of Standards for Advertising and Marketing Communications and we welcomed five new staff members. In order to minimise the impact of these changes on the core work of complaints handling and provision of Copy Advice we reduced the focus on structured monitoring.

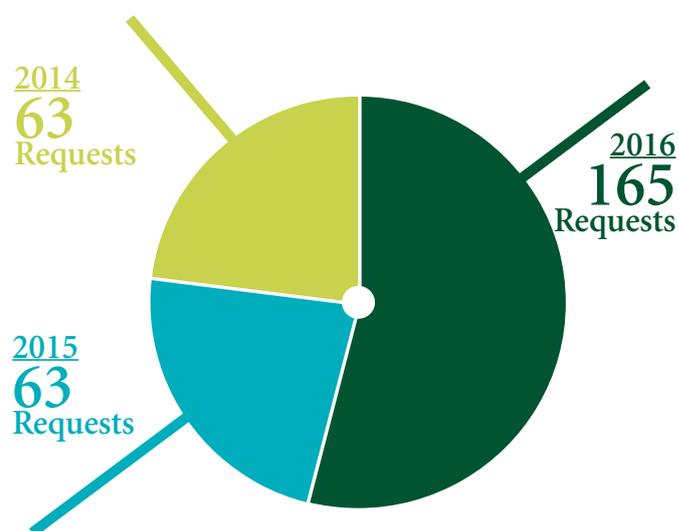
However, an area identified during the year for monitoring was that of disclosure. The Code requires that marketing communications should be clear that they are such, and the identity of advertisers should be disclosed. Influencer marketing – where brands

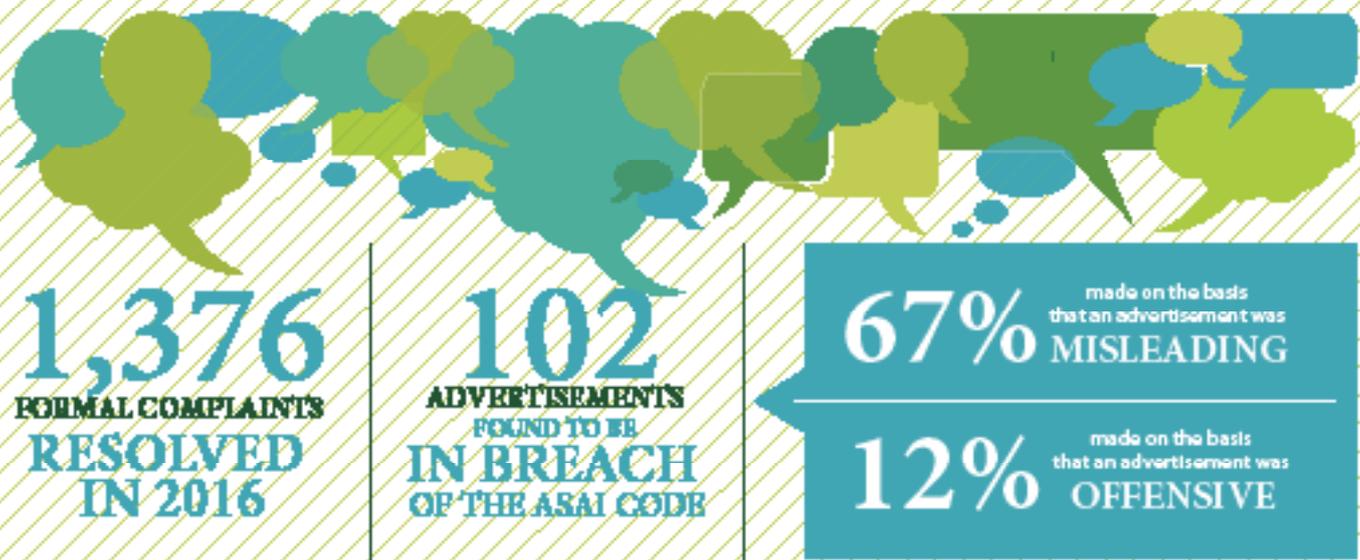
engage with bloggers, online or social media influencers (“influencers”) to promote their products, services or brands – comes within the remit of the Code where the individual influencer has been paid or otherwise remunerated, and where the brand has control or direction over the messages. We carried out a small pilot study in this area to identify the types of disclosures being made and are continuing to work with influencers to ensure best practice in disclosing when material is marketing communications. As reported elsewhere, we also developed a Guidance Note on Recognisability of Marketing Communications to assist industry practitioners and others in complying with the Code.

