

Annual Report 2025



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Chair's Statement



Advertising continues to play a central role in Ireland’s economy and society, and with its growth comes an ongoing responsibility to ensure that advertising standards are robust, credible and widely understood. Underpinned by our purpose to foster trust in advertising, the work of the Advertising Standards Authority remains focused on upholding high standards in marketing communications and maintaining confidence in advertising for consumers, Government and industry alike.

Trust in advertising continues to present a challenge, both in Ireland and internationally. From a consumer and societal perspective, trusted advertising is essential, and responsibility for achieving this is shared across the advertising ecosystem. Advertisers, agencies, media owners and platforms all have a role to play in ensuring that commercial communications comply with the Advertising Standards Authority Code and meet the expectations of consumers.

The advertising landscape continues to evolve at pace, particularly in digital and online environments. The scale and immediacy of online advertising reinforces the importance of co-regulation and collaborative approaches to oversight. The Authority’s engagement with State bodies and fellow regulators remains central to sustaining an effective regulatory framework that reflects the complexity of modern advertising while remaining proportionate and practical.

Equally, the continued support of the wider industry is critical to the effectiveness of advertising self-regulation. The Authority’s ability to deliver on its remit — including complaints handling, compliance, monitoring and enforcement — depends on active engagement and both appropriate and proportionate funding support from across the industry, including digital pure-play platforms. A fair and level playing field for advertisers can only be achieved through shared commitment to standards and accountability.

During the year, the Board has continued to oversee the Authority’s strategic progress and governance, ensuring that structures remain appropriate and reflective of best practice. Maintaining the independence and integrity of the regulatory system remains a key priority.

I would like to acknowledge the work and commitment of the Board, The Independent Complaints Council, the Review Panel and the executive team. Their continued contribution is essential to the Authority’s effectiveness. I would also like to thank our members and stakeholders for their ongoing support, which remains fundamental to building and sustaining trust in advertising for the benefit of all.



**Miriam Hughes, Chair,
Advertising Standards Authority.**

Chief Executive's Statement



2025 was a year of sustained progress for the Advertising Standards Authority (ASA) as we continued to strengthen trust in advertising in an increasingly complex and fast evolving media landscape. Our focus remained on ensuring that advertising in Ireland is legal, decent, honest and truthful, while maintaining a regulatory framework that is robust, responsive and credible.

Collaboration continued to underpin our work. Building on the Cooperation Agreement with Coimisiún na Meán, we advanced structured engagement to support coordinated oversight and effective outcomes for consumers and industry. We also maintained close engagement with the Competition and Consumer Protection Commission and the Gambling Regulatory Authority of Ireland, reflecting the importance of cooperation across the wider regulatory system.

Stakeholder engagement remained central throughout the year. Through events, webinars and ongoing outreach, we promoted awareness of advertising standards and supported compliance across the advertising ecosystem. Influencer marketing remained a key area of focus, with continued emphasis on guidance, research and transparency.

The ASA's independent complaints system continued to operate effectively in 2025. While complaint volumes fell compared with previous years, misleading advertising remained the most common ground of complaint, highlighting the ongoing importance of accuracy and clarity in marketing communications. This work was supported by the Independent Complaints Council and the Review Panel, whose rigour and independence are central to public confidence in the system.

Looking ahead, we commenced work on the eighth edition of the Code of Standards for Advertising and Marketing Communications in Ireland, a major project that will shape advertising regulation over the coming years.

I would like to thank the ASA Board, the Independent Complaints Council, the Review Panel, our regulatory partners, the media, and the ASA team for their continued commitment and professionalism.



**Orla Twomey, Chief Executive,
Advertising Standards Authority.**

Advertising Standards Authority's Remit



Advertising Standards Authority's Remit

Policy and Advocacy

We work throughout the year on policy matters, primarily focusing on the interpretation and application of the Code in response to emerging trends in marketing communications and advertising content.

Our policy positions are based on the standards outlined in the Code, which aims to ensure that all marketing communications are legal, decent, honest, and truthful. In our regulatory tasks, we engage with a diverse range of stakeholders, including representative bodies, government departments, and state agencies.

Given the growth in digital, online, and social media marketing, we are increasingly committed to strengthening our relationships with global providers in these areas.

Advisory Corporate Services

We actively participate in external projects, offering our expertise both proactively and upon request. Additionally, we periodically contribute to the development and review of specific advertising standards across various sectors.

