

# IMPROVING THE PUBLIC'S ADVERTISING EXPERIENCE

THE ADVERTISERS' ROLE



A

**ADVERTISING  
ASSOCIATION**



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## KEITH WEED

President, Advertising Association

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A BRAND WITHOUT  
ADVERTISING IS JUST  
A PRODUCT AND AN  
AD WITHOUT TRUST  
IS JUST NOISE.

At the 2019 ISBA Annual Conference, we launched the Advertising Association's Trust Action Plan – a set of five actions which have been designed to create a system change in our industry. The role of advertisers to make this happen is pivotal.

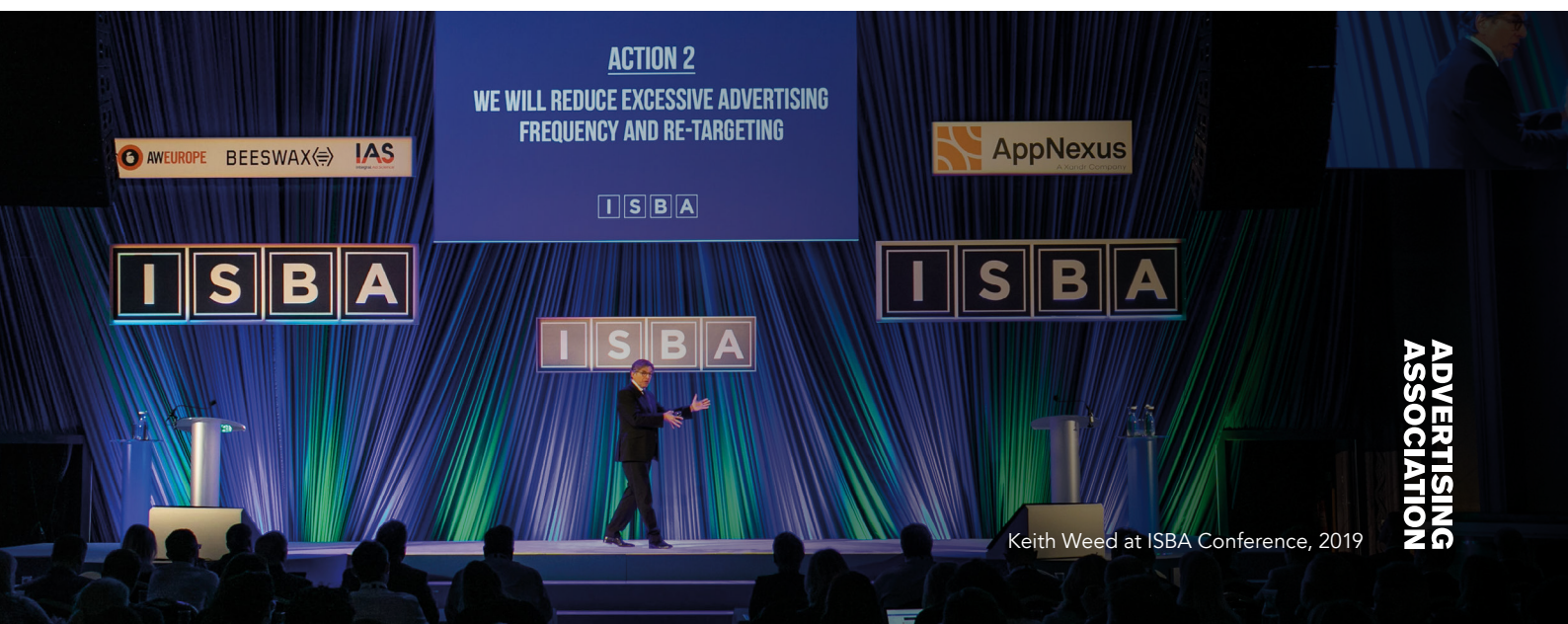


I am in no doubt that we face a crucial period for our industry, in the UK and around the world. Levels of public trust in, and favourability towards, advertising are at record lows. The ground-breaking research by Credos, UK advertising's think tank, which was launched in January 2019, clearly set out the challenge we face in addressing the long and steady decline. As President of the Advertising Association, it is my mission to see a plan in action genuinely to tackle this issue.

Every responsible advertiser should care about this. A brand without advertising is just a product and an ad without trust is just noise. We have more tools and more opportunities to deliver advertising than ever before - we need to choose wisely how we do this in order to protect the vital relationship we have with the public, our customers.

