

Responsible Marketing Frameworks

Survey results
13th March 2023



Executive Summary: 88% have a framework* in place

- 87% agree they are critical to their longer-term license to operate.
- Half are translating broader ESG goals into marketing through Responsible Marketing Frameworks.
- Nine in 10 have a fixed methodology and process to approve ads set out in their framework.
- Eight in ten (76%) of respondents extend their policies to their supply chains.

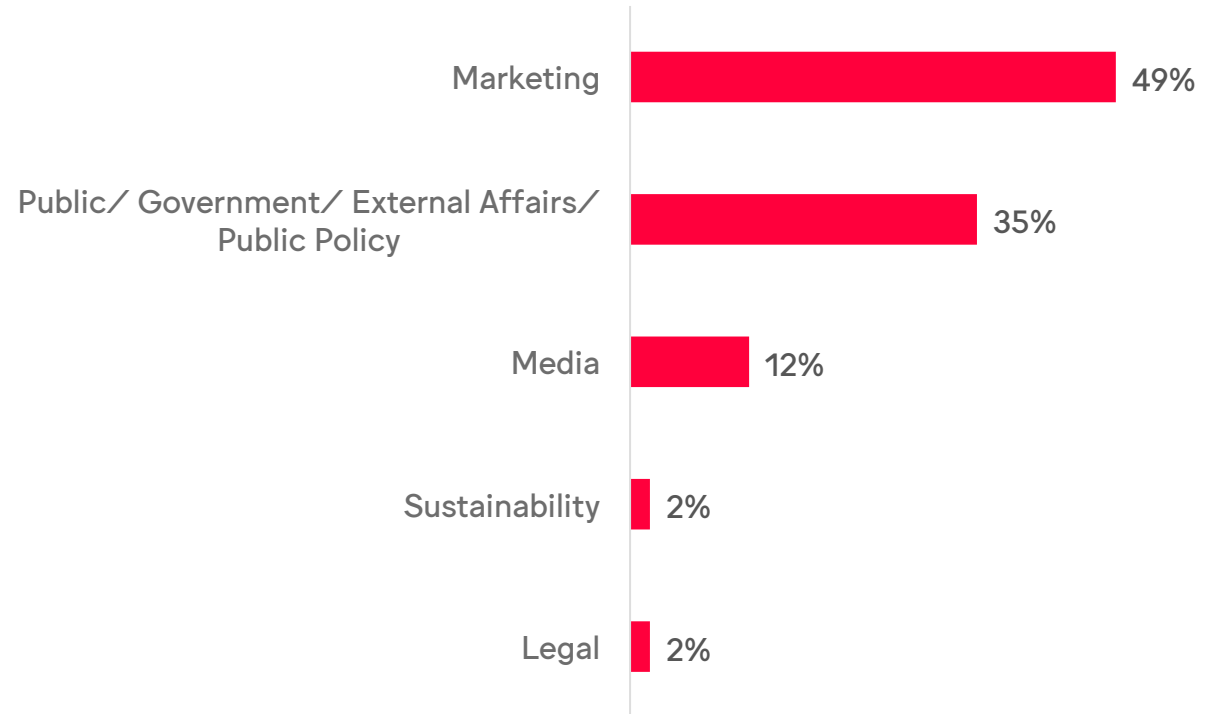
- However, they rarely cover all of the key areas identified by the WFA.
- Less than half (47%) of respondents have metrics to assess compliance with the frameworks as part of their marketing toolkit. But one in five link such KPIs to salary.
- Responses often indicated areas for **improved collaboration and communication across different functions**

- Most frameworks (67%) are owned or co-owned by the marketing team, but often developed (80% of the time) with assistance from policy and legal departments.
- **Priorities** in terms of extending coverage in the next year include **environmental sustainability (69%), diversity, equity and inclusion (61%), and responsible media and privacy and data ethics (both 58%).**
- 50% have ambitions to drive more sustainable consumer behaviours and **half work with criteria relating to scope 3.**

About this document

- These slides contain results from a survey amongst WFA members focused on responsible marketing frameworks
- The survey ran in January & February 2023.
- 51 members took part representing 38 companies, accounting for \$95b in marketing spend
- Almost all respondents were in global roles

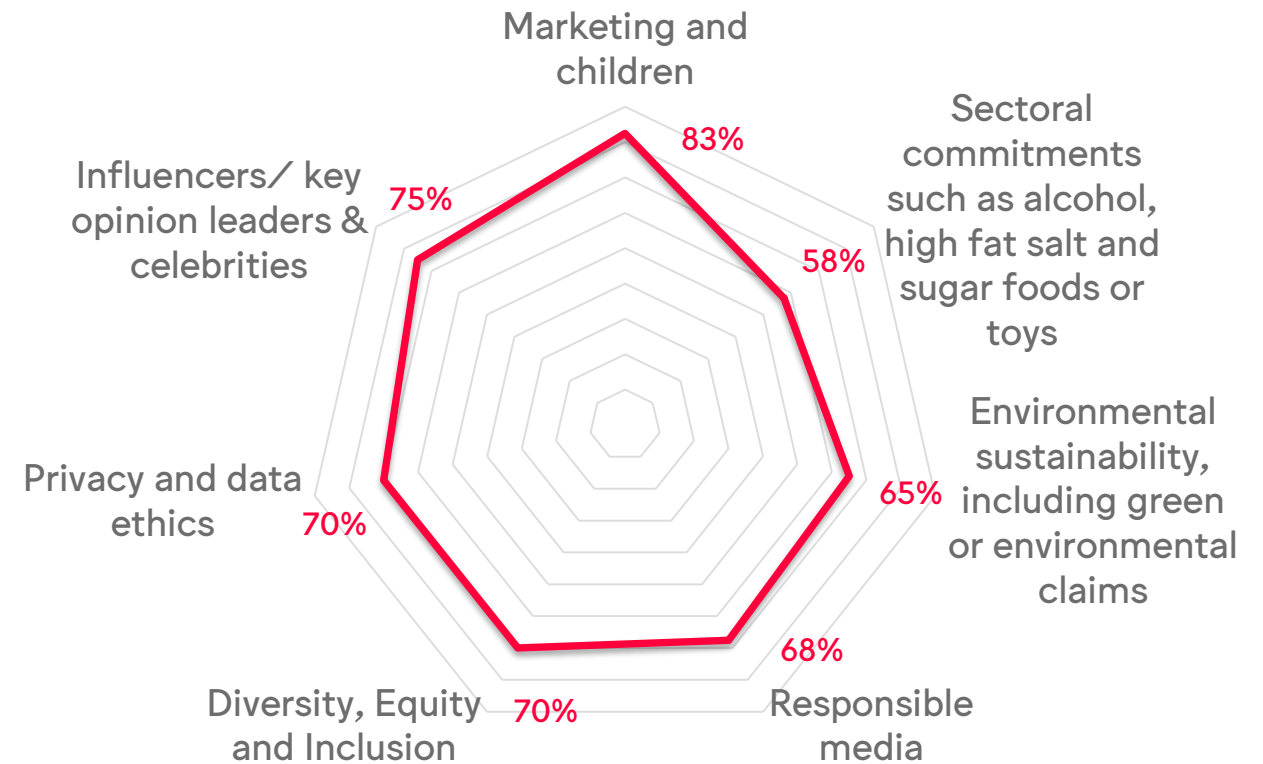
Profile of the respondents



Most (88%) companies have responsible marketing codes, but their coverage is mixed

Issues around influencer marketing, and marketing and children are the most covered areas. Environmental sustainability ranks as the lowest*

