

# GDPR and advertisers

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World Federation of Advertisers

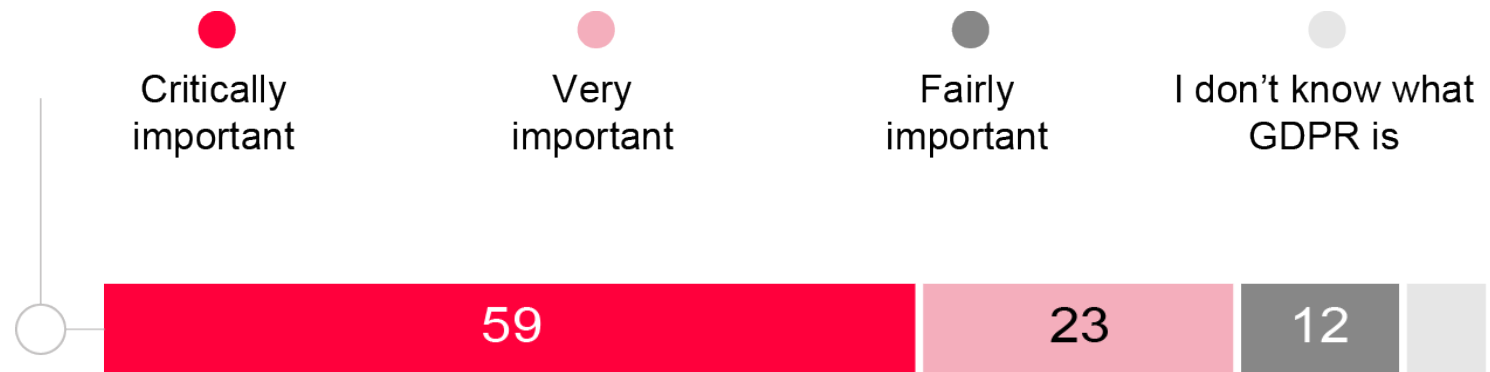


## World Federation of Advertisers: bringing together the world's biggest marketers

 Abbott	 AB InBev	 adidas GROUP	 Air Asia	 Arla	 BACARDI-MARTINI	 BARCLAYS	 BDF Beiersdorf	 Booking.com	 bp	 BROWN-FORMAN	 Carlsberg	 CATHAY PACIFIC	 citi	 Coca-Cola
 COLGATE-PALMOLIVE	 COTY	 DANONE ONE PLANET. ONE HEALTH.	 Deigual.	 T-Mobile	 DIAGEO	 ebay	 Emirates	 ESTÉE LAUDER COMPANIES	 FERRERO	 FrieslandCampina	 GENERAL MILLS	 GM	 bel	 GRUPPO BIMBO
 gsk do more feel better live longer	 Hagberg	 HEINEKEN	 Henkel	 HERSHEY'S The Hershey Company	 hp	 HUAWEI	 IKEA	 intel	 JDE JACOBS DOUWE EIGENTS	 Johnson & Johnson	 JUST EAT	 Kellogg's	 Kimberly-Clark	 LEGO
 L'ORÉAL	 LVMH MOÛT HENNESSY • LOUIS VUITTON	 MARS	 mastercard	 MATTEL	 Mazda	 McDonald's	 Mondelēz International	 mundi pharma	 Nestlé	 Nike	 NISSAN MOTOR CORPORATION	 NOVARTIS	 orange	 PEPSICO
 Pernod Ricard	 Pfizer	 PHILIPS	 P&G	 RBS The Royal Bank of Scotland Group	 Reckitt Benckiser	 Red Bull	 SANOFI	 Santander	 SAP	 Johnson & Johnson A FAMILY COMPANY	 Shell	 Singapore TOURISM BOARD	 SONY	 Standard Chartered
 SWAROVSKI	 TATA	 Telefonica	 telenor group	 tomtom	 Unilever	 VESTEL	 VISA	 vodafone	 VOLKSWAGEN AUTOMOBILKORPORATION	 VOLVO	 YILDIZ HOLDING			

# GDPR is critically important for 59% of brand owners

Q: Is implementing GDPR a priority for your organisation?