This is reflected in the Advertising Association's new mission - to promote the role and rights of responsible advertising and its value to people, society, businesses and the economy.

We need to put the consumer experience back at the heart of everything we do. We need to challenge ourselves to improve this at every turn and, by doing so, create a healthy and sustainable industry for everyone – for people, advertisers, media owners and agencies. Improving the advertising experience is wholly in our hands. We are in a 'Trust or Bust' moment for advertising as we know it. I choose Trust.





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## PHIL SMITH

Director General, ISBA and  
Co-Chair Trust Working Group



**BY ENSURING THAT  
PEOPLE ARE RECEPTIVE  
TO OUR ADVERTISING  
AND IMPROVING  
CONSUMER TRUST,  
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OUR INVESTMENT.**

Top of the list of actions in our Trust Action Plan is to reduce the bombardment of the public with ads. Addressing the excessive frequency with which ads appear is a critical priority. The evidence of the need for action is shown in the Credos research – public trust is finely balanced. The chart below shows the key drivers, positive and negative, of public trust in advertising.

People still appreciate entertaining and relevant advertising. But they can also feel ‘bombarded’ by too much irrelevant, obtrusive and repetitive advertising and they are switching their attention off. The more the balance tips towards the negative, the less welcome advertising will be in people’s lives.

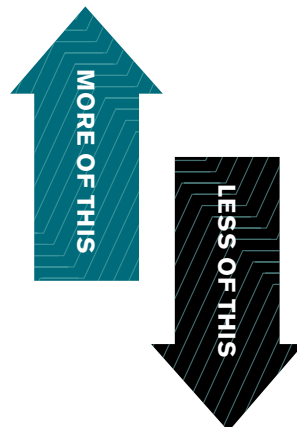
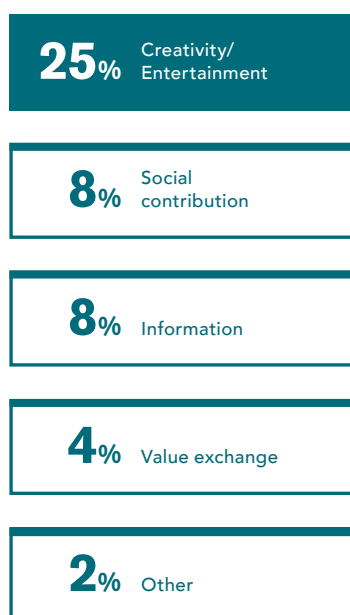
We commissioned media industry experts, Nick Manning and Derek Morris, to investigate the issues of bombardment and excessive frequency. They worked with Karen Fraser and the Credos team to conduct a full review of available data, alongside qualitative interviews with a select group of the UK’s biggest advertisers, their agencies and leading media owners. From this, they have drawn up five key actions, each supported with a series of questions, to help marketers improve the public’s experience of advertising. These are set out overleaf.

All companies that advertise should fully embrace these actions and answer the questions they have posed. By ensuring that people are receptive to our advertising and improving consumer trust, we will create better value for our investment. We can make significant steps in rebuilding trust, but while this is a collective ambition, it will only be achieved through individual action by advertisers along with their agency, media owners and tech company partners.

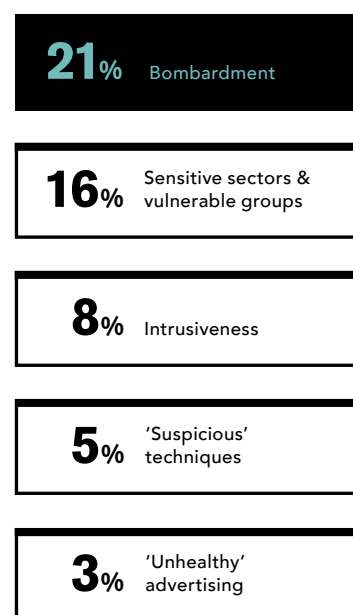
To back this individual action, ISBA is launching the new Advertising Experience MOT for every advertiser seeking to secure greater value and efficiency as a result of improving the public’s experience of their campaigns. More details about our new MOT are in this paper - we welcome all companies wishing to know more to get in touch.

## KEY DRIVERS OF PUBLIC TRUST IN ADVERTISING

### POSITIVE DRIVERS



### NEGATIVE DRIVERS



For more on Public Trust in Advertising, visit our website – [adassoc.org.uk](http://adassoc.org.uk)

Source: Credos research into public trust in advertising, 2019, based on a nationally representative sample of 2,021.