Complaints Investigation and Adjudication

We accept complaints from anyone who considers that a marketing communication may be in breach of the Code. All complaints are investigated for free.

We initially assess complaints against the provisions of the Code and, where an investigation is warranted, we invite comments from the advertisers. If we find a potential breach, it may be sent to The Independent Complaints Council for a decision.

We are supported by all major media owners, including broadcast, outdoor, digital and the print media in Ireland. The media plays a pivotal role in contributing to upholding the highest standards in advertising. A principle of the ASA's function is to have advertising removed or amended which may be in breach of the Code. An integral part of the successful implementation of this framework lies in the media agreeing to decline publication of advertising which has been found in breach of the Code by the ASA's Independent Complaints Council.

Copy Advice

We offer a valuable service to review marketing communications before they are published to ensure they follow the rules of the Code. This service is available for free to everyone involved in advertising - advertisers, their agencies, and the media.

The advice is non-binding on both the requester and on the ASA; while the requester does not have to accept the advice of the ASA, neither does The Independent Complaints Council, should the marketing communication subsequently come before them for adjudication. However, using this service makes it less likely that marketing communications will breach the rules of the Code.

Monitoring

We conduct monitoring projects on individual marketing communications to ensure compliance with the Code requirements. These projects can target specific media types or a combination of traditional and digital media and may focus on particular industries or areas of economic activity. Initially, the process is informal, with the advertiser or promoter asked to provide comments within a set time frame. If there is no response, the issue may escalate to a formal investigation. Additionally, our Monitoring Service oversees adherence to the adjudications made by The Independent Complaints Council.

Awareness, Knowledge Enhancement and Empowerment

We strive to ensure that there is a high level of awareness of the role of, and importance of, standards in advertising. We engage with advertisers, agencies and media on the provisions of the Code and how they are applied, with a view to enhancing knowledge and empowering effective use of the Code.

Stakeholder Engagement



Stakeholder Engagement

Coimisiún na Meán

ASA and Coimisiún na Meán entered into a cooperation agreement in 2024. The Cooperation Agreement sets out how our two organisations coordinate our activities in this regulatory space. Its purpose is to help ensure that our work delivers strong outcomes for consumers, industry, and society.

During 2025, ASA and Coimisiún na Meán met a number of times to exchange information and updates on areas of common interest.



We have begun developing a more structured engagement programme for the year ahead. This programme will support our ongoing cooperation and help strengthen coordination between the two bodies as we respond to emerging needs and opportunities.

Gambling Regulatory Authority of Ireland

ASA continued its engagement with the Gambling Regulatory Authority of Ireland (GRAI) during 2025, maintaining regular communication as part of its ongoing regulatory cooperation. ASA shared information on the complaints it had received over the year, offering insights into relevant trends and issues emerging from its casework.



The GRAI, in turn, provided updates on its ongoing work to develop and implement a licensing framework. This exchange supported continued alignment between the two organisations and ensured that both remained informed of developments within their respective areas of responsibility.

Competition and Consumer Protection Commission

As part of its ongoing engagement with the Competition and Consumer Protection Commission (CCPC), ASA held two scheduled meetings in 2025 with the CCPC. Discussions focussed on influencer marketing, including ASA's latest survey findings and the volume and types of notifications received in this area. The meetings also provided an opportunity to discuss the CCPC's research activities and matters relating to ASA governance, supporting continued alignment between the two organisations.



Data Sharing Agreement with CCPC

ASA has now agreed protocols with the Competition and Consumer Protection Commission (CCPC) to support the quarterly sharing of relevant data. Under this arrangement, the names, social media images, and usernames of influencers who repeatedly fail to comply with social media advertising rules can be shared with the CCPC.

This data-sharing process was established on foot of the co-regulated Guidance on Influencer Advertising and Marketing and is intended to strengthen and enhance oversight of influencer and social media advertising.

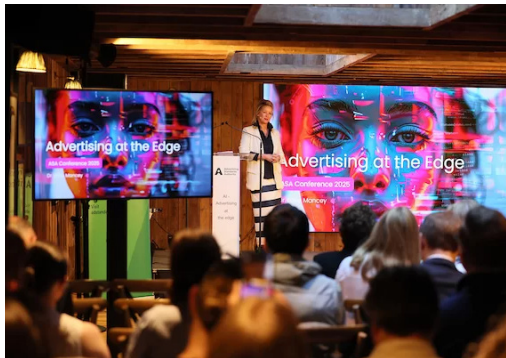
It is planned that data sharing under this agreement would commence in Q1 2026.

