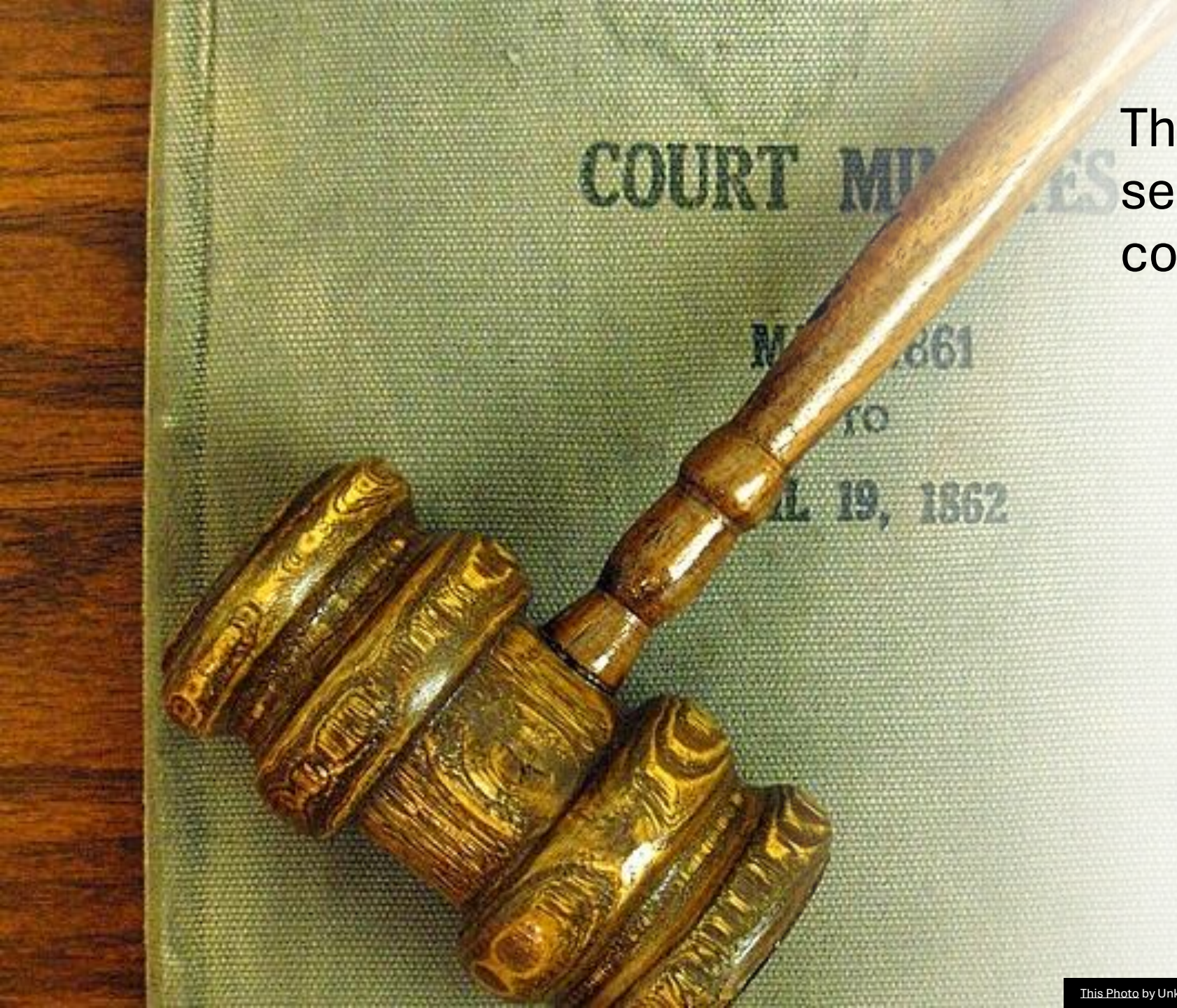
