

The CAP Code, Children and Digital Advertising

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This morning

- The ASA system
- The ASA's new Digital Remit
- The CAP Code and children: general
- The CAP Code and children: food and drink
- Information and advice
- Q&A

The ASA system

- 'One-stop shop' for ad complaints across all media
- Both self-and co-regulatory
- Advertisers, agencies and media commit to 'legal, decent, honest and truthful' and fund the system
- Mandatory Codes, written by two Committees of Advertising Practice (CAP and BCAP), maintain standards for consumer protection and fair competition
- Independent ASA adjudicates on complaints and monitors compliance
- Fifteen-strong ASA Council is the arbiter of whether or not an ad has breached the rules
- Key principles - transparent, proportionate, targeted, evidence-based



How we're funded

Levy collected by ASBOF / BASBOF

Independent of ASA

- **0.1%** levy on ad spend
- **0.2%** on mailsort contracts



The ASA's remit

We cover

- Print and press ads
- Posters
- Direct mail
- Television and radio ads
- Sales promotions
- E-mail and text messages
- Internet (banners, pop-ups, virals)
- Teleshopping
- Cinema commercials
- Online marketing communications

We don't cover

- Sponsorship
- Packaging
- Shop windows
- Telephone calls
- Fly-posting
- Private classified ads
- Statutory / public notices
- Press releases
- Political ads (election campaigns)

Complaints and investigations



Sanctions

- Adverse publicity
- Media refusal
- Withdrawal of trading privileges (including direct mail contracts)
- Disqualification from industry awards
- Industry pressure
- Poster pre-vetting and pre-vetting of press ads for repeat offenders
- Referral to Office of Fair Trading / Ofcom
- New sanctions for websites including removal of paid ads that link to non-complying content and enhanced 'name and shame' on ASA site

A Comprehensive System

- 360^o regulation
- Complaints and Investigations – public and industry
- Pre-publication advice (Copy Advice on non-broadcast)
- Monitoring and compliance – sector compliance surveys
 - 2009 Food and Soft Drink survey found 99.4% compliance
- Code policy – Broadcast Code interpretation (not copy advice)
- Research
- Advice, training and guidance

ASA's new online remit

Extended Digital Remit

“Advertisements and other marketing communications by or from companies, organisations or sole traders on their own websites, or in other non-paid-for space online under their control, that are **directly connected with the supply or transfer of goods, services, opportunities and gifts**, or which consist of direct solicitations of donations as part of their own fund-raising activities”.

In other words...

The primary intent is to sell something or raise funds, though not necessarily immediately via a transactional facility.

The CAP Code will apply in full.

Walkers Fairy Days - Microsoft Internet Explorer provided by ASA (photo)



WALKERS

100% British Potatoes

Samsung LE32C530 32-inch Widescreen Full HD 1080p 50Hz LCD TV - Microsoft Internet Explorer provided by ASA

amazon.co.uk Hello. Sign in to get [personalised recommendations](#). New Customer? [Start here](#). **FREE U**

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Shop All Departments Search Electronics & Photo

Electronics Brands Bestsellers Deals Of The Week Camera & Photo TV & Home Theatre Audio & MP3 Comp Acc

Samsung LE32C530 32-inch Widescreen Full HD 1080p 50Hz LCD TV

by [Samsung](#)

★★★★★ (66 customer reviews)

Price: **£311.89** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)

In stock. Dispatched from and sold by **Amazon.co.uk**. Gift-wrap available.

Want guaranteed delivery by Wednesday, October 13? Order it in the next 22 hours and 14 minutes, and choose **Express** delivery at checkout. [See Details](#)

Is this a gift? To keep it a surprise, check the Gift options box

eXpansys UK Ltd

Internet | Protected Mode: On

16:47 11/03/2010

McDonald's navigation: Food Restaurants Our world Sport About us Careers

Big Mac®

Two 100% beef patties with lettuce, onions, pickles, cheese and our unbeatable Big Mac sauce - all in a sesame seed bun.



