

ICC CONSOLIDATED CODE OF ADVERTISING & MARKETING PRACTICE

2011 Global Launch Review

Santiago
Buenos Aires
New York City
Paris
Belgrade
Copenhagen
Stockholm
Istanbul
Brussels
Naga City



International Chamber of Commerce

The world business organization

Global ICC Code launch overview

In September 2011, the International Chamber of Commerce (ICC) launched the latest revision of the Consolidated ICC Code of Advertising and Marketing Communications that serves as the gold standard for self-regulation around the world.

This 9th revision of the ICC Code, which was first created in 1937, extends the Code to cover all digital interactive media practice, and updates both the general principles and specific chapters to ensure suitable guidance to current and evolving marketing tools and techniques.

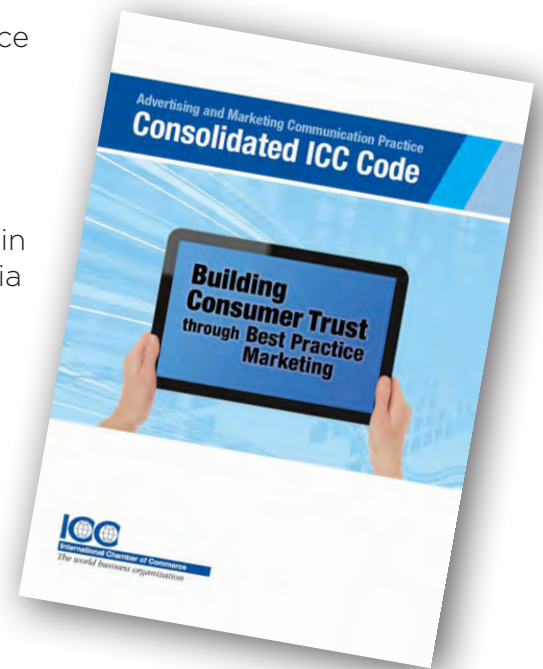
In conjunction with the Code's release, a new ICC website called Codes Centre was launched. CodesCentre.com is an online resource dedicated to educating marketers, agencies, regulators and self-regulators, as well as academics on the newly revised Code and ethical best practices in the industry. CodesCentre.com provides a searchable version of the Code presenting general provisions, as well as individual chapters on sales promotion, sponsorship, direct marketing, digital interactive media and environmental claims.

The site also provides pdf downloads of the Code and its translations, as well as a toolkit of companion materials including:

- Frequently asked questions (FAQs) tailored for different audiences
- Suggestions for implementing the ICC Code and facilitating compliance in organizations
- A classroom-ready module and teaching guide on the Code's fundamental principles
- Translated versions of the Consolidated ICC Code are available in pdf, including French, Spanish, Dutch, Serbian, Swedish, and Danish, with several more to come
- Additional ICC guides such as the ICC Framework for Responsible Food and Beverage Marketing Communications; the ICC Principles on Responsible Deployment of Electronic Product Codes; and the ICC International Code of Direct Selling

