

WFA's Global Policy Brief

Digital advertising

EU and US NGOs call for end to "surveillance-based advertising"

A coalition of 50 NGOs and consumer associations from both sides of the Atlantic have penned an [open letter](#) calling for policymakers in the EU and US to ban "surveillance-based advertising". The coalition includes Privacy International, Accountable Tech and the European Consumer Organisation (BEUC). The letter highlights a new [report](#) by the Norwegian Consumer Council, which argues that targeted advertising comes with various harmful consequences including manipulation, discrimination, misinformation, undermining competition, security risks and privacy violations. The report promotes alternatives to targeted advertising, including contextual advertising or advertising powered through consumers self-reporting what ads they want to see.

The letter is the latest in a [series](#) of [campaigns](#) calling for a ban on targeted advertising. In Europe, Members of the European Parliament are calling for a ban in the context of the bill for a Digital Services Act. [See WFA's position on the DSA here](#) or get in touch with [Gabrielle Robitaille](#).



[WFA report: The future of data-driven marketing](#): A WFA report to lay the foundations for a debate on how to build a sustainable future for data-driven marketing

[Read more →](#)

Report finds little support for sweeping marketing restrictions

New report measures impact of marketing restrictions on brands and consumer attitudes to marketing

A new [report](#) by Brand Finance estimated the potential impact of marketing restrictions on food and beverage brands to be at US\$521 billion.

The authors surveyed over 6,000 people across 12 countries globally to analyse attitudes to brands and marketing restrictions. Results showed that fewer than 10% of respondents supported sweeping marketing restrictions, while remaining favourable to some specific marketing restrictions. On average, 77% would support advertising of products to include environmental and health warnings. Around 30-40% felt that marketing restrictions should be strengthened for 'HFSS' products regarding TV advertising around children's programmes, or for outdoor advertising, near schools and hospitals. In addition, 50% of respondents believed marketing rules for alcohol or gambling should be tightened.

Consumers were also widely aware of the positive impacts of brands, expected brands to be a positive force in society, and considered marketing restrictions to aggravate the illicit trade problem.

For more information contact [Fraser Bridges](#).

Advertising standards

UK advertising regulator cracking down on misleading crypto marketing

The UK Advertising Standards Authority (ASA) has [launched a major initiative](#) to seek out and take down misleading or irresponsible marketing for cryptocurrencies, including ads that underplay risks of investment. Part of the ASA's enforcement will focus on the use of influencers to promote cryptocurrencies. Cryptocurrencies currently fall outside the scope of the UK

financial regulator's strict rules on the promotion of financial products. Revisions are underway to address this.

For more information contact [Gabrielle Robitaille](#).

150 organisations join forces for first-ever global industry census

There's still time until July 31 to join the 6,000+ people who have already taken part

People from across the industry, including brands, agencies, media, tech, consultancies and marketing services providers in 27 countries are being asked to take 15 minutes to fill out the survey which can be accessed [here](#). The research will assess where the global advertising and marketing industry is in relation to diversity, equity and inclusion.

The [WFA-led census](#) represents the biggest ever global cross-industry collaboration, involving over 150 industry organisations, multinational companies and agency holding groups.

For more information, reach out to [Camelia Cristache](#).



The Global DEI Census: Add your voice to the world's first global diversity and inclusion census in marketing.

Take the survey here →

Update your interests

To better customise our offering to you, please [update your topics of interest here](#).

Upcoming WFA events

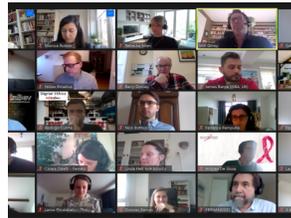
Access an overview of all [WFA policy events in 2021 here](#)



Responsible Advertising and Children (RAC)

22 September 2021

[Register here](#)



Policy Action Group (PAG)

29 September 2021

[Register here](#)

[See all future events here →](#)



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