Be a fan-tastic friend!
Create a cheery chant video for a Facebook friend.
[Go to Facebook](#)

What's your all time favourite?
Big Mac® [Vote](#)

Big Mac uncovered

[See all ingredients](#)



Our beef - no binders, no fillers, no additives - just 100% juicy beef made from whole cuts of forequarter and flank.

Sourced from over 16,000 British and Irish farms.

Your questions answered



Internet | P

twitter Have an account? [Sign in](#)

Get short, timely messages from Dell Outlet UK.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and follow [@DellOutletUK](#).

[Sign Up >](#) Get updates via SMS by texting follow DellOutletUK to 86444 in the United Kingdom [Codes for other countries](#)

DELL DellOutletUK
OUTLET

Now free shipping on all Dell Outlet system orders - ends 02/10/2010 - <http://dell.to/bVq0P5>

14 minutes ago via Seismic Desktop

stephenjtdell Join Mashable & (RED) in Celebrating Social Good Day: Social Media for #SocialGood mashable.com/2010/09/13/joi... via [@mashable](#)

about 2 hours ago via Tweet Button
Retweeted by [DellOutletUK](#) and 3 others

@jules_shaw Hi Jules, best to go to support and find out directly - <http://dell.to/vvaT6>

8:30 PM Sep 20th via Seismic Desktop in reply to jules_shaw

@Stygess Weekly.

12:28 PM Sep 14th via Seismic Desktop in reply to Stygess

@lpehrsson If you provide a product ID from the system you are looking at, we'll get that detail to you.

12:28 PM Sep 14th via Seismic Desktop in reply to lpehrsson

£20 off voucher for purchase in Outlet, expires midnight (GMT) 03/09/10 - use voucher # 69V5BXTW399B0M - <http://bit.ly/9v0i3K>

Facebook (2) | Sainsbury's - Microsoft Internet Explorer provided by ASA (puku)

<http://www.facebook.com/sainsbury/sainsbury/meal>

Facebook (2) | Sainsbury's

Sainsbury's It's the end of the week and what better way to welcome the weekend that treating yourself to a delicious slice of our Belgian white chocolate cake. Truly indulgent but with 25% now off, you can treat yourself to something special! <http://tiny.cc/d3dn9> . Whats your ultimate weekend indulgence?



Friday at 18:06 · Share

41 people like this.

View all 8 comments

Zoe Williamson yes looks great but I am tr

Chat (2)

0 item remaining! | Internet | Protected Mode: On | 16:50 11/09/2010



Home

Games

Competition

My Parties

Public Party Pics

Here are some pics from parties organised using VodkatParty.com.

You and your mates can upload pics from your party and they could be displayed here.

Please note that images will be only be shown here once they are approved by VODKAT Schnapps.



Content excluded from remit

- Editorial
- Press releases and other public relations material
- User generated content (unless adopted and incorporated within an ad)
- Political advertising
- Advertising of causes and ideas (though fund-raising is included)
- Corporate reports
- Natural search results/listings on a price comparison site
- Investor relations material
- Heritage advertising (unless used as part of current campaign)

The CAP Code rules on marketing to Children: general

Key principles - general

- All ads should be prepared with a sense of responsibility to consumers and to society
- No advertisement may mislead directly or by implication, exaggeration, ambiguity or omission.
- All ads should be legal, decent, honest and truthful
- Advertisers/ broadcasters must hold evidence to support all claims
- Added protection for children and vulnerable groups