The Executive also manages an ongoing exercise in ensuring compliance with new and existing adjudications of the Complaints Committee. This ensures that, where the Complaints Committee have found a marketing communication to be in breach of the Code, we ensure that it is amended or withdrawn. The vast majority of advertisers proactively comply with adjudications but, where they do not, we follow up with them and where necessary with media to ensure compliance.

Copy Advice

During 2016, 165 requests were submitted to the Executive in this way. The number of requests were significantly higher than those in the previous two years. The ASAI has been promoting the service to industry throughout the year as it is seen as an essential service that the ASAI can offer.

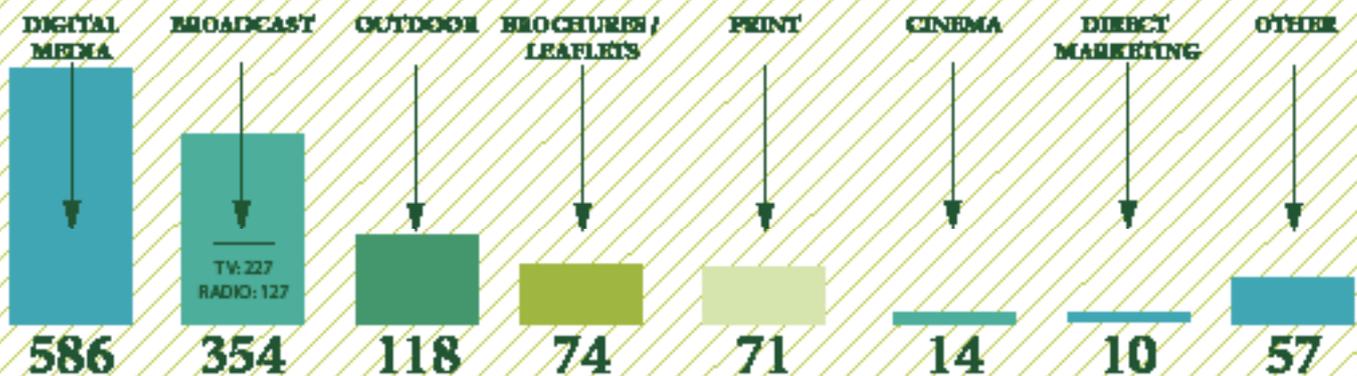




TOP 5 AREAS of advertising which raised concerns for the public



COMPLAINTS BY MEDIA



STATEMENT OF STRATEGY

The work of the ASAI is centred on the implementation of the Code of Standards for Advertising and Marketing Communications. To inform and assist in the work of the ASAI, the Board adopted a Statement of Strategy in August 2015.

This Statement sets out the values by which the ASAI operates, its mission statement, the more important objectives which it has set itself and an outline of the strategies it intends to adopt to achieve these objectives

In 2016, as the 7th Edition of the Code came into force, the ASAI's strategic focus was on raising awareness of the Code and, as reported earlier, presenting to industry on the Code and promoting the copy advice service. Social media platforms were used to promote the breadth and depth of the Code as well as the ASAI generally and a number of press releases during the year were focused on particular areas of the Code, such as the requirement for all advertising to be clearly identified as such.

THE ADVERTISING STANDARDS AUTHORITY FOR IRELAND STATEMENT OF STRATEGY

MISSION

The mission of the Advertising Standards Authority for Ireland (ASAI) is to ensure the highest standards of advertising and marketing communications in Ireland, through the enforcement of the Code of Standards for Advertising and Marketing Communications in Ireland, in the interests of consumers, society and advertising generally.

VALUES

The values and beliefs which govern the way the ASAI operates and conducts its relations with consumers, its members and its staff, are to:

- Act with integrity and responsibility.
- Provide services that are visible and easy to access.
- Be transparent in our procedures and committed to due process.
- Treat our staff and stakeholders with respect.
- Be independent, fair and impartial in our decisions.
- Deal with complaints and queries in a timely manner.
- Be responsive to change.

VISION

The vision of the ASAI is to be recognised as the leading authority in regard to setting and upholding the highest standards of advertising and marketing communications in Ireland.

