

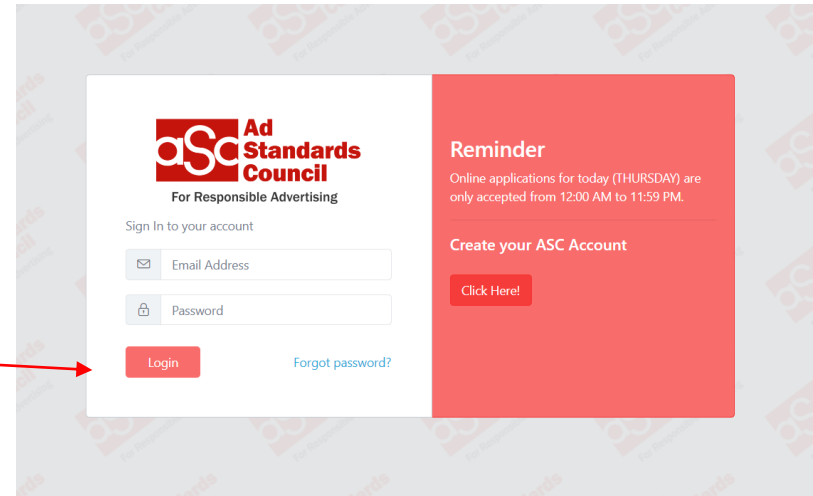
# **ASC Online Application Process**

**(Updated Version)**  
**November 5, 2018**

# Creating an Account

## ACCOUNT REGISTRATION (For first time users)

1. Open browser (**preferably Google Chrome**)
2. Type [www.online1.asc.com.ph](http://www.online1.asc.com.ph) on address bar or go to [www.asc.com.ph](http://www.asc.com.ph) click on Online application
3. Click **“Click Here!”** Under ASC Account
4. Fill out necessary data. If company does not exist, choose “Others” then input following data:
  - Company name
  - Address
  - Phone number
  - Fax number
  - Membership affiliation (please next page for full details)



- Advertiser/client – PANA/NON-PANA
- Broadcast media – KBP / NON-KBP
- Digital agency – IMMAP / NON-IMMAP
- Print media – UPMG / NON-UPMG
- Advertising agency – 4As-NON-4As
- Media agency – MSAP/NON-MSAP

- Cinema advertiser – CAAP/NON-CAAP
- Research agency – MORES/NON-MORES
- Blocktimer – IBA/NON-IBA
- OOH media – OAAP/NON-OAAP
- OOH media – OMAG/NON-OMAG
- Advertising suppliers (prod house) – ASAP/NON-ASAP

5. Click **“Create Account”** to submit registration form

## Applicant Classification / Membership affiliation:

<p><b>Advertiser/Client – Philippine Association of National Advertisers (PANA)</b>            _____ Member            _____ Not member of any association</p>	<p><b>Cinema advertiser – Cinema Advertisers Association of the Philippines (CAAP)</b>            _____ Member            _____ Not member of any association</p>
<p><b>Advertising Agency – Association of Accredited Advertising Association of the Philippines (4As)</b>            _____ Member            _____ Not member of any association</p>	<p><b>Research agency – Market Opinion and Research Society (MORES)</b>            _____ Member            _____ Not member of any association</p>
<p><b>Broadcast Media – Kapisanan ng mga Brodkaster ng Pilipinas (KBP)</b>            _____ Member            _____ Not member of any association</p>	<p><b>Block timer – Independent Block timers Association (IBA)</b>            _____ Member            _____ Not member of any association</p>
<p><b>Digital Agency – Internet and Mobile Marketing Association of the Philippines (IMMAP)</b>            _____ Member            _____ Not member of any association</p>	<p><b>OOH media – Outdoor Advertising Association of the Philippines (OAAP) / Outdoor Media Advocacy Group (OMAG)</b>            _____ Member            _____ Not member of any association</p>
<p><b>Print media – United Print Media Group (UPMG)</b>            _____ Member            _____ Not member of any association</p>	<p><b>Suppliers – Advertising Suppliers Association of the Philippines (ASAP)</b>            _____ Member            _____ Not member of any association</p>
<p><b>Media Agency – Media Specialists Association of the Philippines (MSAP)</b>            _____ Member            _____ Not member of any association</p>	

6. Verify your account through your registered email to access the ASC Online System

Registration Complete!

Below are the details you have entered:

Full Name: JUAN DELA CRUZ

Contact Number: 1234567890

Email Address: [client3@asc.com.ph](mailto:client3@asc.com.ph)

Password: @1234567

Company Name: AB HEINEKEN PHILIPPINES INC.

Company Affiliation: PANA

Company Address: 10 Floor Allied Bank Building 6754 Ayala Ave, Makati City, Philippines

Company Telephone Number: 816 3255

Company Fax Number: N/A

Click [here](#) to verify your registered email address. After verification, you will be redirected to the login page.

For questions, clarifications or complaints you can send an email to [test.app@asc.com.ph](mailto:test.app@asc.com.ph) or call us at 893.8103, 750.0047, 823.6757 .

Thank you very much.

The ASC Online Secretariat

7. A confirmation email will be received once you successfully verify your account

Your ASC Online user account has been verified!

To login please go to this URL: [http://www.asc.com.ph/asc\\_core/](http://www.asc.com.ph/asc_core/)

Thank you very much for your interest in using this online facility.

