



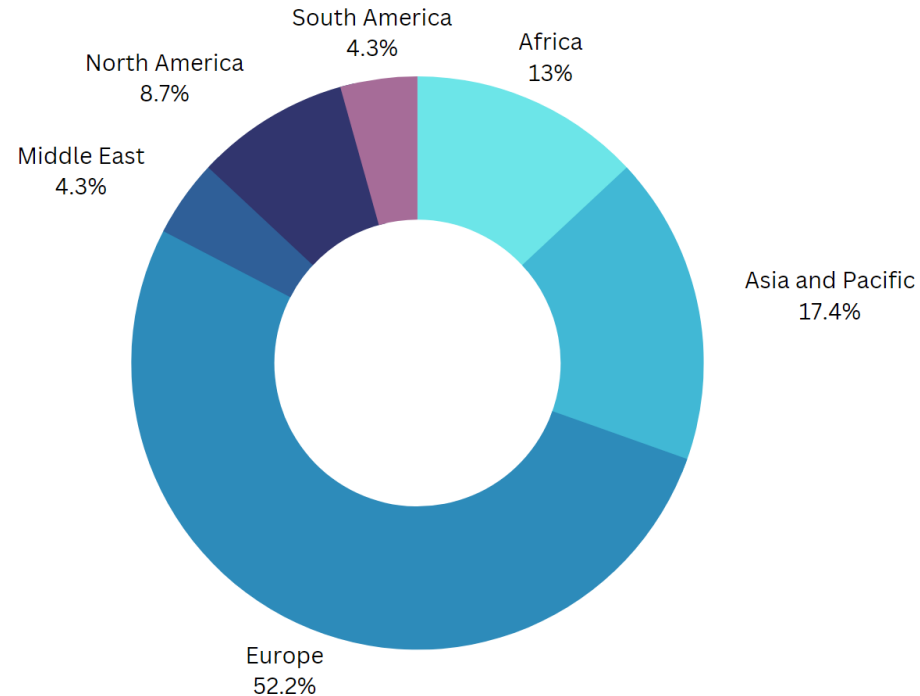
# ICC GLOBAL MARKETING AND ADVERTISING COMMISSION

Survey Results | August 2023



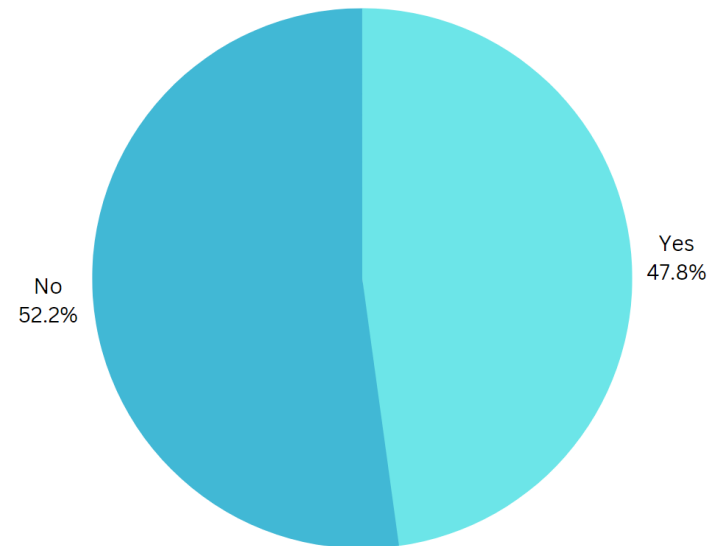
# Background

- Survey launched in May 2023, to gather feedback on the work of the Global Marketing and Advertising Commission and find out more about the work being undertaken by National Committees.
- Responses will be used to inform the work of the Global Commission and define different priority areas.
- To date we have received 23 responses.



