



SELF REGULATION IN ACTION

Update on EASA's Work in Digital Marketing Communications (DMC)

16th July 2008

*Angela Mills Wade, Executive Director
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Process

- ✓ Start points:
 - Consumer expectations
 - DG SANCO Advertising Roundtable
 - ICC Consolidated Code on Advertising and Marketing Communication Practice
- ✓ Establish common strategic approach to Digital Marketing Communications
- ✓ EASA/EPC Workshop Budapest April 07
- ✓ Establish EASA Best Practice Guidance for SROs
- ✓ EASA work through DMC & SR Committees 07-08
- ✓ Interim Report to European Commission on progress



EASA Interim Brief

- ✓ What is it?
 - Interim brief on EASA 'state of play'
 - Guidance on application of SR to digital marketing communications
 - Clarification of existing codes of conduct
 - Clarification of a Best Practice approach
 - Basis for non-binding lay expert (stakeholder) consultation



EASA Best Practice Recommendation

- ✓ Use ICC code review as basis for definitions
- ✓ Identify techniques which come within remit of self-regulation
- ✓ Identify techniques which do not come within remit of self-regulation
- ✓ Produce Best Practice Recommendation which national SROs can use as a basis for code review
- ✓ It is NOT a European code



Definition of DMC

✓ ICC Code

- *"the term 'marketing communication' includes advertising as well as other techniques, such as promotions, sponsorships and direct marketing, and should be interpreted broadly to mean any form of communication produced directly by or on behalf of marketers intended primarily to promote products or to influence consumer behaviour."*

✓ + addition

- the definition should be interpreted to include content **under the influence or control of marketers** that is intended primarily to promote products or to influence consumer behaviour, irrespective of its creative origin.
- Addresses issue of responsibility (e.g. viral advertising)



What's definitely in?

- ✓ Text ads
- ✓ Paid Search
- ✓ Online 'public' classified ads
- ✓ Display ads
- ✓ Advertiser-seeded or endorsed virals
- ✓ Online in-game ads
- ✓ MMS/SMS ads
- ✓ Digital outdoor
- ✓ DVD/CD-Rom



What's definitely out?

- ✓ Editorial content
- ✓ Corporate reports
- ✓ Independent Review websites/blogs
- ✓ Pure User Generated Content
- ✓ Techniques generally prohibited by law (spyware, malware)



Issues we are still addressing

- ✓ DMCs on Marketer-owned websites
- ✓ Data privacy issues



New developments

- ✓ EASA engaged in consultation on the basis of Interim brief
 - DG SANCO
 - Kuneva Cabinet
 - Independent Academics (Prof. T. Ambler, LBS)
 - Consumer representatives (EUROCOOP)
 - New media industry players

- ✓ In process of finalising EASA BPR
 - Expected to be circulated in September 2008 to SROs
 - Will form the basis for national industry discussions



Next Steps & Timetable

- ✓ Finalisation of EASA Best Practice & communication to SROs/industry in Sept 2008
- ✓ Development of detailed annexes to assist national discussions to be included with BPR
- ✓ SROs with local industry to discuss implementation & pilot programmes from mid-end 2008





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