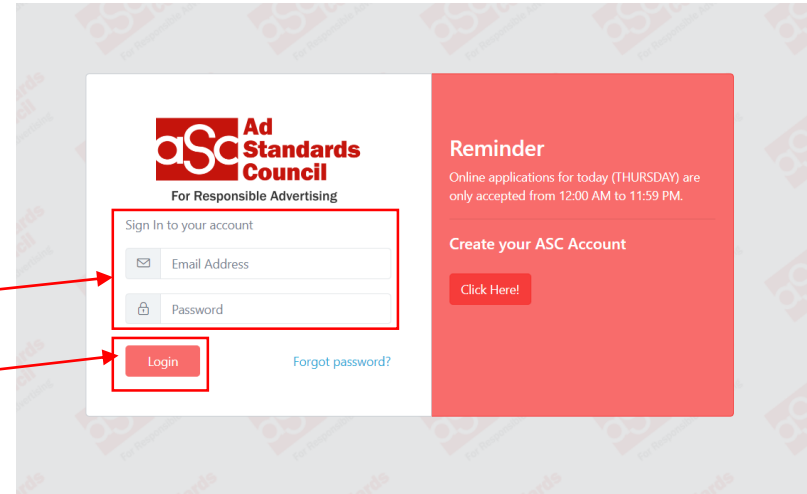
The ASC Online Secretariat

# **Applying Online**

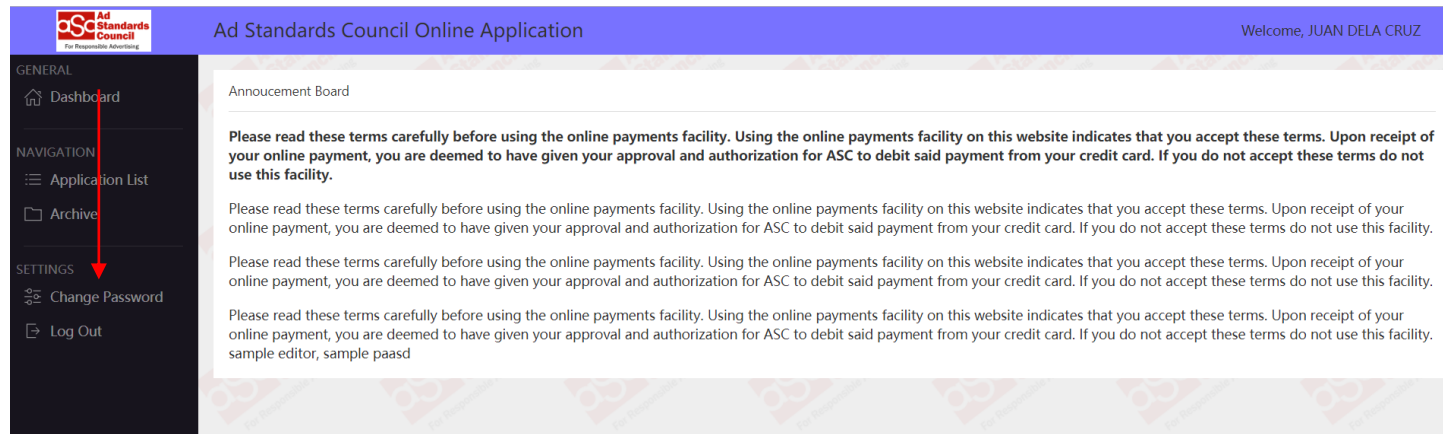
## **(S1: Material for Production)**

## MATERIAL APPLICATION

1. Open browser (preferably Google Chrome)
2. Type [www.online1.asc.com.ph](http://www.online1.asc.com.ph) on address bar or go to [www.asc.com.ph](http://www.asc.com.ph) and click on Online application.
3. Sign in to your account. Enter email address (user name) and password then click **“Login”**



4. Click **“Application List”**

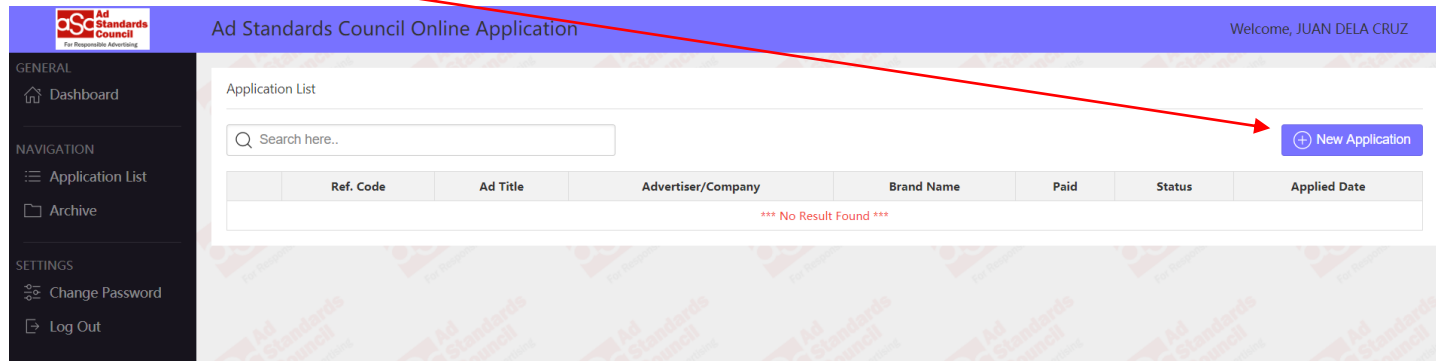


## REMINDERS: MATERIAL APPLICATION SCHEDULE

1. Online application accepted 24 hours daily (Monday to Sundays).
2. Processing of application:
  - a. Paid applications **received from 8AM – 11AM Mondays to Fridays**, will be processed and results will be **released 3PM – 5PM of the same day**;
  - b. Paid applications **received from 11:01AM – 5PM Mondays – Thursdays** will be processed and results will be **released 3PM – 5PM of the following day**.
  - c. Paid applications **received from 11:01AM – 5PM Fridays** will be processed and results will be **released 3PM – 5AM of the following Monday**.
  - d. Paid applications **received during the weekend** will be processed on Monday and results will be **released 3PM – 5PM of the same day**.



## 5. Click “New Application”



## 6. Click “Application List”

Fill out necessary data for material to be screened

Click “Choose File” to upload main document (e.g. *Storyboard, Script, Layout*) file

Choose mode of payment (see page 11)

Note: Cost of materials applied will appear on “Cost Textbox”

Read end user agreement, then tick check box and then click “Submit”. System will redirect you to the support document page.

The screenshot shows the 'Application Form' page. The header includes the ASC logo and the text 'Ad Standards Council Online Application' and 'Welcome, JUAN DELA CRUZ'. A left sidebar contains navigation options: GENERAL (Dashboard), NAVIGATION (Application List, Archive), and SETTINGS (Change Password, Log Out). The main content area is titled 'Application Form' and features a 'Reminder(s)' section with the following text: 'Type "N/A" if mandatory field(s) is /are not applicable for the application. Red Box : Required field or you need to fill in. Green Box : Field that has been a value. Orange Box : Field that will auto fill. Main document has 10MB file maximum to be upload. If your company name or the desired brand / product is not on the list, please send an email to test\_app@asc.com.ph or call us at 893.8103, 750.0047, 823.6757'. Below the reminder is a form with the following fields: Advertiser / Company Name (Choose One dropdown), Affiliation (text box), Brand Name (text box), Product (text box), Category (text box), Ad Title (text box), Tagline (text box), Ref. Code For Previously Approved Material (text box), Type of Medium (Choose One dropdown), Main Document (Choose File button, No file chosen), Cost (PHP) (text box), Payment Method (Choose One dropdown), and END USERS AGREEMENT (checkbox, I have read and accept the ASC Terms and Conditions). A green 'Submit' button is at the bottom right. Red arrows point from the text instructions to the 'Choose File' button, the 'Cost (PHP)' field, and the 'Submit' button.

