



For Responsible Advertising

Guidebook

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History of Self-Regulation

The declaration of Martial Law on September 21, 1972 brought about, among other things, the formation of a “Mass Media Council” under the joint supervision of the Department of Public Information (DPI) and the Department of National Defense (DND). All media activities then were under the charge of the Office of Civil Relations, Armed Forces of the Philippines.

In January 1973, the Mass Media Council met with the heads of all communications associations in the Philippines to develop new rules and regulations for the conduct of media and advertising agencies, which were at that time loosely classified as “mass media.” Presiding at this meeting, as well as the body’s subsequent sessions, was the Director of the “Bureau of Standards for Mass Media”, an office of the DPI.

Out of these meetings between government and the private sector came the formation of a “Council for Advertising, Public Relations, Research and Sales Promotions” headed by Francisco R. Floro (of Floro Enterprises); and a sub-committee chaired by Lyle K. Little (then with J. Walter Thompson Phils.), specifically tasked to forge a Code of Ethics and Rules of Regulations for all engaged in advertising and sales promotions.

The sub-committee consisted of representatives from the Association of Philippines Advertising Agencies (APAA), Lapihan ng mga Adbertaysing Praktisyoner na Pilipino sa Ikaunlad ng Sambayanan (LAPIS) [note: These two advertising agency associations merged as 4A’s-P in July 1977, i.e. the Association of Accredited Advertising Agencies – Philippines], Cinema Advertising Association of the Philippines (CAAP), Kapisanan ng mga Brodkaster ng Pilipinas (KBP), Outdoor Advertising Association of the Philippines (OAAP), Philippine Association of National Advertisers (PANA), Print Media Organization (PRIMO), the Office of Civil Relations, Institute of Mass Communications, and the consumers.

Working out the Code took all of 15 months, culminating in March 1974 when it was approved and ratified by all the participating organizations.

Meanwhile, the advertising practitioners, through their respective sectoral associations, had seen their way clear to the establishment of a unified organization that could serve as the overseer for the implementation of the industry’s code of ethics, in line with the principle of self-regulation they had earlier acknowledged as the ideal operating guide rule. Therefore, it was after some three years of formative studies and frame setting, the Philippine Board of Advertising (PBA) was established in May 1974.

What is the AD STANDARDS COUNCIL or ASC?

The Ad Standards Council (ASC) is a non-stock, non-profit organization which aims to promote truth and fairness in advertising through self-regulation of advertising content.

The ASC was established by the Kapisanan ng mga Brodkaster ng Pilipinas (KBP), the Philippine Association of National Advertisers (PANA), and the Association of Accredited Advertising Agencies - Philippines (4As) to handle screening of all broadcast, out-of-home, print, digital and mobile advertising, and settlement of disputes regarding advertising content.

It started operations in March 31, 2008, after the signing of a Memorandum of Agreement between the Advertising Board of the Philippines (AdBoard) and the ASC, where the latter took over the screening function of the Advertising Content and Review Committee (ACRC) of the Advertising Board of the Philippines (AdBoard). The AdBoard, which took care of disputes related to trade practices, after the transfer of the screening functions to ASC, was dissolved and closed on July 2016.

In 2013, two (2) more associations were inducted into the partnership, namely the Media Specialists Association of the Philippines (MSAP) and the Internet and Mobile Marketing Association of the Philippines (IMMAP). And in 2014, the print media sector, represented by the United Print Media Group (UPMG), joined the ASC

MISSION

To champion truth and fairness in advertising within the context of the local environment and within the constraints of the laws of the land.

VISION

To be seen as the ultimate and respected authority in the effective implementation of the policies and regulations governing advertising content.

VALUES

Truth, fairness, professionalism, respect, leadership, and service.

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Manual of Procedures

Guidelines on Screening of Advertisements and Settlement of Disputes and Complaints

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RULE I. STATEMENT OF GENERAL PRINCIPLES

The Ad Standards Council (ASC), as a matter of policy, encourages resolution of advertising issues and concerns by the practitioners themselves and provides ways by which contending parties could settle or resolve disputes and concerns among themselves. When mediation fails, a case may be brought to the Ad Standards Council (ASC).

The overriding principles that guide the voluntary adoption of the ASC rules to which all members subscribe to are:

1. The advertising industry can be best protected by espousing self-regulation.
2. The paramount consideration is the consumer's interest.
3. Content regulation serves to safeguard truth in advertising.
4. The rules and procedures facilitate the production and placement of advertisements.

