



April 13th, 2017

Advertising Advice

ASCI offers pre-production/release Advertising Advice to its members. A panel of experienced persons has been formed who have

- a) close knowledge of the ASCI Code and Rules and
- b) experience in working of ASCI Board and/or its Consumer Complaints Council (CCC).

Advertising Advice is defined as confidential, non-binding pre-publication/release advice about a specific advertising proposal, provided by ASCI to its member advertiser, agency or media. The forms which Advertising Advice takes may vary, but it has two essential characteristics:

- it is non-binding
- it concerns a specific advertising proposal (i.e. an advertisement with copy and visuals).

Advertisers who are members of ASCI can ask for Advertising Advice directly or through their advertising agencies. There will be no charge for Advertising Advice for the advertisements of an advertiser who is a member of ASCI.

Non Advertiser Members can avail Advertising Advice on payment of fees (INR 25,000 per creative), by sending their request to ASCI on contact@ascionline.org.

The advice is not binding on the advertiser or on ASCI's CCC. This will be stated upfront to the advertiser seeking Advertising Advice. However, chances of the complaint against an advertisement cleared by the Advertising Advice panel being upheld by the CCC reduces significantly and vice versa.

Advertiser seeking Advertising Advice should email or send the proposed advertisement's story board or a/v script for TV / radio and copy plus visual for print / digital advertisement with specific, if any, concerns they want the Advertising Advice panel to look at to the ASCI Secretary General.

Members can also upload request for Advertising Advice on the ASCI Online system for which they have Corporate Log In access.

The Advertising Advice Panel would provide its feedback within seven business days from having received a complete request.



HONESTY



DECENCY



RESPONSIBILITY



FAIRNESS

So you can trust advertising