## Reminders:

Please be reminded that the requirements for the submission of main documents are as follows:

### Television, Cinema Ads, Digital/Internet Videos, LED Billboard, GIF (Moving Ad)

#### Storyboard

- Storyboards must contain only **6 frames per page**. Visuals in the storyboard must be in full color. All elements must be clear and readable.
- Storyboards must have detailed video description in all frames including supers and qualifiers, if any
- Detailed audio in all frames, including music, SFX and incidental sounds, if any
- Copy text shall be a minimum of 12 point Arial font size.
- Document size must be **8.5in. x 11in. or A4 size** only.

### Radio Ads

#### Radio Script

- Radio script must be properly labeled, i.e. Live DJ Spiel, Jingle, etc.
- For Live AOBs and Live DJ Spiels, please provide sample script.
- **As per ASC Circular No 2018 – 005** Standard Radio Commercial Lengths, All S1 Radio applications **MUST follow the KBP standard radio commercial lengths, i.e. 15s, 30s, 45s, 60s.**
- Copy text shall be a minimum of 12 point Arial font size.
- Document size must be **8.5in. x 11in. or A4 size** only.

### Print, Collaterals, Billboards, Static Internet, Digital and Mobile Ads

#### Layouts

- Compre or layout of the materials must be in full color. All elements must be clear and readable.
- The compre or layout must clearly specify the size of the material.
- Document size must be **8.5in. x 11in. or A4 size** only.

**Noncompliance with the above-mentioned guidelines will result to pending or disapproval of application.**

To upload support Documents, click the appropriate upload buttons to upload your support document/s

To submit application click “**Finish my Application**” button You will be directed to the payment page

**Note:**

- Each support document has a maximum size of **10mb per document.**
- If upload button has a blue circle it means that a file can be uploaded. Green circle means that a file has been uploaded.
- Only one (1) PDF file in is allowed per support document item.
- If your support document has 2 or more pages OR you have 2 or more files as support documents, please make sure that files are merged into one before converting to **one (1) PDF file only** and uploading.
- If user needs to convert a document to PDF format please go to [www.smallpdf.com](http://www.smallpdf.com). User may also reduce the file size on the given link.

# Payment

## PAYMENT OPTION # 1

### Through Credit Card/ Bancnet Debit Card (Real-time processing)

a. Click "Visa / Mastercard "Icon

pesopay You are now connected to PESOPAY PAYMENT SERVICE

Secure Authenticated Merchant :  
You are now connected to a secure payment site operated by Pesopay.com . Your payment details will be securely transmitted to the Bank, Card and Payment Companies for transaction process by using up to 256-bit SSL encryption.

**Ad Standard Council - test**

Select your payment method by clicking on the logo below:

Pay By Credit and Debit Card  
**VISA** **MasterCard**

PesoPay Payment Service pesopay

Copyright © 2014 AsiaPay Limited. All rights reserved.

b. Enter card information

**VISA**

Transaction Information

Merchant Name : Ad Standard Council - test  
Merchant Reference No. : ASC07032017232100S001P070417SW  
Transaction Amount : PHP 1,600.00  
Transaction IP Address : 112.209.165.53

Please fill in the card information:

Card Number :   
Expiry Date (mm/yyyy) :    
Name as shown on card :   
Card Verification Number :

Note: As certain card-issuing banks might not yet be ready for Internet transaction, please contact your card-issuing bank for any problems in using your card for transactions via Pesopay.

PesoPay Payment Service pesopay

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c. Click Submit

**Note: Some banks require additional information before processing the payment for security purposes**

d. Review details then click "OK"

test.pesopay.com says:

Please review your payment details :

Merchant Name : Ad Standard Council - test  
Transaction Amount : PHP 1,600.00  
Payment Method : VISA  
Card Number : 4918-9141-0719-5005  
Expiry Date (mm/yyyy) : 07/2019  
Name as shown on card : Juan Dela Cruz  
Card Verification Number : \*\*\*

Merchant Reference No.: ASC07032017232100S001P070417SW

OK Cancel

e. Review transaction result then click "Continue"

**Transaction Result**

Your payment transaction is completed

Merchant Name : Ad Standard Council - test  
Transaction Amount : PHP 1,600.00  
Payment method : VISA  
Card Number : \*\*\*\* - \*\*\*\* - \*\*\*\* - 5005  
Expiry Date (mm/yyyy) : \*\* / \*\*\*\*  
Name as shown on credit card : Juan Dela Cruz  
Merchant Reference No. : ASC07032017232100S001P070417SW  
Transaction IP Address : 112.209.165.53  
Payment Reference No. : 001210486908

Note: This transaction will be recorded in your bank / credit card account statement as with merchant name " AD STANDARD COUNCIL - TEST "

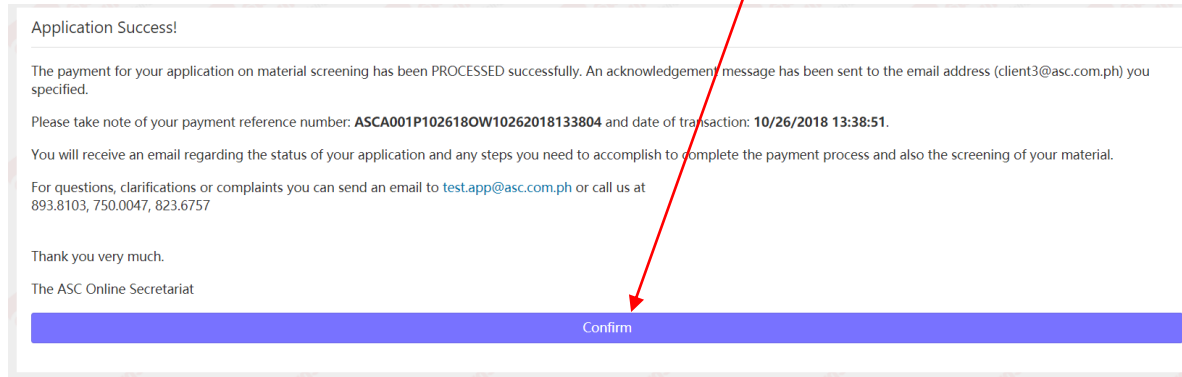
Please contact your merchant " Ad Standard Council - test " for any order and delivery queries.

Continue Print

PesoPay Payment Service pesopay

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Confirmation page will appear after the Payment has been made then click **“Confirm”**



Application Success!

The payment for your application on material screening has been PROCESSED successfully. An acknowledgement message has been sent to the email address (client3@asc.com.ph) you specified.

Please take note of your payment reference number: **ASCA001P102618OW10262018133804** and date of transaction: **10/26/2018 13:38:51**.

You will receive an email regarding the status of your application and any steps you need to accomplish to complete the payment process and also the screening of your material.

