



RADA REKLAMY

Advertising self-regulation in Poland

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Rada Reklamy**

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4 years of operations

Rada Reklamy is a self-regulatory organisation established in 2006:

- covering majority of advertising market in Poland
- adjudicated on more than 1600 complaints
- successfully cooperating with Public Authorities and NGOs
- offering training for the industry

Rada Reklamy is a member of The European Advertising Standards Alliance.



Members of Rada Reklamy

Rada Reklamy has been established by advertising industry and has equal participation of:

- advertisers
- advertising agencies / media houses
- media / marketing services

Members of Rada Reklamy are 11 major Polish trade associations:

Izba Wydawców Prasy, Międzynarodowe Stowarzyszenie Reklamy w Polsce (IAA), IAB Polska, Polski Przemysł Spirytusowy, Polska Federacja Producentów Żywności, Polskie Stowarzyszenie Wytwórców Produktów Markowych ProMarka, Stowarzyszenie Agencji Reklamowych, Stowarzyszenie Marketingu Bezpośredniego (SMB), Związek Pracodawców Prywatnych Mediów, ZPPP – Browary Polskie, Polbisco.



Commission of Ethics in Advertising

Commission of Ethics in Advertising (KER) is responsible for deciding whether Code of Ethics in Advertising has been violated.

There are 30 arbiters in the adjudication panel - all specialists in marketing communication.

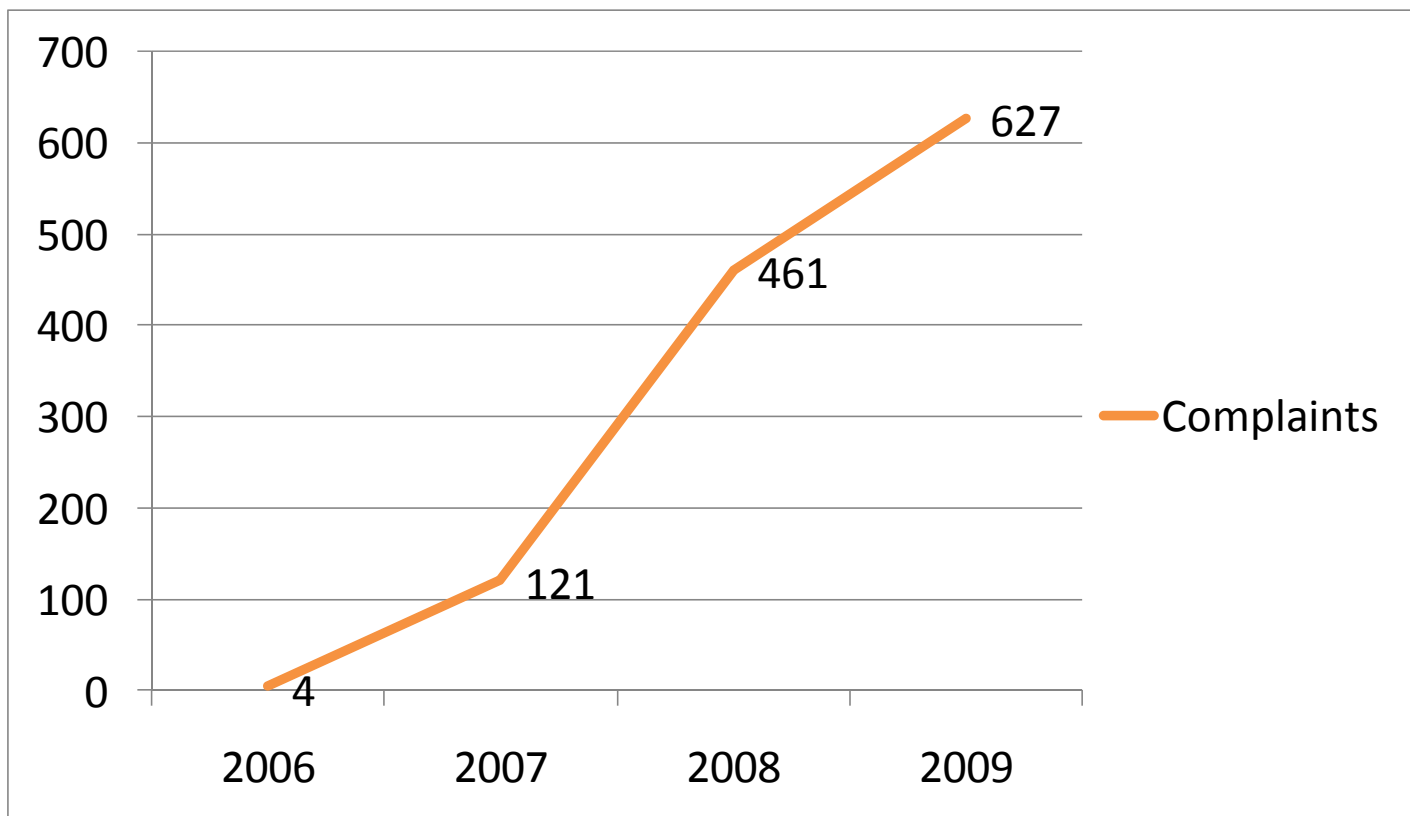
From the end of 2010 we will increase a number of arbiters from outside advertising/media industry – to 20 percent of our panel.