# FIVE KEY PRINCIPLES TO IMPROVE THE ADVERTISING EXPERIENCE



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## NICK MANNING

Trust Working Group Consultant

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## DEREK MORRIS

Trust Working Group Consultant

These are simple, self-explanatory actions. Some will seem obvious and the response will be 'of course, we always do that'. However, the evidence is that even the best advertisers and their agencies don't always live up to these. Each action is explored via a series of questions, for advertisers and their partners to address. The aim is to create dialogue, debate and impetus to improve the advertising experience. Ultimately the aim is a 4-way win – better experiences for consumers, better returns for advertisers, media owners and agencies. Each action has a number of questions, with the most fundamental highlighted opposite:

# 1

## MAKE YOUR ADVERTISING WELCOME IN PEOPLE'S LIVES

The first is all about considering the consumer, the content and the context.

**QUESTIONS TO ANSWER:**  
Are we genuinely putting the consumer experience at the heart of our marketing, advertising and media thinking, according to each brand's needs? Are we certain that our frequency of exposure is at an acceptable level for the audience?



# 2

## PLACE BUSINESS EFFECTIVENESS ABOVE EFFICIENCY

The second is based on measurement and optimisation.

**QUESTIONS TO ANSWER:**  
Are we regularly producing and reviewing clear evidence of business effectiveness by channel and across channels, including inter-channel effects? Are we certain we are at industry best practice levels in the discipline of cross-media audience measurement?

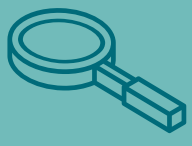


# 3

## ACHIEVE FULL VISIBILITY OF WHERE YOUR ADVERTISING GOES

The third requires a full programme for tracking and reporting.

**QUESTIONS TO ANSWER:**  
Are we monitoring and measuring the 'healthy' exposure of our messaging, including level of frequency within a given time period? Do our commercial partners provide the level of visibility that we need to be confident in the results?



# 4

## ENSURE EVERY IMPACT AND EXPOSURE MATTERS

The fourth principle is to ensure a clear understanding of our true impact.

**QUESTIONS TO ANSWER:**  
Do we have a complete understanding of the effect of our content on our brand(s), product(s) and our audiences? Is the content and exposure of our advertising in the best interests of the public for a long-term relationship that is responsible and sustainable?



# 5

## DEPLOY THE NECESSARY RESOURCES TO TRACK, MEASURE AND MANAGE THIS PROGRAMME

The final action is all about the people, partners, systems and tools we are using.

**QUESTIONS TO ANSWER:**  
Do we have the right team, organisation and systems to execute all these requirements? Do we work with agency and media partners who are equally committed and incentivised to deliver on this programme? Are we working effectively with our commercial partners to monitor, measure, report and optimise?



# EVERY ADVERTISER SHOULD PUT THESE ACTIONS AT THE HEART OF THEIR CAMPAIGNS



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## KAREN FRASER

Director, Credos

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PEOPLE ARE RECEPTIVE  
TO OUR ADVERTISING  
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Public trust and favourability towards advertising has been falling since the 1990s and it reached an all-time low in 2018 when consumer confidence also dipped severely. This low point reflected an unusual set of political circumstances which affected the public’s view on a wide range of topics, including business as a whole.

However, setting aside that dip, there have been signs of improvement in public trust and favourability commencing in 2015 and trending modestly upward to 2019.

Despite the recent and welcome improvement in overall public sentiment towards the ad industry, its position in relation to other industries remains low. Advertising is at the bottom of a list of all industries measured. In recent years, all other industries, including banking and energy, have overtaken advertising - and the gap between them is widening as seen in the graph below.

So why have other industries’ reputations improved such that they have left the ad industry trailing in last place of those measured?

