



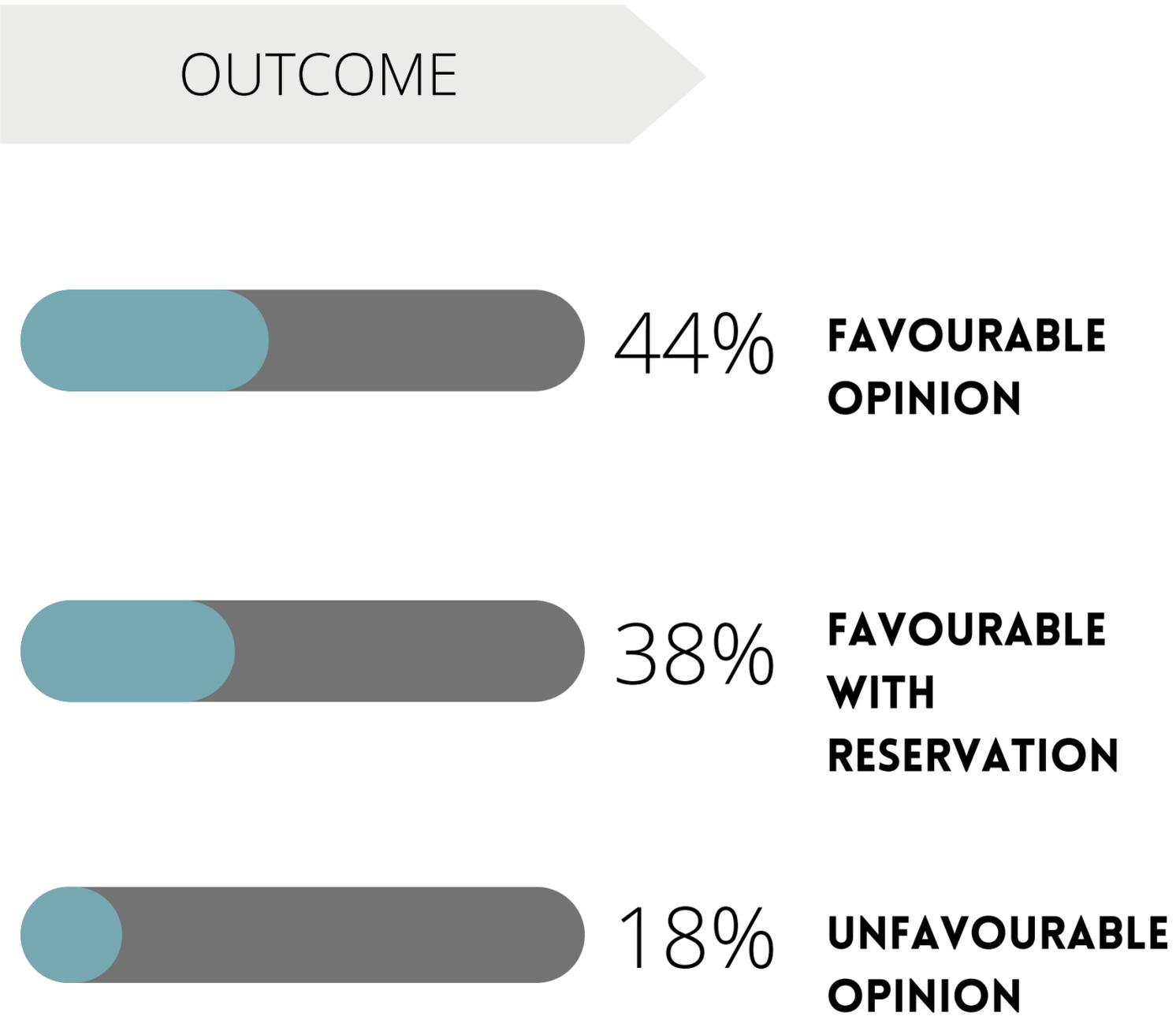
2020 Annual Report

IAP Istituto dell'Autodisciplina Pubblicitaria

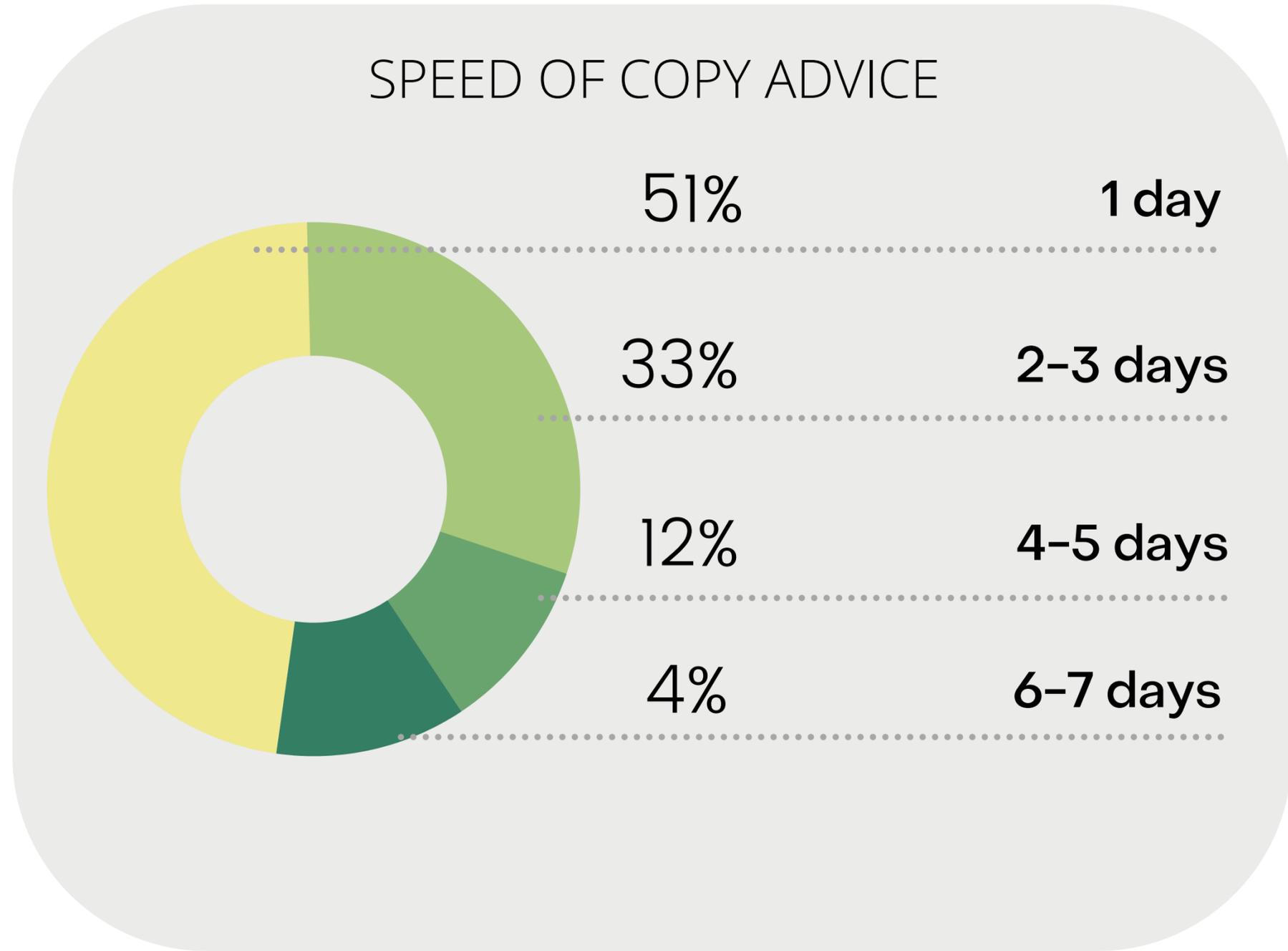
ISTITUTO DELL'AUTODISCIPLINA PUBBLICITARIA
VIA LARGA, 15
20122 MILANO

Copy Advice: 95 campaigns

OUTCOME

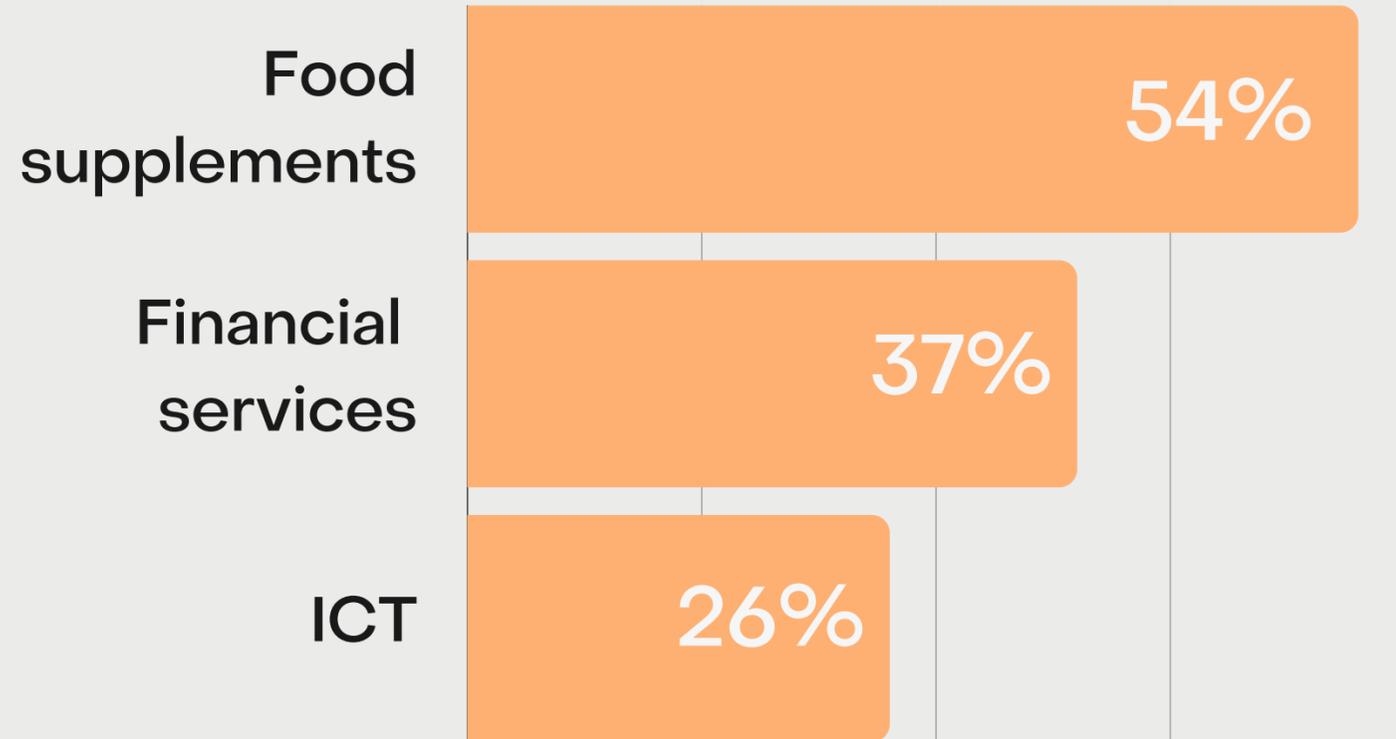