For questions, clarifications or complaints you can send an email to [test.app@asc.com.ph](mailto:test.app@asc.com.ph) or call us at 893.8103, 750.0047, 823.6757

Thank you very much.

The ASC Online Secretariat

[Confirm](#)

User will receive an email confirming the payment of the application

The payment for your application on material screening has been processed successfully.

Please take note:

Application Reference Code:A001P102618OW  
Merchant Reference Number: ASCA001P102618OW10262018133804  
Date of Transaction: October 26, 2018

You will receive an email regarding the status of your application and any steps you need to accomplish to complete the screening of your material.

For questions, clarifications or complaints you can send an email to [test.app@asc.com.ph](mailto:test.app@asc.com.ph) or call us at 893.8103, 750.0047, 823.6757

Thank you very much.

The ASC Online Secretariat

## PAYMENT OPTION # 2

**Through Over-the-Counter Payment (BDO/RCBC)**  
**(Same day processing provided deposit slip is**  
**immediately emailed to [online.app@asc.com.ph](mailto:online.app@asc.com.ph).**  
**Put reference code as**  
**subject in email)**

a. Fill out necessary information

b. Click 'Submit'

**BDO**

**PayCash Via BDO**

Merchant : Over the counter (Testing)  
Amount : Php 35,900.00  
Merchant Reference No. : Test

Name :   
Email :

By clicking "Submit", I agree that I have read and accepted the Terms and Conditions of the service.

Note: Payment Instructions will be sent to the email address that you have provided in the field above. In case you do not receive the email, please check Bulk/Spam mail folder.

[Terms and Conditions](#)

PesoPay Payment Service

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- c. Take note or print the **Account Name, Account Number, Payment Reference Number and the Payment Amount.**

PAYMENT DETAILS	
Account Name:	AsiaPay Payment Technology Corp.
Account No.:	3008009237
Payment Reference No.:	012675-87567-34642-05231
Amount:	PHP 35,900.00
Status:	Pending
Expiration Date:	05/30/2013

### PayCash Via BDO

Thank you for choosing PayCash to pay for your goods/services. Please print this slip and pay by cash over-the-counter at BDO.

Merchant Name : PayCash (Testing)  
 Merchant Reference No. : Test  
 Payment Method : PayCash BDO  
 Date : 05/25/2013  
 Name : John Smith  
 Email Address : john.smith@test.com

PAYMENT DETAILS	
Account Name:	AsiaPay Payment Technology Corp.
Account No.:	3008009237
Payment Reference No.:	012675-87567-34642-05231
Amount:	PHP 35,900.00
Status:	Pending
Expiration Date:	05/30/2013

These information will also be sent to the customer's email address

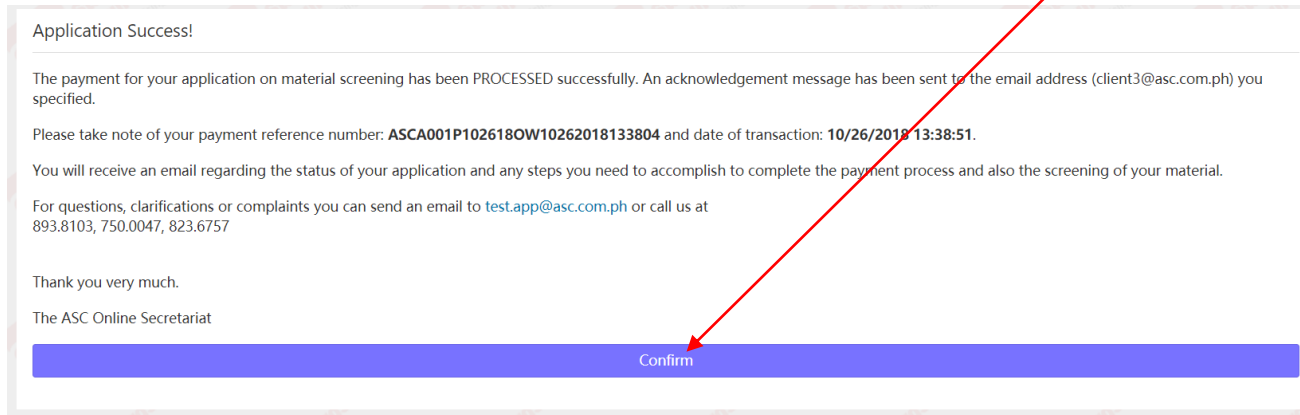
- Follow payment instruction
- Click "Continue"

**Payment Instruction**

1. Go to the nearest BDO branch.
2. Get BDO Deposit Slip.
3. Under Account Name, write down "AsiaPay Payment Technology Corp."
4. Under Account Number, write down the "Bank Account No." stated in your Payment details.
5. Write down the exact amount stated in your payment details.
6. Write down the "Payment Reference No." anywhere under Cash Deposit Breakdown.
7. As soon as your payment has been verified by AsiaPay, the status of your payment transaction will change to "Completed", and we will send electronic notification to your Merchant to process your order.
8. To check the status of your cash payment, you may visit [www.paymenttrackerurl.com](http://www.paymenttrackerurl.com). Simply input your payment reference number and click "Track".

Please contact your merchant "Merchant\_Name" for order and delivery query. For payment concerns, please refer to our [FAQ](#) page.

- d. After completion of the process a confirmation page will appear then click **“Confirm”**



- e. Please proceed to the bank and deposit the payment (**take note of the payment details for the deposit slip**)

- f. Email deposit slip **immediately** to [online.app@asc.com.ph](mailto:online.app@asc.com.ph) to be able to continue with the process of your application. Put reference code as subject of your email.

PAYMENT DETAILS	
Account Name:	AsiaPay Payment Technology Corp.
Account No.:	3008009237
Payment Reference No.:	012675-87567-34642-05231
Amount:	PHP 35,900.00
Status:	Pending
Expiration Date:	05/30/2013

- g. User will receive an email confirming the payment of the application
  
- h. ASC will process your application and email the decision

The payment for your application on material screening has been processed successfully.

Please take note:

Application Reference Code:A001P102618OW  
Merchant Reference Number: ASCA001P102618OW10262018133804  
Date of Transaction: October 26, 2018

You will receive an email regarding the status of your application and any steps you need to accomplish to complete the screening of your material.

For questions, clarifications or complaints you can send an email to [test.app@asc.com.ph](mailto:test.app@asc.com.ph) or call us at 893.8103, 750.0047, 823.6757

Thank you very much.