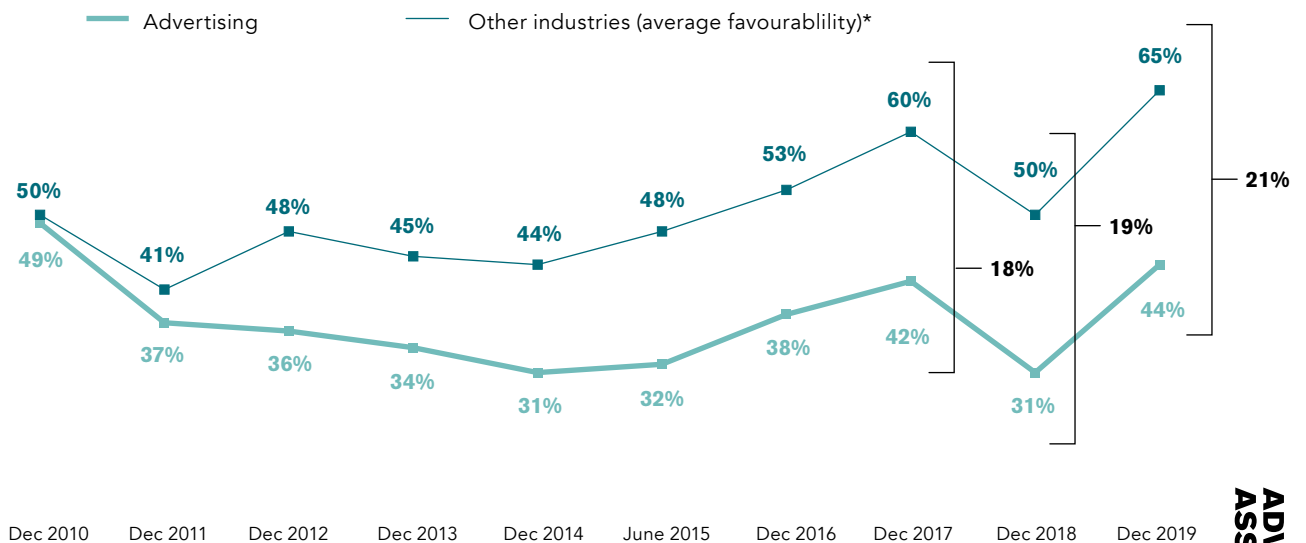
Banking and energy were rated similarly to advertising in 2012 and are now well ahead. A combination of customer-centric reform for banking post the financial crash, regulatory intervention in the case of both banking and

energy and continued investment in brand-building communications have combined to open a widening gap with advertising. The clear learning is that actions speak louder than words and the Advertising Association’s 5-point plan to rebuild trust is a start to this process.

Credos’ latest research, Advertising Pays 8: UK Advertising’s Social Contribution, shows another significant area of opportunity to improve trust. Consumers told us that advertising has an important role to play in making the world a better place. Some 46% of them already think that advertising can make a social contribution, and people are looking for more in terms of what advertising can do. The subsequent analysis of that data reveals that the social contribution of advertising has a significant effect on the way that advertising is seen. It’s something people want to see more of, and the industry should respond, and in so doing enjoy a greater reputation.

### THE ADVERTISING INDUSTRY IS NOT KEEPING PACE WITH OTHER INDUSTRIES IN GROWTH FAVOURABILITY

Public favourability towards different industries since December 2010 (showing % very favourable + fairly favourable)



Q1. How favourable or unfavourable are your impressions of each of the following industries? (NET: Favourable). Base: All British adults December 2010 (n=2053). All British adults December 2011 (n=2009). All British adults December 2012 (n=2051). All British adults December 2013 (n=2058). All British adults December 2014 (n=2061). All British adults June 2015 (n=2015). All British adults December 2016 (n=2001). All British adults December 2017 (n=2049). All British adults December 2018 (n=2031). All British adults December 2019 (n=2305).



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## **PAUL BAINSFAR**

Director General,  
IPA and Co-Chair,  
Trust Working Group

**“ A SYSTEM CHANGE  
IS NEEDED ACROSS  
OUR WHOLE INDUSTRY  
TO MAKE SURE WE  
HAVE A SUSTAINABLE,  
HEALTHY AND  
LONG-TERM FUTURE.**

The issue of public trust in advertising is one that matters to everyone in advertising, whether you are a practitioner working in-house at a brand, at an agency, a media owner or tech company. Every single person has a role to play in ensuring the advertising experience for the consumer is the very best that it can be. These five actions are ones that should be central in the working practices of all advertising professionals.

The IPA is fully committed to this Trust Action Plan and its delivery. A system change is needed across our whole industry to make sure we have a sustainable, healthy and long-term future. The actions here in this document are fully backed by all of the members of the Advertising Association's Trust Working Group and we encourage everyone to consider how they can be used to fit the way they work in a responsible and profitable way.