SPEED OF COPY ADVICE



Copy Advice: 95 campaigns

THE FIRST 3 PRODUCTS & SERVICES SECTORS



MEDIA



66.3%

TV



7.4%

DMC



13.7%

PRESS



4.2%

PACKAGING



6.3%

RADIO

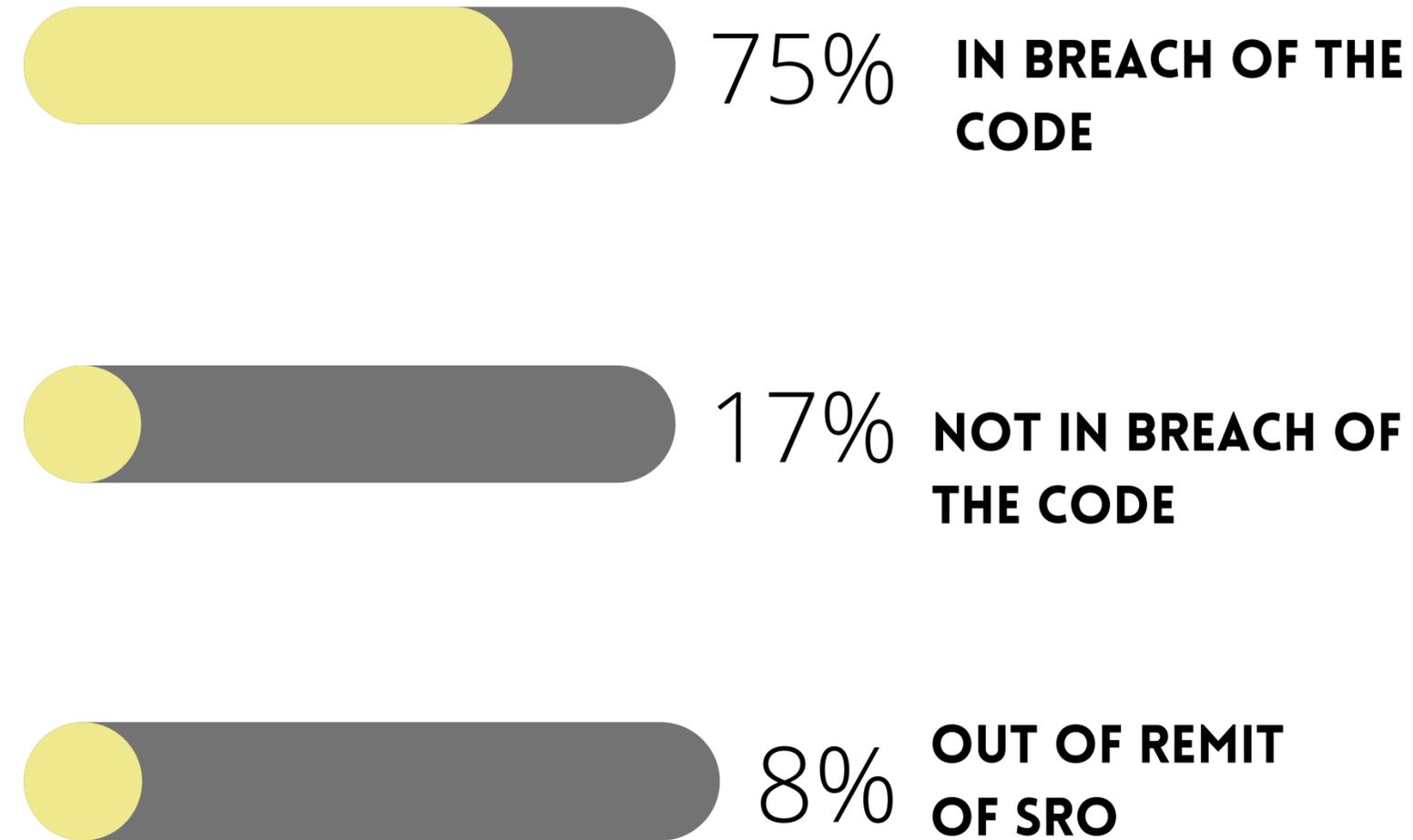


2.1%

BROCHURES

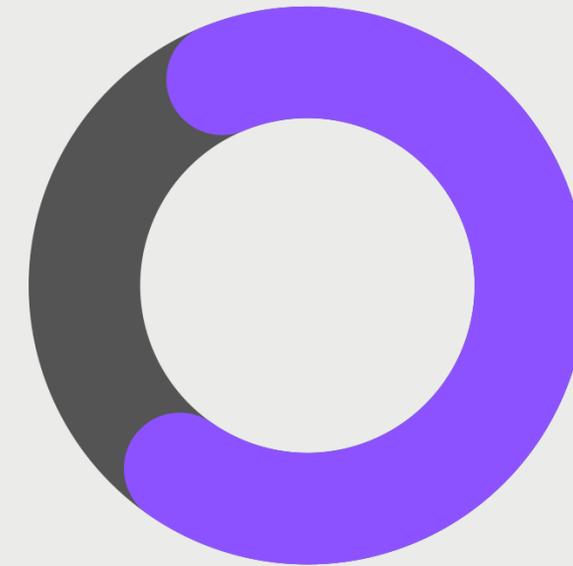
