



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.