

Advertising steering group minutes

27 July 2018, 15.30 – 16.45

Attendees: Dr Mee Ling Ng, Chair (ML) Chris Reader, TfL (CR), Chris Macleod, TfL (CM), Kim Sanders (KS), Philippa Diedrich (PD), Jessica Holland (JH), Tom Knox (TK), Heidi Alexander (HA), Amy Thompson (AT), Philippa Kings (PK)

1	Chair's welcome
	Dr Mee Ling Ng welcomed members to the fourth meeting of the Advertising Steering Group (ASG).
2	Apologies
	Apologies were received from Leah Kreitzman, Lexian Porter, Evelyn Asante-Mensah and Neil Skelton
3	Presentations from Transport for London (TfL) and TfL's 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.
	<p>In the absence of Neil Skelton, Chris Reader (TfL) delivered a presentation from Exterion, with Philippa Kings delivering a presentation from JCDecaux. These presentations included:</p> <ul style="list-style-type: none">• Number of advertisements run from January 2018 – July 2018, categorised by sector• The number of advertisements referred by Exterion and JCDecaux to TfL for review and either approval or rejection• The number of advertisements rejected by Exterion 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	Discussion: <ul style="list-style-type: none">• Food advertising on the TfL estate• Pay day loans and cryptocurrencies
	<p><i>Food advertising on the TfL estate</i></p> <p>Members heard a verbal update on the draft London Food Strategy consultation, which closed on 5 July. Members heard an initial analysis of the responses to the consultation, including the responses to a potential ban on HFSS (high in fat, salt or sugar), and initial themes drawn from the responses concerning the consultation as a whole.</p>

	<p><i>Pay day loans</i> Members heard an update on TfL’s policy towards advertisements for pay day loan products. It was acknowledged that media coverage of pay day loans has decreased over recent years, as well as their usage.</p> <p>Members heard that TfL’s existing policy towards pay day loan advertisements was to accept them, but there had been concerns that some of the ads were too light hearted given the subject matter. There are specific CAP guidelines for this category of ads and it was agreed that TfL would continue to apply them vigorously and in particular not accept ads which did not reflect the seriousness of the product category.</p> <p><i>Cryptocurrencies</i> Members also heard an update on TfL’s policy towards the advertisement of cryptocurrency products on its estate.</p> <p>Cryptocurrency advertising isn’t significant on the TfL Estate but had increased. TfL continue to monitor this category of advertisements, particularly following the ban on cryptocurrency advertising by digital platforms such as Twitter.</p> <p>Members made the point that restrictions on online advertising of cryptocurrency were perhaps more appropriate, given that the purchasing of the product requires you to be online. It was acknowledged that there were more steps required between the viewing of an advert on the TfL estate and the actual purchasing of a cryptocurrency product compared to online advertising, meaning that the risk to the consumer is lessened.</p> <p>Members agreed that TfL should continue to permit cryptocurrency advertisements, provided that they are from FCA (Financial Conduct Authority) licensed product and highlight all the relevant terms and conditions appropriately.</p>
5	Discussion: Update on #behindeverygreatcity
	<p>Members heard an update on the diversity in advertising competition, entitled ‘The Women We See’, which was launched on 16 July and closes on 22 October. Members heard that the launch event was attended by over 100 stakeholders and obtained good print media coverage. A broad range of submissions are expected. TfL agreed to share the ‘Women We See’ report with members.</p>
6	Consideration of recommendations to TfL
	Members proposed topics of discussion for the next meeting, which are included below.
7	Suggestions of topics to discuss at the next meeting
	Members suggested that the ASG heard a further update regarding HFSS advertising at the next meeting, as by that time the results of the draft London Food Strategy consultation will have been released.
8	Date of next meeting – please can members send through any dates to avoid in January

	The date of the next meeting is to be confirmed.
9	Any other business
	There were no items of any other business.