



Five strategic priorities

These will drive the delivery of the strategy in pursuit of purpose and ambition

Research, Advocacy & Thought Leadership	Proactive Stakeholder Engagement	Compelling Service Proposition	Brand Awareness and Esteem	Fit-for-Purpose Organisation
Objective To grow and develop ASAI's positioning and reputation as an authoritative voice of influence in relation to advertising standards	Objective To proactively cultivate and enhance relationships with key stakeholders to enhance the reputation of ASAI as a critical participant in the co-regulated ecosystem	Objective To deliver attractive, relevant and valued services for stakeholders	Objective To position the ASAI Brand to create impact and stand out in the contemporary advertising regulation landscape	Objective To create a fit-for-purpose organisation, appropriately resourced and structured to deliver the strategy

Strategic direction statement

ASAI exists to foster **trust** in advertising for all.

Our ambition is to be renowned as the trust leader in advertising standards. We achieve this by being visible, vocal and active on all matters relating to standards for and in advertising.

ASAI's skills in stakeholder engagement, deep subject matter expertise and breadth of commercial understanding enables it to create a coalition of relevant stakeholders that collaborate effectively to establish marcoms standards that serve the common good.

ASAI is the pre-eminent body recognised as skilfully navigating the traditional, digital and evolving media world and driving standards.

Our Vision:

Our vision is to build a culture that supports public confidence in, and industry respect for, high standards in advertising in Ireland.

Our Mission:

There are three aspects to **our mission**:

We **protect** consumers and the public by setting and enforcing advertising standards, monitoring advertising, and taking action to remove advertising that is harmful, offensive or misleading.

We **encourage** care and compliance in the advertising industry through a combination of empowerment, enforcement and education.

We **collaborate** with government and key stakeholders to ensure that everyone can have confidence in self-regulation.

Our values

Rigour

Boldness

Integrity

Empowerment

Connection