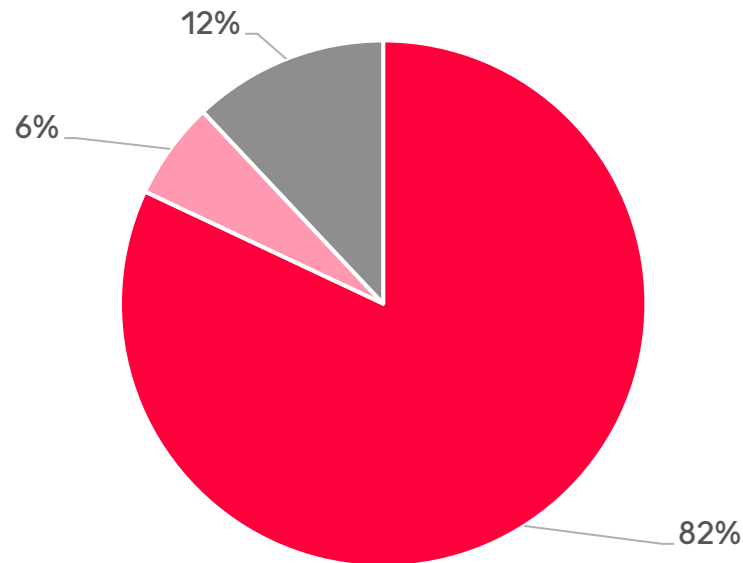
What areas does your code cover?



Responsible marketing codes: Most (88%) companies have one, but their coverage is mixed

Issues around influencer marketing, and marketing and children are the most covered areas. Environmental sustainability ranks as the lowest*

Does your company have a responsible marketing code?



■ Yes ■ Yes, but only on specific categories or markets ■ No

What areas does your code cover?

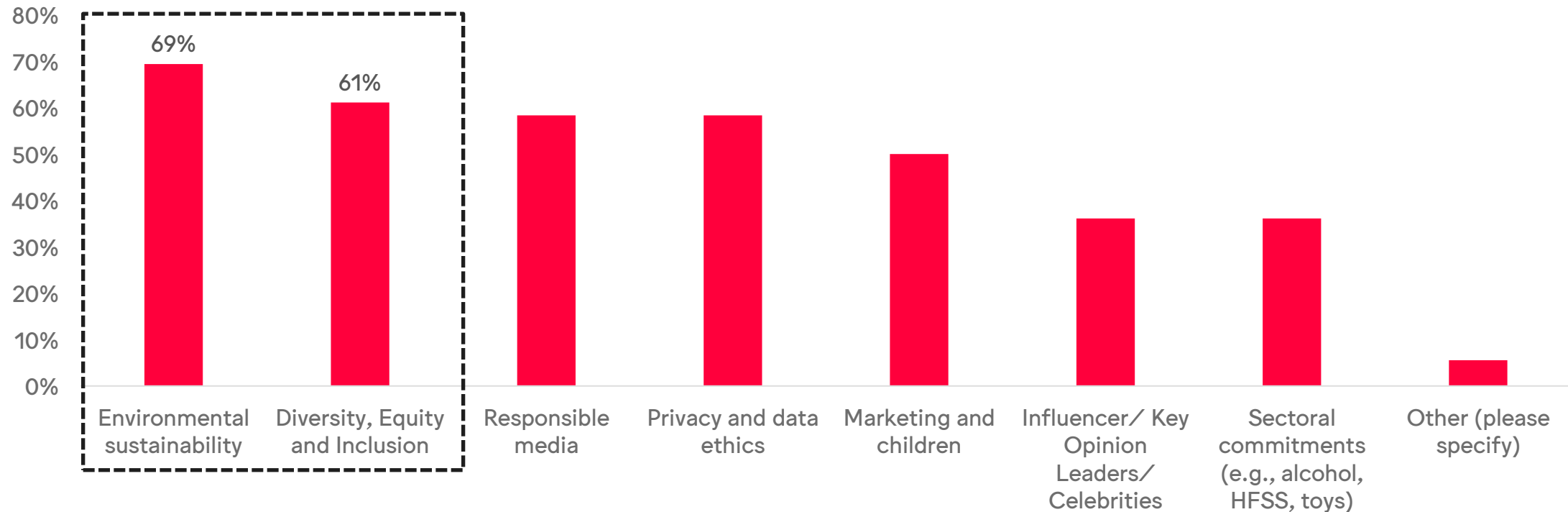


*After sectorial commitments, that don't apply to all advertisers.

**Digital marketing and the use of social media platforms; marketing partnerships

During 2023, environmental sustainability is a priority for 69% of brands, and DEI for 61% of them

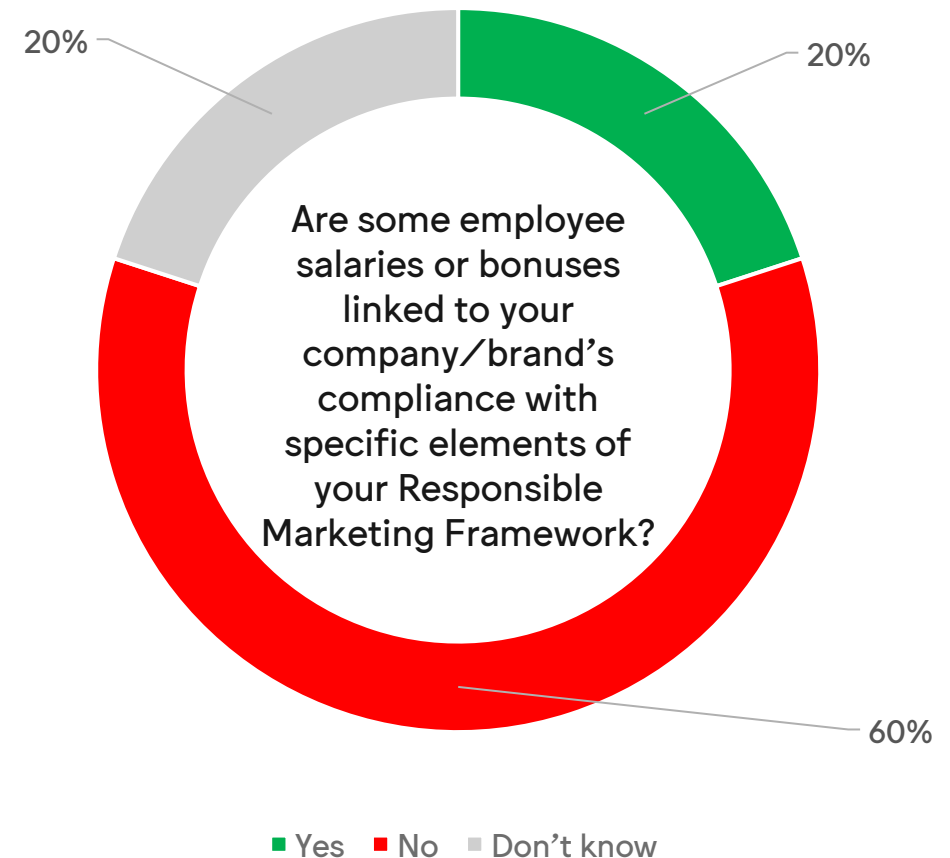
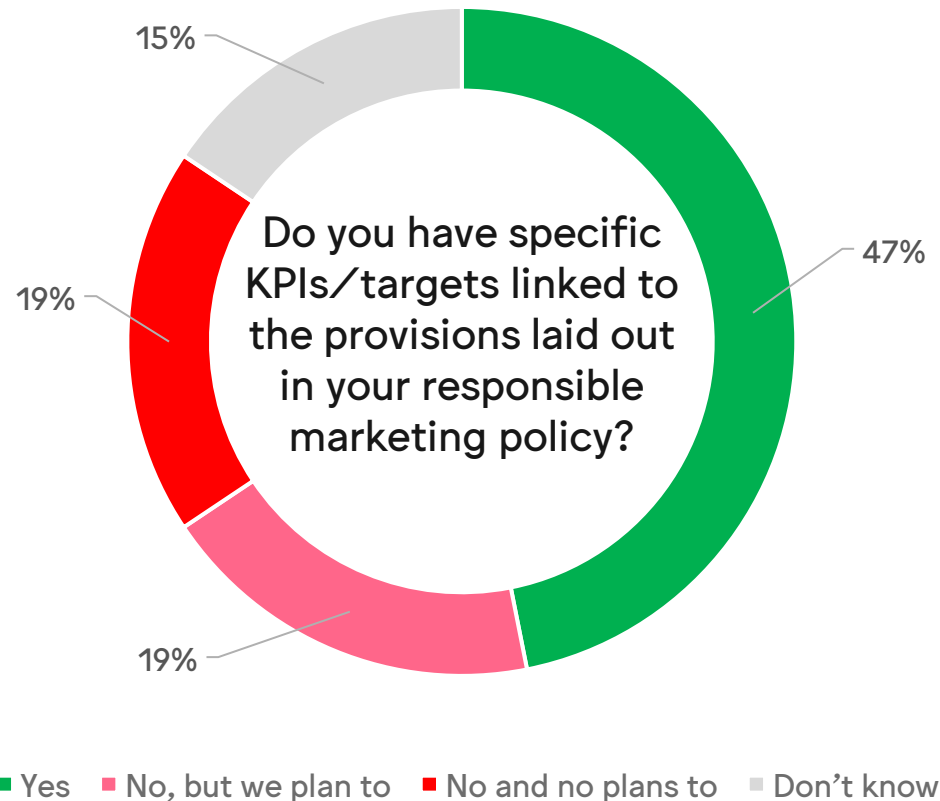
Which of the following are your responsible marketing policy priorities in the next 12 months?