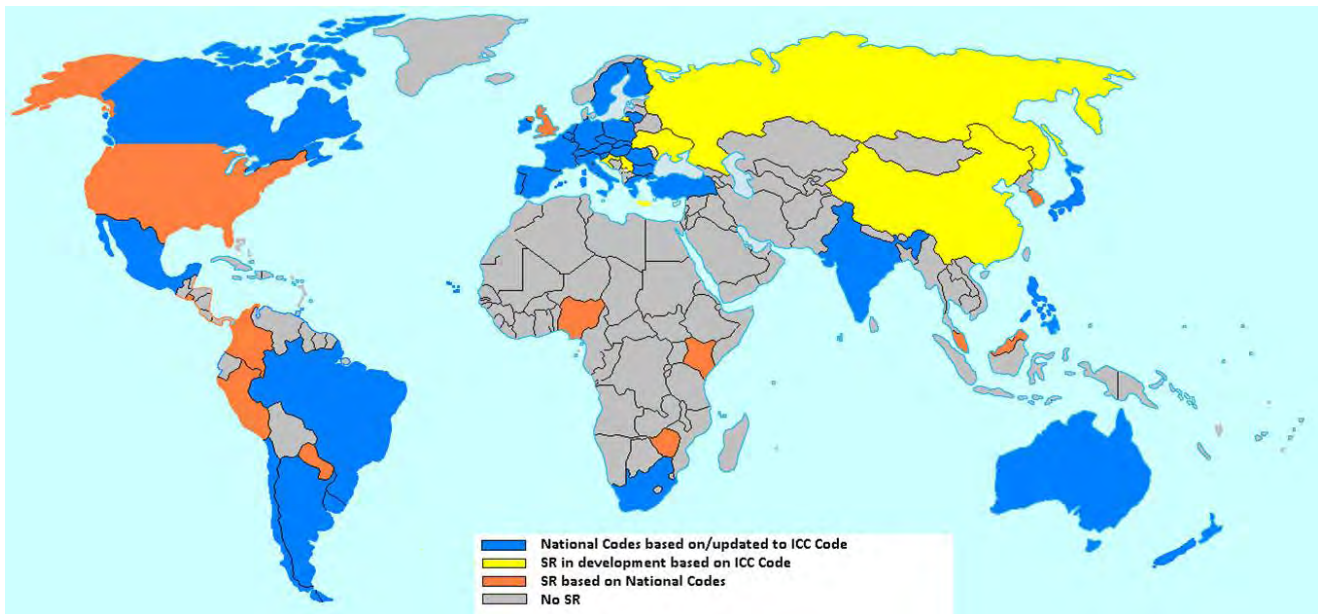
Additionally, CodesCentre.com provides resources such as:

- Codes around the world with links to national self-regulatory codes for ease of reference
- Links to local industry associations and sectoral resources to provide users with easy access to the information needed to ensure their campaigns are in line with best practices in their target markets



“ The ICC Code reflects the commitment of businesses from all sectors of industry and all regions of the world to responsible marketing and advertising. ”

—Jean-Guy Carrier, ICC Secretary General



Self-regulation and the ICC Code

Advertising and marketing self-regulation is a system by which the advertising, marketing, agency and media industry set voluntary rules and standards of practice that go beyond their legal obligations. Self-regulatory organizations (SROs) are responsible for enforcing industry’s commitment to these rules. They offer consumers increased protection and a cost-effective, accessible, and responsive alternative to legal avenues. Depending on the country, SROs provide some or all of the following services to their communities: respond to complaints, monitor advertising, initiate their own investigations, give copy advice -- all aimed at efficiently helping to prevent and correct problems.

The Consolidated ICC Code of Advertising and Marketing Communication Practice requires marketing to be honest, decent, legal, and truthful, along with a number of more focused provisions on everything from digital advertising to environmental marketing. Since its introduction in 1937, it has served as the foundation and cornerstone for the codes of most self-regulatory systems around the world. Recently, it served as the foundation of the China Responsible Marketing Code endorsed by the Chinese advertising industry in April 2011.

“ Effective self-regulation is an essential underpinning for everything we do. It forms our bond of trust with consumers and legislators and is an essential element in creating effective communications. I welcome this initiative, which not only ensures that codes are relevant in a fast-changing marketing world, but more user-friendly too. ”

—Gustavo Martinez, President McCann Worldgroup Europe

Taking the message around the world

Launching the new ICC Code provides an opportunity to promote self-regulation and ensure that practitioners, regulators and industry experts have a set of universal principles to apply consistent ethical best practices and improve consumer trust in marketing. This review of the 2011 ICC Code launch highlights efforts from September 2011 to December 2011 to introduce the new Code and promote its use for updating existing national codes in countries such as Mexico, Chile, Sweden, Turkey and the Philippines or presenting a framework for national self-regulation in markets where it doesn't currently exist, as in Serbia and Denmark.