STRATEGIC OBJECTIVES

The Board identifies its priorities as being to:

- Promote and enforce the highest standards in advertising and marketing communications in Ireland through administration of the ASAI Code.
- Achieve greater relevance and awareness of the ASAI among stakeholders, including industry, consumers and public bodies.
- Promote and strengthen self-regulation as part of the overall regulatory mix in Ireland.
- Support stakeholders in a proactive manner.
- Ensure a level playing field for advertisers, agencies and the media.
- Ensure that the Code has the widest possible acceptance amongst industry stakeholders and the public.
- Ensure stakeholder satisfaction through the application of procedures that are fair, consistent and transparent.
- Ensure that the ASAI is financially viable and sustainable.

STRATEGIES

The following will be the priority strategies for the ASAI by which its mission, vision and strategic objectives will be achieved.

- Ensure that the ASAI Code is relevant and up to date and reflects best practice, nationally and internationally, and continue to respond to the concerns of the industry, the public and government. This will be achieved by keeping the Code under review and relevant to developing areas of marketing communications.
- Ensure that stakeholders are aware of the ASAI, its Code and its work and have an opportunity to engage in a proactive manner with the ASAI.
- Achieve a higher national profile and ensure that industry understands and supports the ASAI through the implementation of an appropriate advocacy and communications strategy.
- Strengthen the educational role of the ASAI by developing relationships with appropriate industry bodies and educational establishments.
- Promote advertising self-regulation amongst the public and political systems through the implementation of an appropriate advocacy and communications strategy.
- Inform industry of the Complaints Committee's interpretations of the Code and ensure their application across the sector.
- Support the industry by promoting the copy advice service as a cost effective and efficient way to ensure responsible advertising.
- Continue to invest in and develop our internal communications and information technology.
- Maintain and improve the internal business processes of the ASAI through the introduction of key performance indicators and staff developmental policies which ensure that staff have the expertise required and that knowledge gaps are identified.
- Ensure that the contributor base is as wide and inclusive as possible, and that it mirrors the diversity of marketing communications.

26th August 2015

THE STRUCTURE OF THE ASAI



The work of the ASAI is centred on the ASAI Code.

There are four constituent parts; the Board of Directors, the independent Complaints Committee, the independent Review Panel and the Executive. Each has clearly defined responsibilities and duties.

The Board, as well as being responsible for the governance and finances of the Authority, own the Code of Standards on behalf of the industry; they are responsible for ensuring that it is up-to-date and relevant. They do not have any role, however, in deciding on whether a breach of the Code has occurred. That is the role of the independent Complaints Committee who assess compliance with the Code and adjudicate on complaints submitted to it by the Executive of the ASAI.

The Complaints Committee comprises persons with a background in the advertising industry and those who do not have an advertising background. The structure of the Committee ensures that the majority of members are not employed in, nor have a background in, the advertising industry. These lay members have an interest and expertise in relevant areas such as consumer protection, child and adolescent welfare, the sciences, and community issues.

The current Complaints Committee includes academics, social workers, public servants and representatives from the advertising industry. The Committee is chaired by Professor Bairbre Redmond, Provost of Universitas 21. The composition of the Complaints Committee and the participation of the independent members ensures the objectivity of the complaint investigation procedure and provides assurance that the system is operated with special regard to the interests of consumers. The members of the Complaints Committee, each acting in an individual capacity, consider each case on its merits taking account of the characteristics of the likely audience, the media by means of which the marketing communication is communicated, the location and context of the marketing communication, the nature of the advertised product, and the nature, content and form of any associated material made available or action recommended to consumers.

The adjudications are enforced through the co-operation of the media members of the ASAI whom we regard as the ‘gatekeepers’ for the Code. Media members should not carry marketing communications that are in breach of the ASAI Code. Details of the adjudications are regularly carried in the media and on our website (www.asai.ie).



The Chairman and staff of the ASAI, December 2016

The Review Panel can, on request, review a decision of the Complaints Committee where they consider whether it meets one of the following three grounds:

- New, fresh or additional relevant evidence has become available, which could have a significant bearing on the Decision concerned (in such cases, an explanation as to why such evidence was not previously available and/or provided, will be required);
- The Decision concerned was clearly and manifestly in error having regard to the provisions of the Code, was wholly irrational, or clearly made against the weight of the evidence before the Complaints Committee at the time of the making of the Decision;
- There was a substantial flaw in the process by which the Decision was reached.

The Review Panel can refer the case back to the Complaints Committee for reconsideration by the Committee.