This paper is meant also to be a stimulus for debate between clients, agencies, media owners and tech companies. The recommendations are drawn from the real-world practices of the leading clients and their agencies in the industry. We want to see best practice become common practice. Feedback is welcomed and we plan to establish an online centre around Public Trust to gain feedback and garner new ideas.

By working together to create and deliver an advertising experience that better serves the consumer we will begin the process of rebuilding public trust in advertising. The figures are stark; there is much to do and it will take some time to improve the situation. Please join us by embracing the principles here, and by looking at all elements of the plan to see where else you can lend your support. Help us to make sure we change our industry for the better. The benefits to every part of our industry are obvious. By achieving our goal, we can ensure advertising continues to be a vital engine of the UK economy and a responsible participant in our society.





# INTRODUCING ISBA'S NEW ADVERTISING EXPERIENCE MOT

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## PHIL SMITH

Director General,  
ISBA and Co-Chair AA Trust Working Group

The new Advertising Experience MOT from ISBA, in partnership with consultants Derek Morris and Nick Manning, is designed as a comprehensive but succinct high-level test of a company's/brand's approach to safeguarding the consumer, avoiding advertising bombardment and wasted investment.

It is a diagnostic process conducted by Morris and Manning with the brand's marketing team. It requires a full day where the time is spent on a series of questions and challenges reviewing the detail of the five action points outlined in this paper. The output from the day is a 'map' of the advertiser's performance in each area, highlighting any aspects that need deeper review. The follow-up response will be down to the advertiser. They can choose to improve the process themselves, address it through their existing agency partnerships or bring in third parties to help design a more expansive solution.

The MOT is not a pass or fail. It provides a reassurance that all is in place and no further action is needed or highlights what needs to be improved. It will be private and not published, but general learnings may be applied over time to best-practice knowledge-sharing across the advertising industry. Its goal is to help an advertiser improve the public's experience of their advertising, thereby increasing its value and efficiency.

To register your interest in the Advertising Experience MOT, please contact me at ISBA on [PhilS@isba.org.uk](mailto:PhilS@isba.org.uk)

## ABOUT OUR TRUST WORKING GROUP

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In 2018, the Advertising Association decided that action needed to be taken to address the decline in public trust in advertising and set up a working group under the joint chairmanship of Paul Bainsfair, Director General of the IPA, and Phil Smith, Director General of ISBA.

The working group has broad and senior representation from industry bodies including the News Media Association, Professional Publishers Association, Data & Marketing Association and the Internet Advertising Bureau as well from ITV, Channel 4, Google, Facebook, Royal Mail, the ASA and the chairs of Front Foot and Credos. It regularly reports on its progress to the AA Council, chaired by the Advertising Association's President, Keith Weed, with a mission to bring about system change through individual action

across the industry. Its focus is on the delivery of the Trust Action Plan, a copy of which is available from the Advertising Association website. Activities include regular working group meetings, industry round-tables, participation in a wide range of industry events, shared best practice through roadshows and online tools, alongside regular tracking of public trust and favourability by the advertising think tank, Credos.

## OUR TRUST WORKING GROUP MEMBERS

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**ADVERTISING  
ASSOCIATION**

**ASA**



**DirectLine  
Group**

**DM  
A**  
Data &  
Marketing  
Association

**FACEBOOK**

**Google**

**iab.  
UK**

**IPA**

**ISBA**

**itv**

**newsmedia  
association**

**ppa** We stand for  
professional  
publishers

**Royal Mail**

## THERE ARE A NUMBER OF WAYS YOU CAN GET INVOLVED WITH OUR TRUST WORK:

**1** You can **download a copy of this paper** at the Advertising Association website and contact ISBA to find out more about the new Advertising Experience MOT.

**2** You can **download the Trust Action Plan** on the Advertising Association website and ask for a presentation of the latest Public Trust research for your business.

**3** And you can **download a copy of Advertising Pays 8: UK Advertising's Social Contribution** at our website or book a session on Advertising Pays 8's findings at your business.

**FINALLY, WE WELCOME ALL DISCUSSIONS ABOUT OUR PLANS TO TACKLE THE DECLINE OF PUBLIC TRUST IN ADVERTISING.**

## GET IN TOUCH

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For further information on the Trust Working Group and how to get involved in rebuilding public trust in advertising, please contact:

**ADASSOC.ORG.UK**  
**AA@ADASSOC.ORG.UK**  
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