Department of Enterprise, Tourism and Employment

ASA met with the Commerce, Consumer and Competition Division within the Department of Enterprise, Tourism and Employment as part of our ongoing engagement with key government stakeholders. During this meeting, we provided an update on the remit of ASA and outlined the main areas of our current work. The discussion also allowed both sides to explore areas of shared business interest and to consider opportunities for continued cooperation.

ASA Event 2025 - AI and Advertising at the Edge

ASA held an event in Dublin City Centre which featured key insights and discussions on the use of artificial intelligence in advertising and marketing, with a particular focus on AI ethics, the challenges of misinformation, and the potential impact of new and emerging technologies in the wider industry.



Dr Lollie Mancey, Anthropologist, AI Ethicist and Programme Director in UCD's Innovation Academy, delivered the keynote address at the event. There was also a panel discussion, moderated by Orla Twomey, with Aoife Murphy, Group Strategy Director at Core and Brian Crowley, Director of Trust and Safety at Google.

The event attracted an audience from diverse sectors, including advertisers and agencies, advertising industry bodies, representative groups, and state agencies.

‘The Business of Influencing’ Webinar

On 11 November, ASA hosted *The Business of Influencing*, a webinar designed for influencers, content creators and brands seeking clarity on the professional and regulatory landscape of digital content. The session brought together contributions from Orla Twomey (ASA), Justin Walsh (Revenue) and Sarah Jane Staunton (The Collaborations Agency), with moderation by Breda Brown of Unique Media.

Over the course of the hour-long discussion, speakers explored the responsibilities and expectations shaping the influencer economy. Orla Twomey presented ASA’s recent survey findings and highlighted emerging issues in influencer marketing, including the risks associated with AI-generated content. Justin Walsh outlined the tax reporting obligations for Irish influencers and emphasised that non-monetary benefits such as gifted products, complimentary accommodation or access to vehicles are considered taxable income.



Sarah Jane Staunton provided insights into building a sustainable career in an increasingly competitive sector. She underscored the importance of cultivating a trustworthy personal brand, noting the growing premium placed on authenticity and the shift in brand expectations, where engagement and reach now often outweigh follower numbers.

The event formed part of ASA’s ongoing work to support transparency, compliance and professionalism across the influencer and content-creation landscape.

8th Edition of the Code

We have begun our work on the eighth edition of the Code of Standards for Advertising and Marketing Communications in Ireland. The project is expected to extend to 2027. The consultation phase of the project will kick-off in March 2026.

Strategy



Five Strategic Priorities

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

1 Research, Advocacy & Thought Leadership

Objective:
To grow and develop ASA's positioning and reputation as an authoritative voice of influence in relation to advertising standards.

2 Proactive Stakeholder Engagement

Objective:
To proactively cultivate and enhance relationships with key stakeholders to enhance the reputation of ASA as a critical participant in the co-regulated ecosystem.

3 Compelling Service Proposition

Objective:
To deliver attractive, relevant and valued services for stakeholders.

4 Brand Awareness & Esteem

Objective:
To position the ASA Brand to create impact and stand out in the contemporary advertising regulation landscape.

5 Fit-for-Purpose Organisation

Objective:
To create a fit-for-purpose organisation, appropriately resourced and structured to deliver the strategy.

Strategic direction statement

ASA 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 marketing communications 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 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:

- PROTECT** 
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.
- ENCOURAGE** 
We encourage care and compliance in the advertising industry through a combination of empowerment, enforcement and education.
- COLLABORATE** 
We collaborate with government and key stakeholders to ensure that everyone can have confidence in self-regulation.

Our Values



Code Implementation



Complaints

In 2025, we received 915 written complaints concerning 756 advertisements. This represents a decrease of 15% when compared to the number of complaints received in 2024. The number of individual advertisements that attracted complaints decreased by 14% compared to the figures for 2024 (756 compared to 883).

At 756, the number of advertisements that received complaints is a very small proportion of the thousands of advertisements that were published during the year in all Irish media – TV, radio, online, social, newspapers, magazines, outdoor, brochures, leaflets and cinema.