Dedicated rules for children

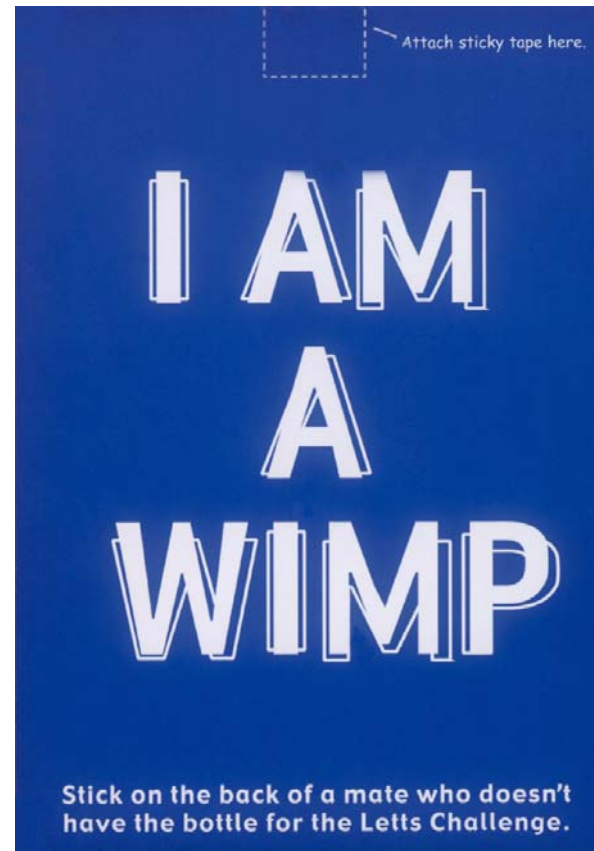
Marketing communications addressed to, targeted at or featuring children must not:

- contain anything likely to result in their physical, mental or moral harm
- feature children in hazardous situations or behaving dangerously (except to promote safety), or encourage children to copy practices that might be unsafe
- exploit their credulity, loyalty, vulnerability or lack of experience
- Make children feel inferior or unpopular, lacking in courage, loyalty or duty, if they do not buy or encourage others to buy the advertised product

Robinson's Fruit Shoot



Letts Educational



Dedicated rules for children

Marketing communications addressed to or targeted directly at children:

- must not actively encourage children to make a nuisance of themselves to parents or others, and must not undermine parental authority
- must not include a direct exhortation to children to buy an advertised product, or persuade their parents or other adults to buy it for them
- promotions that require a purchase to participate and include a direct exhortation must not be targeted at or addressed to children
- must not exaggerate what is attainable by an ordinary child using the advertised product

Disney Channel



Kerry Foods



The CAP Code and marketing to children: food and drink

Food, soft drink ads and children

Special restrictions to reflect concerns about children's diet and lifestyle

Ads must not:

- condone or encourage poor nutritional habits or an unhealthy lifestyle in children
- disparage good dietary practice or the selection of options, such as fresh fruit and vegetables, that accepted dietary opinion recommends should form part of the average diet
- directly advise or ask children to buy or ask their parents or other adults to make enquiries or purchases for them
- give a misleading impression of the nutritional or health benefits of the product as a whole

Coca-Cola Great Britain



Kellogg's



Kraft Foods



Food, soft drink ads and children

Restrictions also cover way in which product is advertised


- Food ads targeted through their content at pre-school or primary children must not include a promotional offer
- Ads must not encourage children to eat or drink a product only to take advantage of a promotional offer
- Ads featuring a promotional offer linked to a food product must not encourage excessive purchase or consumption of the product, or encourage children to eat more than they otherwise would
- Licensed characters and celebrities popular with children must be used responsibly. They should not be used in ads targeted through their content at pre-school and primary children.