The ASC Online Secretariat

## PAYMENT OPTION # 3

**Through E-Wallet (Globe G-Cash/Smart Money)**  
*(Real time processing depending on the load of your E-wallet)*

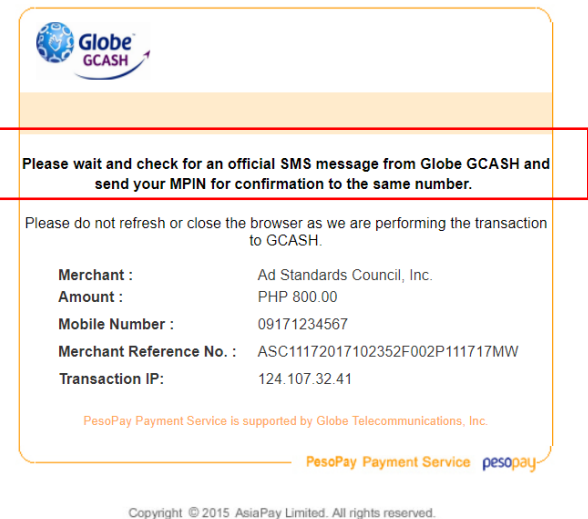
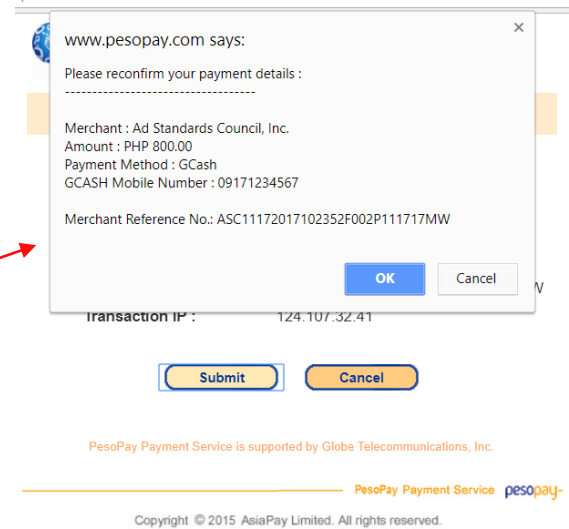
- Click Globe G-Cash/Smart Money Logo

The screenshot shows the Pesopay payment service interface. At the top, it says "pesopay You are now connected to PESOPAY PAYMENT SERVICE". Below this, there is a "Secure Authenticated Merchant" notice. The main heading is "Ad Standards Council, Inc." and it asks the user to "Select your payment method by clicking on the logo below:". There are two "Pay By Others" options, both with the "Globe GCASH" logo. The first option is selected. Below the logos, there is a "Please fill in the mobile number:" field. The form displays the following information: Merchant: Ad Standards Council, Inc.; MasterCard SecureCode: PHP 800.00; Mobile Number: 09171234567 (in a text box); Merchant Reference No.: ASC11172017102352F002P111717MW; Transaction IP: 124.107.32.41. At the bottom, there are "Submit" and "Cancel" buttons. The footer includes "PesoPay Payment Service is supported by Globe Telecommunications, Inc." and "Copyright © 2015 AsiaPay Limited. All rights reserved."

- Enter G-Cash/Smart Money Mobile Number

- Click "Submit"

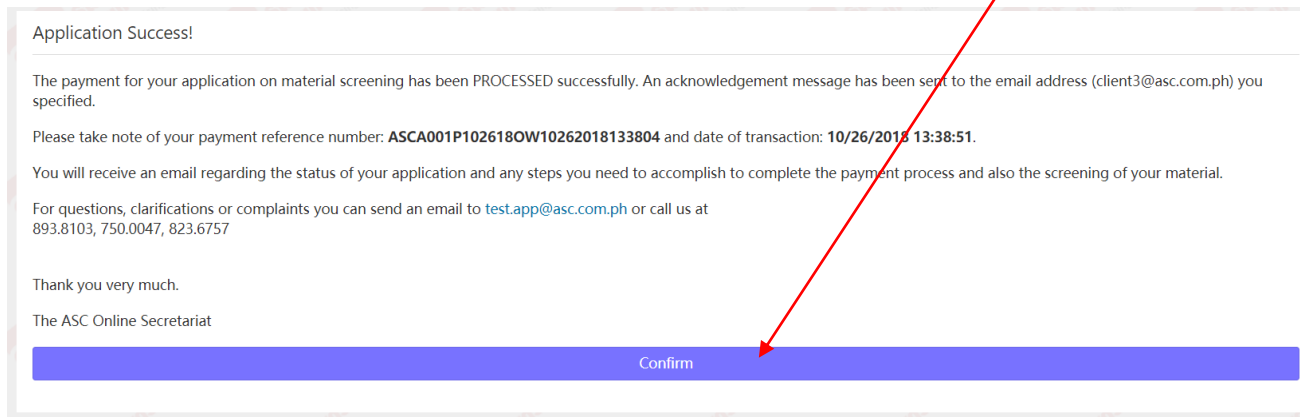
- Check payment information
- G-cash/Smart Money processes payment
- Follow instruction to processing of payment



- Payment result will appear on screen
- Click “close” to go to success page



After completion of the process a confirmation page will appear then click “**Confirm**”



User will receive an email confirming the payment of the application

ASC will process your application and email the decision

The payment for your application on material screening has been processed successfully.

Please take note:

Application Reference Code:A001P102618OW

Merchant Reference Number: ASCA001P102618OW10262018133804

Date of Transaction: October 26, 2018

You will receive an email regarding the status of your application and any steps you need to accomplish to complete the screening of your material.

For questions, clarifications or complaints you can send an email to [test.app@asc.com.ph](mailto:test.app@asc.com.ph) or call us at 893.8103, 750.0047, 823.6757

Thank you very much.

The ASC Online Secretariat

## PAYMENT OPTION # 4

### Through Non-Bank Payment Center

*(Same day processing provided deposit slip is immediately emailed to [online.app@asc.com.ph](mailto:online.app@asc.com.ph). Put reference code as subject in email)*

- Click Bayad Center / EC Pay Center Logo
- Fill out necessary information
- Click 'Submit'

**pesopay** You are now connected to **PESOPAY PAYMENT SERVICE**

Secure Authenticated Merchant :

You are now connected to a secure payment site operated by Pesopay.com . Your payment details will be securely transmitted to the Bank, Card and Payment Companies for transaction authorisation using up to 256-bit SSL encryption.

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**Ad Standards Council, Inc.**

Select your payment method by clicking on the logo below:

PayCash (Over-The-Counter) [Learn more](#)

Non-Bank Payment Partners

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PesoPay Payment Service **pesopay**

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**PayCash Via Bayad Center**

Merchant: Ad Standards Council, Inc.  
Amount: PHP 800.00  
Merchant Reference No.: ASC11172017103749F002P111717MW

Name :   
Email :

By clicking "Submit", I agree that I have read and accepted the Terms and Conditions of the service.

