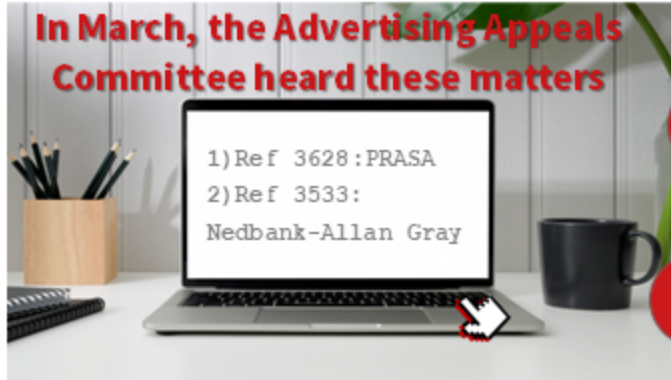


MARCH 2025

HIGHLIGHTS



Complaints received in March

44

Cases closed without formal investigation

18

Directorate decision upheld

5

Directorate decision dismissed

2

UPDATE

WHAT ELSE DID WE DO THIS MONTH?

- o held our 7th successful AGM
- o met with the NAB
- o attended MAC Council meetings
- o took part in the Aware.org round table
- o worked with TBWA on the ARB Awareness Campaign. Watch this space!

GAIL ATTENDED THE ICAS INTERNATIONAL MEETINGS IN MUMBAI

The In the week of 17 May, the International Council for Advertising Self-Regulation met in Mumbai. Gail presented a session on Capacity Building, using the growth of the ARB as an illustration for how a self-regulatory organisation can achieve effective regulation with limited resources.

Sessions were also held on the challenges around the globe, AI and Dark Patterns. The ICAS Think Tank held its second session of meetings, focussing on the work that the Think Tank is doing on AI and self-regulation. The host organisation of the conference, ASCI, presented two fascinating projects that they have done, one on AI and the other on Masculinity.

The ARB was most delighted to win the 2025 Inspiration Award for the work we did with Red & Yellow establishing an online training course on the ARB