	2025		2024		2023	
	Complaints	Advertisements	Complaints	Advertisements	Complaints	Advertisements
Carried forward from previous period*	234	211	615	509	530	431
Received during period	915	756	1,082	883	1,402	1,134
Resolved in Period	881	724	1,469	1,183	1,317	1,056
Brought forward to next period	268	243	228	209	615	509

To learn how we deal with complaints, [click here](#).

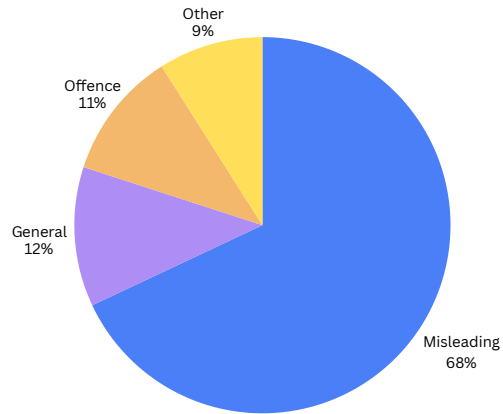
2025 Complaints Resolution

	2025		2024		2023	
	Complaints	Advertisements	Complaints	Advertisements	Complaints	Advertisements
Additional Information not provided	83	80	95	95	167	165
Out of Remit	157	144	249	219	118	110
No basis for investigation	307	238	379	318	424	348
Investigated - Informal Resolution	244	227	539	489	491	436
Investigated - Referred to The Council	90	63	207	104	117	69
	881	752	1,469	1,225	1,317	1,128

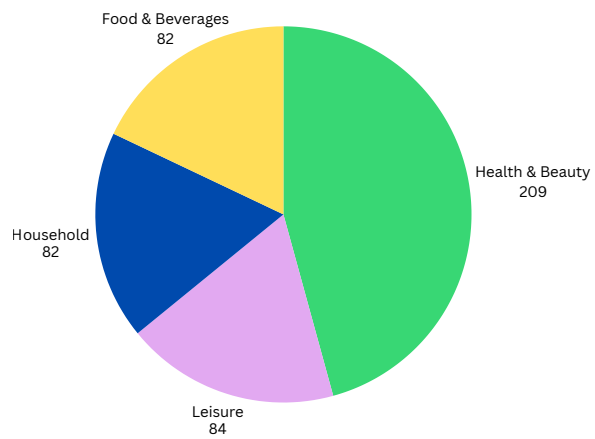
One of the features of the ASA system is that an advertisement can be the subject of different categories of complaint outcome.

*Six complaints that were closed in 2024 were subsequently reopened for further assessment

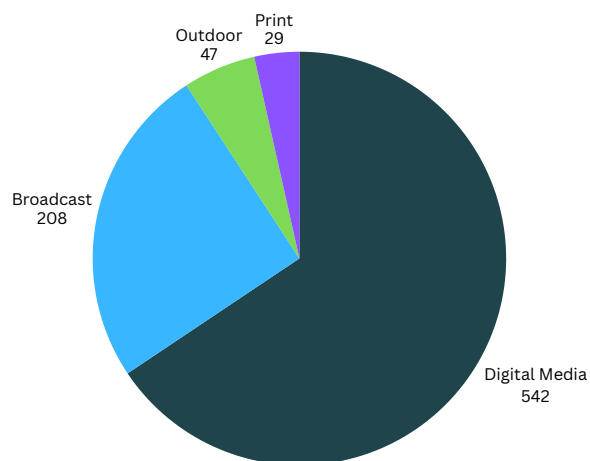
Grounds of Complaint



Complaints by Sector Top 5



Complaints by Media Top 4



Influencer Marketing

Year	Total Complaints Received	No. of Influencer Related Complaints	%
2025	915	98	11%
2024	1,082	126	12%
2023	1,402	279	20%

Following the introduction of the Joint Guidance on Influencer Advertising and Marketing in late 2023, the ASA introduced a social media influencer reporting form, and the majority of influencer-related notifications are now received through this portal. Analysis of notifications received shows that 65% related to just 30 influencers, who are therefore a particular focus of ASA monitoring and assessment activity. This data is currently being analysed for sharing with the Competition and Consumer Protection Commission (CCPC) under the Data Sharing Agreement entered into between the two organisations.