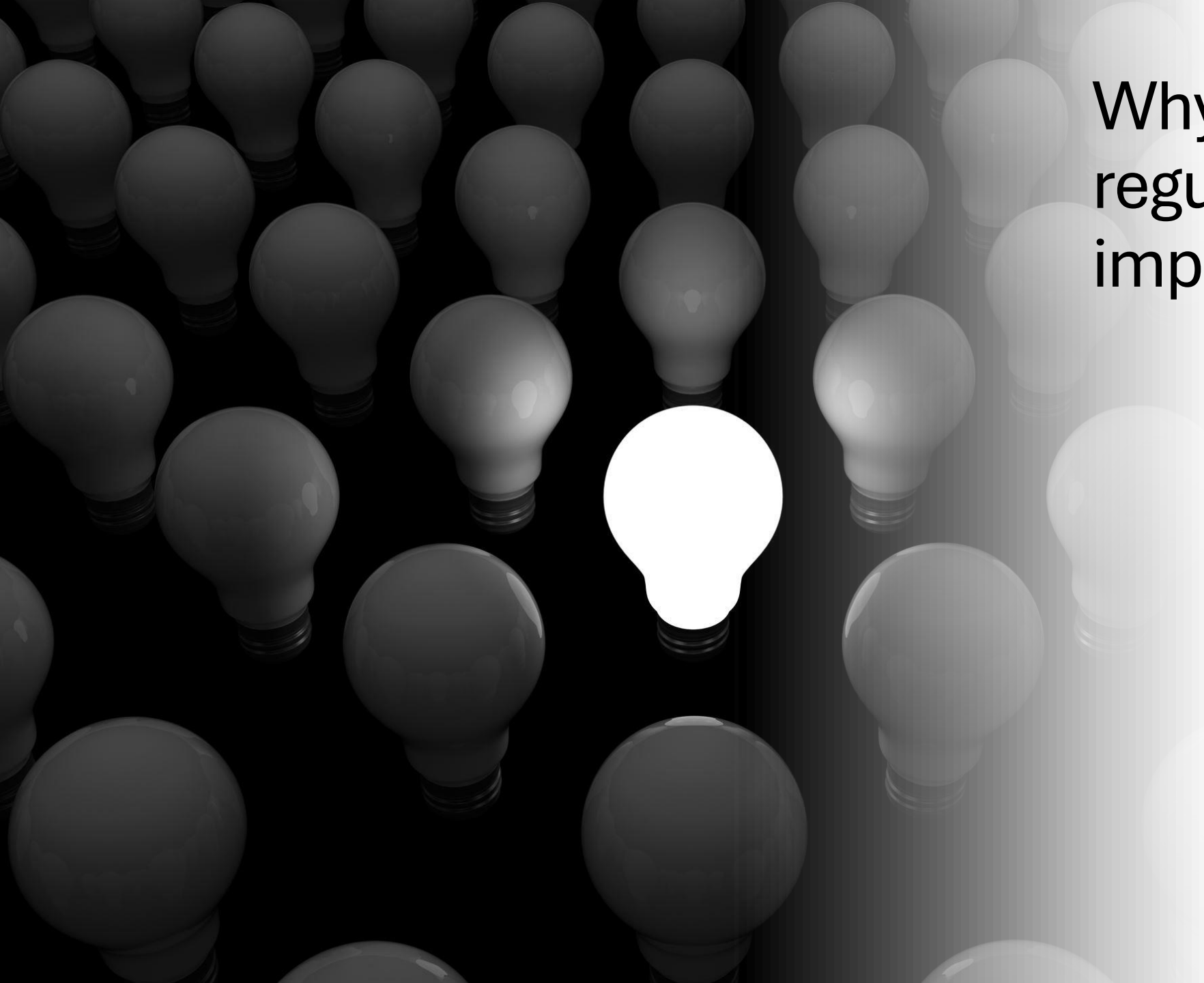