The launch campaign

ICC brought together resources from its Business Action for Responsible Marketing and Advertising (BARMA) initiative and ICC marketing commission member support to launch a communications campaign to promote the new Code and raise awareness of CodesCentre.com as a one-stop resource for industry and regulators. A public relations firm was engaged to support the launch effort through development of materials and press relations with greatest pick up occurring in Argentina in conjunction with the formal launch of the Code and the CONARed event in Buenos Aires.

Building on the start in Latin America, ICC, its national committees and local partners have been busy introducing the new Code in a series of events spanning over 10 countries in four continents. This review summarizes these events with speaker insights, panel highlights and subsequent activities.

In addition to launch activities, the campaign focused on efforts to drive target audiences to CodesCentre.com through social media and influencer outreach resulting in links to the site from association partner sites and publications as well as endorsements.

We thank the contributors and supporters who have taken us this far and plan to build on this momentum.

Americas Santiago, Chile

John Manfredi introduces new ICC Code in Santiago

ICC Commission on Marketing and Advertising Chair and Manloy Associates CEO John Manfredi unveiled the newly revised ICC Marketing Code at the International Seminar in Santiago, Chile on 13 September 2011. Elizabeth Thomas-Raynaud, of ICC, provided further details on the specific digital interactive media and environmental marketing provisions of the Code.

Professionals from the local advertising industry, media and self-regulatory staff attended the events, including CONAR members, local journalists, industry executives and Chile ICC delegates. Currently, Chile applies the Codigo Chileno de Ética



Publicitaria (Chilean Advertising Standards Code) to all types of advertising in the country. The Chilean Advertising Standards Code is based on the ICC Code and includes general rules on areas including: advertising to children; imitation and plagiarism; portrayal of violence; advertising credibility; consumer safety and health; and legal compliance.

Event highlights

- The event opened with welcome words from **Carolos Eugenio Jorquiera**, President of the Cámara Nacional de Comercio (CNC); and Cristobal Valdes, President of ICC Chile.
- **Ignacio Astete Alvarez**, Executive Director of CONAR Chile, presented on the revised Code provisions addressing marketing challenges and issues around advertising claims.
- **Sr. Juan Carlos Corvalan**, Gerente Asuntos Legales y RSE SODIMAC, moderated a roundtable on self-regulation in Chile.

Subsequent actions

- Release of the Spanish translation of the ICC Marketing Code available for download on CodesCentre.com.
- Positive media coverage on the front page business section of major daily newspapers, such as Economía y Negocios and Ámbito empresarial.
- CONAR Chile participated in regional CONARed meetings with colleagues in the region on their experience and application of the Code.
- US Council for International Business (USCIB) representative delivered presentation on digital media and the ICC Code at the October 2011 Direct Marketing Association conference in Santiago.
- CONAR Chile and IAB Chile to consider ICC work in their effort to develop a digital code for Chile.

“ This new code establishes a set of principles and guidelines on good behavior for corporate marketing and advertising practices, and empowers companies to adapt them to their local situation and reality. Self-regulation has a significant role to play to ensure that marketing and advertising practices and strategies won't conflict with the principles and values that the Code promotes. ”

—Carlos Eugenio Jorquiera,
President of the National Chamber of Commerce,
Services and Tourism of Chile



Americas

Buenos Aires, Argentina

ICC partners with CONARed to unveil newly revised Code

The Consolidated ICC Code of Advertising and Marketing was launched at the International Colloquium on Responsible Advertising Communications in Buenos Aires, Argentina on 14-16 September 2011. Hosted by the Latin American Association of Advertising Self-Regulatory Organizations (CONARed) at the Aula Magna of Universidad Argentina de la Empresa (UADE), industry executives and self-regulators discussed the Code's best practice guidance on issues related to online behavioral advertising (OBA), environmental claims, ethical behavior and transparency, and consumer privacy.

Prior to the event, copies of the Spanish translation of the new Code were distributed to industry representatives and opinion makers in Argentina's advertising and marketing community. The local public relations team was also instrumental in inviting key journalists and local media for potential interviews and appearances at the CONARP conference. As a result, we received significant media coverage across major Latin American publications such as *Nacion*.