Nestle UK

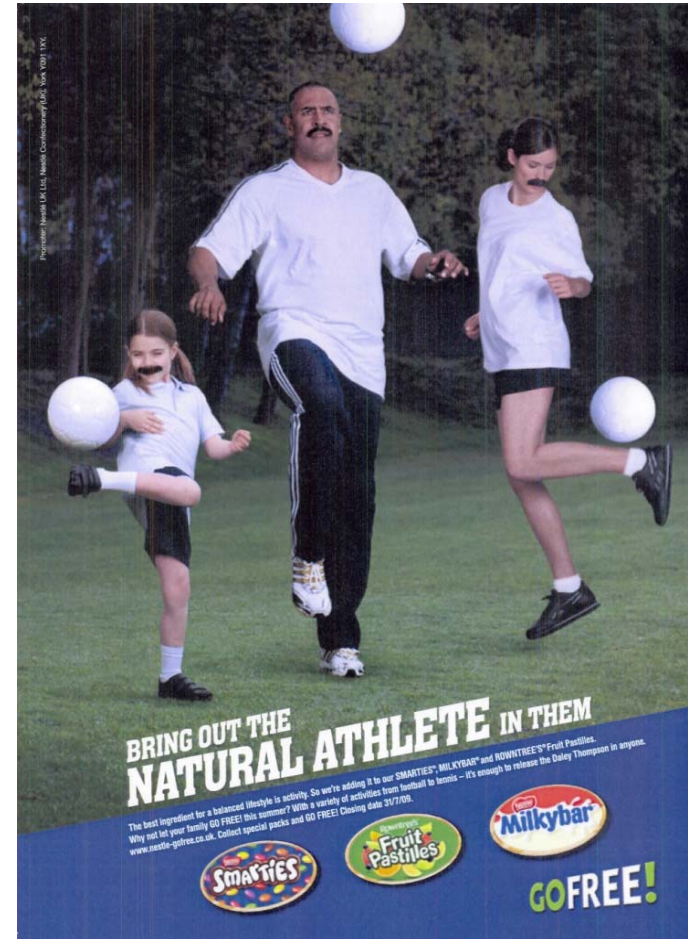


BRING OUT THE NATURAL ATHLETE IN THEM

The best ingredient for a balanced lifestyle is activity. So we're adding it to our SMARTIES[®], MILKYBAR[®] and ROYALTY'S[®] Fruit Pastilles. Why not let your family GO FREE! this summer? With a variety of activities from football to tennis - it's enough to release the Daley Thompson in anyone. www.nestle-gofree.co.uk. Collect special packs and GO FREE! Closing date 31/7/09.






GO FREE!



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GO FREE!

Getting help and staying informed

CAP Services

CAP Services

CopyAdvice | Online Tools

Industry Presentations

Newsletters | Bespoke Seminars

Agency Training | Advice:am



A comprehensive range of services to help advertisers, agencies and media owners to comply with the rules.

In 2009, advice and training was provided on more than 47,000 occasions.

cap.org.uk/capservices



Further information

The screenshot shows the ASA website homepage. At the top, there is the ASA logo and the text "Advertising Standards Authority". A search bar is located to the right of the logo. Below the header is a navigation menu with links: Home, About ASA, Regulation explained, Complaints and ASA action, Resource centre, Media centre, Events, and Contact us. The main content area features a large banner with the text "Welcome to the ASA" and a sub-headline "The Advertising Standards Authority (ASA) is the UK's independent regulator of advertising across all media, including TV, internet, sales promotions and direct marketing. Our role is to ensure ads are legal, decent, honest and truthful by applying the Advertising Codes." Below this banner are several sections: "Complaints" (Each year, there are many millions of ads, direct marketing communications, sales promotions and digital communications in the UK...), "Latest adjudications" (A TV ad for Sky HD stated "Fall in love with movies in high definition..."), "Hot topics" (Political and Election Advertising), and "Latest news" (New Advertising Codes launched). On the right side, there are links for "Log a complaint", "Sign in here", and "Adjudications".

www.asa.org.uk

www.cap.org.uk

The screenshot shows the CAP website homepage. At the top, there is the CAP logo and the text "Committee of Advertising Practice". A search bar is located to the right of the logo. Below the header is a navigation menu with links: Home, About us, The Codes, Compliance, CAP and BCAP consultations, Resource centre, Media centre, Events, and Contact us. The main content area features a large banner with the text "Committee of Advertising Practice" and a sub-headline "Admired around the world for its creativity, the UK advertising industry sets a high standard in successful self-regulation. Our industry is governed by codes of practice that are designed to protect consumers and create a level playing field for advertisers." Below this banner are several sections: "Industry zone" (A secure zone for CAP and BCAP panel members and Ad Alerts subscribers), "Please sign in" (Register or login to view the full content of this site...), "Copy Advice service" (Why gamble with the ASA? The Copy Advice service is here to help you avoid...), "Latest news" (with a small image of a hand holding a blue object), "Forthcoming events" (with a small image of hands holding a document), and "Resource centre" (with a small image of a bookshelf). On the right side, there are links for "Sign in" and "Events programme".



Thank you!