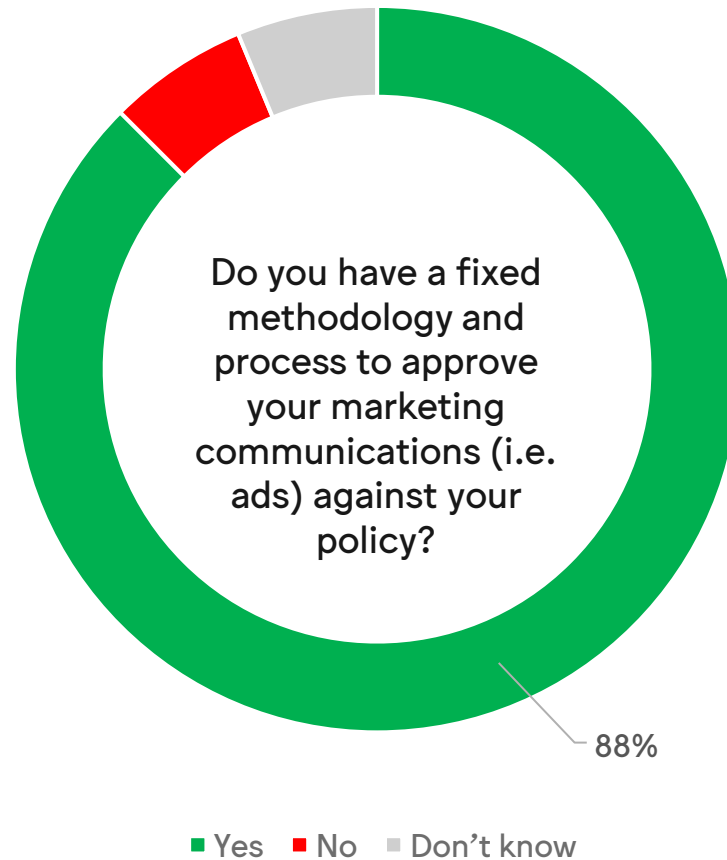
Marketing teams most likely to own the codes, usually developed with the help of Policy and Legal

	Marketing or media	Public affairs/ Government relations	Legal	External partner (agency/consultancy)
Ultimate owner or co-owner	67%	31%	24%	7%
Involved in development	46%	77%	78%	56%
Involved in implementation	44%	29%	27%	37%
Not involved	0%	3%	5%	22%

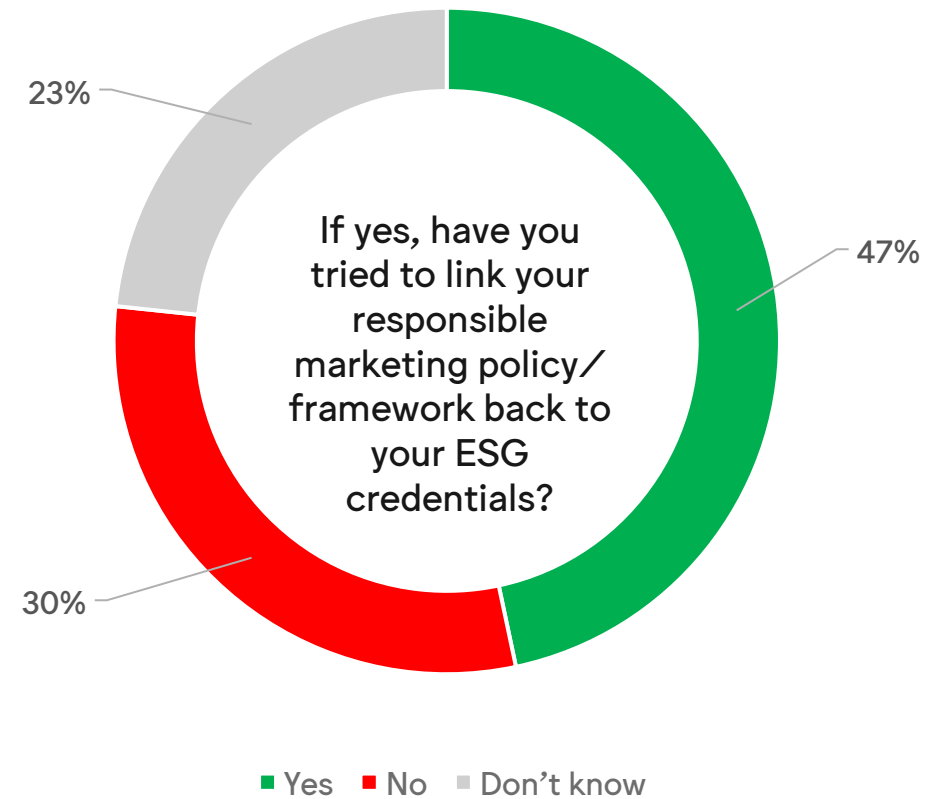
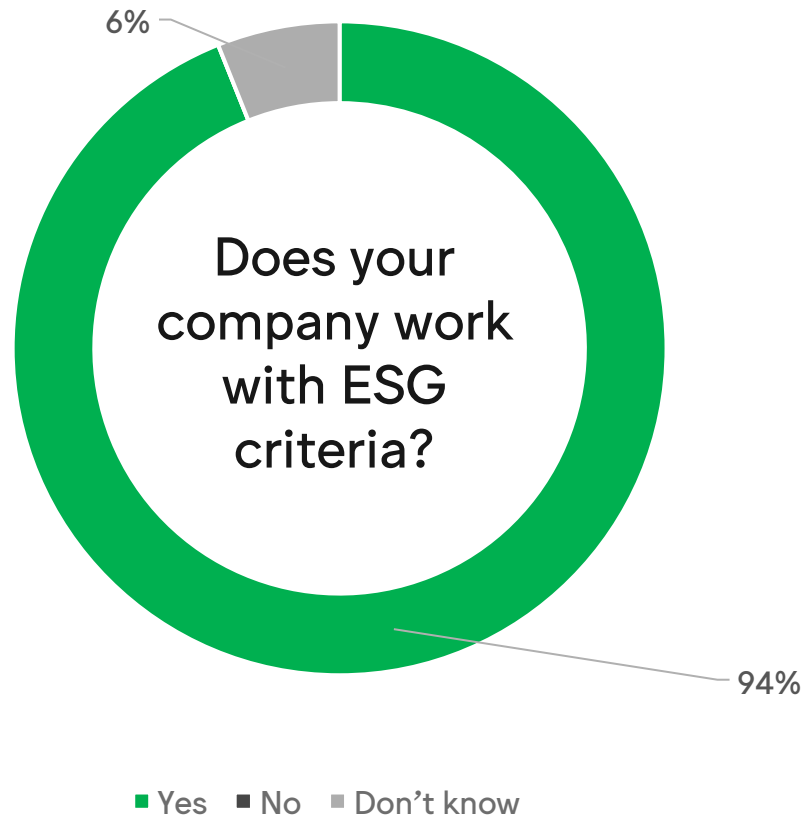
47% of respondents have KPIs linked to their marketing policies, but only 1 in 5 link these to salaries



