



## Hungarian Advertising Self-regulatory Board (ÖRT) introduction

### Members:

ÖRT's members mainly come from three groups:

- Advertisers (belong to the largest clients in the Hungarian market);
- Advertising industry ventures, legal offices
- Media companies;

While advertising industry-related associations (e.g. producers) are also supporting ÖRT.

### 1) Main fields of activity

#### a) Self-Regulatory Principles

European examples show that self-regulation proves far more effective than legal measures in the guidance and control of advertising practices and norms as well as the smoothing out of ethics conflicts.

#### ÖRT's main objectives and tasks are:

- Elaborate and lay down self-regulative principles of the Hungarian advertising scene;
- establish international relations with other self-regulation bodies; participation in self-regulation related international discussions; (ÖRT is member of the international advertising self-regulatory association - EASA)
- Consultation provided to public administration bodies on draft documents for self-regulation related legislation;
- Advance evaluation of media campaigns and single ads – upon request of the members;
- Investigation and evaluation of issues arising in relation to advertising practices and self-regulation; jury and elaboration of standpoints in such disputes;
- Coordination and mediating of and between members / ad industry representative bodies /third parties who are non-members;
- If necessary, ÖRT sets up permanent or ad-hoc committees or appoints other bodies/officers to perform its tasks laid out in the Compendium;
- Promotion of the principles and best practices of self-regulation; and ÖRT itself; and provision of other information to the members and the wide public as necessary;
- Convey and explain to the members public criticism and requirements on advertising.

#### b) Advance evaluation of planned ads

The most popular service by our members to requests concerning the evaluation of actual ads concerns advertisements which have not yet been published or are even just in the planning phase. The fact that the members turn to ÖRT – an independent body – more and more often on ethics issues in advance signals the growing of responsible attitudes among ad industry players. Representatives of all three sides - advertiser, agencies, media - are invited to the weekly meeting of the ad-hoc Committee on Ethics. The Committee attempts to take a stand in such cases as soon as possible in order to assist the smoothness of work at the affected parties and to make submission to self-regulation a practical, realistic option. As ads are usually produced on tight deadlines, we answer such questions within a week at the latest.

ÖRT covers both business and public purpose ads. The Ethics Committee can involve external experts into its investigations (and may also turn to ÖRT's international counterparts on doubtful matters).

As the requests for advance standpoints concern advertisements which are still in the making/have not been published we handle the contents of the ads confidentially: all through the evaluation





procedure the principles of confidentiality and unbiased treatment of potential competitors are maintained.

**c) Complaints procedures**

There is an opportunity for members to turn to ÖRT with complaints (on actually published ads). The high level of responsibility among ad industry players is well reflected in the fact that the complaints procedures already accomplished could all be closed to the satisfaction of not only the wider ad industry community but even the affected parties – who came to an agreement, realizing the importance of handling such problems among themselves, in the framework of self-regulation. ÖRT is also the responsible for managing consumer complaints regarding the advertising.

**d) Monitoring**

According to an agreement has been made between ÖRT and National Media and Infocommunications Authority (NMHH). ÖRT has monitored ads since 2005 per product and media types in order to become early aware of potential claims and proactively tackle such problems. The current areas are monitored in the last years. (kids portrayal in advertising, depicting of human diversity (gender), alcohol and youth in the advertising, violence)

**e) Training and education**

The education of the future professional generation is a key priority of ÖRT in the field of ethical advertising. We provide opportunities to students to write a thesis on ethical advertising or self-regulation

**2) International Relations**

Being a member of the European Advertising Standards Alliance (EASA) ÖRT is in the position to keep its members constantly informed on the European Union's advertising-related requirements, position papers, etc.

