



WHO WE ARE

The Commission on Marketing and Advertising examines major marketing and advertising related policy issues of interest to world business and brings together top experts on self-regulation and ethical best practices in advertising and marketing communications. ICC has been the major rule-setter in international advertising self-regulation since 1937, when the Commission issued the first ICC code on Advertising Practice- one of the most successful examples of business self-regulation ever developed.

The Commission's mandate is to promote high ethical standards in marketing through ICC international marketing codes for self-regulation. The Commission also advances world business positions and initiatives to address government actions that affect marketing and consumer protection. This includes monitoring marketing issues in industry and determining appropriate guidance, tools or codes to help business address these issues.

The ICC Commission on Marketing and Advertising works cooperatively with many organizations. It works with the UN and its agencies, the Organization for Economic Cooperation and Development (OECD), as well as with APEC and the World Health Organization (WHO). It partners with self-regulatory organizations (SROs) and their networks such as the European Advertising Standards Alliance (EASA), the International Advertising Association (IAA), the World Federation of Advertisers (WFA), and many other local, regional and sectorial associations to advocate policies and promote responsible marketing practice.

The Commission examines major marketing and advertising related policy issues of interest to world business via issue-specific task forces or working groups.

CURRENT PRIORITIES

- Participate in the APEC Committee on Trade and Investment project on common advertising standards and work together with ICC's global network and partners to contribute to capacity-building activities of advertising self-regulation in the APEC region and improve the understanding of responsible marketing and the Consolidated ICC Code.
- Undertake a review of the Consolidated ICC Code to ensure it remains relevant, future-proof and fit for purpose, including new developments and issues in the market place.
- Advance Consolidated ICC Code communication efforts on the occasion of the 80th Anniversary of the Code to underscore the underlying principles of the Code and reaffirm its role as the global reference for effective marketing and advertising self-regulation.
- Promote awareness of existing policy materials to help companies and policymakers interpret broad Code principles as they might apply to sensitive or rapidly evolving issues such as advertising to children and mobile marketing and actively pursue opportunities to enhance engagement and strengthen self-regulation in developing markets.
- Undertake a targeted advocacy effort with governments where global legislative initiatives are being considered on labeling and packaging, with a view to educating on the policy impact of these initiatives and the proposed recommendations developed by the Joint Task Force on Labelling and Packaging.
- Develop appropriate guidance with respect to digital and interactive marketing communications across all media and platforms including further guidance for mobile applications that incorporates new technologies such as location, data, non-cookie based tracking and cross-device targeting as a supplement to the existing Resource Guide for Self-Regulation of Online Behavioural Advertising.

RECENT ACHIEVEMENTS & PUBLICATIONS

[The Consolidated ICC Code of Advertising and Marketing Communications Practice](#)

[Other ICC Guides](#) :

- ICC/ESOMAR International Code of Marketing and Social Research Practice
- ICC Principles for Responsible Deployment and Operation of Electronic Product Codes
- ICC Resource Guide for Self-Regulation of Online Behavioural Advertising (OBA)
- ICC Framework for Responsible Food and Beverage Marketing Communications
- ICC Framework for Responsible Environmental Marketing Communications
- ICC Framework for Responsible Marketing Communications of Alcohol
- ICC International Code of Direct Selling
- ICC Policy Statement on Native Advertising
- ICC Policy Statement on Freedom of Commercial Communications

CURRENT LEADERSHIP

BRENT SANDERS| Chair, Assistant General Counsel, Microsoft, United States

EVE MAGNANT| Vice-Chair, VP, Corporate Social Responsibility Director, Publicis Group, France

ANDERS STENLUND| Vice-Chair, Director, Federation of Swedish Industries, Sweden

SHEILA MILLAR| Vice-Chair, Partner, Keller and Heckman LLP, United States

XIMENA TAPIAS DELPORTE| Vice-Chair, President, Commission on Advertising Self-Regulation, CONARP, Colombia

DOUG MILLER| Vice-President and Global Privacy Leader, AOL Inc, United States

HOW TO BECOME A MEMBER

ICC, as the foremost business rule-maker for international trade, sets voluntary rules that companies from all parts of the world apply to millions of transactions every year.

Commission members have a hand in setting and updating the global best practice rules that shape national self-regulation in most countries where it exists. They gain influence at the national level through the ICC global network of national committees and at the international level through the ICC's privileged links with major international organizational partners together from across sectors.

Joining the ICC makes good business sense and is simple to do in two ways:

Through affiliation with an ICC national committee or group in your country. [Click here.](#)

Through direct membership with ICC International Secretariat when a national committee/group has not yet been established in your country/territory. Direct membership fees are also proportionate to the economy of the country. [Click here.](#)

CONTACT

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