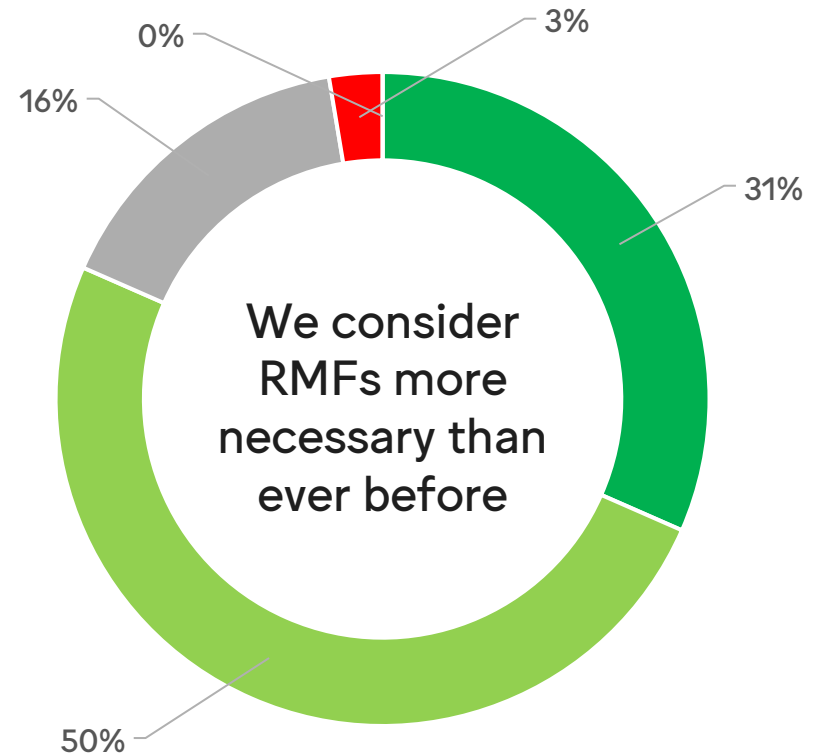
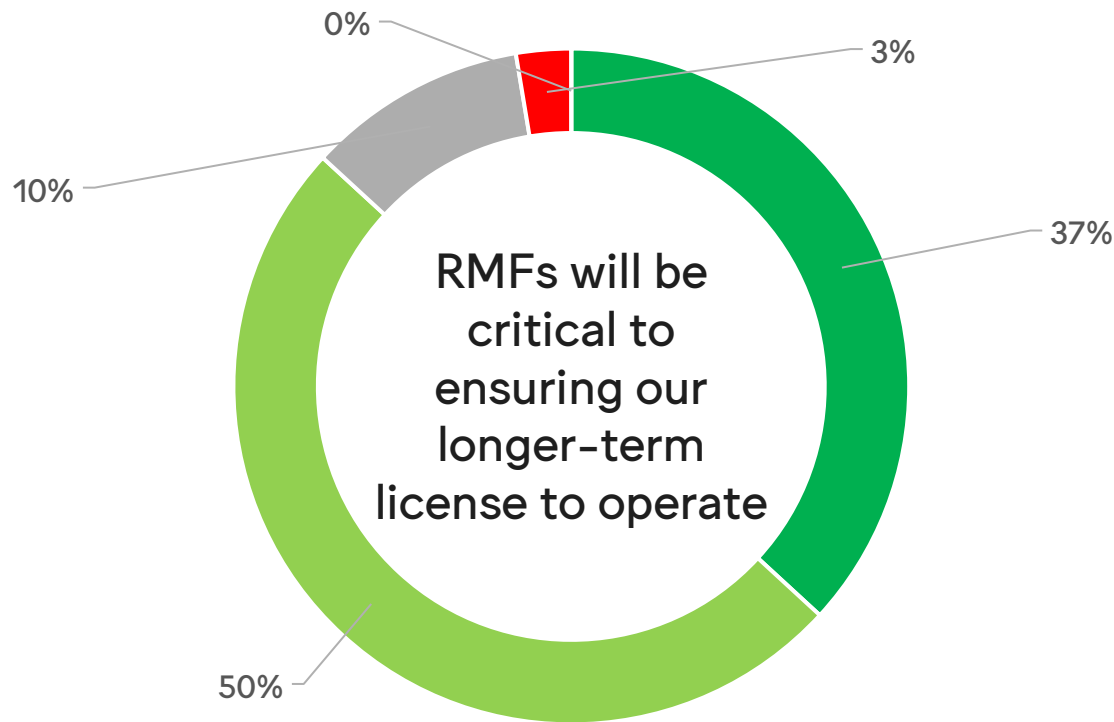
9 in 10 companies have a fixed methodology and process to approve ads against their code



94% of respondents are working with ESG criteria, but only half of them link their policies to their credentials



8 in 10 companies consider RMFs critical to ensure long-term license to operate and more necessary than ever before



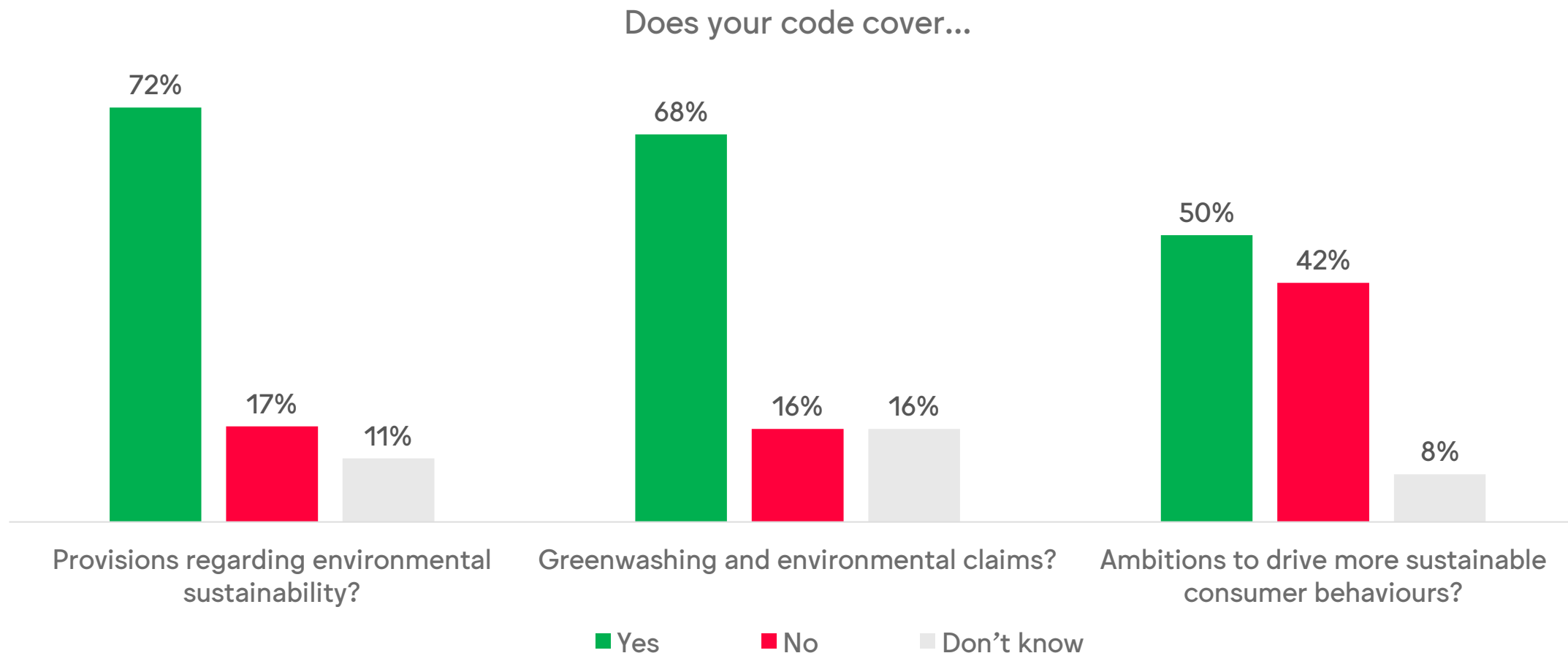
■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

