



**The Advertising Standards Council Of India**

# **ASCI FORMATS**

**I. INTRA-INDUSTRY COMPLAINTS**

**II. ADVERTISER RESPONSE TO ALL COMPLAINTS**



HONESTY



DECENCY



RESPONSIBILITY



FAIRNESS

**So you can trust advertising**

## **PREAMBLE**

---

At ASCI we receive a large number of documents from complainants and advertisers, in the form of either grounds for challenges, or as substantiation for claims challenged. The key points, unless specifically highlighted, may not be interpreted or given the same importance in the manner the complainant or advertiser intends. Hence, we have designed a format for intra industry complaints and advertiser response to all complaints to ensure that they are able to point the CCC/FTCP and experts to their key arguments.

We hereby advise all Complainants to keep to this recommended format for any future complaint filing.

Advertisement copy to be shared via shared drive or email attachment.

---

---

### **I. FORMAT FOR FILING A CHALLENGE WITH ASCI**

S.NO	PARTICULARS TO BE SUBMITTED
1.	EXECUTIVE SUMMARY
2.	DETAILED COMPLAINT
3.	SUMMARY OF LIST OF DOCUMENTS
4.	ANNEXURES

#### **DOCUMENT A: EXECUTIVE SUMMARY**

Summary to be limited to **ONE PAGE ONLY** on a word document, single-spaced, font – Times New Roman 12)

1. CLAIM CHALLENGED/ KEY OBJECTION (Not more than **THREE**)
2. ASCI CODE PROVISION VIOLATED
3. GROUNDS FOR CHALLENGE – **IN SHORT**
  - DOCUMENT REFERENCE (IF APPLICABLE): Annexure Number, Page Number, Paragraph number

**DOCUMENT B: DETAILED COMPLAINT**

Complaint to be limited to a **MAXIMUM OF TWO SINGLE-SPACED PAGES PER OBJECTION** on a word document (font- Times New Roman 12), except the evidence

1. COMPLAINANT’S NAME
2. ADVERTISER’S NAME
3. MEDIUM OF ADVERTISEMENT (Provide link if available)
4. <b>FOR EACH CLAIM CHALLENGED PLEASE MENTION IN DETAIL:</b>
a) KEY OBJECTION
b) ASCI CODE VIOLATED
c) GROUNDS FOR CHALLENGE (INCLUDE ANNEXURE REFERENCE AS APPLICABLE)

**DOCUMENT C: “SUMMARY OF LIST OF DOCUMENTS”**

<b>CLAIM CHALLENGED</b> (SAME WORDINGS AS IN EARLIER DOCUMENTS)	<b>ANNEXURE NO.</b> (PLEASE FILL AS REQUIRED)	<b>TYPE OF DOCUMENT</b> (EXAMPLES)	<b>BRIEF DESCRIPTION</b>
CLAIM 1	ANNEXURE A, B	ANNEX A: LITERATURE, ANNEX B: TECHNICAL REPORT	(Relevant extracts from paragraphs to be documented)
CLAIM 2	ANNEXURE C, D	ANNEX C: TECHNICAL STUDY ANNEX D: COMPARATIVE DATA	(Relevant extracts from paragraphs to be documented)

## II. FORMATS FOR REPLYING TO A CLAIM CHALLENGE

S.NO	PARTICULARS TO BE SUBMITTED
1.	EXECUTIVE SUMMARY
2.	DETAILED REPLY
3.	SUMMARY OF LIST OF DOCUMENTS
4.	ANNEXURES

### **DOCUMENT A: EXECUTIVE SUMMARY**

Summary to be limited to **ONE PAGE ONLY** on a word document, single-spaced, font – Times New Roman 12)

#### **1. CLAIM 1:**

- SUMMARY OF YOUR RESPONSE TO CHALLENGE 1

Include SUPPORTING DOCUMENT references– (Please provide annexure number, page number and paragraph number)

[ALL CLAIMS CHALLENGED TO BE ADDRESSED IN THE ABOVE FORMAT WITHIN A SINGLE PAGE)

### **DOCUMENT B: DETAILED REPLY**

Please limit length of the submissions to **TWO SINGLE-SPACED PAGES PER CHALLENGE** on a word document (font- Times New Roman 12) (excluding evidentiary exhibits)

#### **1. COMPLAINANT'S NAME AND ADVERTISER'S NAME**

#### **2. RESPONSE TO CHALLENGES**

- ALL CHALLENGES TO BE DULY NUMBERED AND ADDRESSED SEPARATELY
- (INCLUDE ANNEXURE REFERENCE AS APPLICABLE)

**DOCUMENT C: “ SUMMARY OF LIST OF DOCUMENTS”**

AGAINST RESPONSE TO CLAIM	ANNEXURE NO.	TYPE OF DOCUMENT (EXAMPLES)	BRIEF DESCRIPTION
RESPONSE TO CLAIM 1 CHALLENGE 1	ANNEXURE B, C	ANNEX B: LITERATURE, ANNEX C: TECHNICAL REPORT	(Relevant extracts from paragraphs to be documented)
RESPONSE TO CLAIM 1 CHALLENGE 2	ANNEXURE D	ANNEX D: LITERATURE	(Relevant extracts from paragraphs to be documented)