Cases resolved informally: 534

OUTCOME



SOURCE OF CASE

26%
Ads
complained
about



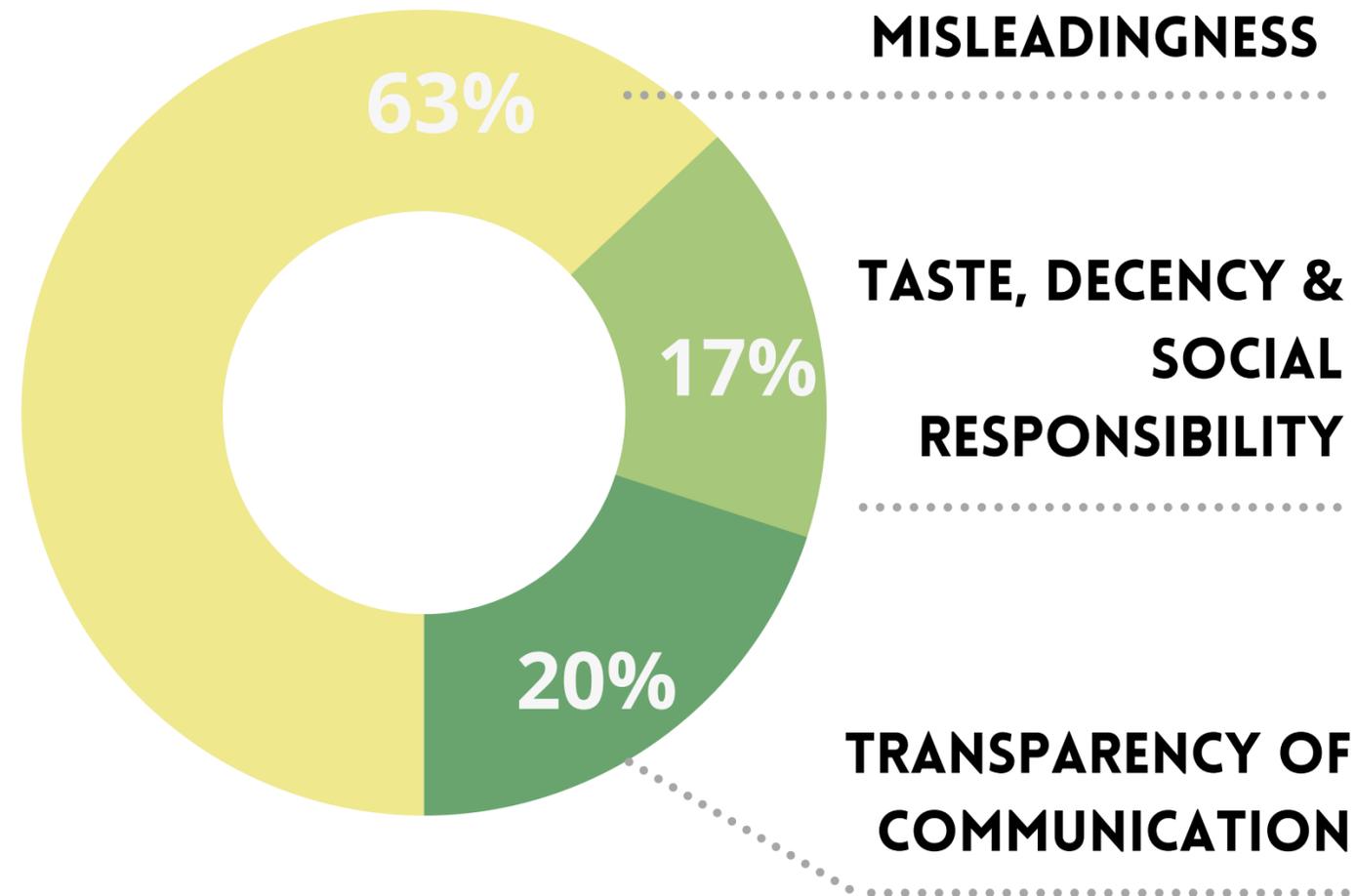
74%
Own
monitoring
activity



1699
Complaints received

Formal adjudications: 35 desist orders

ISSUE



MEDIA



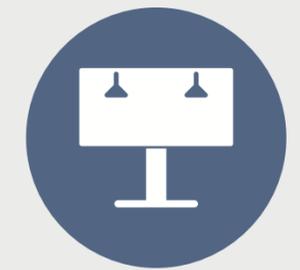
PRESS
40%



DMC