All decisions of KER are published on Rada Reklamy website.

Rada Reklamy's board nominates also an arbiter-reporter, supporting consumer complaints during Commission meetings. This person is an independent professional lawyer.

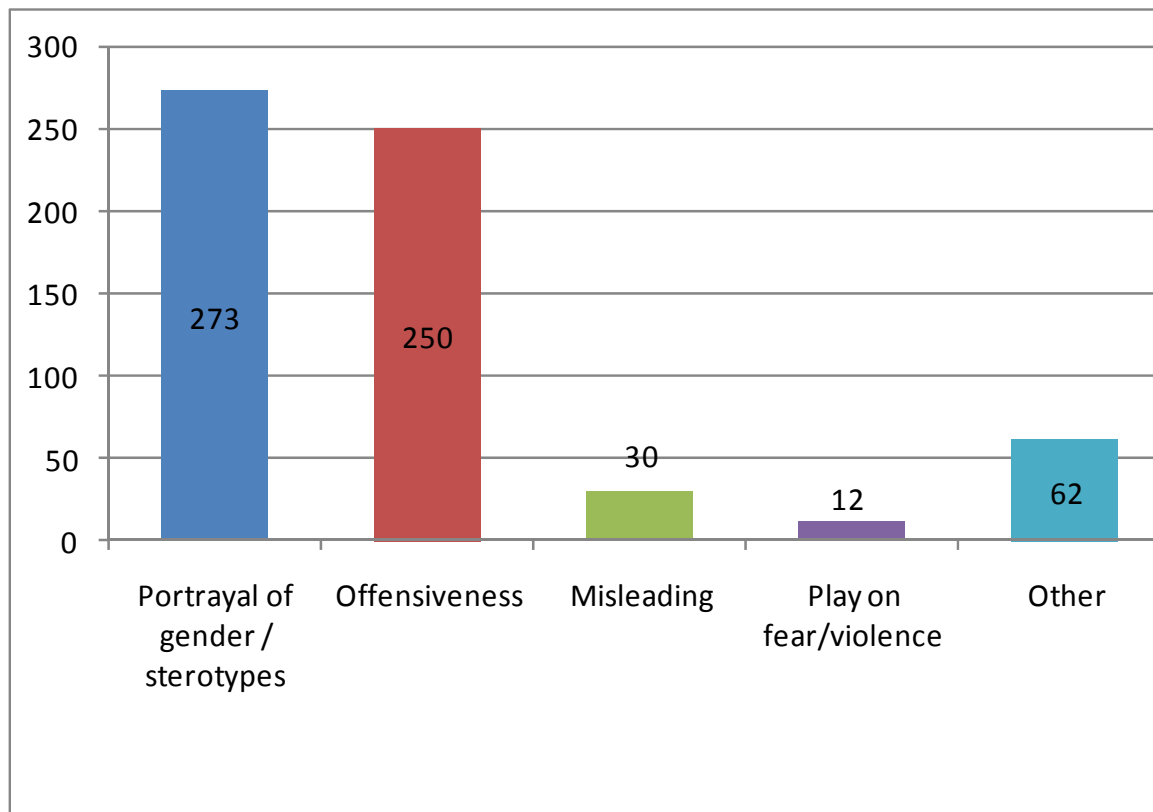


Complaints 2006-2009



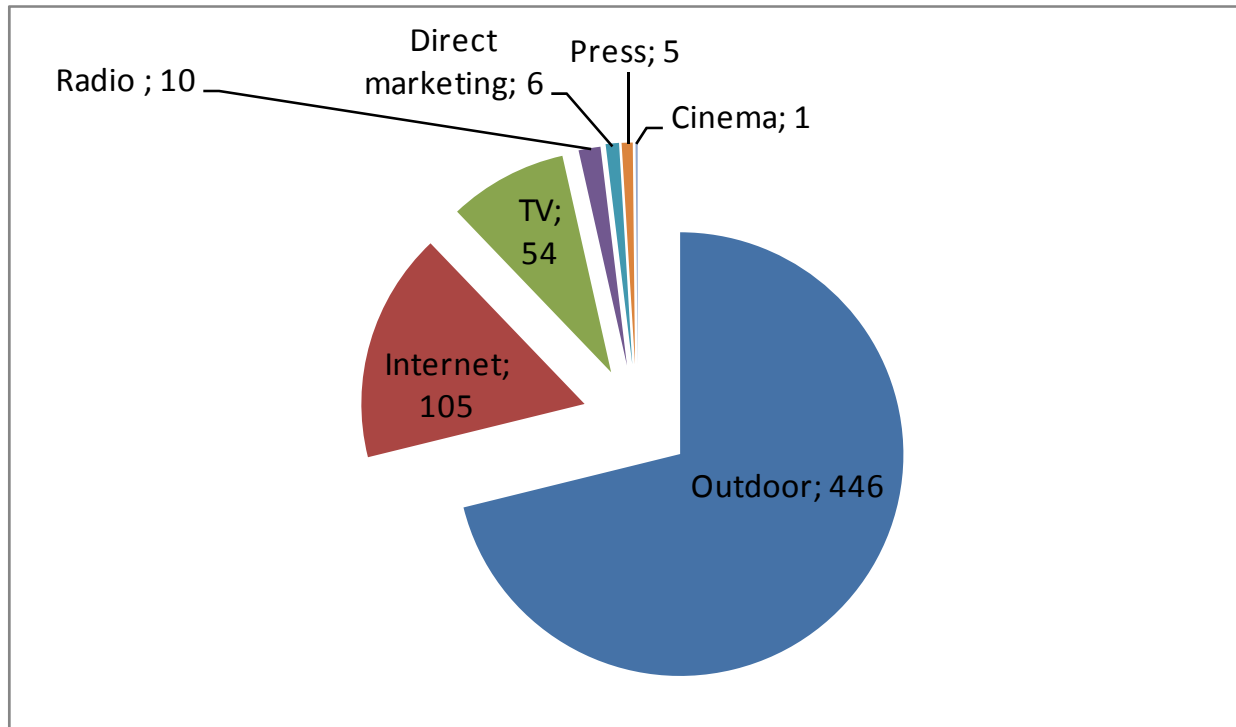


Categories of Complaints 2009





Complaints split by media - 2009





Copy Advice

60 percent more of Copy Advice given to food industry in 2010 comparing to 2009.

Plan to increase awareness of Copy Advice within industry in 2011:

- training sessions and seminars
- promoting Copy Advice through member associations





Communication to children

Communication addressed to children is regulated by Chapter IV of Code of Ethics.

Additional protection Article 32:

„Articles 22-31 apply accordingly also to advertisements, which are not directly targeted at children, but children are their recipients due to the form, place and method of presentation. This applies particularly to advertisements broadcasted close to children’s programming, advertisements shown in cinemas before children’s movies and to outdoor advertising.”



ICC framework for responsible food and beverage marketing communication

Rada Reklamy has adopted 2006 ICC framework for responsible food and beverage marketing communication.

ICC framework is a guideline for all adjudications on food & drinks communication.

Currently Rada Reklamy works on changes in Code of Ethics and we plan public consultation of the Code in mid 2011.



Next steps 2011

Closer cooperation with food & drinks industry – two new 2010 members:

- Polish Chocolate and Confectionary Manufacturers (Polbisco)
- Polish Association of Juice Producers

Working group discussing marketing communication of food & drinks focusing on digital media.



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Thank You!

Konrad Drozdowski

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