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Sustainability (planet)

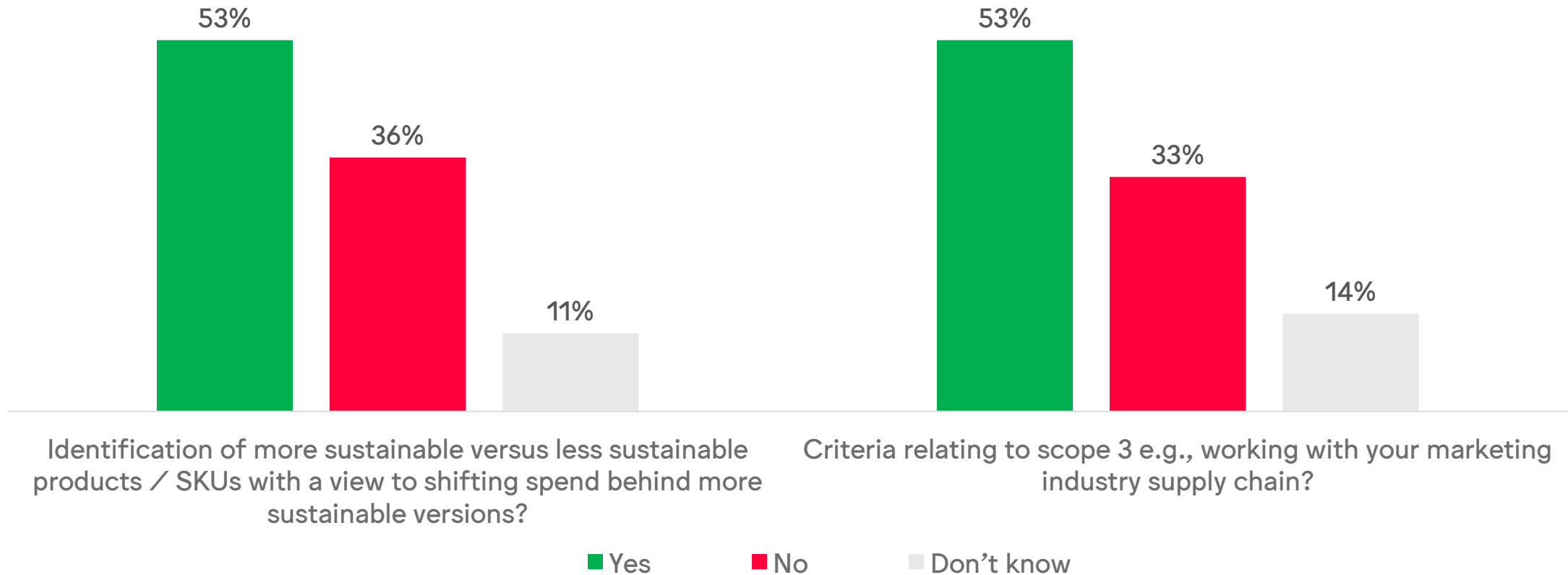


68% of brands address greenwashing in their codes, and 50% have ambitions to drive more sustainable consumer behaviours



Half of respondents work with criteria relating to scope 3 and have codes that cover the identification of more sustainable versus less sustainable products

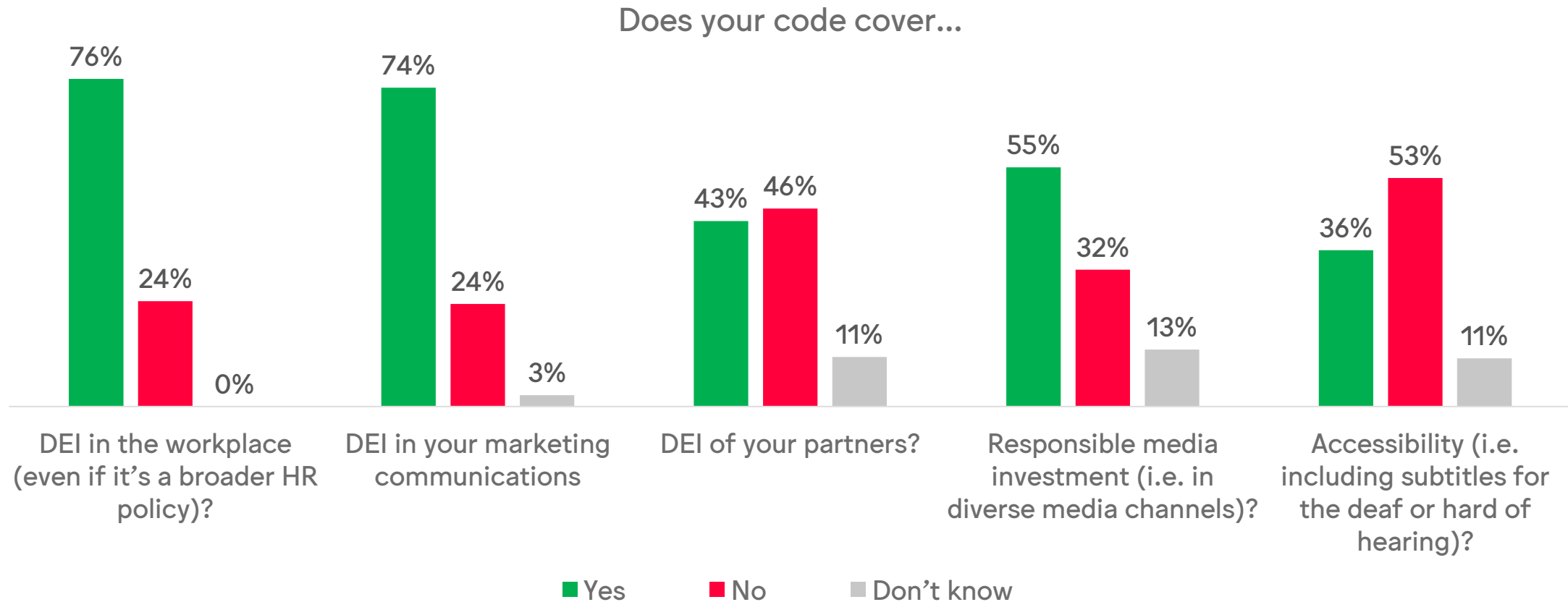
Does your code cover...



