



## **NEWS RELEASE**

**Issued on Tuesday 15<sup>th</sup> January**  
**For Immediate Release**

### **Advertising Association Chief Executive Welcomes ASA Report**

**Baroness Buscombe, Chief Executive of the Advertising Association** welcomed the findings of the Advertising Standards Authority's Food and Soft Drink Advertising Survey of 2007 released today.

In July 2007 the Advertising Standards Authority's Compliance Team measured the compliance rate of food advertisements with new tightened content rules. The report reveals an extremely high compliance rate, with 99.2% of ads surveyed deemed to be compliant with the Advertising Codes. Significantly, no ads breached the new food rules.

#### **Baroness Buscombe said**

"The findings of the Advertising Standards Authority's Food and Soft Drink Advertising Survey clearly demonstrate how positively the industry has responded to the new rules introduced in 2007 and how firmly they are acting within both the spirit and the letter of the code.

"This follows Ofcoms announcement in December that there are clear signs the new rules are having the intended effect on reducing the amount of food and drink advertising that children could be exposed to on television.

"Although only three of the ninety one recommendations in the Government's 2004 Choosing Health White Paper were on advertising the industry takes the multi-faceted social issue of obesity very seriously. There is no "silver bullet" to solve the complex problem but a united approach, with industry and Government working in partnership, would be the most effective way to help improve the health of the nation.

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## Notes to Editors:

1. The Advertising Association (AA) is a federation of 31 trade bodies and organisations representing the advertising and promotional marketing industries, including advertisers, agencies, the media and support services in the UK. It is the only body that speaks for all sides of an industry that was worth over £19 billion in 2006. Further information about the Advertising Association is available at: <http://www.adassoc.org.uk/>
2. The Advertising Standards Authority is the independent body set up by the advertising industry to police the rules laid down in the advertising codes. The strength of the self-regulatory system lies in both the independence of the ASA and the support and commitment of the advertising industry, through the Committee of Advertising Practice (CAP), to the standards of the codes, protecting consumers and creating a level playing field for advertisers. Further details are available at <http://www.asa.org.uk/asa/about/>
3. The Advertising Standards Authority (ASA) findings of its Food and Soft Drink Advertising Survey 2007 are available through the following link:  
<http://www.asa.org.uk/asa/news/news/2007/Food+and+Soft+Drink+Advertising+Survey+2007.htm>
4. From 1 July 2007 Ofcom's new content and scheduling restrictions for HFSS advertising apply to all broadcast advertising campaigns appearing in or around children's programmes and programmes of particular appeal to children under the age of 10. These rules form part of a series of phased-in restrictions that were extended to all children under the age of 16 on 1 January 2008 and will apply to dedicated children's channels from 1 January 2009.
5. The Committee of Advertising Practice launched similar rules for non-broadcast advertising on 1 July 2007 to coincide with the implementation of the new broadcast advertising rules noted above in point 4.
6. The Advertising Association's Food Advertising Unit published a report in September 2007 on changes in food and soft drink advertising and promotions since 2003, which is available [here](#). The report clearly demonstrates that there has been significant change in the nature and balance of food advertising to children between 2003 and 2006 – even before the new rules were introduced this year - with a downward trend in exposure by children to this advertising.

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