Competitive Complaints

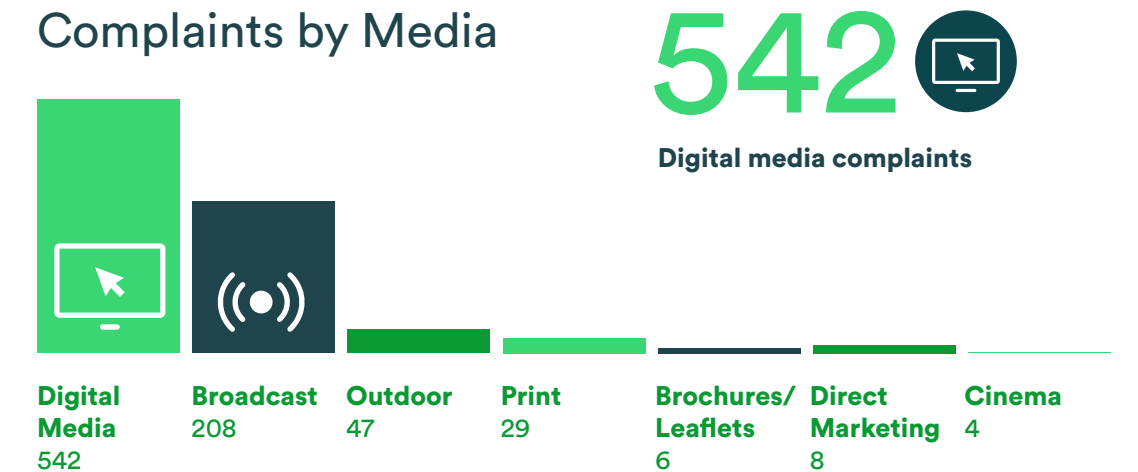
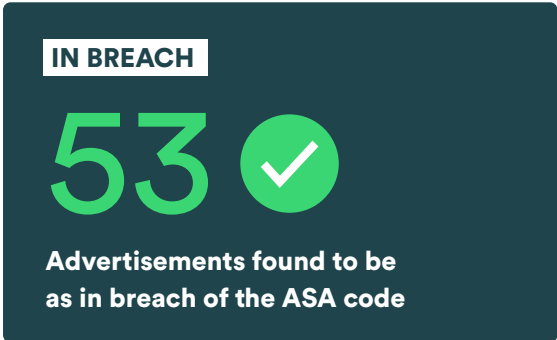
	Resolved 2025	Number in breach
Complaints	27	6
Ads	25	6

Copy Advice

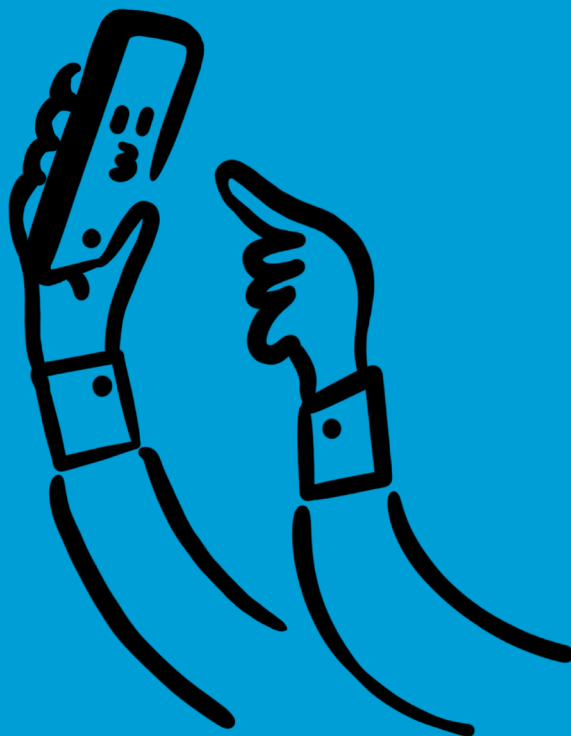
	Copy Advice Requests
2025	75
2024	103
2023	92

For more information and analysis please [click here](#).

Complaints



The Independent Complaints Council



Chairperson's Statement

I have great pleasure in presenting my fifth report as the Chairperson of The Independent Complaints Council.

The Council formally considered 90 complaints in relation to 63 advertisements during 2025. In addition, a further 63 advertisements dealt with by the Executive were reviewed by the Council. The actual number of advertisements resolved by the ASA in 2025 was 724, a decrease on the number of advertisements assessed in 2024. Each case is assessed on its own merits, and the number of advertisements sent to the Council by the ASA Executive is determined by the requirement for adjudication rather than achieving any particular target.