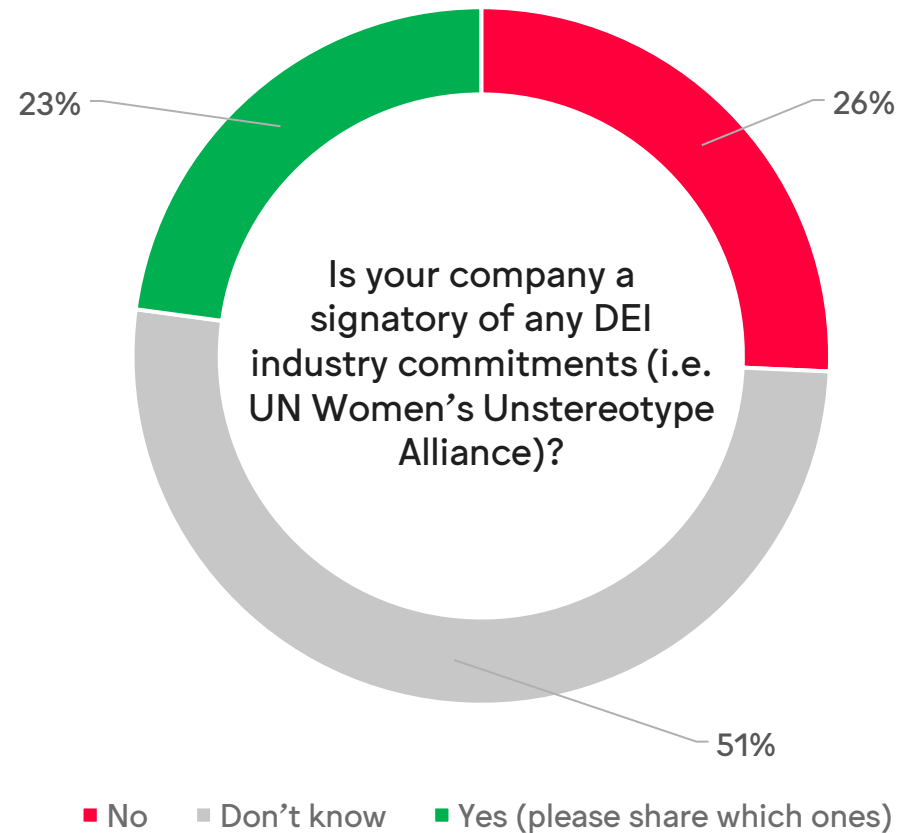
Diversity, Equity & Inclusion



3 out of 4 cover DEI in the workplace and communications, but only 43% extend this to their supply chain



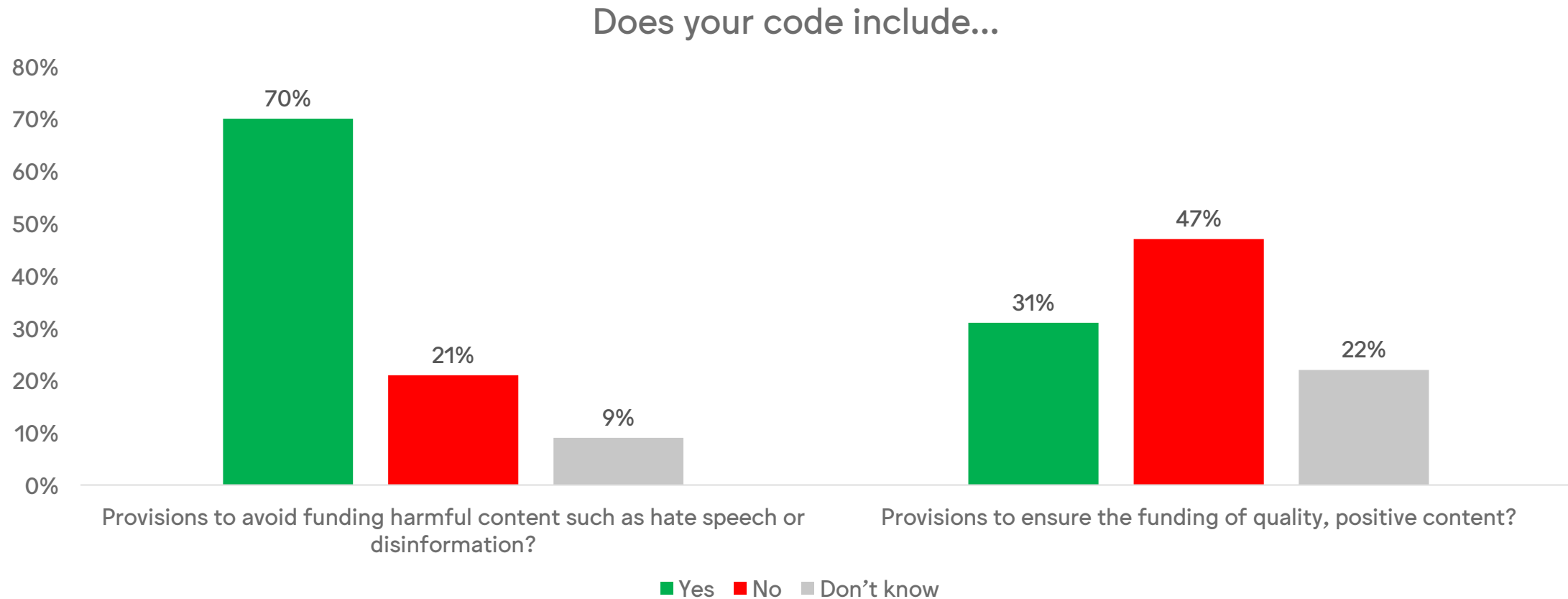
Half of respondents don't know if their company is a signatory of DEI industry commitments



