ICC Commission on Marketing and Advertising

Overview of current priorities
and recent publications

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ICC COMMISSION ON MARKETING AND ADVERTISING

CURRENT PRIORITIES

1 **Promotion of the ICC Code and accompanying Frameworks to reinforce the importance of responsible marketing communications and the benefits to stakeholders of implementing the Code into effective self-regulation**

2 **Emphasize authority of ICC as the organisation providing the gold standard for marketing self-regulatory practices and reinforce the benefits of these for globally consistent, respected standards for self-regulation**

3 **Develop new or update existing guidance in view of international developments related to marketing and advertising**

KEY PROJECTS

1. Promotion of the ICC Code and accompanying Frameworks to reinforce the importance of responsible marketing communications and the benefits to stakeholders of implementing the Code into effective self-regulation

- Promotion of the ICC Toolkit on the Benefits of Advertising Self-Regulation, existing ICC Code and Framework guidance as well as the ICC Academy Ethical Marketing & Advertising (EMA) online course to relevant stakeholders, and in the context of key industry events (e.g. MasCartagena annual conference, US National Advertising Division conference, EASA bi-annual meetings)
- Engage with new and existing partners/stakeholders to extend the use of the ICC Code in order to align advertising standards more broadly

KEY PROJECTS

2. Emphasize authority of ICC as the organisation providing the gold standard for marketing self-regulatory practices and reinforce the benefits of these for globally consistent, respected standards for self-regulation

- Respond to international/regional developments that either undermine the existing self-regulatory (SR) system
- Communicate with international bodies (e.g. UNICEF, ISO) on topics such as advertising to children to reinforce the role of the ICC Code and accompanying guidance as well as the value and integrity of the existing SR system
- Provide views on relevant topics on consumer policy developments

3. Develop new or update existing guidance in view of international developments related to marketing and advertising

- Revise ICC Framework for Responsible Environmental Marketing Communications to address new emerging concepts and claims

RECENT PUBLICATIONS

ICC Toolkit: The Benefits of Advertising Self-Regulation in Ensuring Responsible and Compliant Advertising (2020)

The SR Toolkit is designed to present the benefits of self-regulation for discussion with relevant stakeholders. It outlines ten key messages on the benefits of advertising self-regulation as well as a scoreboard of key elements for effective implementation of self-regulation. The document also demonstrates the role of the ICC Code as the global reference for international best practice, and the foundation and building block for self-regulatory structures around the world. The self-regulatory principles enshrined in the Code can be locally adapted for cultural and legal differences and effectively protect consumers when implemented and enforced through local, independent self-regulatory organizations. In this report, ICC outlines the importance of advertising self-regulation in promoting consumer confidence, a level competitive playing field, and a robust marketplace where consumer choice and trust thrive.

RECENT PUBLICATIONS

ICC Framework for Responsible Environmental Marketing Communications (2019)

To aid in understanding principles and concepts underlying sound environmental advertising claims practices, ICC is supplementing the ICC Marketing Code and Chapter D governing environmental marketing claims with this Framework for Responsible Environmental Marketing Communications. Included as part of this Framework is a checklist aimed at those developing marketing communications campaigns around environmental claims, and a chart that provides an easy reference to relevant Code provisions, Chapter D principles, and interpretations and comments on specific current issues related to environmental marketing.

RECENT PUBLICATIONS

Framework for Responsible Food and Beverage Marketing Communications (2019)

This framework should be read against the background of three intertwined issues: the role of commercial communication in our information-focused society, responsible marketing to children, and the importance of marketing to a competitive economy and consumer choice.

ICC Framework for Responsible Alcohol Marketing Communications (2019)

The Framework helps to interpret the fundamental global standards of the ICC Code to offer more specific guidance on issues unique to the alcohol sector emphasizing the key principles that marketing communications be honest, legal, decent and truthful and prepared with a due regard for social responsibility. The Framework is a pragmatic tool to help industry meet its global commitments and assist marketers in applying the ICC Code in the context of alcohol specific marketing communications.

RECENT PUBLICATIONS

ICC Advertising and Marketing Communications Code (2018 Edition)

The ICC Marketing Code is a globally-applicable self-regulatory framework, developed by experts from all industry sectors worldwide. Since 1937, it has served as the cornerstone for most self-regulatory systems around the world, from the French ARPP Code to China's Responsible Marketing Code. The Code is the backbone of the global advertising and marketing industry.

The ICC Marketing Code seeks to protect consumers by clearly setting out the 'dos and don'ts' for responsible marketing to ensure legal, honest, decent and truthful communications and practices. The Marketing Code sets high standards for a full range of marketing activities, including digital marketing communications with measures to protect children and consumer privacy.

ICC Marketing Code 2019 Global Launch Report (2019)

The Code revision ensures the Code's relevance for a rapidly changing digital landscape and addresses the Code's applicability to technology enhanced marketing communications and techniques.

ABOUT ICC

The International Chamber of Commerce (ICC) is the institutional representative of more than 45 million companies in over 100 countries. ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.

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