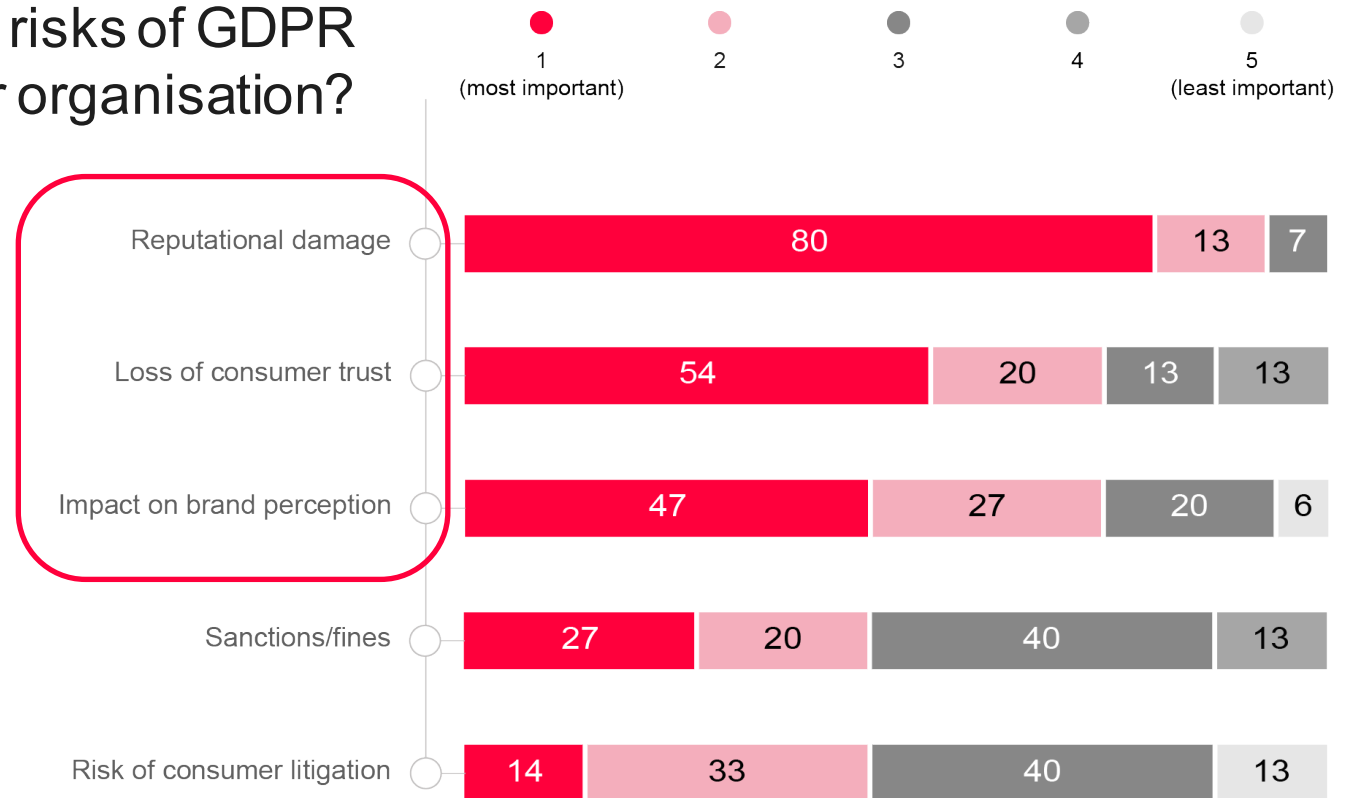


Values represent percentage (%)

# Losing consumer trust is the biggest risk

Q: What are the biggest risks of GDPR non-compliance for your organisation?

