

# Five Strategic Pillars

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 & Esteem	Fit for Purpose Organisation
To grow and develop ASA's positioning and reputation as an authoritative voice of influence in relation to advertising standards.	To proactively cultivate and enhance relationships with key stakeholders to enhance the reputation of ASA as a critical participant in the co-regulated ecosystem.	To deliver attractive, relevant and valued services for stakeholders.	To position the ASA brand to create impact and standout in the contemporary advertising regulation landscape.	To create a fit-for-purpose organisation, appropriately resourced and structured to deliver the strategy.

## Strategic Direction Statement

The Advertising Standards Authority 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.

ASA'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.

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

## 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 VISION

To build a culture that supports public confidence in, and industry respect for, high standards in advertising in Ireland.

## Our Values

Rigour

Empowerment

Connection

Integrity

Boldness