Note: Payment Instructions will be sent to the email address that you have provided in the field above. In case you do not receive the email, please check Bulk/Spam mail folder.

[Terms of Use](#)

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PayDollar Payment Service

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Powered by [pesopay.com](#)



## PayCash Via Bayad Center

Thank you for choosing PayCash to pay for your goods/services. Please print this slip and pay by cash over-the-counter at Bayad Center.

**Merchant :** Ad Standards Council, Inc.  
**Merchant Reference No. :** ASC11172017103749F002P111717MW  
**Payment Method :** PayCash via Bayad Center  
**Date :** 17/11/2017  
**Name :** Juan dela Cruz  
**Email Address :** email@email.com

Take note or print the **Billor Name, Payment Reference Number and the Payment Amount.** These information will also be sent to the customer's email address

### PAYMENT DETAILS

**Billor Name:** PesoPay  
**Payment Reference No.:** 01200-00150-15293-11179  
**Amount:** PHP 800.00  
**Status:** **Pending**  
**Expiration Date:** 18/11/2017

### PAYMENT DETAILS

**Billor Name:** PesoPay  
**Payment Reference No.:** 01200-00150-15293-11179  
**Amount:** PHP 800.00  
**Status:** **Pending**  
**Expiration Date:** 18/11/2017

### Payment Instruction

- Follow payment instruction

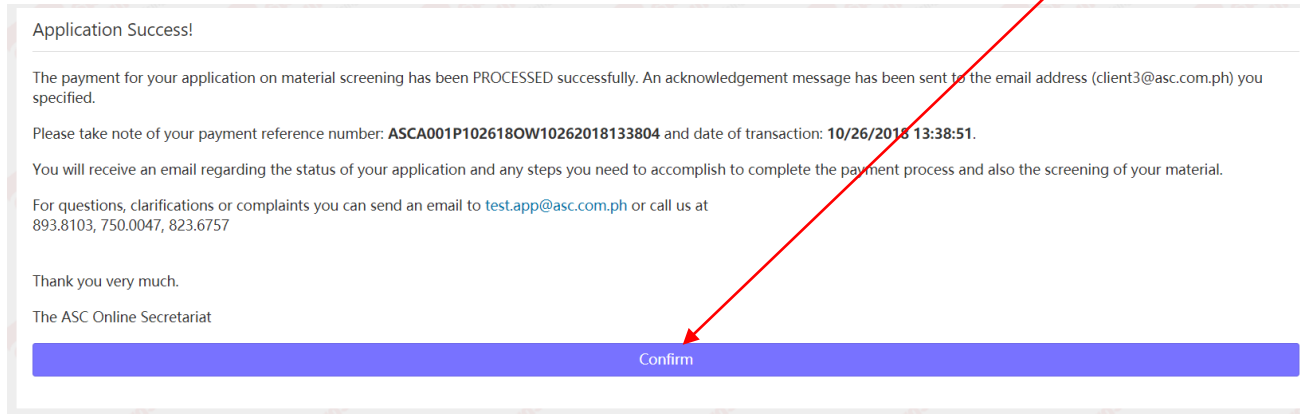
1. Go to the nearest Bayad Center branch.
2. Get the Bayad Center Payment Form.
3. Under Biller Name, write down "PesoPay"
4. Under Account Number, write down the "Payment Reference No." stated in your payment details.
5. Under Account Name, write down your Full Name.
6. Under Amount, write down the exact amount stated in your payment details.
7. As soon as your payment has been verified by PesoPay, the status of your payment transaction will change to "Completed" and we will send an electronic notification to your Merchant to process your order.

- Click "Continue"

Continue

Print

- d. After completion of the process a confirmation page will appear then click **“Confirm”**



- e. Please proceed to any bayad center and pay the fee **(take note of the payment details on the payment slip)**

- f. Email payment slip **immediately** to [online.app@asc.com.ph](mailto:online.app@asc.com.ph) to be able to continue with the process of your application. Put reference code as subject of your email.

PAYMENT DETAILS	
<b>Billor Name:</b>	PesoPay
<b>Payment Reference No.:</b>	01200-00150-15293-11179
<b>Amount:</b>	PHP 800.00
<b>Status:</b>	<b>Pending</b>
<b>Expiration Date:</b>	18/11/2017

## PAYMENT OPTION # 5

### **ASC Voucher (Special arrangement).**

**Same day processing provided authorization letter (signed by authorized representative) is immediately emailed to [online.app@asc.com.ph](mailto:online.app@asc.com.ph) and received between 8AM – 11AM, . (See slide for application and release schedules)**

**Put reference code as subject in email.**

After completion of the process a confirmation page will appear then click “**Confirm**”

Application Success!

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The payment for your application on material screening has been PROCESSED successfully. An acknowledgement message has been sent to the email address (client3@asc.com.ph) you specified.

Please take note of your payment reference number: **ASCA001P102618OW10262018133804** and date of transaction: **10/26/2018 13:38:51**.

You will receive an email regarding the status of your application and any steps you need to accomplish to complete the payment process and also the screening of your material.

For questions, clarifications or complaints you can send an email to [test.app@asc.com.ph](mailto:test.app@asc.com.ph) or call us at 893.8103, 750.0047, 823.6757

Thank you very much.



The ASC Online Secretariat


[Confirm](#)


# **Continuation of Applying Online (S1) after Payment**

# ASC will process your application and email the decision (see email samples below with decision form)

APPROVED



 Fri 11/17/2017 9:49 AM  
ASC Online Secretariat <online.app@asc.com.ph>  
ASC Online Application - Decision Form for B009P111617RW  
To ASC Online Secretariat  
 We removed extra line breaks from this message.


 df\_B009P111617RW\_11172017094847.pdf 217 KB


 documents\_with\_stamp.pdf 496 KB

Application with reference number B009P111617RW has been assigned and tagged as APPROVED FOR PRODUCTION by [johnpaul.madrid@asc.com.ph](mailto:johnpaul.madrid@asc.com.ph) (John Paul Madrid). Attached is the screener decision form.

INCOMPLETE

 Fri 11/10/2017 8:46 AM  
ASC Online Secretariat <online.app@asc.com.ph>  
ASC Online Application - Decision Form for U001P110917UW  
To ASC Online Secretariat  
 We removed extra line breaks from this message.

 df\_U001P110917UW\_11102017084606.pdf 219 KB



 documents\_with\_stamp.pdf 496 KB


Application with reference number U001P110917UW has been assigned and tagged as INCOMPLETE by [johnpaul.madrid@asc.com.ph](mailto:johnpaul.madrid@asc.com.ph) (John Paul Madrid). Attached is the screener decision form.


