

Interview for Modern Advertising magazine, China (rough Google translation)

Dr Gray worked as director-general of the European Advertising Standards Alliance since its creation in 1992 for almost 25 years where he accumulated a vast experience in advising on the setting up and development of codes and self-regulatory systems around Europe and in other countries around the world as well as the monitoring of these. Dr Gray is director-general of the European Interactive Digital Advertising Alliance (EDAA) since 2012 which he helped create and establish. He is co-chair of the ICC's code revision task force which is responsible for the review and establishment of codes on marketing communications and advertising

October 20, 2016, "Advertisers Advertising Responsibility Forum" appeared in the "23rd China International Advertising Festival." Oliver Gray advertising self-discipline practitioners. In this forum, Oliver Gray, senior expert consultant for the European Advertising Standards Alliance (EASA), gave a lecture entitled "How to Display Social Responsibility through Effective Advertising Self-Regulation - Best Practices and Case Studies". Since 1992, the European Advertising Standards Alliance (EASA) was first established, Oliver Gray served as director-general of the post, has been 25 years. In this process, he has accumulated a wealth of experience in supporting the establishment and development of norms and self-regulatory systems in Europe and other countries around the world. He is also a Senior Consultant at EASA. Gray has also been the Director of the European Interactive Digital Advertising Alliance (EDAA) since 2012 - EDAA is responsible for the management and supervision of the European Online Behavioral Advertising Self-Regulatory Program. He is also the co-director of the Organizing Committee of the International Chamber of Commerce Guidelines, which is responsible for the review and provision of the Guidelines on marketing communication and advertising. He is also a member of the Community Self-Regulation Community Steering Group. In June 2016, Gray formed a new consulting firm, Graywise, and served as CEO to advise clients, including EASA and EDAA, on self-discipline, accountability and compliance. He is passionate about the job and the recognition of advertising standards and corporate responsibility. He also participated in the APEC Peru Conference on Capacity Building for Self-Regulation. In view of its advertising in the senior aspects of advertising, during the festival, "modern advertising" interviewed Oliver Gray on self-discipline in advertising related work.

(Modern Advertising): As far as we know, you set up Graywise Consulting in June, 2016, so what does this consulting firm do? A (Oliver Gray): Graywise's practice focuses on compliance matters, handling corporate social responsibility and management, and handling different forms of rules. At the moment, I am working on self-regulatory projects, planning systems, and helping companies understand political information, helping people write presentations, do research, and help write codes. All in all, it's all about ethics.

Q You have been working at EASA for so long. Why did you choose to leave? A. As 2017 is the 25th year of EASA. I have been thinking, after 25 years, what should I do? Now, EASA and EDAA gave me the opportunity to consult with me, so I accepted this opportunity because I wanted to make some different changes.

Q As a senior advisor to the European Advertising Standards Alliance, what do you think is the advantage of EASA? The biggest advantage of EASA is that people are united to deal with the same thing. When different people gather together to do the same thing, we can learn from each other. As governments, consumers and industry expect, this system can also play the same role. Perhaps some of the key people can find innovative ways, and EASA is able to bring together these different

people. Second, there are many different countries in Europe, some brands do not want to set up branches in various countries, and EASA precisely for the brand in the implementation of the whole European level strategy to provide support, so that in its advertising self-discipline practice there is good continuity in the European region. In addition, EASA has conducted a number of self-regulatory studies to help countries understand how to build a self-regulatory system, and a number of training courses have been set up to support them. Finally, EASA's SRO members are responsible for overseeing compliance with industry codes to see if their ads comply with industry rules

Q What are the members of EASA? A EASA has 60 members, and this number is growing. This includes the self-regulatory organizations of European countries that regulate advertising standards, as well as self-regulatory organizations outside of Europe, including Canada, Australia and New Zealand. In addition, there are industry associations, including the World Association of Advertisers, IAB Europe, Then there are some media members, such as publishers, television media, global outdoor advertising companies, the International Advertising Association (IAA) and so on.