29%

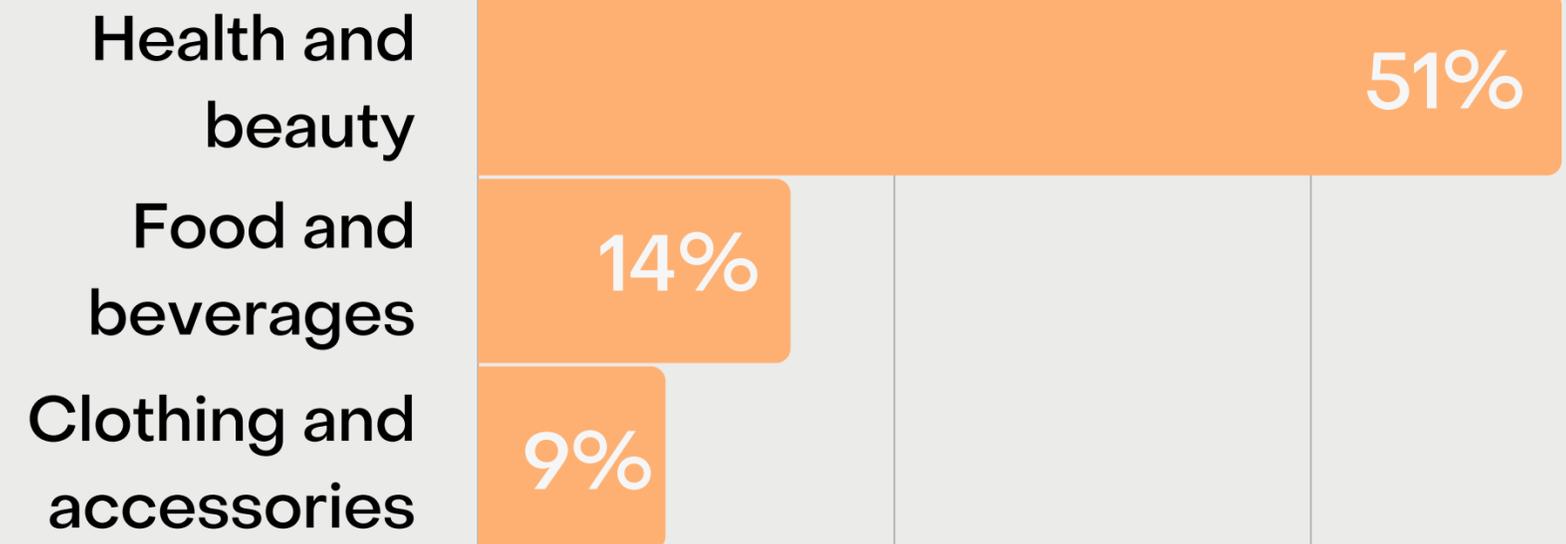


TV
20%



OUTDOOR
11%

MAIN PRODUCTS & SERVICES ADVERTISED



23 Jury adjudications

SPEED OF INTERVENTION

8-12 DAYS



13-15 DAYS



+ 15 DAYS



*** WORKING DAYS**

MEDIA



TV

43,6%



DMC

13%



RADIO

13%



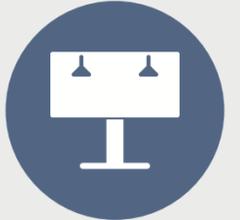