I want to pay particular thanks to the members of The Independent Complaints Council who not only carry out their work in a considered and objective manner, but also bring a range of important professional skills to the adjudication process. The Council is comprised of industry and non-industry members. As Chair, I am fortunate to be able to draw on a diverse and wide-ranging depth of expertise across the Council. These skills are complemented by the considerable experience provided by the industry members of the Council. The strength and breadth of experience that members individually and collectively bring has contributed to the hallmarks of the consistent sound decision making of the Council over the year. The Council members all give their time voluntarily in order to uphold high standards in Irish advertising.

Finally, I would also like to thank the Executive and the Board of the ASA for their work and support during the year.



**Brian O'Gorman,
Chairperson,
The Independent Complaints Council.**

The Role of The Independent Complaints Council

The ASA's Independent Complaints Council is responsible for:

- Reviewing and ruling on complaints submitted by the public, ASA members, government departments, or any other parties, based on the ASA Code.
- Initiating corrective actions when necessary and issuing appropriate directives.
- Informing the ASA Board when corrective actions or directives are not followed or are ignored.

The Independent Complaints Council varies in size from 11 to 15 members, including an independent Chair. It includes individuals from the advertising industry as well as those with no industry connection to ensure objective complaint investigations are operated with special regard for the interests of consumers. Each member acts independently and evaluates cases on their own merits according to the ASA Code.

While the ASA Executive may resolve cases informally when a formal review isn't warranted, The Independent Complaints Council can still request to review any of these cases for formal adjudication.

In 2025, The Independent Complaints Council met formally six times. Their rulings are regularly published in the media and posted on the ASA website.

Analysis of Adjudications

Of the 63 advertisements considered by the Council, complaints in relation to 53 were upheld and 10 found not to be in breach of the provisions of the Code. As in previous years, the principal reason advertisements were found to be in breach of the Code was because they were considered to be misleading. In the case of the three remaining advertisements, the Council decided that it was more appropriate to make a statement providing advice/guidance or indeed warnings for advertisers in relation to future campaigns.

The Independent Complaints Council Resolution

	2025		2024		2023	
	Complaints	Advertisements	Complaints	Advertisements	Complaints	Advertisements
Submitted to the Council	90	63	207	104	117	70
Upheld/ In Breach	80	53	182	86	82	59
Not Upheld/ Not in Breach	10	10	22	17	32	9
Statement	0	0	3	1	3	2

Investigated advertisements and Outcome by Sector

Media	Investigated	In Breach	Not In Breach
HEALTH & BEAUTY	17	16	1
HOUSEHOLD	13	12	1
TELECOMMUNICATIONS	7	6	1
LEISURE	6	3	3
CLOTHING/FOOTWEAR	3	3	0
FOOD & BEVERAGES	3	3	0
MISCELLANEOUS	3	3	0
TRAVEL/HOLIDAYS	3	2	1
MOTORING	2	1	1
PROPERTY	2	1	1
ALCOHOL	1	1	0
BUSINESS	1	1	0
FINANCIAL	1	0	1
PUBLISHING	1	1	0
AGRICULTURE	0	0	0
COMPUTERS	0	0	0
EDUCATION	0	0	0
EMPLOYMENT/BUSINESS OPPORTUNITIES	0	0	0
NON-COMMERCIAL	0	0	0
TV/AUDIO/VIDEO	0	0	0
Total	63	53	10

Review panel

The Advertising Standards Authority's Review Panel consists of a Chair and two ordinary members. The Chair is independent of both the advertising industry and the ASA. One ordinary member has a background in the advertising industry, while the other represents consumer interests.

If an advertiser or complainant disagrees with a decision made by The Independent Complaints Council, they can request a review. The Review Panel will consider their request based on one of the following three grounds:

- New, fresh or additional relevant evidence has become available, which could have a significant bearing on the Decision concerned (in such cases, an explanation as to why such evidence was not previously available and/or provided, will be required).
- The Decision concerned was clearly and manifestly in error having regard to the provision of the Code, was wholly irrational, or clearly made against the weight of the evidence before the Complaints Council at the time of the making of the Decision.
- There was a substantial flaw in the process by which the Decision was reached.

The Review Panel can refer the case back to The Independent Complaints Council for reconsideration. The Council will make the final decision on whether an advertisement breaches the Code.

In 2025, the Advertising Standards Authority received two requests for review.