Q We know that you are still the EDAA director, then how do you see today's interactive advertising? A talk about interactive advertising, we need to understand some of the professional definition. You know, for today's interactive advertising, everything can be called interactive and digital. Even flat prints now have interactive and electronic versions. So, for consumer goods, this is the fastest growing areas, while the technical development in this area is quite rapid. For on-line behavioral targeting - that is, people use data, including small data and large data - I think this field and the behavior of individual research has a close relationship, that is, to understand each individual's preferences, or on the Internet to browse the data. Even in the past four or five years, I have witnessed changes in the industry, where there were only a handful of operators, who have worked for large, powerful companies, things are more complex nowadays. Some participants focus on collecting information from the general public, some people are good at delineating the information into different groups, others are those who can be targeted for marketing out, while others based on these Information for consumers to create advertising. This includes Yahoo, a comprehensive data company. On the other hand, marketing is linked to psychology. Using psychology, algorithmic transformation, and using most of the scientific methods to understand how people behave. For many people, this is a bit scary.

Q What is the scope of the EDAA's work? A. In the United States there is an organization called the Digital Advertising Alliance, the EDAA is an organization that runs along similar lines. First of all, we are responsible for the operation and supervision of the self-regulation program, which means that all behavioral advertising should be transparent to consumers so that when people receive these ads they will be able to identify them. In this way, but also for consumers to receive more relevant advertising, which is according to the behavior of people in their Internet habits, thus targeted marketing. First, we work with some data collection companies, so that they must purchase certification to ensure that they will not collect the data of children to ensure that they will follow our principles of advertising. These companies need to fill in some instructions for us to clarify the scope of their company's business. If they're just providing behavioural advertising, they have to be certified. We have a website, "Your online choices," which lists companies that advertise through a third party in detail. This website can tell you which companies can access your information through your online behavior. Secondly, the site can give consumers control, if you choose not to allow third-party companies to collect your data, then they will remove you from their directory to receive ads. This does not mean that you will not receive ads, but that you will not receive them for your specific target advertising. In addition, a company can apply for certification to four of our accredited audit firms to obtain a license identification. According to our observation, consumers will be more

inclined to trust the company through the licensing of advertising and marketing, if consumers are transparently informed about the way they receive advertising, this site can also link to another part of the project, the EASA self-regulatory organizations. If the consumer complains to the self-regulatory organization of advertising content, first of all self-regulatory organization will make a decision, if the company still does not comply, they lose their seal and could be referred to the judicial process. So that these companies will lose the certification logo, which in addition to the platform, you must re-apply to be restored. Nowadays, through the rapid development of technology, we can find the origin of the ad and the OBA used, which can go directly to the production source and ask for rectification.

Q So what are the current companies involved in it? A EDAA has currently has more than 200 members on the site, not first parties, but third-party companies, including WPP, Havas and other advertising companies, as well as Yahoo, Google and Facebook, because they are also major publishers . Yahoo, for example, is both an advertising publisher and a data collector. A large number are less well-known third-party data companies, some of these companies may be start-ups, and some large companies we know well. This is a relatively new market. There are also companies that are multinational, many from the United States, and because we cover most of Europe, they want to join us to make their brands transnational and maintain trust.

Q What do you suggest about advertising self-regulation in China? A. China is a huge market, so the implementation of self-regulation requires a certain amount of time. I think that China now has reached a turning point, that is, with people who can work together. In yesterday's advertisers responsibility forum, we are very pleased to see a lot of advertisers signed the "advertiser self-regulatory declaration". However, in the realization of self-regulation on the road, the participants are prone to lose pace, so they should continue to encourage them to call for more advertisers to participate. In addition to laying a solid foundation, the task in 2017 is not only to encourage more advertisers to sign a declaration, but to set up a good working group, a clear task process, about the goal of self-discipline system, to achieve all these tasks, It may take some time, so I would propose setting up 2-3 working groups under the leadership of the Central Working Group to carry out various aspects of the work. And then to convene different people discuss the structure of the system, once the clear structure, we must proceed to implement. In this process, may require the support of other countries and professionals, in addition may also need to advertise the public interaction.