



## The Advertising Standards Council of India

**REGISTERED OFFICE & SECRETARIAT:** 219 Bombay Market Bldg., 78 Tardeo Road, Mumbai 34  
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Dear Member,

**The Advertising Standards Council of India's (ASCI) Board has decided to launch a Copy Advice Service for its members from May 1<sup>st</sup>, 2008.**

As you will recall, ASCI became a member of **The European Advertising Standards Alliance (EASA)** last year with a view to gain from EASA's expertise in Advertising Self Regulation as well as to play a significant role in Self Regulation internationally.

One of **EASA's Best Practices** is offering **Copy Advice** to members of a Self Regulatory Organizations (SRO). In keeping with the best practices in Self Regulation, the main purpose of **ASCI's Copy Advice** service is to prevent problems before they happen; this benefits not only the advertiser, agency and media concerned immediately, but also the wider advertising industry, by avoiding complaints and promoting social and consumer responsibility. **Consequently, you are encouraged to seek copy advice especially when in doubt about an Ad.**

Briefly provided below is the process which will be adopted for ASCI's Copy Advice service

1. The advertisers, agencies or media members of ASCI are eligible to seek copy advice. There will be no charge for copy advice for an Ad of a advertiser who is a member of ASCI. Copy advice for ad of an advertiser who is not a member of ASCI however will be charged Rs 1000 per Ad.
2. The request must be submitted in writing or via email.
3. A copy (preferably a soft or scanned) of the print Ad, or hoarding, story board or audio/video script of the TVC or Radio should be submitted. Name of the advertiser should be clearly mentioned, any other supporting information or data if deemed necessary should be provided.
4. The copy advice including suggested changes/modifications if any, will be communicated to the party who sought the advice within 7 working days. If clarification or further information or technical evaluation is required then this time limit can get extended.
5. The advice is not binding on the advertiser or on ASCI's Consumer Complaints Council (CCC).
6. All matters connected with the pre copy advice will be treated in total confidence.

We attach a list of FAQs which will throw light on the new ASCI initiative. Please contact our Secretary General on 23513982 or email [asci@vsnl.com](mailto:asci@vsnl.com) for further details.

**With Copy Advice being offered, ASCI is all set to take Self Regulation in Advertising in India to the next world class level.**

Yours faithfully,

**BHASKAR DAS**  
**CHAIRMAN**