The Committee have the final decision as to whether a marketing communication is in breach of the Code or not.

The Executive – the staff of the ASAI – service the Board, the Complaints Committee and the Review Panel. They are responsible for assessing complaints to determine whether a case for investigation exists and where it does, seek comments from the advertisers and, where appropriate, bring cases to the Complaints Committee for formal adjudication. The Executive also provides copy advice on proposed advertising and carries out the ASAI’s monitoring programme to ensure compliance with the Code.

COMPLAINTS COMMITTEE

CHAIRPERSON'S STATEMENT



Bairbre Redmond, Chairperson, Complaints Committee

I have great pleasure in presenting my report as the independent Chairperson of the Complaints Committee.

Of the 1,329 written complaints concerning 1,011 advertisements received by ASAI in 2016, the Complaints Committee considered 129 of these advertisements at their meetings. As can be seen in this report (and has been the case in previous years), the main reason advertisements were found to be in breach of the Code was because they were considered to be misleading.

The Complaints Committee takes its work of adjudicating on advertising complaints very seriously, considering each individual case before it in an objective and considered manner. This involves weighing up both the views of the complainant/s and the advertiser and reading, watching or listening to the advertisements themselves. The

majority of the Committee is comprised of non-industry members, representing experts in the welfare, health and mental health of children and adolescents, consumer affairs, engineering and national and international policy making. These skills are complemented by the considerable experience provided by the Committee's industry members. As always I thank the Committee for the wide range of skills and expertise that they bring to the adjudication process, for the work that they put in to reading and researching cases in preparation for our meetings and for their sound and reasoned judgment in our discussions, all of which they give on a fully voluntary basis

2016 has been a year of change for ASAI, with the introduction of the new ASAI Code of Standards for Advertising and Marketing Communications in Ireland in March 2016. The Complaints Committee have found the new code to be most helpful to them in considering complaints in the rapidly changing world of advertising and marketing. It was also the first full year where the Authority was very ably led by Ms Orla Twomey and I thank Orla, her deputy Michael Lee and her team in the ASAI Executive for the high level of support and assistance that they consistently provide to the Complaints Committee. It is very much appreciated.

Bairbre Redmond

Chairperson, Complaints Committee

COMPLAINTS COMMITTEE

The role of the independent Complaints Committee is:

- (a) To consider and adjudicate on complaints submitted by the public, by a member of the ASAI, by a government department or by any other person, or body of persons, in the light of the ASAI Code.
- (b) To initiate corrective action where necessary and to issue appropriate directives.
- (c) To notify the Board of the ASAI when the corrective action or directive is not complied with or is ignored.

The Complaints Committee may vary in size from 11 to 15 members, including the independent Chairperson. It comprises people with a background in advertising and others with no connection with the industry. The composition of the Complaints Committee is designed to ensure the objectivity of the complaints

investigation procedure and to provide assurances that the system is operated with special regard for the interests of consumers. The members of the Committee act in an individual capacity and consider each case put before them on its particular merits in the light of the requirements of the ASAI Code.

While the Executive of the ASAI may resolve cases informally when the circumstances do not justify or require referral to the Complaints Committee, the Committee retains the right to review any of these cases and to request that they be put before them for adjudication.

The Complaints Committee met formally nine times during 2016. The Committee's adjudications are published regularly in the media and are posted on the ASAI website.



Analysis of Adjudications by the Complaints Committee

Of the 129 marketing communications considered by the Committee, complaints in relation to 102 were upheld and 24 were found not to be in breach of the provisions of the Code. As in previous years, the principal reason marketing communications were found to be in breach

of the Code was because they were considered to be misleading. In the case of the three remaining marketing communications, the Committee decided that it was more appropriate to make a statement providing advice/guidance or indeed warnings for advertisers in relation to future campaigns.

Resolution of Complaints by Complaints Committee

| | <u>2016</u> | | <u>2015</u> | | <u>2014</u> | |
|----------------------------|-------------------|-----------------------|-------------------|-----------------------|-------------------|-----------------------|
| | <i>Complaints</i> | <i>Advertisements</i> | <i>Complaints</i> | <i>Advertisements</i> | <i>Complaints</i> | <i>Advertisements</i> |
| Submitted to the Committee | 234 | 129 | 193 | 103 | 254 | 134 |
| Upheld / In Breach | 189 | 102 | 148 | 72 | 159 | 92 |
| Not Upheld / Not in Breach | 42 | 24 | 44 | 30 | 93 | 40 |
| Statement | 3 | 3 | 1 | 1 | 2 | 2 |

REVIEW PANEL

REVIEW PANEL



The ASAI Review Panel comprises a Chairman and two ordinary members. The Chairman of the panel is independent of the advertising industry and the ASAI. One ordinary member has a background in the advertising industry and the second ordinary member has a consumer background.

