



DEUTSCHER WERBERAT

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## **Further developments of German advertising self-regulation Extended code of conduct – voluntary copy-advice – regular consultations with other stakeholders**

The German Advertising Standards Council, the self-regulatory body for the advertising industry in Germany, has put into force a package of innovative measures:

- From April 2009 extended provisions for commercial communications concerning alcoholic beverages apply to producers of alcoholic beverages, retailers, media and agencies.

Already under the previous regulations, it was not permitted to encourage abusive consumption of alcoholic beverages, or to show children, minors, competitive athletes, drivers of motor vehicles or members of the medical professions drinking alcohol.

According to the increased provisions, which extend the scope of the existing regulations,

- individuals depicted must at minimum be and give the optical impression of being young adults;
  - commercial communication for alcoholic beverages shall neither be shown on sports jerseys of children's and youth teams nor be conveyed in advertising and sponsoring campaigns directly associated with minors
  - solicitation with flat-rate offers now is explicitly regulated. It is against the code of conduct if the advertised occasion recognisably promotes irresponsible consumption.
- From May 2009 enterprises of all kinds can have their advertisements assessed in advance. Infringements of self-regulatory and legal provisions should be avoided before advertising material has been published. By offering copy-advice, the German Advertising Federation, ZAW, wishes to contribute further to protecting the public against unacceptable advertising behaviour and preventing companies from lapses which will damage their reputation.
  - The German Advertising Standards Council will increase its dialogue with groups in society. From 2009 the council is making itself available for open discussion with all interested circles on an annual basis within the framework of the '*Conference - Advertising and Society*'. The theme for each conference will be determined according to contemporary concerns.

Detailed information on the new measures individually may be found by reference to the accompanying brochures

- '*Code of Conduct of the German Advertising Standards Council on Commercial Communication for Alcoholic Beverages*', valid from April 2009' (English/German)
- *Leaflet: 'German Advertising Standards Council'* (English/German)