

Advertising Steering Group

DRAFT Minutes for meeting of 21 July 2017, 10.00-11.30

Venue: Palestra, 197 Blackfriars Road, SE1 8JZ

Attendees

Members:

Dr Mee Ling Ng (Chair)
Evelyn Asante-Mensah
Dr Phillippa Diedrichs
Tom Knox
Leah Kreitzman
Lexian Porter
Kim Sanders
Val Shawcross

Other attendees:

Philippa Kings, JCDecaux
Neil Skelton, Exterion Media
Tom Atkinson, TfL (secretariat)
Graeme Craig, TfL
Chris Macleod, TfL
Peter Preston, TfL
Chris Reader, TfL

Minutes

1	Chair's welcome.
	Dr Mee Ling Ng welcomed members to the second meeting of the Advertising Steering Group (ASG).
2	Introductions and apologies.
	There were no apologies given. Attendance is recorded above.
3	Presentations by TfL's advertising partners on the number of campaigns run, category breakdowns, number of amendments and rejections, complaints received and examples of best practice.
	Presentations were given by Neil Skelton from Exterion Media and Philippa Kings from JCDecaux which included: <ul style="list-style-type: none">• The copy approval process;• Number of advertisements run from 11 July 2016 – 31 December 2016;• Complaints received directly by Exterion Media and JCDecaux, either directly from members of the public or via the Advertising Standards Authority (ASA). In the period 1 January 2017 to 30 June 2017, Exterion Media and JCDecaux carried over 9,000 advertisements.
4	Discussion: Research around body image



	<p>Dr Phillippa Diedrichs (PD) presented research on body image and outlined the negative impacts of body image issues on both physical and mental wellbeing.</p> <p>PD showed evidence to the group that increased diversity of body image being shown in advertising results in positive consumer reactions.</p> <p>Members said that TfL had influence over advertising standards through its work with advertisers as part of the copy approvals process. Members expressed a desire for TfL to engage more with their advertising partners and the advertising industry regarding standards.</p>
5	Discussion: Diversity in advertising
	<p>Tom Knox (TK) outlined the initiatives being introduced by the advertising industry to increase diversity; both in advertisements being produced and in its workforce.</p> <p>TK showed members best practice examples in advertising and outlined the business case for increased diversity in the workforce. Members noted the Advertising Unlocked open day being held by advertising agencies on 29 September 2017, with members of the public interested in a career in advertising encouraged to attend.</p> <p>Members discussed how TfL can contribute to the ASA's intention to challenge gender stereotyping in advertisements.</p>
6	Discussion: Annual Advertising Report
	<p>Members noted that TfL will be publishing its first Advertising Report in late-August or early-September. The report will include information on the number of advertisements run in the past year, the number of complaints received and on what topics, and the number of advertisements rejected by TfL and for what reasons.</p> <p>Members were provided with a draft copy of the report for comment.</p>
6	Consideration of recommendations to TfL
	The minutes will be sent to the Mayor of London's office and relevant directors at TfL to be noted.
7	Suggestions of topics to discuss at the next meeting
	Members to send any proposed topics to the secretariat.
8	Date of next meeting
	The date for the next meeting is to be confirmed.
9	Any other business
	There were no items of any other business.



Advertising Steering Group – July 2017

Briefing Pack: The updated TfL Advertising Policy and complaints since its introduction

Background

Our updated Advertising Policy was introduced in July 2016 as we continue to ensure that advertising on our network is appropriate. The policy includes a clause inserted so that advertisements would not be accepted if they “could reasonably be seen as likely to cause pressure to conform to an unrealistic body shape, or as likely to create body confidence issues particularly among young people”.

It should be noted that the Advertising Policy does not seek to be proscriptive except in specific cases. Indeed, whilst the Advertising Policy is now more definitive on issues including body shaming, in some areas it allows for a wider range of political advertising; for example, now allowing ‘political’ advertising and banning ‘party political’ advertising, where previously all ‘political’ advertising was banned.

It is not our aspiration to become a censor, but we have an important responsibility as the operator of a large, and often closed, network, to ensure we don’t carry advertising which is offensive, insensitive, promotes violence, hate, intolerance or inequality, or is purposefully controversial.

Current status

We carry over **15,000 advertisements each year**, and we, and our advertising partners, review each and every one. We want to work in partnership with the advertising industry, and very few advertisements are rejected outright. In addition, only a small number of individual complaints about advertising on our network are received. Our two largest advertising partners received **more than 9,000 advertisements between 1 January and 30 June 2017**.

Complaints

From 1 January to 24 June 2017 we received **62 complaints** from customers (received by us or our advertising partners). Note that the UK Security and Counter Terrorism advertisement ran on the National Rail network and did not run on our network.

A poster purporting to be from the Royal Navy was flyposted on our network. The poster compared the Royal Navy to suicide bombers and, understandably, caused distress. We did not approve the poster and we treat all flyposting as vandalism and ask our advertising partners to remove them immediately. We work with our police colleagues in any subsequent investigations.

Another advertisement, from Big Man on the Move, was seen flyposted on the Tube network. The advertisement advertised lap dancing; a category of advertising expressly

banned by our Advertising Policy. Again, the advertisement was not approved by us and we treat it as vandalism.