PACKAGING

13%



PRESS

8.7%



OUTDOOR

8.7%

MAIN PRODUCTS & SERVICES ADVERTISED



Digital Chart

251 TOTAL CASES

Filed by Review Board for compliance



Modified on Review Board request



12%

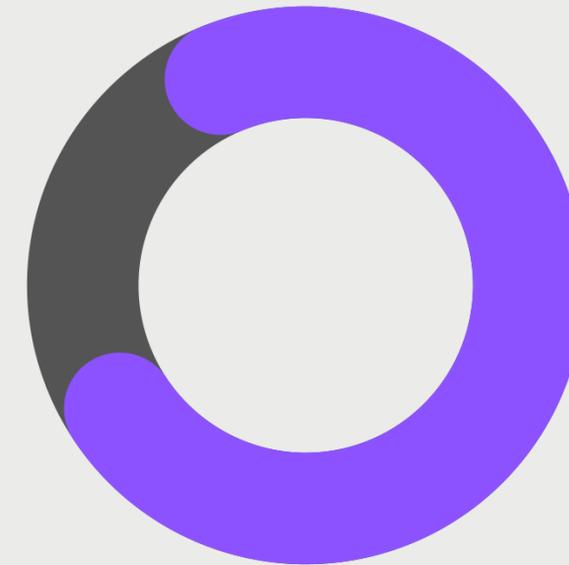
Review Board or Jury formal adjudications



