



Advertising Advice Service

Date:
Sept 21st, 2021

PREAMBLE

ASCI's Advertising Advice Service helps advertisers identify any potential issues relating to violation of the ASCI code before they spend time and resources on production/ media. ASCI's Advertising Advice team can provide pre-publication advice on a piece of communication, or campaigns, at any stage of campaign development process.

Sometimes, claims made in the advertisements may not meet the standard of evidence required by ASCI, and when such complaints are upheld, it would cause a disruption in the publishing of the campaign. This service would help mitigate that risk.

This service would help advertisers find solutions that will allow their advertising to remain honest, truthful, non-offensive, fair and devoid of dangerous or harmful depictions.

THE SERVICE

ASCI offers such an "ADVERTISING ADVICE" (AA) service with its long established expertise in the area of advertising depictions, claims and representations, through its extensive panel of advertising and technical experts. ASCI's AA panel comprises advertising experts, as well as technical experts who are well qualified and experienced specialists from several disciplines such as Ayurveda, Formulations, Microbiology, Electronics, Market Research, Nutrition, Financial services and so on.

Advertisers who can avail of ASCI's AA service may include members or non-members of ASCI.

Advertising Advice Service Framework

A separate and independent panel called the AA Panel of experienced persons has been formed within ASCI who collectively have:

1. Technical knowledge of claim support required for advertising claims across sectors.
2. Experience in working at the ASCI Board and/or its Consumer Complaints Council (CCC).
3. Close knowledge of the ASCI Code.

The AA service shall have the following essential characteristics:

1. The AA exercise shall be confidential in nature.
2. It will be issued in the name of the advertiser.
3. It is advisory in nature, and non-binding on the advertiser, as well as on ASCI's Consumer Complaints Council.

Procedure

1. A Requester whether a Member or Non-Member can both register for the Advertising Advice Service using the following link:

<https://forms.gle/AJPKkrrhDREMJ2zF8>

In case of any query you can write to advisory@ascionline.in.

2. Advertisers may seek the AA service from ASCI either directly or through their Agency. The Advertising Advice shall be issued in the name of the advertiser.
3. The advertiser/ agency seeking AA shall send the proposed advertisement's story board or a/v script for TV / radio and copy plus visual for print / digital advertisement ("Advertising Material") with specific, if any, concerns they want the ASCI AA panel to look into.
4. The advertiser should mention if the advice sought is 'Technical' or 'Non-technical' in nature. In case of technical advertising advice requirement, the Advertising Material shall be submitted along with the entire evidence and technical/non-technical data available for substantiation of the claims forming part of the Advertising Material. Advice provided on deficient documents (such

as only conclusions of test results, rather than full detailed reports and methodology) may result in a faulty/incomplete conclusion.

5. In case the advertiser wants the AA panel to evaluate an entire campaign, then similar claims made across various mediums would be considered as one advice sought. However, if different creatives have different claims in the advertisement then, up to five inter-related claims would be considered as one advice sought. If the advertiser is seeking advice for their advertisement or campaign which has more than five such claims, then ASCI may consider these to be an additional advice request.
6. The ASCI AA Panel would provide its feedback on the Advertising Material and the claim support within the stipulated period and seek clarification(s) required, if any.
7. ASCI shall issue the AA service to the advertiser upon completion of the exercise and receipt of applicable fees, as per prescribed timelines from having received a complete request.
8. The advertiser or their agency may request for a meeting with the technical expert, if they wish to understand the technical expert's opinion in greater detail. This will be scheduled subject to the expert's availability and mutually agreed timings.
9. Post receiving the feedback from the advisory panel, and meeting with the expert, if any, the advertiser may provide additional documents in substantiation of their claim, which would once again be perused by the expert. The panel's revised feedback would be shared with the advertiser or agency concerned within a reasonable time depending on the nature and extent of fresh evidence submitted, no later than 5 working days.
10. The advertiser, agency or media may submit a revised/modified advertisement based on the feedback from the panel to confirm if the revised advertisement addresses the concerns that may have been raised by the AA panel. This can be done only once.
11. It is implicit that modifications based on the advice of the Advertising Advice Panel are in observance of the ASCI Code and have been motivated by the spirit of the Code, not just the letter itself. Such ads may therefore again be subject to the forces/conventions in the market place and to the perceptions of the consuming publics. It may be noted that ASCI's advertising Advice service

is not a pre-clearance. However, it helps mitigate the risk of violating the ASCII code.

Service Categories and Fee Structure

	Service Category	Fees- Regular (Rs.)	Fees- Express (Rs.)	Note
Where advertiser is a member	Ad advice Technical	1,50,000	2,00,000	Regular- 7 days, Express- 4 days
	Ad Advice Non technical	25000	50000	Regular 5 days, Express 3 days
Where advertiser is a non- Member	Ad advice Technical	2,50,000	NA	Regular 7 days
	Ad Advice Non technical	50000	NA	Regular 5 days

All days refer to business days (Monday through Friday)

For Non-Members a *Vendor Creation Form* will have to be submitted, which can be downloaded from the link below:

https://docs.google.com/spreadsheets/d/1X5ZgpKTeJXTlriQknZIHzkL_mbRie8Q/edit?usp=sharing&oid=106380480681833621758&rtpof=true&sd=true

On receipt of your request an invoice will be generated by the Accounts Team. Clearance of the same is essential as the process to fulfil the other prerequisites shall begin then.

The payment can be made by NEFT/Demand Draft and the details are as below:

In case of NEFT / RTGS

The Demand Draft should be drawn in favor of '*The Advertising Standards Council of India.*'

Bank Name: Bank of India

Branch: Tardeo Road Branch, Mumbai 400 034

Saving Account No.: 004210100022768

IFSC Code: BKID0000042

MICR Code: 400013052