Advertisement	Number of complaints
Protein World - Khloe Kardashian	8
Islamic Relief	6
QuoteJesus.com	5
Israel Ministry of Tourism	4
Become A Suicide Bomber*	4
Smart Pig	4
Forza Diet - Shake it Slim	4
Peta – Veganuary	2
UK Security and Counter Terrorism**	2
Amazon Web Services	2
Boux Avenue	2
Marsh & Parsons	2
GoVeganWorld	1
The Man in the High Castle	1
Made.com	1
Uspaah	1
Denial (movie poster)	1
Quiz Clothing	1
Pride in London	1
Warner Bros Studio Tour	1
Rihanna Anti World Tour (2015)	1
Book a Hit Man Before...	1
V&A Museum	1
Northern Cyprus Tourism Board	1
Big Man on the Move – Limousine Company***	1
Disasters Emergency Committee	1
PalExpo	1
Eve Mattress	1
Perfectil	1
Total	62

The advertisements with the most complaints are included here:

Protein World – Khloe Kardashian:



Islamic Relief:




QuoteJesus.com:



Israel Ministry of Tourism:



Become A Suicide Bomber (vandalism – removed when identified):




BECOME A SUICIDE BOMBER

The crew of our nuclear submarines are on a suicide mission.

To launch their missiles means death is certain, not just for them, but for the millions of innocent people those bombs will obliterate, and for the rest of us too.

NUCLEAR BOMBS ARE SUICIDE BOMBS

To find out how you can become a suicide bomber, visit: royalnavy.org.uk



Smart Pig - Payday loans (approved at risk and then removed):



We Know Student Money

Created by 2 students, used by over 40,000

- 10 day grace period
- No hidden fees or late repayment charges
- Borrow up to £350 until your next student loan

Representative APR: 1257.64%
0.8% per day, capped at 50% per term
You must be in Higher Education in receipt of Student Finance. 18+ only

Smart-Pig.com
Loans for Students
Apply online at smart-pig.com

Smart-Pig.com is a registered company in the UK. Late repayment can cause you serious money problems. For help, go to www.moneyadviceline.org.uk. Your University must be on the list of approved lenders. 18+ only. Representative APR: 1257.64% (variable) 0.8% per day, capped at 50% per term. Total to repay: £187.00

Forza Diet Shake it Slim:



Our advertising partners receive complaints from the Advertising Standards Authority (ASA) directly and then inform us. From 1 January to 30 June 2017, our two largest advertising partners received 3 complaints from the ASA. The ASA did not uphold a complaint regarding Protein World’s Khloe Kardashian advertisement. The ASA received a complaint regarding the nutritional claims of a fermented milk drink and a complaint regarding claims from a cosmetics company claiming to possess ‘London’s Favourite Foundation’. We are awaiting the ASA verdict on these complaints.

Rejected advertisements

From 1 January 2017 to 30 June 2017 we rejected **10 advertisements**. These were of advertisements referred to us by our advertising partners. Our advertising partners can reject advertisements without referring them to us, where they do not comply with the Advertising Policy. The advertisements were rejected on the following grounds – referring to clauses from the Advertising Policy (see Appendix 1):

Clause	Number of rejections
2.3	1
2.3 (a)	3
2.3 (b)	4
2.3 (d)	1
2.3 (l)	1

It should be noted that a rejection does not mean that a campaign cannot run in an amended or revised form. We welcome brands revising their advertisements, and can, in some cases,

result in approved advertisements later on. In many cases, advertisers returned with new, revised submissions which were then approved to go up on the network.

The approvals process

We have a robust approvals process that starts with our advertising partners. Our advertising partners are empowered to consider advertisements submitted to them against the Advertising Policy – but also against ASA regulations and other relevant regulations and legislation – and can reject advertisements without referring them to us.

More often than rejecting an advertisement, our advertising partners work with the brand to amend an advertisement to a point where it does meet the Advertising Policy. Nonetheless, any advertisements that are contentious are referred to us to make the final decision – after guidance has been sought from CAP on whether the advertisement meets the CAP code.

An advertisement will often go through several tiers of approvals and amendments with our advertising partners before even being sent to us.

We always monitor complaints received once an advertisement is displayed, both from customers and from the ASA. The work of the Mayor's Advertising Steering Group is one way in which we can ensure our approvals process remains robust, by having your feedback on our implementation of the Advertising Policy informing our processes.



Appendix to briefing pack – Excerpts from our Advertising Policy

2.3 An advertisement will not be approved for, or permitted to remain on, TfL's services if, in TfL's reasonable opinion, the advertisement does not comply with the law, does not comply with the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (or any relevant CAP code), is not socially appropriate, or is inconsistent with TfL's obligations under section 149 of the Equality Act 2010 (the Public Sector Equality Duty). More particularly, an advertisement will be unacceptable if:

- (a) It is likely to cause widespread or serious offence to reasonable members of the public on account of the product or service being advertised, the content or design of the advertisement, or by way of implication. Advertisements which are consistent with TfL's Public Sector Equality Duty, such as those which promote tolerance, or discourage prejudice, will not however normally be disapproved on the ground that they might cause offence.
- (b) It depicts adults or children in a sexual manner or displays nude or semi-nude figures in an overtly sexual context. (While the use of underdressed people in, for example, underwear advertising, may be appropriate, gratuitous use of images of an overtly sexual nature will be unacceptable.).
- (d) It could reasonably be seen as likely to cause pressure to conform to an unrealistic or unhealthy body shape, or as likely to create body confidence issues particularly among young people;
- (l) It uses handwriting or illustrations that suggest the advertisement has been damaged, defaced, fly posted or subject to graffiti, after it has been posted.