The grounds on which a review can be requested and the procedures involved are fully set out in Appendix IV of

the Code.

During 2016, three requests for a review were received. One was successful and was referred back to the Complaints Committee. The Committee reconsidered the matter, however, they did not overturn their original decision. In the other two cases, the Panel did not refer the matters back to the Committee since they did not consider that they met the criteria set out in the Code.

The current membership of the Review panel is:

Mr. Pat Whelan,
Chairman

Ms. Mary Rose Tobin,
**Ordinary Member – consumer
background**

Mr. Terry Leonard,
**Ordinary Member – advertising
industry background**

APPOINTMENTS & POSTINGS

APPOINTMENT OF PROF. BAIRBRE REDMOND AS PROVOST OF UNIVERSITAS 21

During 2016, Professor Bairbre Redmond, who Chairs the ASAI's Complaints Committee, was seconded to the role of Provost of Universitas 21* by UCD.

Prof. Redmond continues her work with the ASAI Complaints Committee in conjunction with her new role with U21 as lead academic, overseeing the work of the network in student experience and mobility, education and researcher engagement. Bairbre is the first holder of the role of U21 Provost and her appointment reflects her international academic reputation, particularly in the area of educational innovation.

Prof. Redmond was seconded by UCD where she has been in the post of Dean of Undergraduate Studies, and Deputy Registrar Teaching and Learning.

Congratulating Prof. Redmond, the ASAI's Chief Executive said that her appointment highlighted the calibre of individuals contributing to the ASAI's Independent Complaints Committee, and the effective regulation of the advertising industry in Ireland.

**Universitas 21 (U21) is a leading global network of twenty-five top worldwide research-intensive universities, which collectively enrol 1.3 million students and employ close to a quarter of a million staff and faculty. U21 aims to create truly international opportunities for students and staff on a scale that no individual university member would be able to achieve operating independently or through traditional bilateral alliances.*

DR. OLIVER GRAY

During 2016, Oliver Gray, Director General of the European Advertising Standards Alliance, stepped down to open his own consultancy, Graywise. Oliver had been the DG of EASA since 1993, shortly after it was founded, indeed he was recruited by the then Chairman of EASA, Noel McMahon, the Chief Executive of the ASAI.

We are fortunate that Oliver is staying in the regulatory/governance area given the depth and breadth of his knowledge in this area.

We wish him well in the future.

EXECUTIVE APPOINTMENTS

Chief Executive



ORLA TWOMEY WAS APPOINTED TO THE ROLE OF CHIEF EXECUTIVE OF THE ASAI EFFECTIVE 1 JANUARY 2016.

In her new role as Chief Executive, Orla leads the development of policy and strategy in the ASAI and liaising with the ASAI Board and Complaints Committee, ensures the achievement of all ASAI objectives. Orla represents the ASAI on external bodies including the European Advertising Standards Alliance Board and its Executive Committee.

Orla, who has over 26 years' experience working with the ASAI in a number of positions, had served as Assistant Chief Executive with the ASAI since 2004.

Assistant Chief Executive



MICHAEL LEE, ASSISTANT CHIEF EXECUTIVE, TOOK UP HIS ROLE IN APRIL 2016, DUE TO THE POSITION BEING VACATED FOLLOWING ORLA TWOMEY'S APPOINTMENT AS CHIEF EXECUTIVE.

Michael's appointment to the role supported the organization at Executive level in the development of policy and strategy, liaison with the ASAI Board and Complaints Committee, assisting in the administration and implementation of the ASAI Code and supporting the ASAI in the achievement of all business objectives.

Michael joined the ASAI with a career background in Financial Services and HR Consultancy extending across strategy, operations and defence litigation.

Advertising Standards Authority for Ireland
Ferry House, 48 Lower Mount Street, Dublin 2.

Tel: 353-1-6137040

Fax: 353-1-6137043

Email: standards@asai.ie

Or visit our website at www.asai.ie