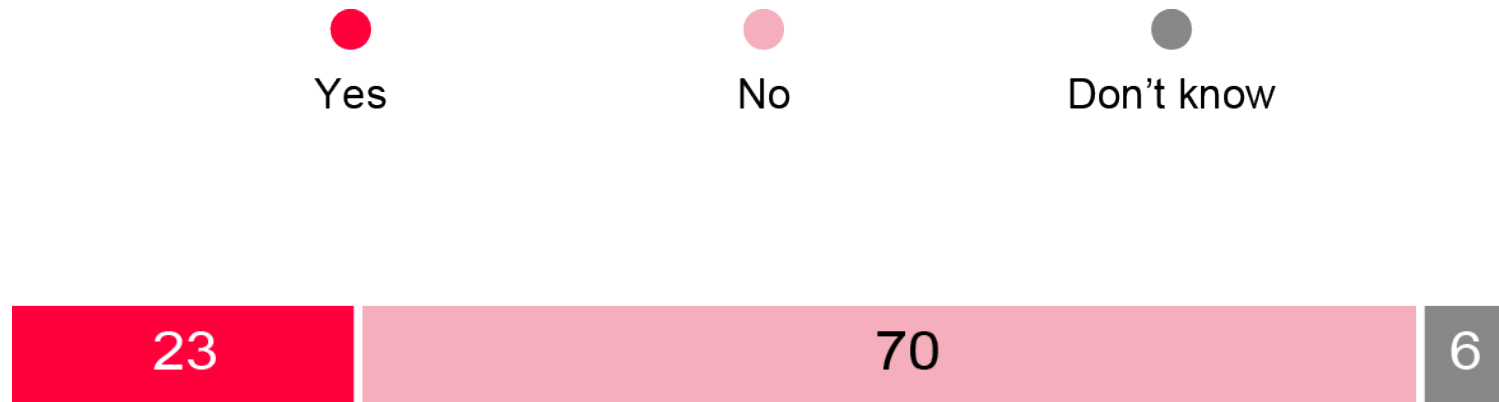
Trust/reputation



Values represent percentage (%)

## 70% of marketers not fully aware of the impact

Q: Do you think that marketers in your organisation are fully aware of the implications of GDPR for future marketing campaigns?