3%

SOURCE OF CASE

20%
Ads
complained
about



80%
Own
monitoring
activity

MAIN PRODUCTS & SERVICES ADVERTISED

Clothing and accessories

29%

Health and beauty

27%

Travel and leisure services

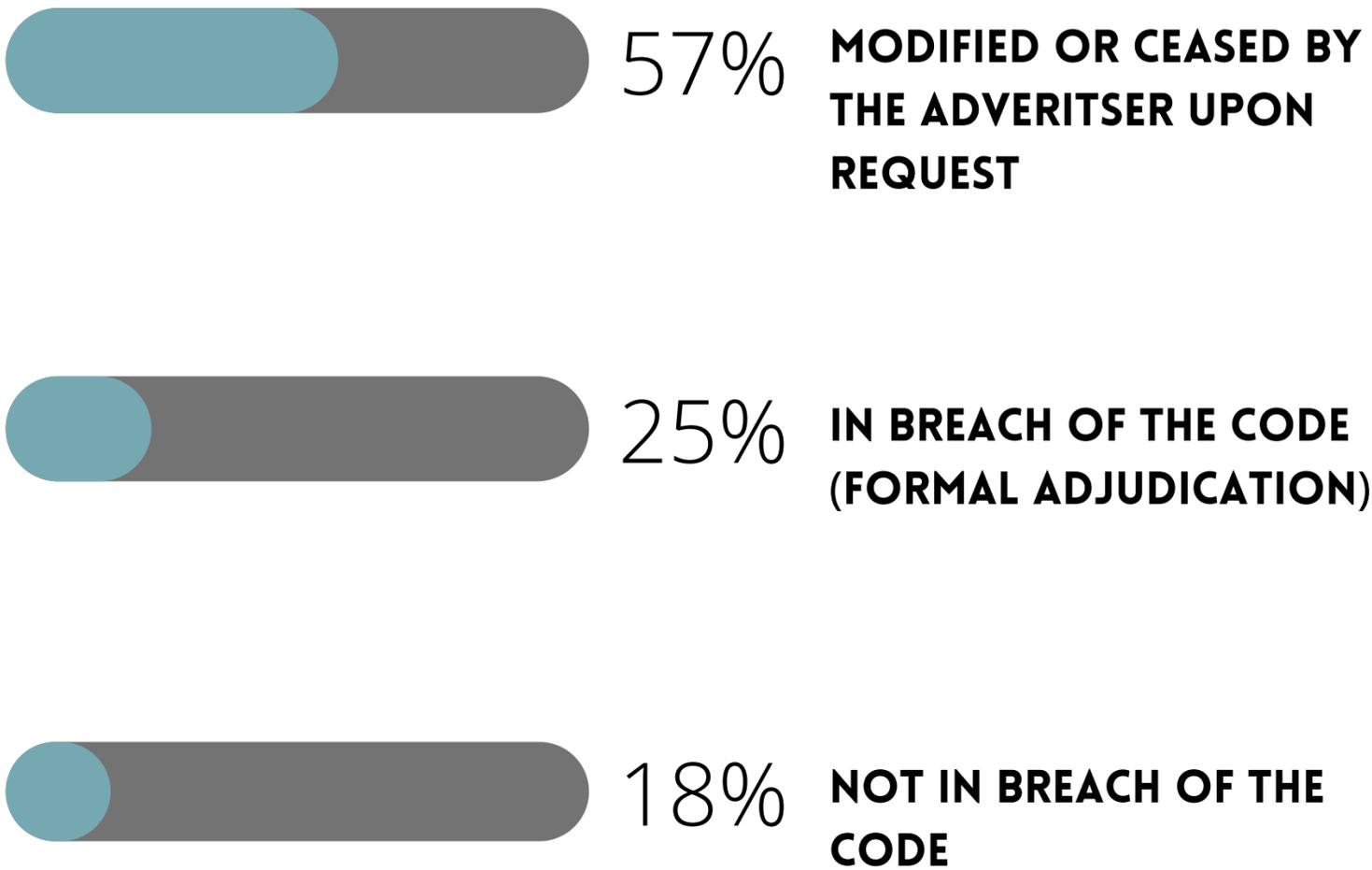
10%

Food and beverages

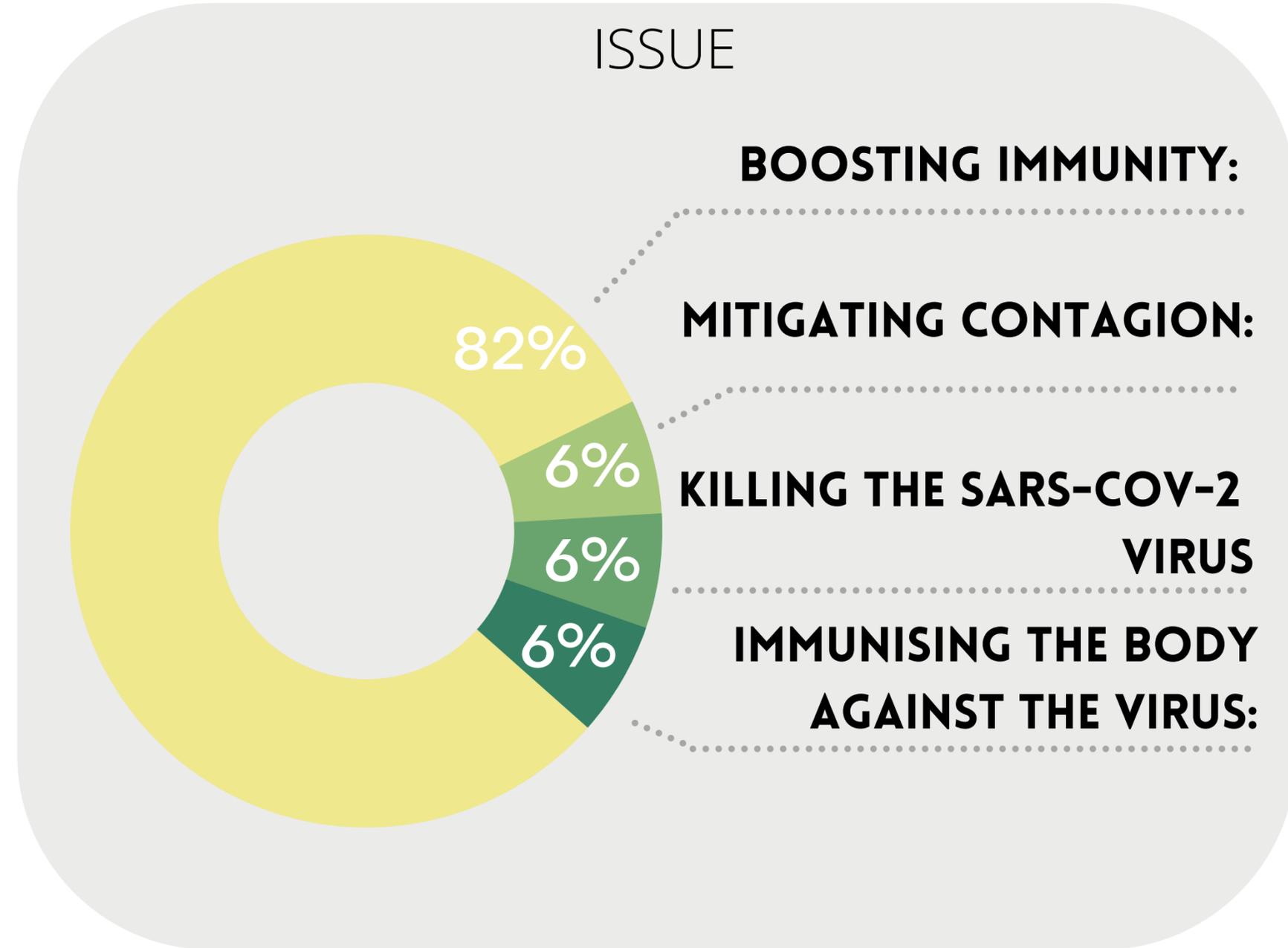
8%

COVID-19
16 CASES

OUTCOME

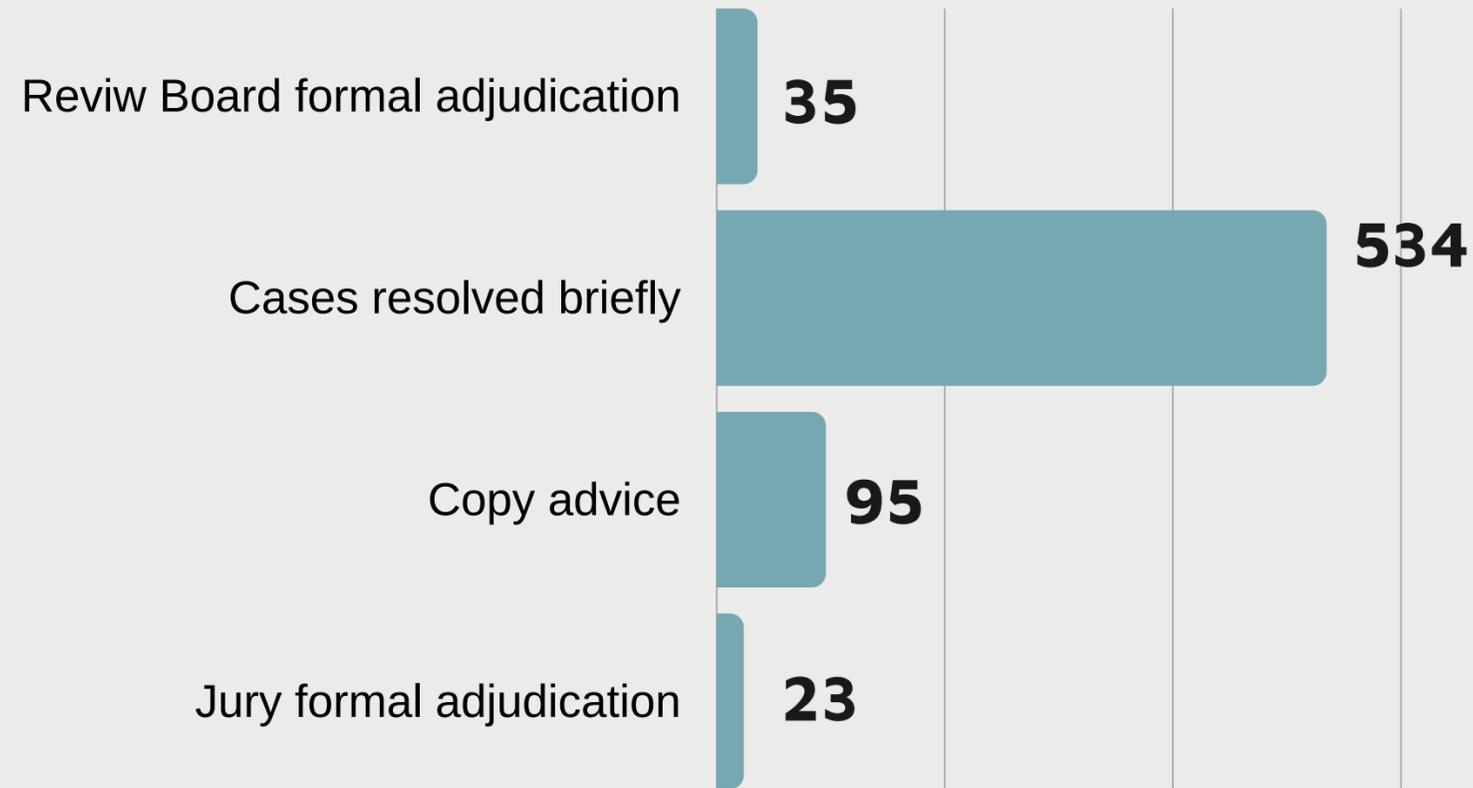


ISSUE



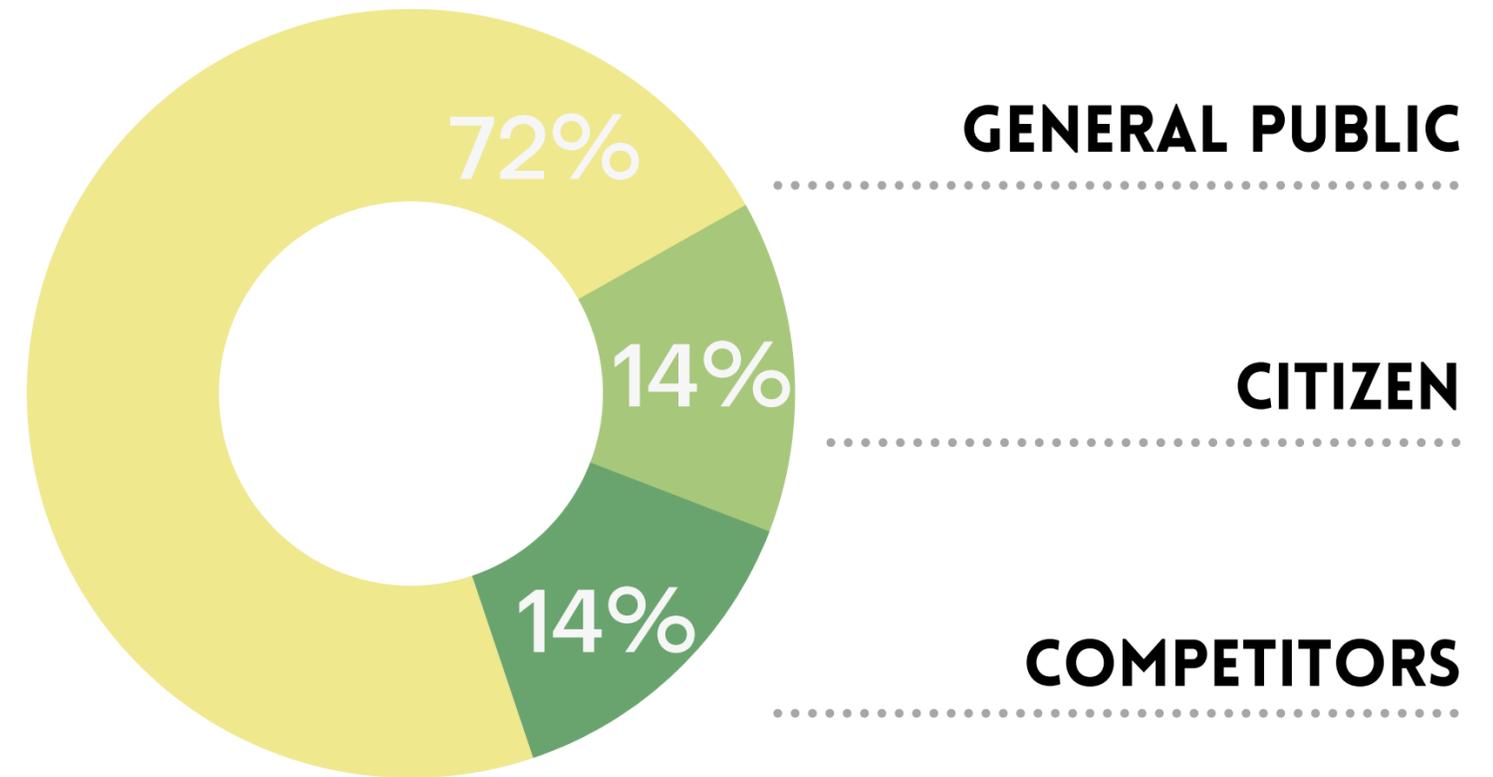
Overview on 2020's activity

2020'S ACTIVITY



PROTECTION

General public protection 86%



1797 complaints received

from general public, Interest groups and Authorities and public entities