Reason/Remarks:

No government mandated disclaimers.

DISAPPROVED

 Thu 11/2/2017 3:21 PM  
ASC Online Secretariat <online.app@asc.com.ph>  
ASC Online Application - Decision Form for E001P103017EW  
To ASC Online Secretariat  
 We removed extra line breaks from this message.

 df\_E001P103017EW\_11022017152102.pdf 219 KB

 documents\_with\_stamp.pdf 496 KB

Application with reference number E001P103017EW has been assigned and tagged as DISAPPROVED by [johnpaul.madrid@asc.com.ph](mailto:johnpaul.madrid@asc.com.ph) (John Paul Madrid). Attached is the screener decision form.

Reason/Remarks:

No substantiation submitted for the No. 1 claim.



6th Floor LTA Building  
118 Perara St., Lagasapi Village,  
Makati City 1229  
803-8103, 750-0047, 817-7287 (Fax)  
inquiry@asc.com.ph; http://www.asc.com.ph

ASC ONLINE SCREENER'S DECISION FORM

11/09/2017

Date Submitted

U001P110917UW

REFERENCE CODE

**SCREENER'S CLEARANCE FOR PRODUCTION DECISION FORM.**

**CLIENT'S INFORMATION**

ADVERTISER: [REDACTED] BRAND: [REDACTED]  
MEMBER: [REDACTED] PRODUCT: [REDACTED] CATEGORY: [REDACTED]

**PRESENTOR'S INFORMATION**

NAME: [REDACTED] MOBILE NO.: [REDACTED]  
COMPANY: [REDACTED] EMAIL: [REDACTED]  
ADDRESS: [REDACTED]  
TEL. NO.: [REDACTED] FAX NO.: [REDACTED] MEMBER: [REDACTED]

**INFORMATION ON MATERIAL TO BE SCREENED**

AD TITLE: [REDACTED]  
DECISION: **INCOMPLETE**  
MAIN DOCUMENTS: [REDACTED]  
TYPE OF MEDIUM: [REDACTED] REF. CODE FOR PREVIOUSLY APPROVED MATERIAL: U001P102717UW  
SUPPORT DOCUMENTS: [REDACTED]

**COMMENTS:**

1. Submitted pre-approved material U001P102717UW for reference.
2. Please include the government mandatory phrase for Banking & Other Financial Services: "Regulated by the Bangko Sentral ng Pilipinas", to comply with BSP Regulations on Financial Consumer Protection Section II.a.2 as per Circular No. 837 Series of 2014.
3. Upon compliance, please submit two copies of revised layout.
4. Please note that per ASC Manual of Procedures Rule IV, Section 6.3.4, submission for INCOMPLETE applications is ten (10) calendar days from the date of application. You have until 4PM of 11/20/17 to submit required documents. Failure to comply will automatically render the application DISAPPROVED without advice to the Advertiser and/or Advertising Agency.

Decisions of the ASC Screening and Hearing Panel are based on the Code of Ethics for Advertising and the ASC Manual of Procedures for screening and filing of complaints and Appeals. Presentors are presumed to have read and understood the rules of the ASC. The Presentor warrants that he/she is a duly authorized representative of the Advertiser and that he/she voluntarily submits to the authority of and abides by the rules and procedures of the ASC, inclusive of sanctions that may be imposed as provided therein. These sanctions or actions may include, but are not limited to, deferrals and/or disapprovals of the Screening Panel; and the Cease and Desist Order (CDO) of the Hearing Panel in case of adjudged complaints on previously approved materials. The Presentor is ultimately responsible to inform his Advertiser and agency of the CDO and to physically retrieve banned material and/or otherwise comply with the decision/CDO.

John Paul Madrid  
SCREENING SPECIALIST

Manny Tongobanua  
PROFESSIONAL SCREENER  
11/10/2017  
DATE



**Sample Decision Form**

# ASC will also email your approved/disapproved/incomplete (watermarked) Layout / storyboard /script

Ad Standards Council

Page 1



Audio: Original soundtrack plays...

Vocals/Lyrics: Smashers! The Series 2 Smashers

Video/Creatives: A ball being smashed then animated logo appears.



Audio: soundtrack continues...

Vocals/Lyrics: Smash open

Video/Creatives: Shot of the eyeballs being served in a tray.

SMASHERS SEASON 2  
30 Second TVC



Audio: soundtrack continues...

Vocals/Lyrics: are being served.

Video/Creatives: Shot of a lady trying to serve the smasher eyeballs to the 2 kids.



Audio: soundtrack continues...

Vocals/Lyrics: the new eye balls

Video/Creatives: close up shot of the smashers eyeballs



Audio: soundtrack continues...

Vocals/Lyrics: Come and get it!

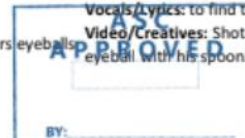
Video/Creatives: Close up shot of the lady with her spoon with Smasher eyeballs



Audio: soundtrack continues...

Vocals/Lyrics: to find the grossest

Video/Creatives: Shot of a 1 kid while he flicks the eyeball with his spoon.



