

Advertising Steering Group minutes

18 January 2019, 15:30 – 17:00

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| 1 | Chair's welcome |
| | Dr Mee Ling Ng (MLN) welcomed members to the fifth meeting of the Advertising Steering Group. |
| 2 | Apologies |
| | Apologies were received from Lexian Porter and Evelyn Asante-Mensah. |
| 3 | Presentations from JCDecaux and Exterior on rejections and ASA complaints |
| | <p>Neil Skelton from Exterior and Philippa Kings gave presentations covering:</p> <ul style="list-style-type: none">• Number of campaigns run from July 2018 – December 2018, categorised by sector• The number of advertisements referred to TfL for review and either approval or rejection• The number of advertisements rejected 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 for adverts on the TfL estate• Media coverage of advertisements that were rejected by Exterior, JCDecaux or TfL |
| 4 | Numbers of complaints and rejections from TfL |
| | <p>Members heard an update on the advertisements that received the most complaints on the TfL estate from July – December 2018. The most common complaints were for body image and use of sexualised imagery.</p> <p>Members discussed the changing nature of sexualised imagery over the last two years since the advertising policy was updated. The group decided that body image and the portrayal of women in advertising a substantive item for discussion at the next meeting.</p> <p>Members also discussed the possibility of Exterior and JCDecaux creating an archive of campaigns submitted to them that relate to body image, looking for trends in:</p> <ul style="list-style-type: none">• The types of campaigns submitted• The types of creative that the campaigns most commonly feature and how, or if, that has changed over time• Spikes in the time of year that those sorts of campaign appear. <p>Members agreed that this work should be circulated in advance of the next meeting to inform the body image discussion. Action: TfL, JCDecaux, Exterior</p> |
| 5 | HFSS advertising on the TfL estate |
| | <p>Members heard a presentation from Chris Reader (CR) on the upcoming advertising restrictions for foods high in fat, salt or sugar (HFSS) announced in October. This presentation covered the background to the restrictions, highlighting London's extremely high child obesity rate, and the burgeoning research linking the advertising of HFSS food and its consumption by children. CR outlined the positive feedback the restrictions received in the draft London Food Strategy consultation.</p> <p>The presentation then covered the content of the restrictions and example applications of the policy –advertisements that would be restricted, those that would be accepted, and examples of advertisements with incidental displays of HFSS products.</p> <p>CR then outlined the exceptions process for HFSS advertisements. CR highlighted that a product</p> |

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| | <p>might fail the HFSS model but if it is not generally consumed by children or is not being presented as appealing to children, it may well be accepted to run on the TfL network.</p> <p>The presentation concluded with CR outlining the industry engagement that he and Chris Macleod (CM) have been conducting since the restrictions were formally announced. Brands and agencies were starting to book advertising space for March, and have been actively choosing to advertise healthier products across the TfL estate.</p> <p>In the following discussion, the point was made that these restrictions are not only breaking new ground for the UK, but were world leading measures. Members discussed the academic research that was behind this policy change, as well as how the changes would affect experiential campaigns. Members agreed that the group should hear an update at the next meeting on the application of the restrictions and measure how the nature of food and drink advertising had changed on the TfL network.</p> |
| 6 | The Women We See update – diversity in advertising competition |
| | <p>Members heard an update on the diversity in advertising competition, the winner of which was announced on 28 January. Members heard that both the GLA and TfL were extremely pleased at the number of entries the competition received and the size and diversity of the brands and creative agencies that submitted.</p> <p>Members heard that these entries were then shortlisted to 10, and that the winning campaign came from Holland and Barrett. Their campaign was entitled ‘Me.No.Pause’, and was aimed at challenging misconceptions around the menopause. The runner up of the competition was Mothercare. Members saw example creatives for both campaigns, as well as information on the theme and background of the proposals.</p> <p>Members then discussed the success of the competition, and though it was based on the Women We See research, whether it could be run again this year but with a different focus. TfL agreed to discuss with GLA colleagues whether the competition should become an annual fixture.</p> |
| 7 | Advertising report update |
| | <p>Members heard an update on the Advertising Report for 17/18, published on the TfL website in January. Members heard the themes covered in the report, investment in and revenue raised by the advertising estate, technological developments, and the number of advertisements rejected, complaints, and ASA appeals.</p> |
| 8 | Suggestions of topics to discuss at the next meeting |
| | <p>Members confirmed that they would like to hear an update on the implementation of the HFSS advertising restrictions, and that the substantive item for the next meeting should be body image in advertising, following the work that Exterion and JCDcaux have been asked to put together. The impact of digital advertising infrastructure on the TfL network and how it is changing the nature of campaigns submitted was suggested for the January 2020 meeting.</p> |
| 9 | Date of next meeting – please can members send through any dates to avoid in July |
| | <p>The date of the next meeting is to be confirmed.</p> |
| 10 | Any other business |
| | <p>Kim Sanders (KS) of Stonewall confirmed that this would be her last meeting on the Advertising Steering Group, and that she would name her colleague taking her place on the group in due course. MLN thanked KS on behalf of the group for her insight and contributions.</p> |