



Advertising Standards Bureau

**APEC Advertising Standards
Dialogue**

Internet and Social Media





Internet & social media – challenge for countries

- Not to stifle digital advertising and social media
- Enable responsible behaviour
 - “the ruling confirms that the online space is not the wild west” and that “many business owners in the online space have long thought that it is the wild west and that the rules don’t apply. Well they do.”



Internet advertising – challenges for SRO

- Internet is not limited by geographical boundaries
- Online business is not bricks and mortar in terms of head office, contact, liaison and compliance
- On-selling of digital advertising inventory
- Copies of the advertisements



Internet advertising – civil challenges

■ Privacy of information

- Data is king
- Laws haven't kept up with technology

■ Online behavioural advertising

- *“the tracking of a consumer’s activities online, including the searches the consumer has conducted, the web pages visited, and the content viewed in order to deliver advertising targeted to the individual consumer’s interests”*



Internet advertising – civil challenges

■ Regulatory/Industry Action

- US - FTC guidelines
- UK/Europe - youronlinechoices.com
- Australia - youronlinechoices.com.au

- Technology
 - Do Not Track



Internet advertising – can be enforced

- Big issue – responsible advertisers will take their advertisements down regardless of medium
- Even if an advertiser's ad is uploaded by a third party - YouTube will remove ads if asked to by the advertiser

Social media challenges

■ This includes

- Facebook



- Twitter



- YouTube



- Advertising is a main game

Social media challenges

■ It is a marketing communication

■ ICC Definition

- “all advertising and other marketing communications for the promotion of any kind of goods and services, corporate and institutional promotion included”

■ AANA (Australia) Code

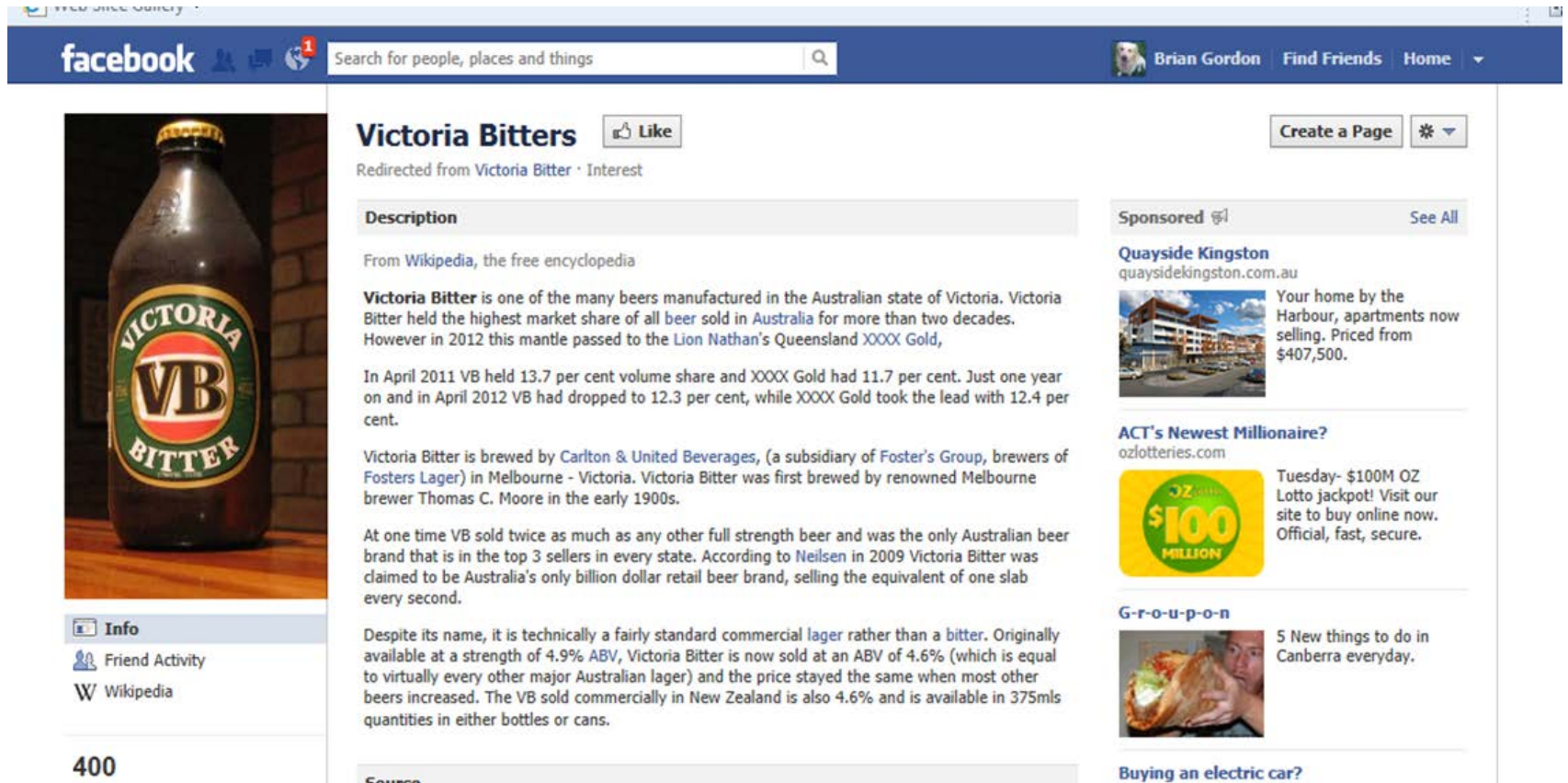
- **any material** which is **published or broadcast** using any Medium or any activity which is **undertaken by**, or on behalf of **an advertiser** or marketer, and
 - over which the advertiser or marketer has a **reasonable degree of control**,

