

Advertising Steering Group minutes

14 September 2020, 14:30 to 15:30

Attendees: Dr Mee Ling Ng, Chair (ML), Tom Knox (TK), Jeff Ingold (JI), Neil Skelton (NS), Philippa Kings (PK), Leah Keitzman LK), Kayleigh Osigwe (KO), Chris Reader, TfL (CR), Chris Macleod, TfL (CM), Donata MacCrossan TfL (DMC), Bola Odeyemi (BO)

1	Chair's welcome
	Dr Mee Ling Ng welcomed members to the sixth meeting of the Advertising Steering Group (ASG).
2	Apologies
	Apologies from Heidi Alexander and Philippa Diedrichs.
3	Presentations from Transport for London (TfL) advertising partners on the number of campaigns run, category breakdowns, number of amendments and rejections, advertisements with the most complaints, and examples of best practice.
	NS delivered a presentation for Global and PK for JCDecaux. These presentations included: <ul style="list-style-type: none">• Number of advertisements run from October 2019 – August 2020, categorised by sector• The number of advertisements referred by Global and JCDecaux to TfL for review and either approval or rejection• The number of advertisements rejected by Global and JCDecaux outright without TfL referral• Examples of adverts which were initially rejected when referred to TfL, but then later accepted after the copy was amended to be in line with TfL's advertising policy• The number of ASA complaints made of adverts on the TfL estate
4	Number of complaints and rejections from TfL
	Information had been shared in the pre-read papers
5	<i>Discussion item - HFSS</i>
	Members heard an update on the effect of the HFSS policy.

	<p>CM and CR talked to members about the gradual impact HFSS is having and how advertisers and creatives have been responding. Increasingly better engagement from big advertisers.</p> <p>Positive that the Government using HFSS model in its policy and the PHE Better Health campaign.</p> <p>Currently looks like our HFSS policy is gradually starting to impact campaigns beyond our estate and influencing more national brand campaigns.</p> <p>Two reports by the GLA on HFSS are ongoing. Publishing dates tbc.</p>
6	<i>Discussion item - coronavirus impacts on TfL advertising estate</i>
	<p>Members were updated on how advertising has impacted TfL's advertising estate.</p> <p>CM informed members that the short term impact saw a 90 percent revenue reduction, but revenue is gradually returning.</p> <p>Underground space severely impacted but better pick up on roadside sites, .</p> <p>Plans are to update advertising agencies and brands on TfL's commercial position over the next few weeks.</p> <p>TK shared that the overall consensus from agencies is that things should pick up for Christmas.</p> <p>Discussion on whether there are opportunities for more advertising from areas including mental health, health supplements, wellbeing and cleaning products. Pandemic has presented an environment for advertising offering relevant benefits i.e Dettol partnership.</p>
7	<i>Discussion item – Advertising report</i>
	<p>Overall positive feedback received, well balanced document showcasing exciting campaigns. Report due for publication mid-September.</p>
8	<i>Membership of Advertising Steering Group</i>
	<p>Dr Mee Ling Ng told members the ASG panel was due to review membership following the postponed Mayoral elections. This will now happen after the Mayoral elections in May 2021.</p> <p>It was agreed that the Terms of Reference need to be reviewed by officers to expand remit beyond body image. The chair thanked members for their continuing contributions</p>
9	AOB

	<p>Advertising competition</p> <p>CM shared with Members that the competition theme will be Ageism.</p> <p>Members agreed on this topic, very topical particularly due to the pandemic potentially creating a generational divide in society.</p> <p>It was discussed that this competition is gaining recognition in the industry, and the chosen topic this year is very pertinent.</p> <p>Judging panel to be set up. Officially announced in coming weeks with similar timetable to previous years.</p>
	<p>Next meeting date</p> <p>February/early March, before the pre-election period for Mayoral election begins, six weeks before 5 May. Date to be confirmed.</p>