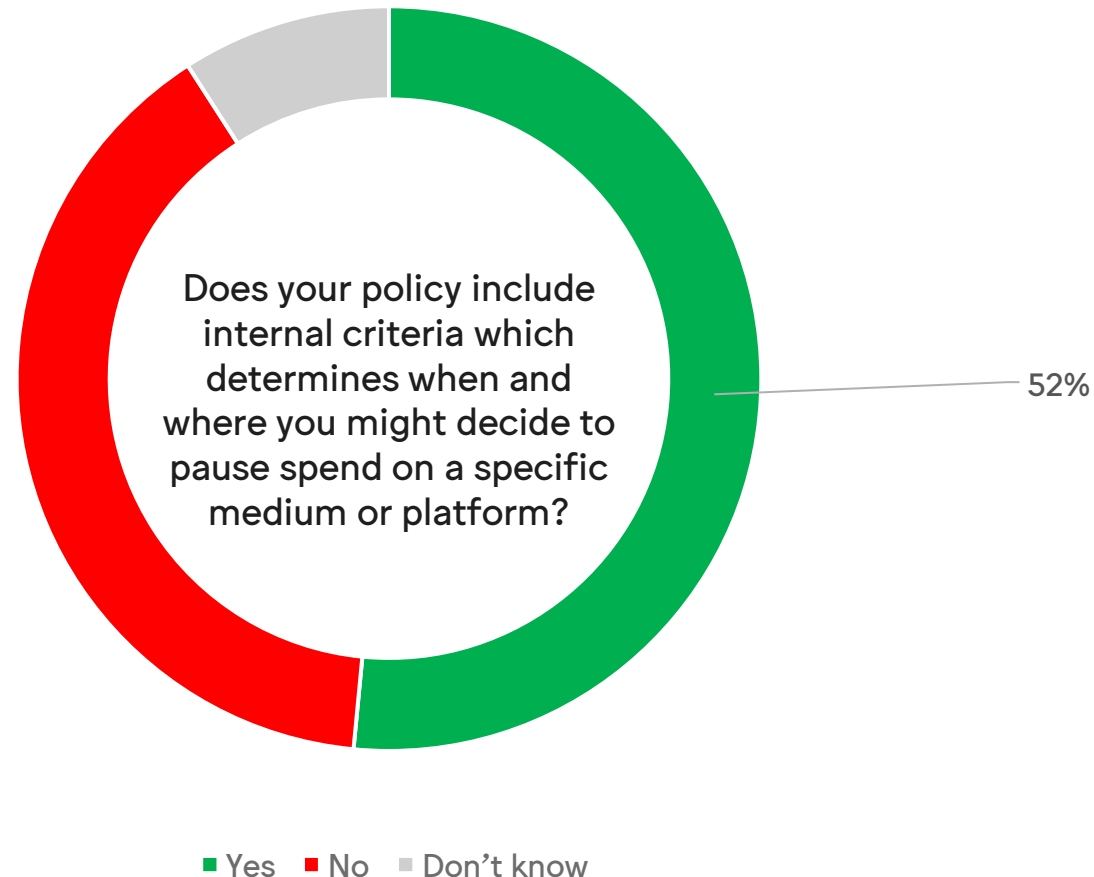
Media Governance



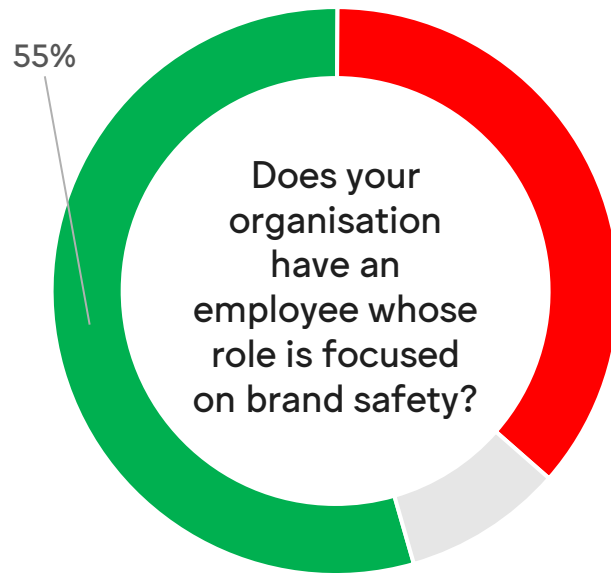
Companies focus lies on avoiding the funding of harmful content.



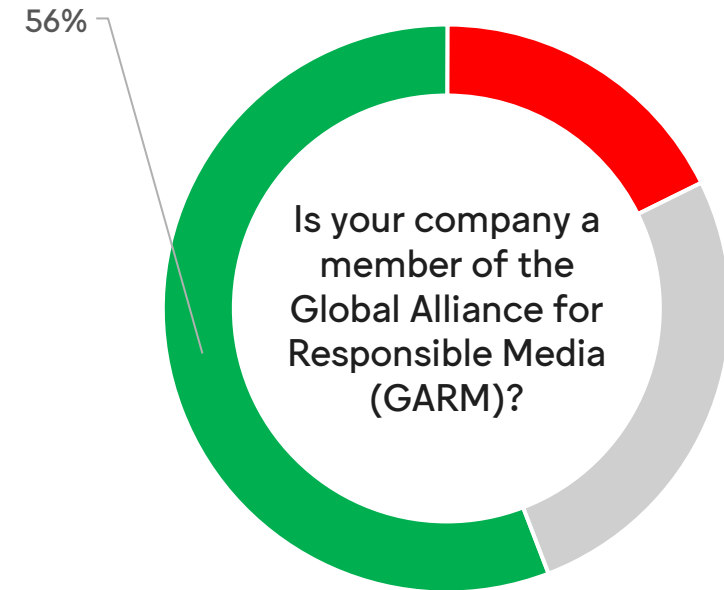
1 in 2 respondents have internal criteria on when to pause spend on specific media or platforms



1 in 2 respondents have a dedicated brand safety officer and are GARM signatories

