

Self-Regulation of Advertising Content: ROAD SAFETY

Preamble

Advertisements have a significant influence on people's behaviour. As such, Advertisers are encouraged to depict advertisements, in a manner which promotes safe practices, e.g. wearing of helmets and fastening of seat belts, not using mobiles/cell phones when driving, etc.

Self - Regulation Pledge

- 1) Advertisements shall not, without justifiable reason, show or refer to dangerous practices or manifest a disregard for safety or encourage negligence.
- 2) Advertisements should contain nothing which is in breach of the law, nor omit anything which the law requires.

Guidelines

Specifically, Advertisements should not:

- a) Portray violation of the Traffic Rules,
- b) Show speed maneuverability in a manner which encourages unsafe or reckless driving, which could harm the driver, passengers and/or general public,
- c) Show stunts or actions, which require professional driving skills, in normal traffic conditions which in any case should carry a readable cautionary message drawing viewer attention to the depiction of stunts.

Guidelines for SUPERS

“Supers” should be clearly legible and on TV advertisements should be held long enough for the full message to be read by an average viewer on a standard domestic TV set. Therefore, following minimum size of the lettering of “Supers” and its holding time on screen for the TV advertisements is required.

- 1) For Print Advertisements the font size of the “Supers” shall be minimum 6 and 7 points for 100 column centimeters or less and more than 100 column centimeters or equivalent size advertisements respectively.
- 2) For TV Advertisements the size of the “Supers” shall be of minimum 12 pixel height and stay not less than 4 seconds duration on the screen for upto 2 lines of “Supers”. For every additional line of “Super” additional 2 seconds of hold time would be required. Script of the “Supers” should be in the same language as the audio of the advertisement.

Spot an advertisement depicting unsafe practices?

Snap it and WhatsApp it to ASCI 0-77100-12345



Lodge your complaints at www.ascionline.org

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