AND

- that **draws the attention** of the public in a manner calculated **to promote** or oppose directly or indirectly a product, service, person, organization or line of conduct

Social media challenges

Needs to be decent



The image shows a screenshot of a Facebook page for 'Victoria Bitters'. The page is a redirect from an interest page. It features a large image of a Victoria Bitter beer bottle on the left. The main content area contains a description of the beer, including its history and market share. On the right, there are several sponsored advertisements, including one for 'Quayside Kingston' apartments, 'ACT's Newest Millionaire?' lottery, and 'G-r-o-u-p-o-n'.

facebook Search for people, places and things **Brian Gordon** Find Friends Home

Victoria Bitters

Redirected from Victoria Bitter · Interest

Description

From Wikipedia, the free encyclopedia

Victoria Bitter is one of the many beers manufactured in the Australian state of Victoria. Victoria Bitter held the highest market share of all beer sold in Australia for more than two decades. However in 2012 this mantle passed to the **Lion Nathan's Queensland XXXX Gold**,

In April 2011 VB held 13.7 per cent volume share and XXXX Gold had 11.7 per cent. Just one year on and in April 2012 VB had dropped to 12.3 per cent, while XXXX Gold took the lead with 12.4 per cent.

Victoria Bitter is brewed by **Carlton & United Beverages**, (a subsidiary of Foster's Group, brewers of Fosters Lager) in Melbourne - Victoria. Victoria Bitter was first brewed by renowned Melbourne brewer Thomas C. Moore in the early 1900s.

At one time VB sold twice as much as any other full strength beer and was the only Australian beer brand that is in the top 3 sellers in every state. According to Nielsen in 2009 Victoria Bitter was claimed to be Australia's only billion dollar retail beer brand, selling the equivalent of one slab every second.

Despite its name, it is technically a fairly standard commercial **lager** rather than a **bitter**. Originally available at a strength of 4.9% ABV, Victoria Bitter is now sold at an ABV of 4.6% (which is equal to virtually every other major Australian lager) and the price stayed the same when most other beers increased. The VB sold commercially in New Zealand is also 4.6% and is available in 375mls quantities in either bottles or cans.

Info

- Friend Activity
- Wikipedia

400

Sponsored See All

Quayside Kingston
quaysidekingston.com.au
Your home by the Harbour, apartments now selling. Priced from \$407,500.

ACT's Newest Millionaire?
ozlotteries.com
Tuesday- \$100M OZ Lotto jackpot! Visit our site to buy online now. Official, fast, secure.

G-r-o-u-p-o-n
5 New things to do in Canberra everyday.

Buying an electric car?

Zoo magazine - a current Australian example



ZOO Weekly

Like This Page · October 5

Left or right? But you've got to tell us how you came to that decision

Like · Comment · Share

👍 186 people like this.

💬 12 shares

💬 View previous comments 6 of 122



Seaman Comes Left.... You have the mouth and the tits to

October 8 at 12:12pm · Like · 🔄 1



Warren Ellis Right is good you have a table to rest you Beam on and a pussy to use and you dont have to listen to her lol

October 10 at 10:05am · Like



Travis Humpadink Care She's like " who's throwing frisbees ? "

October 12 at 7:55am · Like · 🔄 1




Scott Stewart Neither. Im Happy with wat ive got 😊

October 16 at 4:25pm · Like

Australia - Bendon Lovable Besties - Facebook

facebook

Make the world more open and connected. [Sign Up](#) Keep me logged in [Forgot your password?](#)




TAKE SELFIES WITH *Besties* by Lovable
TO WIN WEEKLY LOVABLE PRIZES*

How to WIN

- 1 GRAB YOUR BESTIES
- 2 POINT YOUR CAMERA TOWARDS YOU
- 3 STRIKE A POSE & SHOOT

[ENTER >](#)

(And NO, you don't have to be in your undies...obvs.)