# NC Mirroring Commissions

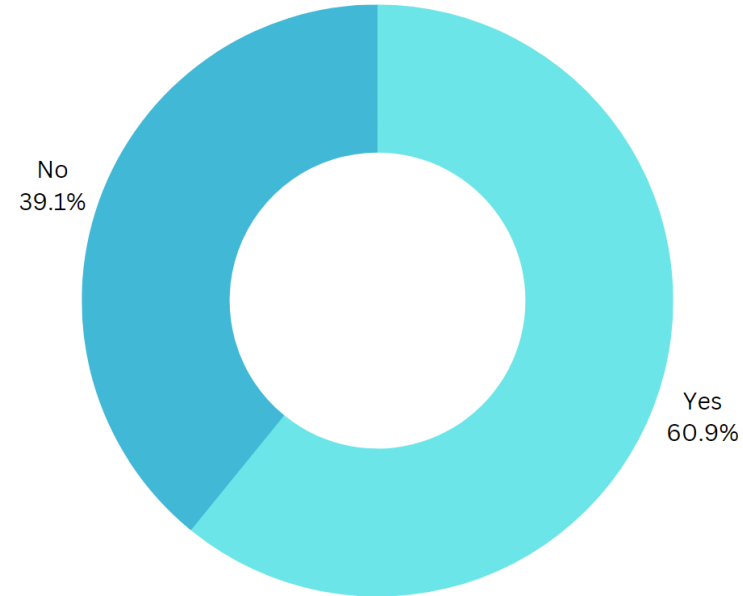
- 47.8% of respondents had a local Marketing and Advertising Commission.
- For those that answered no, reasons varied from lack of interest on a national level to the M&A agenda being dealt with specifically by domestic chambers of commerce.
- Many respondents stated they would be open to having a mirroring commission and would like support from HQ.



**Action:** Work with willing National Committees to establish mirroring Commissions

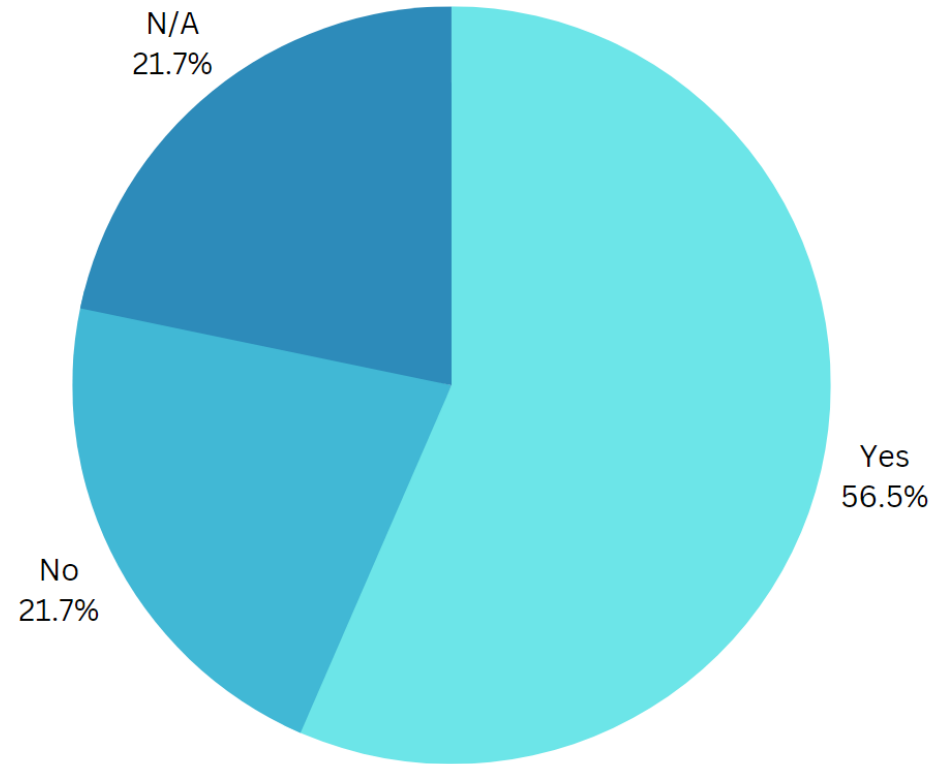
# ICC Marketing code

- A majority of respondents (60.9%) were aware of the marketing code which is encouraging.
- Among those aware of it, there were mixed responses when asked if NCs work with code. Many said no, others had translated and disseminated the code to their members.