Event highlights

- **Luis O. Ibarra García** President of the Consejo de Autorregulación Publicitaria (CONARP) introduced the colloquium, followed by opening words from **Santiago Olivera**, President of the Asociación Argentina de Agencias de Publicidad (AAAP), and **Luis Mario Castro**, President of the Cámara Argentina de Anunciantes (CAA).
- **John Manfredi** presented the revised ICC Code to CONARed members, government, prominent media, local industry executives and students attending the colloquium.
- Representatives on SRO panel from across the Latin America region including Argentina, Mexico, Brazil, El Salvador, Peru, Uruguay, Paraguay, Chile and Columbia.
- Speakers from industry associations included the Asociación Argentina de Agencias de Publicidad (AAAP); Cámara Argentina de Anunciantes (CAA); European Advertising Standards Alliance (EASA); and World Federation of Advertisers (WFA).
- **Elizabeth Thomas-Raynaud** presented a closer look into digital and environmental aspects of the ICC Code at a meeting of the region's SRO Executives that make up CONARed membership.

Subsequent actions

- Spanish translation of the ICC Marketing Code was distributed to all participants of the CONARed event with their materials, and made available for download on CodesCentre.com.
- SROs take information from colloquium and meetings, and consider how to apply them nationally.
- ICC/INSEAD educational module made available to CONARed members for local training efforts.
- CONARed to launch a new website for their members that will include a link to CodesCentre.com and the Spanish version of the ICC Code.



“ For CONARP, it was a great privilege and honor to have the presence of the main global organizations guiding the marketing and advertising communications industry, together with our Latin American colleagues, in the International Colloquium organized during the 5th annual meeting of CONARed, which took place in Buenos Aires last September.

It was also a unique opportunity for the local advertising industry to think about the importance of taking care of responsible communication, through the practice of self-regulation as a way to protect the freedom of commercial speech. One of the principal points was the launch of the new edition of the ICC Marketing Code.

We are analyzing the new ICC Code in relation to our Código de Ética y Autorregulación Publicitaria, to update Argentina’s national code in 2012. The ICC/INSEAD module is also interesting for us, as we are especially focused on the different areas dedicated to the teaching of marketing and advertising standards to universities and institutions, as well as sharing our plan with CONARed friends and colleagues. ”

—Luis O. Ibarra Garcia, President of the Consejo de Autorregulación Publicitaria (CONARP)

Americas

New York City, New York, USA

ICC Commission leaders take the Code to NAD and CARU



Brent Sanders, Vice-Chair of ICC's Marketing and Advertising Commission, and Chair of a mirroring US committee, and Associate General Counsel at Microsoft Corporation, spoke at the National Advertising Division (NAD) of the Council of Better Business Bureau's annual conference on 4 October 2011. Mr Sanders participated on the panel, "Online-Behavioral Advertising - Transparency, Choice, Enforcement," which addressed regulatory and consumer concerns around online behavioral advertising in the digital sector.

On the panel, Mr Sanders emphasized how the Code will help further self-regulation efforts at the international

level and promote industry rules and best practices in the global marketplace.

Carla R. Michelotti, Marketing Commission Vice-Chair for ICC affiliate USCIB and Executive Vice President, Chief Legal, Government, Corporate Affairs Officer at Leo Burnett, spoke at the 5 October 2011 CARU Annual Conference: Marketing to Children: Privacy, Food and Digital Media.

Ms. Michelotti served as an expert panelist on the challenging issues facing children's advertisers and how technology has influenced marketing to children. She also highlighted the new ICC Code revisions and its implications for advertisers promoting children's products and services.

Event highlights

- The 2011 CARU conference received its highest attendance rate and was extensively covered by the youth research organization, Y-Pulse.

Subsequent actions

- The Internationalist highlighted the Code's role as a model for national and regional marketing and advertising policies, with insights from Brent Sanders.
- USCIB highlighted the ICC Code in its Autumn 2011 quarterly journal with an article entitled "A New Benchmark for Marketers: Revised ICC code offers a model for self-regulation of marketing and advertising."