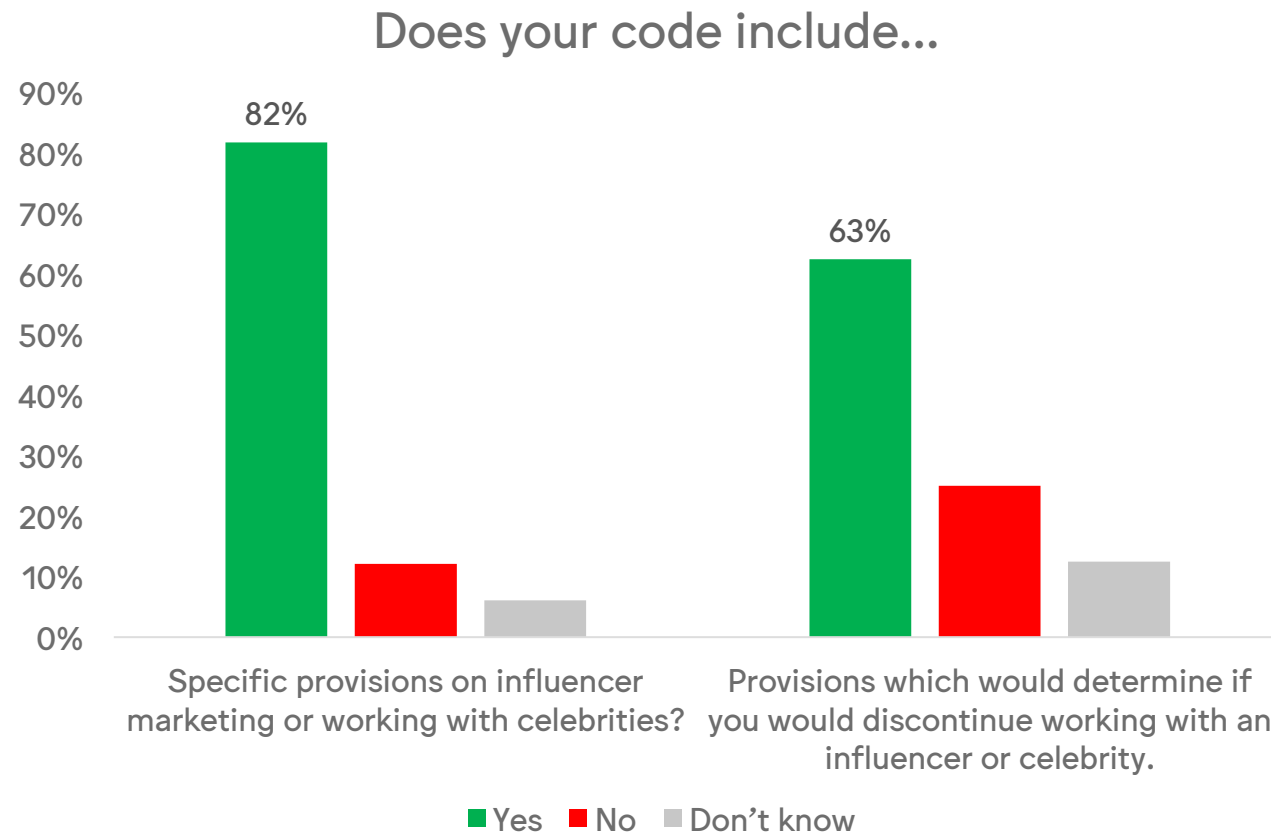


■ Yes ■ No ■ Don't know



■ Yes ■ No ■ Don't know

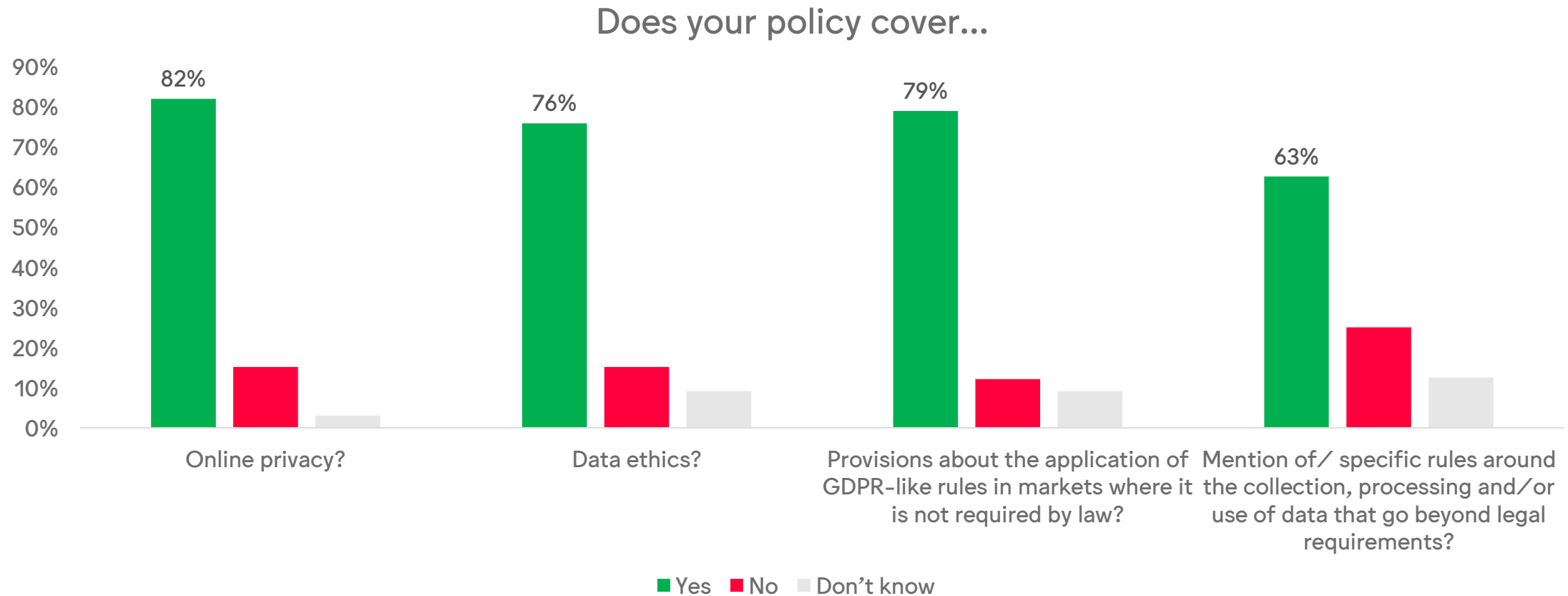
8 in 10 companies have policies regarding influencer marketing



Data Governance



79% of brands have extended GDPR-like rules to markets where it is not required by law.



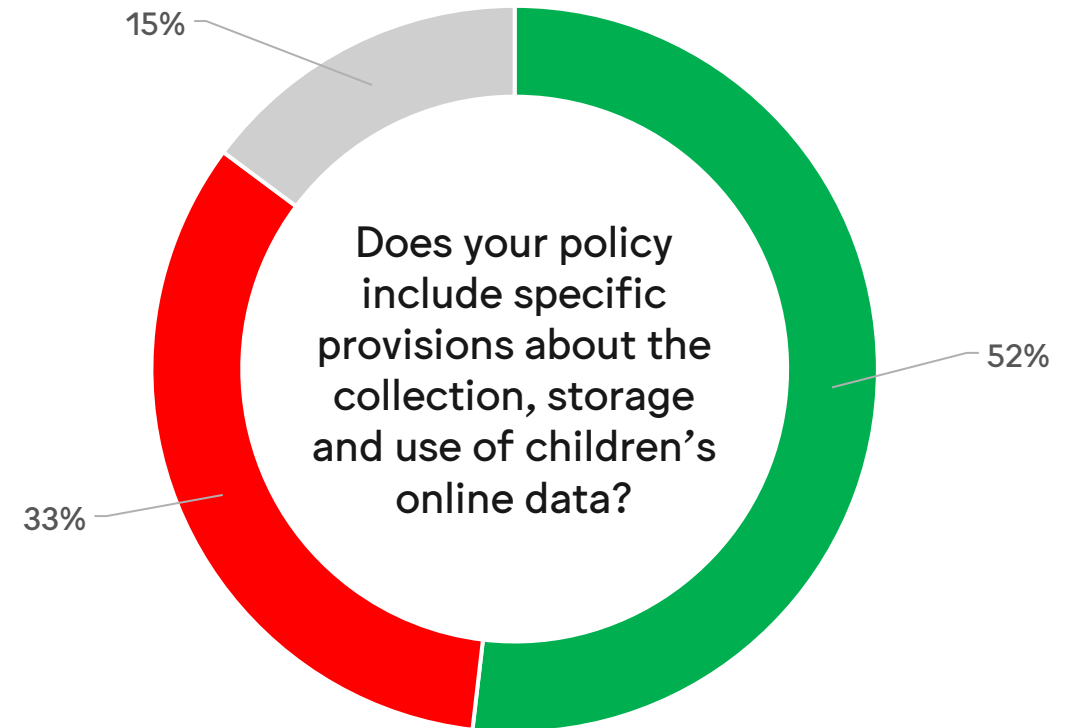
Marketing & Kids



9 in 10 brands have provisions regarding marketing to kids, but only 52% cover online children's data



■ Yes ■ No ■ Don't know

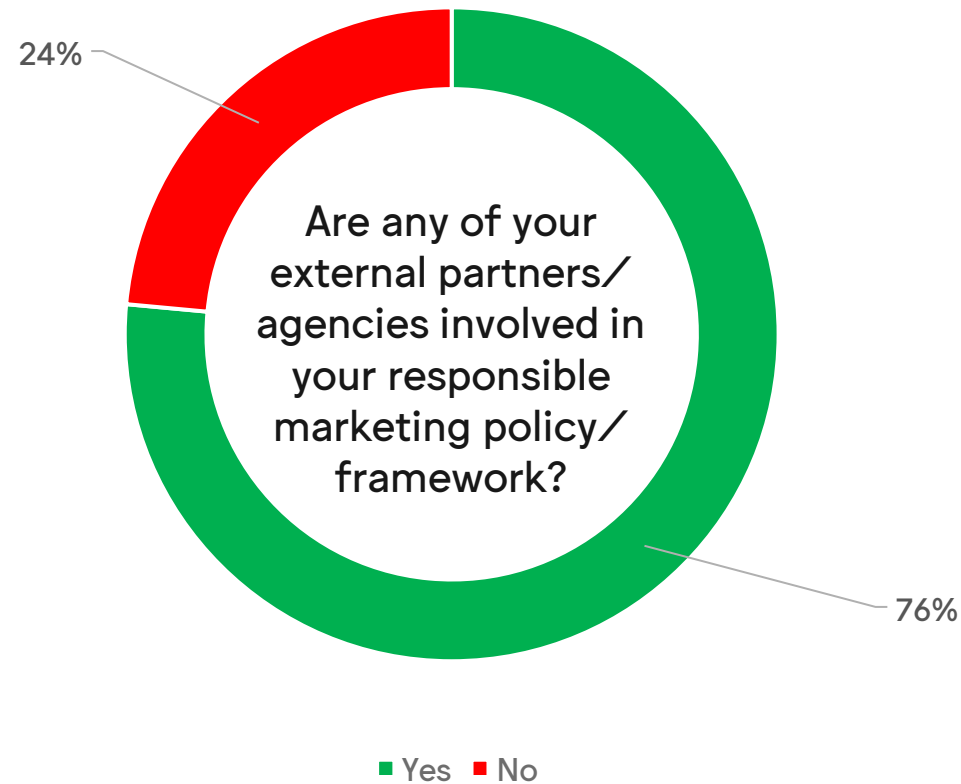


■ Yes ■ No ■ Don't know

External Partners



76% of companies involve their external partners in their codes



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