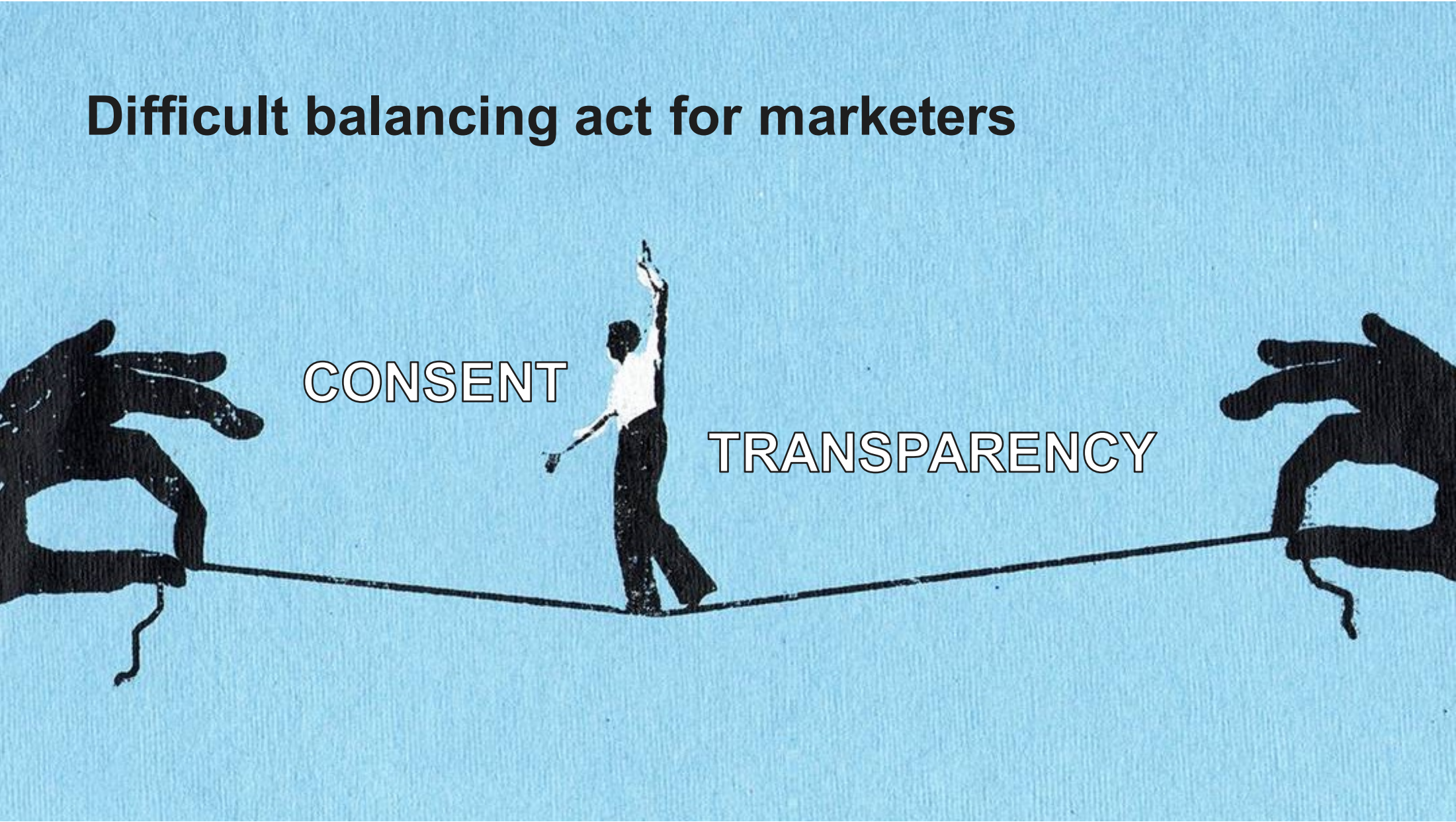


Values represent percentage (%)


