

MONTHLY ROUND-UP

ASA Advertising Compliance Round-Up

June 2026

Welcome to the inaugural edition of our monthly Compliance Intelligence recap.

Our goal is to dig into the data, uncover emerging trends, and provide actionable lessons — so you can inform your team on how to minimise compliance risk **before campaigns ever go live**.

THIS MONTH'S HEADLINES

30%

of upheld decisions came from the ASA's **AI-powered Active Ad Monitoring** — not consumer complaints.

86%

of upheld investigations were **digital**. Many cite no external agency — make sure internal processes ensure review and rigour.

86%

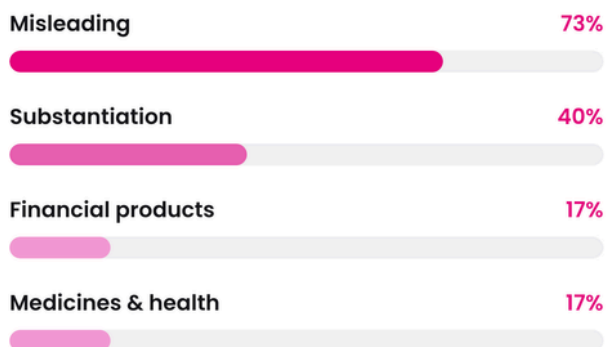
breached the rules on **misleading advertising**. If you check only one thing, check this.

Compliance dashboard

TOTAL ASA RULINGS 35	UPHELD 30 · 86%	UPHELDS FROM AI MONITORING 9 · 30%
MOST COMMON MEDIA TYPE Digital paid advertising (47%)	MOST COMMON CAP CODE BREACHED S3 — Misleading (73%)	MOST COMMON SECTOR Retail (30%)

CAP rules breached

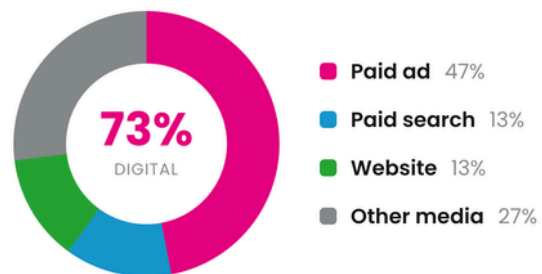
Share of upheld investigations



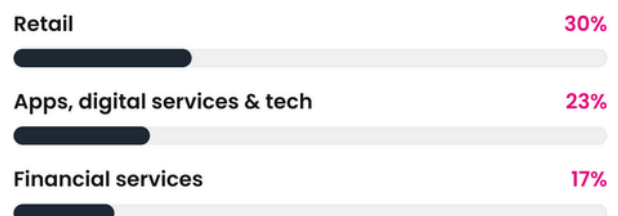
Totals exceed 100% — many rulings breached more than one rule.

Media type split

How upheld ads were served



Top sectors investigated



JUNE'S HEADLINE

AI is changing how advertising is regulated

9/30

upheld decisions came from the ASA's Active Ad Monitoring programme.

The regulator proactively identified non-compliant ads using AI — rather than waiting for complaints. June's focus: **investment products and health apps**. Historically an investigation began with a complaint; increasingly, campaigns are identified and assessed without anyone reporting them.

The compliance timeline has changed. Ads can face scrutiny **almost immediately after publication** — sharply reducing the window to amend or withdraw problematic content. For organisations producing marketing at scale, proactive pre-publication checking is becoming an essential part of the creative workflow.

Key rulings



adidas

UPHELD

Environmental claims · Google search advertising

The ASA concluded adidas' search advertising gave consumers the impression that buying its products would have a significant positive environmental impact. The messaging was considered too broad, and consumers were unlikely to understand the limitations behind the claims.

Section 3 – Misleading

Section 11 – Environmental

KEY LESSON

Environmental claims should be **specific, capable of substantiation**, and avoid exaggerating environmental benefits.



Amazon Fresh

UPHELD

Less Healthy Food (LHF) rules · Paid Instagram advertising

Amazon Fresh promoted its grocery delivery service with an Instagram advert featuring a Cadbury Creme Egg. Because the ad included an identifiable less healthy food product in a restricted category, it breached the new CAP Code rules on paid online advertising for less healthy food and drink.

New LHF rules · Jan 2026

KEY LESSON

Restrictions apply even when the ad's primary purpose is to promote a retailer or service. If a paid online advert features an identifiable restricted product, it may still breach the code — review product imagery in every paid digital campaign.

Most common CAP code issues

This month's upheld rulings were dominated by a small number of recurring themes — reinforcing that many breaches stem from the same fundamental advertising principles.

CAP RULE CATEGORY	TYPICAL ISSUES
Misleading advertising	Unsupported claims, omitted material information, exaggerated product benefits and unclear messaging.
Substantiation	Insufficient evidence to support advertising claims before publication.
Financial products	Missing or unclear risk warnings, overstated returns and failure to present material information prominently.
Medicines & health	Unsubstantiated health claims and breaches of sector-specific advertising restrictions.
Environmental claims	Broad sustainability claims, greenwashing and lack of robust supporting evidence.
Recognition of marketing	Advertising not immediately identifiable as marketing communications.
Less Healthy Food (LHF)	Breaches of the new restrictions on paid online advertising for identifiable less healthy food and drink products.
Pricing & promotions	Misleading pricing, promotional mechanics and insufficiently clear terms and conditions.

Emerging themes

01

Misleading advertising remains the biggest risk

Most upheld rulings continue to involve claims that could mislead consumers.

- Unsupported claims
- Exaggerated product performance
- Missing qualifications
- Omitted material information
- Poor prominence of important information

02

Environmental claims remain under pressure

Environmental messaging continues to receive disproportionate scrutiny. Marketers should ensure:

- Claims are specific
- Evidence exists before publication
- Consumers are unlikely to misunderstand the message

03

Transparency matters

Several rulings highlighted failures to:

- Clearly identify advertising
- Make important information sufficiently prominent
- Explain limitations and conditions

Often the issue wasn't the claim itself, but how clearly it had been communicated.

BEFORE YOU PUBLISH

Compliance checklist



Can every factual claim be substantiated?



Are qualifications sufficiently prominent?



Could wording mislead the average consumer?



Are environmental claims fully evidenced?



Is legally required information immediately visible?



Is the ad obviously recognisable as advertising?



Would the ASA read this ad the same way your team does?

Our thoughts

These brands weren't deliberately misleading consumers — but a pattern is emerging. Avoidable issues like poor wording, missing context, unsupported claims, inadequate disclosure and information that lacked sufficient prominence.

Poor wording

Missing content

Unsupported claims

Inadequate disclosure

Poor prominence

These are precisely the kinds of issues that can be identified before an advert goes live — by building compliance into the creative workflow itself. That reduces rework, delays and regulatory risk, while giving teams the confidence to launch.

Get in touch to find out how iClear can help



LOOKING AHEAD

The ASA continues to invest in proactive monitoring and AI-assisted enforcement.

Expect greater scrutiny across digital channels and increasing emphasis on evidence, clarity and consumer understanding. For organisations producing marketing at scale, proactive compliance checking is becoming an essential part of the creative process.