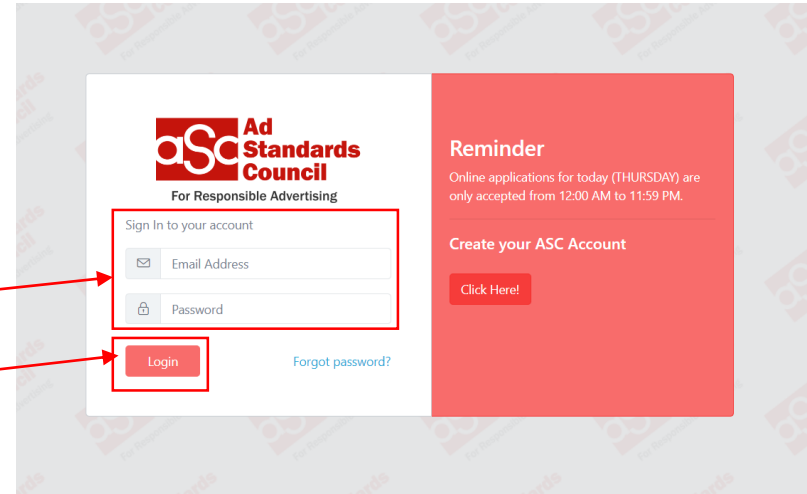
ASC Ref. Code: A003P102718AW

# **Applying Online (S2: Final Material for Clearance to Air/Print/Post)**

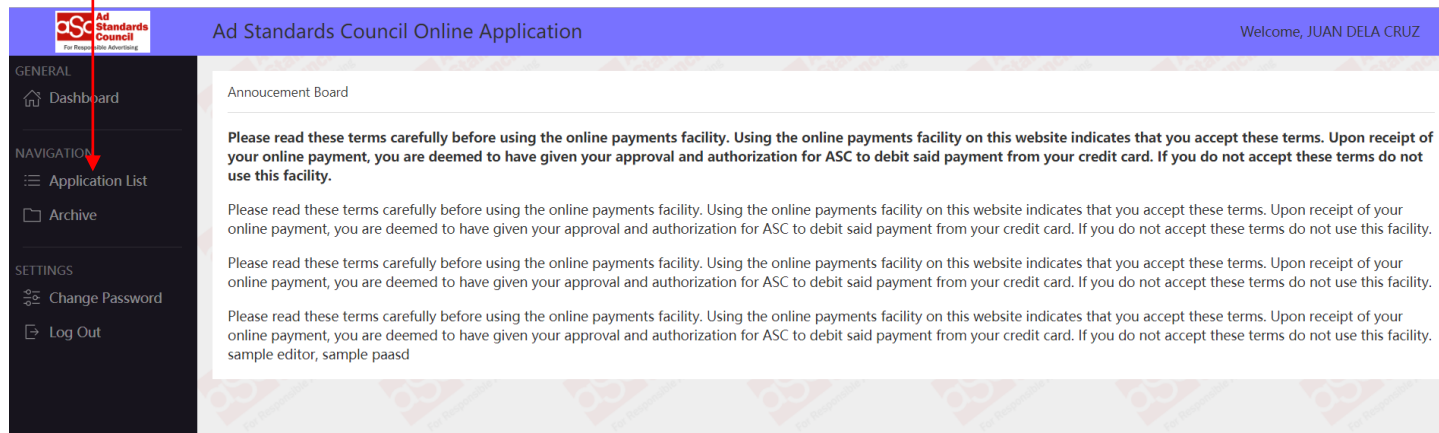



## MATERIAL APPLICATION

1. Open browser (preferably Google Chrome)
2. Type [www.online1.asc.com.ph](http://www.online1.asc.com.ph) on address bar or go to [www.asc.com.ph](http://www.asc.com.ph) click on Online application.
3. Sign in to your account. Enter email address(user name) and password then click **“Login”**



4. Click **“Application List”**



1. When submitting final material click  2<sup>nd</sup> icon

2. Click “Upload” button to upload your final material

3. Click “Upload” button to upload final material documents

*In uploading a file, format must be as follows:*

1. Video file – mp4 (50mb max)

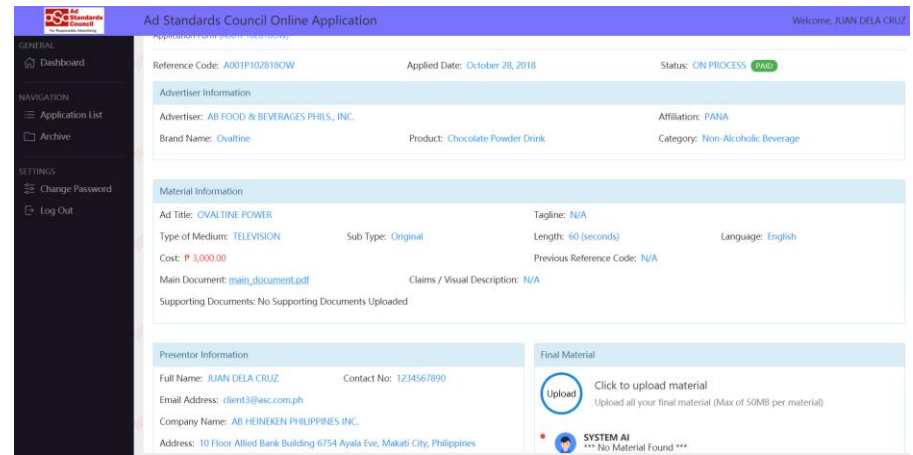
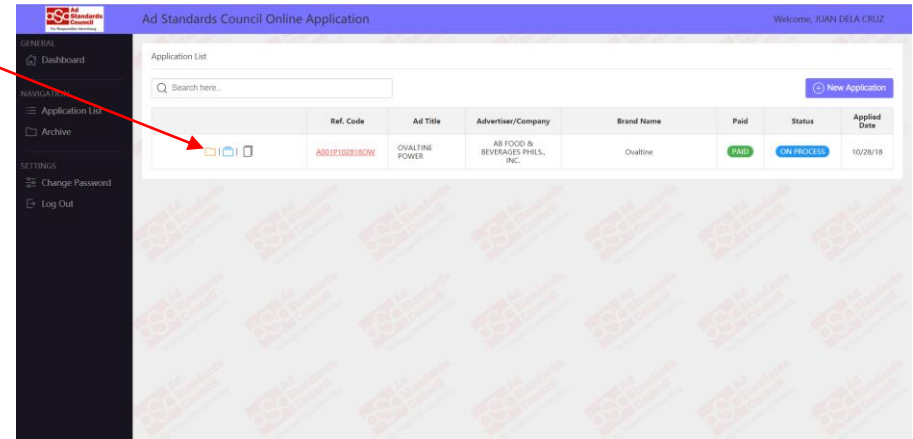
2. Audio file – mp3 (50mb max)

3. Layout – jpg (50mb max)

4. Other Final Material Documents - .pdf (50mb max)

*You may upload the approved layout/storyboard/script in the “Document” portion (20mb)*

**ASC will review the submitted final material and will issue the clearance ONLY if the material submitted is faithful to the approved S1 material.**





6th Floor LTA Building  
 118 Perea St., Legaspi Village,  
 Makati City 1225  
 853-8103; 750-0047; 817-7287 (Fax)  
 Inquiry@asc.com.ph; http://www.asc.com.ph

07/28/2017

Date Released

REFERENCE CODE

**CLEARANCE FOR AIRING**  
 (Agency/Client Copy)

BRAND	AD TITLE
PRODUCT	TYPE OF MEDIUM/LENGTH
AGENCY	DIALECT
ADVERTISER	VALID UNTIL

The above material conforms to the provisions of the ASC's Code of Ethics for Advertising and ASC Manual of Procedures for Screening. Airing of this material beyond expiration date will be considered as "AIRING WITHOUT PROPER ASC CLEARANCE".

The ASC reserves the right to recall the "CLEARANCE" subject to the provisions stated in the ASC Manual of Procedures for Screening.

COMMENT/S:

N/A

\_\_\_\_\_  
 BASCO, BERNS  
 AUTHORIZED REPRESENTATIVE/DATE  
 (Signature over Printed Name)

\_\_\_\_\_  
  
 CHARMAINE CAMPANER  
 PROFESSIONAL SCREENER



**Sample Clearance**