# Difficult balancing act for marketers

CONSENT

TRANSPARENCY



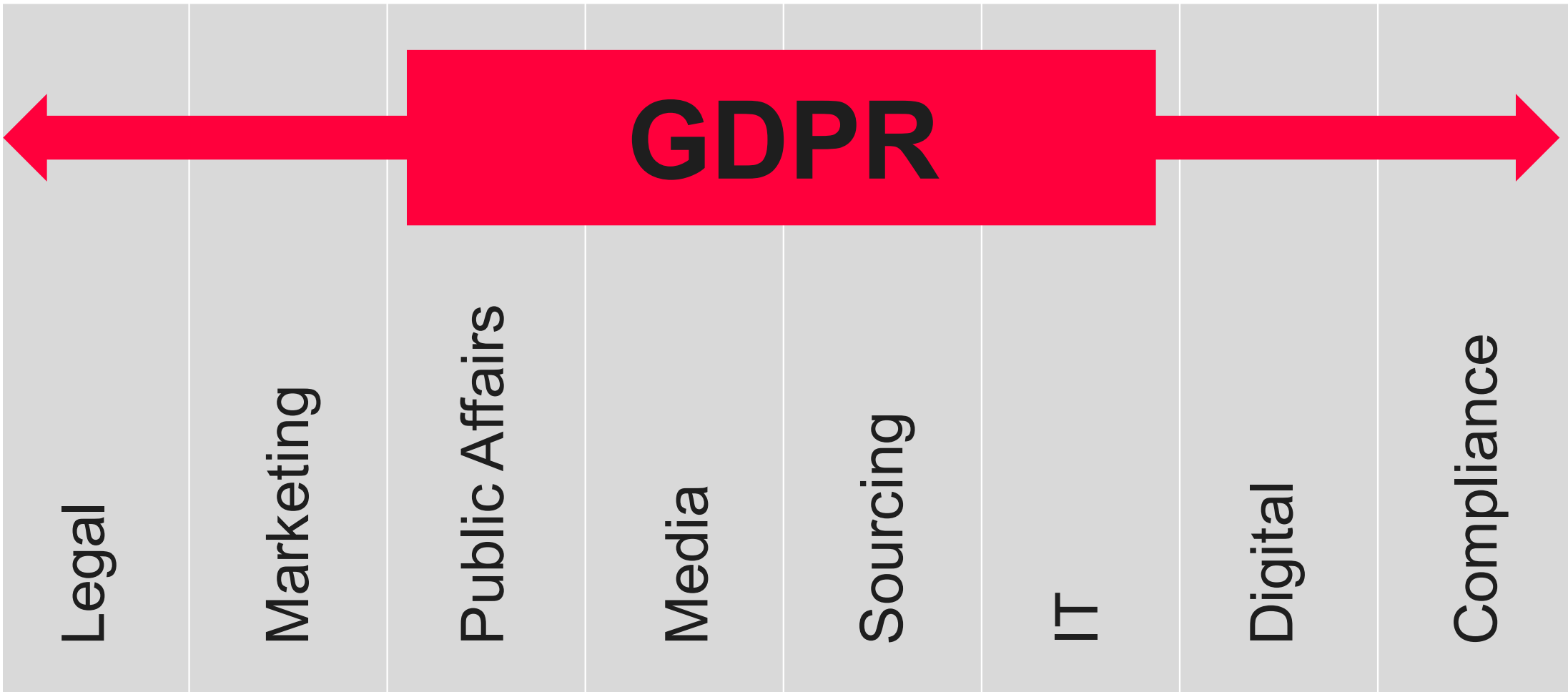


The background of the image is a dense, chaotic pile of numerous colorful folders and papers. The colors include various shades of orange, yellow, green, blue, and red. The papers are stacked haphazardly, with many edges visible, creating a sense of overwhelming volume and disorganization. This visual metaphor represents the 'data stored across different parts of the organisation' mentioned in the text.

**Connecting the dots  
between data stored across  
different parts of the  
organisation is #1 challenge  
for brand owners**

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## GDPR requires different teams to work together

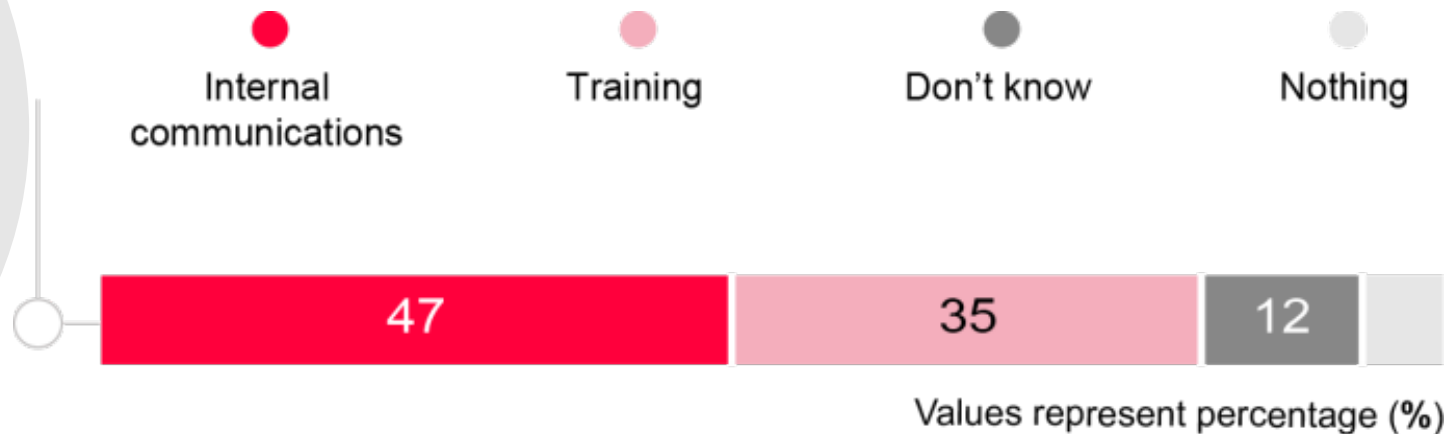




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## Raising awareness is key

Q: What steps is your company taking to raise awareness of GDPR internally?



# Bridging the gap between legal and marketing





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