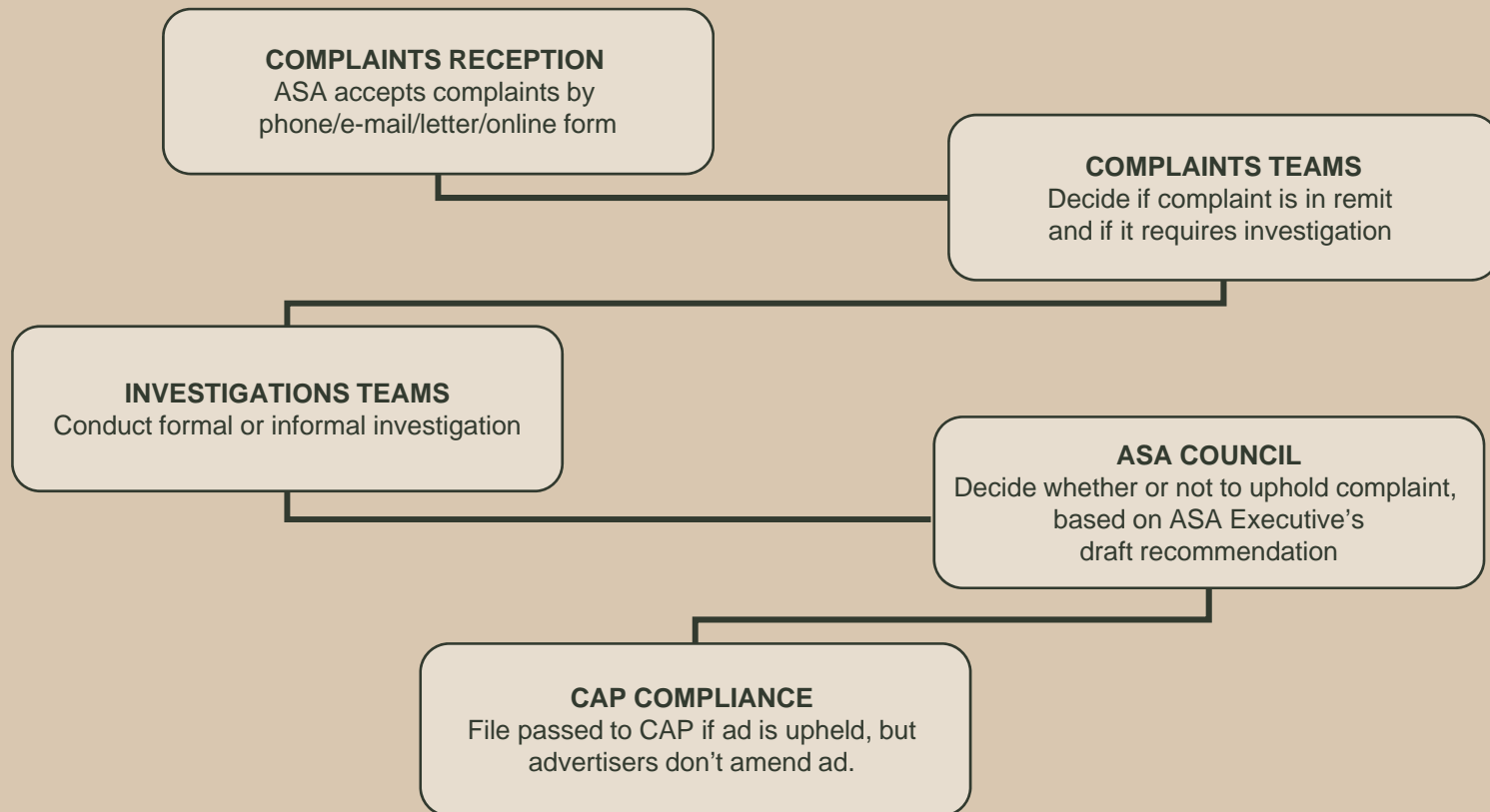


Advertising Regulation – the UK experience

Session 3: How?

Christopher Graham
Advertising Standards Authority, UK

Stages of a formally investigated case



Investigation

- Advertiser, agency and media asked to justify ad
- Expert advice, eg on scientific claims
- Draft adjudication for comment
- Reference to General Media Panel for professional view
- Council adjudicates

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Morrisons

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*Price compared at same or going to shop. Subject to availability. Some products available in selected stores. Selected products available online. Offer price may vary from those on store. *The lowest 10 pricing format (2000-2007) online (prices in UK). Price comparison based on 40 items purchased from Morrisons, Sainsbury and ASDA (Morrisons, ASDA).

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Protecting Consumers from Deceptive Advertising
10 June 2008



Regulating advertising

Option 1

- Detailed legislative provisions
- Statutory enforcement

Option 2

- Framework legislation only
- Make use of effective industry self-regulation
- Legal backstop

Better Regulation

European Union

- Unfair Commercial Practices Directive

General Duty not to trade unfairly

Unfair practices outlawed, eg unidentified 'advertorials'

UK

- Principles-based regulation
- Rationalisation of regulators
- Alternatives to statutory regulation
- Co-regulatory partnerships with effective self-regulatory systems

Way forward

- Audio Visual Media Services
- Future proofing for digital
- Websites remit
- Co-regulation
- Financial services?

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