Membership of the ARB – what does it mean to me?



The ARB is the industry self-regulator of the content of advertising.

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Why is self regulation important?

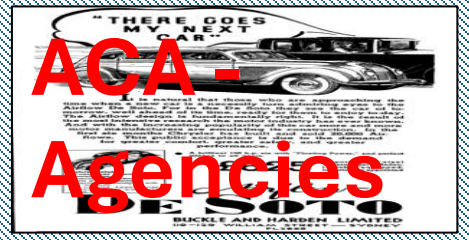
Self-regulation is

- Fast
- Cheap
- Keeps decision making in rules of industry
- Based on international code
- Dynamic to change



That’s why your industry organisation is a member of the ARB.

Members



ACA - Agencies


IAB - Digital


MASA - Marketers

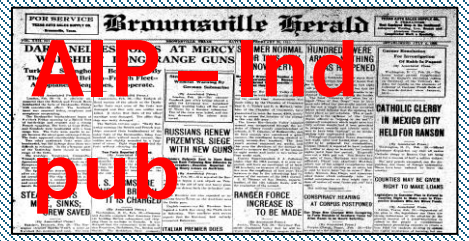

NAB - Broadcasters


CGCSA – Marketers and Retailers


PFI – Pet food


VPASA – Vapes


DFSA - Alcohol



AIP – Ind pub


SAIA - insurance

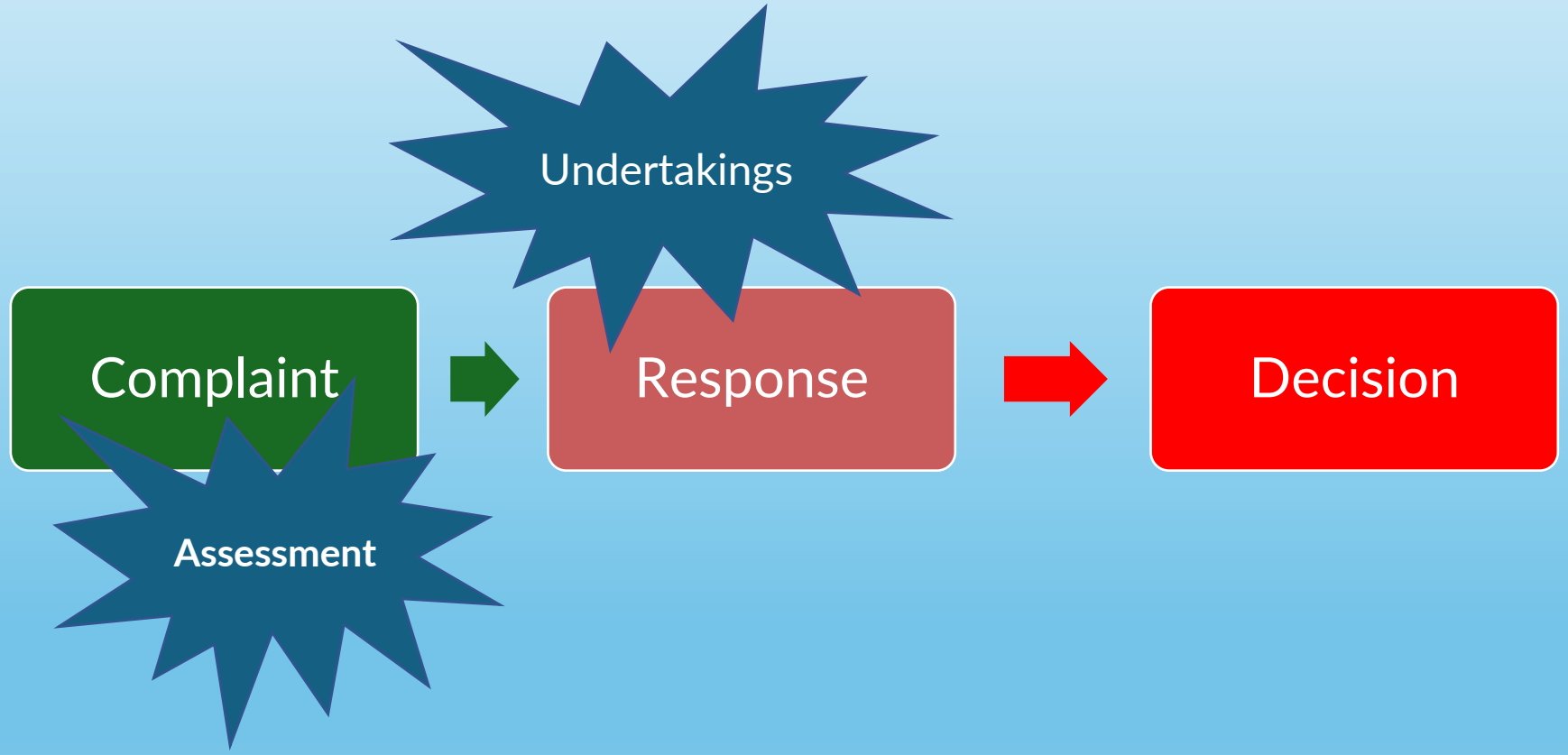

CTFA - cosmetics

This is how it works all over the world



Let’s quickly talk about ARB process.


Complaint
Assessment


Undertakings
Complaint
Response
Decision
Assessment

Decision levels



Members have the right to representatives

Board – one seat

AAC – two seats

FAC – one seat

So how should your company be working with the ARB?



You are bound by ARB decisions.

You cannot use non-membership or lack of jurisdiction as a defence

BUT you also have to help us, where you can, to enforce decisions against other members. This burden falls heavily on MEDIA and RETAIL members – but everyone can do their part.

You help us watch the industry

We will help you lobby government – ask us.



We are happy to train your staff or speak at your events and conferences.





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OFFENSIVE ADVERTISING



Misleading and substantiation



Comparative advertising



Exploitation of goodwill



Imitation


Annabelle
CUVÉE ROSÉ


LADY LILLIAN
LADY
Lillian
CRU CLASSÉ ROSÉ

Children



Discrimination - gender



Social media and #ad



Please assist us with our upcoming awareness campaign!


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LinkedIn and newsletter