“ The newly revised Code demonstrates industry’s continuing commitment to ethical marketing practice. Some of the most interesting revisions to the Code for U.S. marketers include those that harmonize for the first time at the international level. ”

—*Brent Sanders,*
Vice-Chair of ICC’s Marketing & Advertising Commission
and Associate General Counsel at Microsoft Corporation



Europe Paris, France

ICC France & French SRO host press conference to launch new code

ICC France presented the revised 2011 Code at a press conference co-hosted with the Autorite de Regulation Professionnelle de la Publicite (ARPP) in Paris on 22 September 2011. ICC Chairman, Gerard Worms, introduced the revised ICC Code and highlighted ICC’s historical role in rule-making since the Code’s first release in 1937. ARPP Executive Director, Stephane Martin, presented and explained how the new ICC Code serves as the foundation for the French National Code, Recueil des Recommandations (Notes on Guidance). The ICC Code has been long accepted as an instrumental tool in self-regulation by French advertisers and self-regulators.



Event highlights

- **Stephane Martin**, ARPP, presented at the conference and was followed by speakers, **Loïc Armand**, Union des Annonceurs (UDA); **David Lacombed**, IAB France; and **Frederic Winckler**, Association des agences-Consil en Communication (AACC).
- **Elizabeth Thomas-Raynaud** provided a demonstration of CodesCentre.com.

Subsequent actions

- ARPP distributed a special edition newsletter on the new ICC Code to members and key stakeholders overviewing the new Code, including an interview with Eve Magnant, ICC Commission Vice Chair and Vice President at Publicis Groupe.
- ICC released the French translation of the ICC Marketing Code, which is available for download on CodesCentre.com.



“As representatives of French advertisers, we firmly believe that with freedom comes responsibility. We need to demonstrate that we are willing to adapt our ethical standards to meet changing expectations in a fast changing world. That’s why we especially appreciate the leading edge standards concerning digital communication provided by this new ICC Code.”

—Loïc Armand
Président L’Oréal France
Président de l’Union des annonceurs

— Gérard Noël
Vice-Président Directeur Général
de l’Union des annonceurs

Europe Belgrade, Serbia

IAA-Serbian chapter seminar promotes self-regulation in Serbia

The International Advertising Association (IAA) Serbian Chapter hosted a seminar in Belgrade on advertising self-regulation on 30 September 2011. The event was organized to promote self-regulation and announce the release of the National Code for advertising standards in Serbia. During the session “Advertising Self-Regulation in a Serbian way,” audience members were given an overview of the revised ICC Marketing Code. Copies of the Serbian translation of the new Code were distributed to seminar participants from around the region.



Event highlights

- Speakers at the conference included: **Stephan Loerke**, Managing Director of the World Federation of Advertisers; and **Konrad Drozdowski**, General Director of Rada Reklamy – Poland SRO.
- Approximately 75 participants attended the panel discussion, including International Advertising Association (IAA) members and non-members; Serbian media personnel; agency representatives; consumer protection representatives; advertisers and academics.

Subsequent actions

- ICC released the Serbian translation of the ICC Marketing Code, which is available for download on CodesCentre.com.
- The IAA Serbian Chapter Working Group is using the new ICC Code as the basis for drafting their first National Code on Advertising.



“ Development of the Code on advertising self-regulation is an expression of the needs of all participants in the advertising market to organize this market according to the standards which exist in almost every European country; also it is a method of improving marketing profession’s reputation. ”

—Vanda Kucera, McCann Group

Europe Copenhagen, Denmark

Denmark opens discussion on self regulation with new Code

On 5 October 2011, Task Force Chair Oliver Gray spoke at an ICC seminar in Copenhagen, Denmark. Notable attendees included Denmark’s Henrik S. Oe., the Consumer Ombudsman and Bjørn Karsholt, Chair of ICC Denmark’s Marketing Committee. The Danish Consumer Ombudsman is a public body in Denmark, which ensures consumer protection and enforcement in the area of marketing law and industry issues.