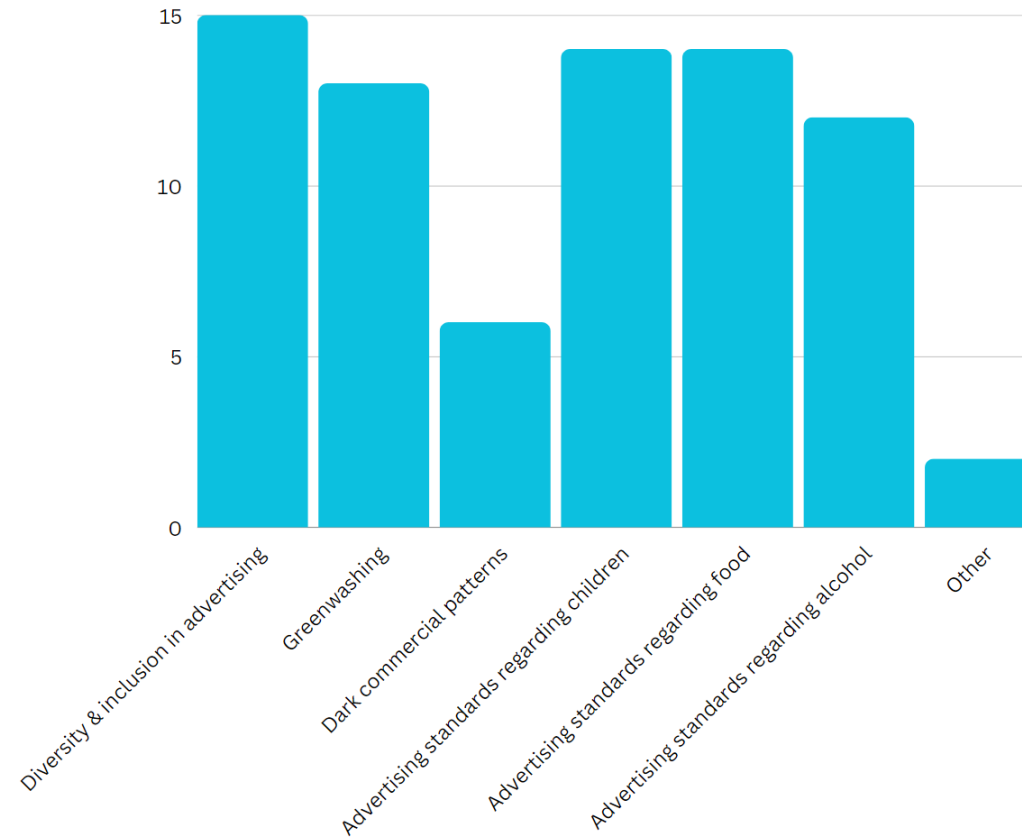
**Action:** Heighten efforts to disseminate and promote the code to National Committees, and raise awareness of its added value

# Engagement with Self-Regulation Authorities



**Action:** Work in tandem with SROs to raise awareness and further promote the benefits of self-regulation

# Issues of interest



**Action:** Target communications related to topics of interest to NCs, and use these as an opportunity to consolidate our work on these areas

# Conclusions and Way Forward

- Overall, we received a great deal of positive feedback about the work of the Commission, and, at the same time, we also learned lessons on how to move forward and grow our work.
- Support from HQ came up in many answers, working more one on one with National Committees to grow mirroring Commissions in particular is an area we could focus on.
- Many respondents raised that they would like to receive more communications, and take part in more HQ led trainings, information sessions, and mentorship.

Thank you!

# Contacts

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