



The Advertising Standards Council of India

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PRESS RELEASE

ASCI Launches Copy Advice Service

The Advertising Standards Council of India's (ASCI) Board has decided to launch a Copy Advice Service for its members from May 1st, 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 Self Regulatory Organizations (SRO).

The EASA Best Practice Self-Regulatory Model states that "One of self-regulation's key roles is to prevent problems before they happen by providing advice to advertising practitioners". This can be achieved through **Copy Advice** which is defined as confidential, non-binding pre-publication advice about a specific advertising proposal, provided by an SRO, like the ASCI, to an advertiser, agency or media.

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 immediately concerned, but also the wider advertising industry, by avoiding complaints and promoting social and consumer responsibility. Consequently, advertisers, agencies and media are encouraged to seek Copy Advice and ASCI will provide it to any of its member who requests for it, free of cost.

Unlike general information about code interpretation, Copy Advice concerns specific advertising proposals. Although it is non-binding to both the advertiser and the ASCI's Consumer Complaint Council (CCC), advertisers and agencies are likely to rely on it when spending large amounts of money.

ASCI's Board has constituted a special Panel which will help the ASCI Secretariat to provide Copy Advice. Members of this panel have over 10 years of experience working on ASCI's Board and/or CCC.

The length of time for getting Copy Advice needed will depend on the complexity of each individual case, as well as the need for discussion or consultation within the Secretariat, but **ASCI** will aim to provide Copy Advice within seven working days. FAQs ASCI on Copy Advice Service is attached for further clarification.

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

April 18th, 2008

