



The Advertising Standards Council of India

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COPY ADVICE FAQs

What is Copy Advice?

Copy Advice is the provision by ASCI of an opinion as to whether or not an advertisement complies with ASCI Code and government rules. It is provided on a confidential basis and will usually be accompanied by advice on the amendments necessary to bring a non-complying advertisement into line with the rules. Copy Advice is provided on request by the advertisers, agencies or the media members of ASCI

Is Copy Advice binding?

Copy Advice provided by ASCI is not binding on advertisers, agencies or media members who for request it. They are, however, expected to comply with it.

Does Copy Advice influence ASCI's decision in the event of complaint?

In the event of a complaint, an ASCI's Consumer Complaints Council (CCC) is not bound by pre-publication/release Copy Advice previously offered by ASCI's Copy Advice Panel. However, an advertiser who has disregarded Copy Advice will be expected to provide convincing reasons for his action and non-compliance obviously increases the chances of a complaint being upheld.

Does Copy Advice guarantee that there will be no complaints?

Copy Advice reduces the risk of infringements of the ASCI's ad Code and government rules and consequently of an advertisement giving rise to complaints of substance, although it cannot completely eliminate the risk.

Final responsibility for the veracity of advertising claims rests with the advertiser himself and if a competitor or a consumer identifies an exaggerated or misleading claim, the complaint is likely to be upheld. In the area of obscenity, indecency, vulgarity etc it is difficult to predict public reactions, which are sometimes influenced by topical events and controversies.

Is there a charge for Copy Advice?

There is no charge for Copy Advice sought by a member of ASCI for an Ad of their product or service. Copy Advice sought for a non member Advertiser will have nominal charge of Rs 10,00 per Ad.

What are the advantages of Copy Advice?

Seeking Copy Advice at an early stage in the preparation of a campaign provides advertisers and agencies with a degree of reassurance that it complies with the highest standards of practice. It also prevents time and money being wasted on campaigns which breach the ASCI Code and rules and are therefore likely to be short-lived.

Copy Advice can also help to avoid embarrassment and damage to the reputation of an advertiser or a brand caused by adverse publicity if a complaint is upheld. In a wider context, Copy Advice helps protect the reputation of advertising in general.

What is pre-clearance and is Copy Advice the same thing as pre-clearance?

Pre-clearance is normally found in circumstances where advertising is subject to statutory or co-regulation clearance. In the case of Copy Advice, there is normally no element of obligation, either in seeking the advice in the first place or in following it once it has been obtained. Pre-clearance, on the other hand, is the compulsory examination of an advertisement, before it is broadcast or published, to ensure that it complies with legal, statutory or self-regulatory rules. Currently ASCI does not offer pre clearance of ad.

Who will provide Copy Advice?

ASCI's Secretary General alongwith some nominated persons of the Board who have experience of working with ASCI and/or CCC of over 10 years will constitute a panel providing Copy Advice

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