“It is of great importance that people from this profession write the Code on advertising self-regulation because they are the most familiar with the essence of marketing communication.”

—Goran Papovic, Serbian Consumer Association

Europe Sweden, Stockholm

ICC Code of Advertising and Marketing launched in Stockholm

ICC Sweden launched the Code to a sold-out crowd at their half-day seminar in Stockholm on 26 October 2011. Approximately 120 people listened to ICC delegates and industry leaders discuss key content elements and revisions of the Code. Anders Stenlund, Vice Chair of the ICC Marketing Commission and Co-chair of its Task Force on Code Revision, spoke at the event and was recognized for his work on the revised code. Mr Stenlund also briefly reported on the work around the revision and translation.

The Reklamombudsmannen (RO) and ICC Sweden Marketing Committee have worked in conjunction to translate the ICC Code, which is directly applied across all types of media in Sweden. The RO is the general Swedish advertising SRO, and is responsible for the hands-on implementation and application of the Code.

Helen Waxberg, lawyer at Mannheimer Swartling and Chairman of the Swedish ICC Marketing Committee, and Henrik Nilsson of Com Attorneys and Chair of IAB Sweden's Legal Task Force, jointly presented on the revisions of the ICC Marketing Code, with special clarifications on Chapter D: Digital Interactive Media.

Event highlights

- **Elisabeth Trotzig**, Sweden's first ombudsman on advertising, spoke about the inner workings of self-regulation in Sweden and provided numerous examples of how regulators apply the ICC Code principles in the Swedish market.
- **Peje Emilsson**, Stockholm Chamber of Commerce and founder of Kreab Gavin Anderson and Kunskapsskolan Education, highlighted ICC's BARMA initiative and the increased importance of self-regulation.
- **Halvard Kristiansen**, Schibsted BT with responsibility for Online Behavioural Advertising (OBA), focused on online advertising strategies for "finding the lost customer," OBA and provided a case study via the short film "2020: The Future of Behavioral Targeting."
- **Helena Westin** of Tre Kronor Media & Advertising showed examples of both good and bad advertising campaigns, and why it is important for Swedish advertisers to track marketing performance and learn from past mistakes. During her presentation, she showed the short film, "The Future of Publishing."
- During the networking sessions, attendees watched a screening featuring award-winning Swedish commercials produced during the last 20 years.

Subsequent actions

- The Swedish translation of the ICC Marketing Code is available for download on CodesCentre.com.
- The newly revised and translated Code will be implemented in Sweden 1 January 2012.

Europe Istanbul, Turkey

Digital issues addressed at the National Marketing Congress



Elizabeth Thomas-Raynaud, ICC Commission on Marketing and Advertising made a presentation on the new ICC Marketing Code and digital media at the 30 November 2011 National Marketing Congress meeting in Istanbul. Speaking to an audience of 400, including Hayati Yazici, Turkish Minister of Customs and Trade, and representatives from government, advertisers, agencies and media, Ms. Thomas-Raynaud discussed how the new ICC Code integrated relevant provisions on digital interactive media, and outlined online behavioural marketing and advertising.

Malte Lohan from the World Federation of Advertisers and an active contributor to the ICC Marketing and Advertising Commission, followed this presentation with an explanation of what he called self-regulation 2.0, offering examples to show how provisions of the Code apply in practice with regard to digital content, while highlighting some of the challenges new media presents for self-regulation efforts.



Event highlights

- A panel of local experts, including academics and representatives of Coca-Cola, OMD Advertising and International Advertising Bureau Turkey, debated digital media marketing issues such as competition, measurement and responsibility.
- **Mark Popkiewicz**, CEO of MirriAd, and **David Charlesworth** of Channel 4 in the United Kingdom, gave presentations on their country's experience with product placement and self-regulation efforts of industry.