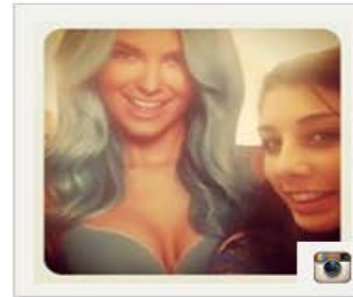
LIFE'S MORE COLOURFUL WITH YOUR BESTIES

[LET'S GO SHOPPING >](#)



SELFIES WITH BESTIES GALLERY

Australia - Bendon Lovable Besties - Facebook



VIEW MORE SELFIES >

*CONDITIONS OF ENTRY Starts 13/8/12 & ends 9/9/12 (AEST), divided into 4 promotional rounds & 4 corresponding judgments. Open to Aust residents 13+. Under 18's must have parent/legal guardian consent to enter. See www.lovable.com.au/selfies for full details on promotion rounds, how to enter, judging and prizes. By entering, entrants agree that Promoter may collect their personal info to enable it to provide them with marketing materials by mail, tel & electronic msgs & may share info with its Aust related companies & promotional partners who may also contact entrants in this way. Promoter: Bendon Pty Ltd (ABN 26 001 222 064) of Building 7C, 2 Huntley St, Alexandria NSW 2015. Full Terms: <http://www.lovable.com.au/selfies>. Privacy Policy: <http://www.lovable.com.au/privacy>



Impact of Social Media on Consumer Complaints – Canadian example

Fluid Hair Salon

Complaints (56):

Ad condoned violence against women

Reviewed under:

Clause 14 (Unacceptable Depictions and Portrayals)

Look good in all you do



#102 9916 81 Ave (back entrance) | 780 989 0204 | www.fluidhair.ca
Voted as one of the best salons in the city by Edmontonians in SEE Magazine

fluid



Council Decision:

- Image of woman with a black eye, plus “Look good in all you do” conveyed message that women should look good regardless of the physical abuse they may suffer.
- Ad trivialized violence against women and exhibited obvious indifference to unlawful behaviour and attitudes that offended standards of decency among a significant segment of the population.

Infraction:

Clauses 14 (b) and (d)



Social media challenges

- Needs to be “honest”
 - Australian Consumer and Competition Commission



SRO responses

■ Guidance to industry

- *ASANZ Guidance Note on Social Media* issued on 15 October - available on www.asa.co.nz
 - Moderation by advertiser
 - User generated content
 - Did the advertiser originally solicit the content?
 - Twitter hashtag #ad



ADVERTISING STANDARDS AUTHORITY

Social Media Guidance

Do the NZ ASA Codes apply to social media platforms used by brands?

ASA Guidance Note on Social Media issued on 15 October – available on www.asa.co.nz

- Advertiser control required
- Examples outside ASA jurisdiction
 - A brand's TVC posted by an individual to You Tube
 - A brand's tweet re-tweeted with additional comments
 - UGC comments on brand social media platforms (moderated)
 - UGC comments to media platforms for use in editorial content



ADVERTISING STANDARDS AUTHORITY

Social Media Guidance

UGC within ASA Jurisdiction – key questions:

- Did the Advertiser originally solicit the submission of the UGC from individuals and then adopt it and incorporate it within their own advertising?
- Did an individual provide the Advertiser, on an unsolicited basis, with material that the Advertiser subsequently adopted and incorporated within their own advertising?
- Did the Advertiser solicit UGC (for example via an invitation to enter a competition) that resulted in content being posted on the site?

Twitter

- #ad for third party endorsements recommended



ADVERTISING STANDARDS AUTHORITY

Social Media Guidance

- Be aware of terms of use for the social media platforms you utilise
- Think about using a disclaimer to make individual terms of use for your page on the platform
- The degree to which a brand-owned social media page or site is moderated by, or on behalf of, the advertiser would likely be considered in the case of a complaint.
- Advertisers should also be aware that the Australian Competition and Consumer Commission has stated that it views any false or misleading comments on a brand's social media page, including Facebook, as part of its marketing communications, regardless of whether it's user-generated or brand-generated.



ADVERTISING STANDARDS AUTHORITY

Digital Media

- Second largest media category for complaint (TV #1)
- Significant number of complaints about advertiser websites - particularly retail
- Complaints focus on misleading information / pricing
- Importance of synchronising the timing digital and traditional media messages to ensure they don't contradict



Conclusion

- Digital/social media advertising is now mainstream
- Format of the marketing communication does not make a difference to industry responsibility
- Responsible advertisers will control what they say and what appears in their name



Era of Consumer Empowerment

- Consumers paying attention
- Speaking out through social media
- Expect advertisers to be accountable



Thank you

www.adstandards.com.au

www.adstandards.com

www.asa.co.nz



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STANDARDS
BUREAU**