



Advertising Standards Authority
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Ref: Advertising Standards Authority and Committees of Advertising Annual Report 2024

29 April 2025

By email

Dear the Culture, Communications, Welsh Language, Sport and International Relations Committee,

I'm writing to inform you that the Advertising Standards Authority (ASA) and Committees of Advertising Practice (CAP) [Annual Report 2024](#) was published today, 29 April 2025, which highlights how we are transforming the way we **work to help better protect vulnerable people and children** from misleading, irresponsible and harmful ads.

To achieve this, we are delivering world leading regulation using AI-based tools to monitor and tackle ads in high-priority areas. Our Active Ad Monitoring System processed **28m ads in 2024**, ten times the amount in 2023, and 94% of the ads we had amended or withdrawn last year came from our proactive work.

The report outlines how AI based tools are now used in most of our projects, including our work on climate change and the environment, influencer marketing, financial advertising, prescription only medicines, gambling, e-cigarettes and cosmetic surgery clinics based outside the UK. This year, we will increase the number of topics it can monitor and work with industry to fill gaps in visibility.

We have always prioritised the protection of vulnerable groups and last year we took action against a range of issues across sectors that were causing consumer detriment, including:

- Investigating **drug and alcohol rehabilitation clinic referral services** over transparency and clarity in ads that were likely to mislead and could affect particularly vulnerable people and their families.

Legal, decent, honest and truthful

Chair The Rt Hon the Baroness Morgan of Cotes **Chief Executive** Guy Parker

ASA Council Matt Barwell, Murphy Cobbing, Elizabeth Gordon, Alison Hastings, Claire Hilton, Mark Howe, Rotha Johnston, Richard Lloyd, Kirsten Miller, Rebecca Rumbul, Krystle Sargent and Monisha Shah

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- Shining a light **on problem health claims** by ruling against a range of supplement ads that claimed to treat menopause, anxiety, ADHD, and autism as well as ads that claimed CBD was suitable for consumption by children.
- Publishing rulings against ads by **credit unions** for irresponsibly **encouraging excessive spending** through the use of credit, and against ads that encouraged consumers to borrow money for Black Friday sales and spend more than they could afford.
- Tackling ads for **electric plug-in mini heaters** that sought to exploit vulnerable people through misleading claims about the money saving potential of the devices compared with traditional heating methods.

We also continued to take a proactive tech-assisted approach to protecting children online. Our latest **Tech4Good project**, which used avatar technology to reflect the online browsing profiles of different age groups, provided a generally positive picture of how the industry is working to limit children's exposure to age-restricted ads, including alcohol and gambling, on websites and YouTube channels disproportionately popular with under-18s

In all of this, we put research at the heart of understanding public behaviours, concerns and attitudes to inform our work and help us to proactively engage with the UK public. Last year, we explored the ad-related concerns people have, to help understand the most important issues for us to tackle. We have engaged 11-17-year-olds on how they discover and engage with personalities of 'strong appeal' and what makes them appealing, to help inform our rules restricting the appeal of gambling ads by understanding their affiliation with different sports and also looked at the public's views on the depiction of older people in ads and to what extent certain portrayals give rise to offence or harm.

If you would like to be updated on our ongoing work, please do not hesitate to get in touch about joining our **Parliamentary Network**.

Yours sincerely,

Grace Curley
Public Affairs Adviser