Subsequent actions

- ICC Turkey plans to release the Turkish translation of the new ICC Marketing Code and work with industry to apply it to future revisions of the Birleştirlmiş Uluslararası Reklam ve Pazarlama İletisimi Uygulama Esasları (The Consolidated Code of Advertising and Marketing Communication Practice). The current Code is based on the general principles, with specific elements to reflect Turkish regulations and advertising practices.
- Major Turkish media outlets, including the Radikal and Maxi Haber, highlighted the ICC Code and its implications for Turkish advertisers, marketers and self-regulators.



Europe Brussels, Belgium

Global momentum continues with launch event in Brussels

ICC Belgium introduced the new Code to stakeholders in Brussels on 7 December 2011 in conjunction with the Conseil de la Publicité and the Jury d'Ethique Publicitaire. The audience, which included advertisers, marketing managers, advertising agencies and media personnel, received an overview of the new Code and CodesCentre.com. Various aspects of the new Code and the impact it has on self-regulation in Belgium were discussed, along with how its general principles have impacted European marketing and business practices.

Event highlights

- **Elizabeth Thomas-Raynaud** presented an overview of major changes to the Code.
- **Oliver Gray**, Director General European Advertising Standards Alliance (EASA) and Co-chair of ICC's Code Revision Task Force, provided insights on how the Code has influenced European self-regulatory developments and practices.
- **Malte Lohan**, Director of Public Affairs World Federation of Advertisers (WFA), spoke about how the Code addresses digital challenges around content delivery.
- **Sandrine Sepul**, Director Advertising Council, and Chairman Complaints Jury **Piet Jaspaert**, from the Jury of Advertising Standards, spoke about the national code and practice of self-regulation in Belgium.

Subsequent actions

- Newly translated Dutch version of the Code was distributed, along with English and French versions, and made available on CodesCentre.com.

Asia-Pacific Naga City, Philippines

Philippine Advertising Congress adopts ICC Code

The Code's momentum continued in the Asia-Pacific region, where delegates from the Philippine Association of National Advertisers (PANA), Kapisanan ng Mga Brodcaster ng Philipinas (KBP) and the Ad Standards Council (ASC) announced their adoption of the Code's revised provisions at the 22nd Philippine Advertising Congress.

Held in Naga City, the 16-19 November 2011 conference centered around the theme, "Change the Game." Local and foreign speakers shared their insights on how Philippine business, media and advertising leaders can spur creativity and innovation in the industry.

Similar to our European and North American events, the support of PANA, KBP and ASC signifies how the Code's standards can be adapted locally for cultural and legal differences, and implemented through local SROs in Asia-





Pacific countries. The Philippines has practiced advertising self-regulation since 1974, further strengthened with the creation of the ASC in 2008, and made possible upon the initiatives of the PANA, KBP and the Association of Accredited Advertising Agencies (4As).

ICC Marketing Commission member Noy Dy-Liacco, Advisor to the General Management of Nestlé, has been a key ICC advocate in the region and influential in building support for use of the Code among local stakeholders and decision makers in the Philippine advertising sector.

Event highlights

- Notable attendees at the Philippine Advertising Congress included **Camarines Sur**, Governor and Host of the event; **Patrick Shult**, CEO of Freemantle Media Asia; **Mark Tutsell**, CEO of Leo Burnett; **Charlene Li**, Coauthor of the BusinessWeek bestselling book, "Groundswell"; **John Miller**, Chairman and CEO of Nestlé Philippines, as well as leaders from major fashion, publishing and media companies.

Subsequent actions

- Adoption of revised ICC Code by PANA, KBP and ASC was covered in Business World and the Manila Bulletin, two leading business publications in the Philippines.

www.codescentre.com

The ICC Codes Centre website is a one-stop resource for marketers, agencies, regulators and academics on best practice and self-regulation of advertising and marketing communications practice.

Featuring

- Downloads and an online searchable version of the Consolidated ICC Code
- Officially translated versions of the ICC Code
- Other ICC marketing codes
- ICC Environmental framework and ICC Food and beverage framework
- Links to national and local self-regulatory sites where the codes are being adapted and applied
- Links to local industry partners and resources
- An ICC/INSEAD training module for business and marketing students



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