In the interest of dynamism, continued relevance, and service to the industry, the ASC rules are updated from time to time by competent and seasoned practitioners belonging to the three sectors and are subject to ASC policies. The three sectors are Advertiser, Ad Agency, and Media, represented by ASC member-associations, namely: PANA (Philippine Association of National Advertisers), 4AsP (Association of Accredited Advertising Agencies of the Philippines), KBP (Kapisanan ng mga Brodkaster ng Pilipinas), MSAP (Media Specialists Association of the Philippines), IMMAP (Internet and Mobile Marketing Association of the Philippines), and UPMG (United Print Media Group).

RULE II. GENERAL RULES

Section 1. Review Guidelines

In all procedures, the ASC shall be guided by:

1. Laws of the Land
2. ASC Code of Ethics
3. ASC Precedents on cases

Section 2. Functions of the ASC

The main functions of ASC are:

1. Screening of advertisements, with or without advertising claims
2. Hearing of disputes on advertising content
3. Resolution of disputes on advertisements arising from procedures of the ASC

The ASC is primarily concerned with advertising **content** and its implications, **not on intent**, in reviewing the merits of a material or case.

Section 3. Materials Covered by the ASC Code of Ethics and Manual of Procedures.

3.1. Definition of Advertisement

- a. "Advertisement" means the form through which the advertising information is disseminated, which includes but is not limited to print, broadcast, cinema, out-of-home, merchandising materials, digital, and mobile ads. Advertisements, whether foreign-produced or canned, locally-produced, station-produced, branded, corporate or organizational, national, local, advocacy-related, are covered by the ASC Rules.

- b. "Advertising" means dissemination of information or messages for a business purpose, usually intended to promote commercial transactions, or to enhance a general standing of an entity or business in the marketplace or the community.

The following criteria shall, likewise, determine if a material is an advertisement:

1. If advertising claims are made
2. If airing time, publication, display, posting, or feature of the material has been paid for, whether in cash or in kind, or as part of a total package resulting from the Ad Agency's/ Advertiser's transaction, regardless of time or frequency of airing/ publication/ display/ posting.

A claim on a pack or label, when prominently readable or specifically highlighted in an advertisement, shall be deemed as part of the advertisement, and thus shall be covered by the ASC Rules.

3.2. Types of Advertisements, Examples, or Definitions

3.2.1. **Broadcast Materials** are ads that are shown or aired on television, whether free-to-air, cable or subscription TV, or radio, whether national or local, such as:

- a. TVCs and RCs, including edit-downs, edit-ups, translations, infomercials, tele-marketing, and other similar advertisements
- b. Interstitials, TV buys such as sponsorships, segments or portion buys, casual plugs, time checks, and similar ads, whether live or pre-taped/pre-recorded
- c. TV and Radio Announcer-on-Board (AOBs), OBB/ CBBs, End Tags, whether or not direct lifts of previously-approved materials
- d. Jingles, branded songs including edits, translations
- e. TV and radio time checks, teasers, countdowns, and similar materials
- f. Local ads of products, brands, or services, manufactured, sold, distributed, or offered within a limited geographical area such as a province, city or town, and outside of Mega Manila are generally post-screened.

Exceptions to post-screening of local ads are ads of the following categories:

1. Over-the-Counter (OTC) Drugs and Home Remedy (HR) Products
2. Food/Dietary Supplements
3. Alcohol Beverages

Local ads of products in the above-mentioned categories require pre-screening by the ASC prior to airing, publication, display, posting, or uploading.

3.2.2. **Cinema Ads** are those for airing or exhibition in indoor or outdoor theaters.

Cinema ads are treated like broadcast materials when dealing with CDOs and other sanctions.

3.2.3. **Print Ads** are those that are published in broadsheets, tabloids, magazines, journals, and other printed publications, whether national or local in circulation, such as:

- a. Regular or creative print advertisements, e.g., false covers, ear ads, foot ads, band ads, etc.
- b. Supplements, advertorials, press releases, and the like

Generally, print advertisements are post-screened. However, ASC clearance is needed for print ads that have any of the following themes or classifications:

1. Mandatory Categories:

- i. Over-the-Counter (OTC) Drugs and Home Remedy (HR) products
- ii. Food/Dietary Supplements
- iii. Products, brands, services covered by the Milk Code, Implementing Rules and Regulations of the Milk Code
- iv. Alcohol Beverages in compliance with WHO directive and as agreed with alcohol beverage companies in 2010
- v. Airlines and other transport services with promotional fares

2. With the Following Claims:

- a. No. 1/Leadership claim
 - b. Exclusivity claim
 - c. Absolute claim
 - d. Comparative claim
 - e. Superiority claim
- (See Glossary for definition)

3. With testimonial that includes specific claims regarding product or service performance that must be supported with independent evidence on the accuracy of, or consistent with, the actual product or service.

4. With direct/ brand-identified comparison on categories where such comparison is allowed:

- a. Automotive Vehicles excluding Automotive Products
- b. Consumer durables like Appliances, Audio-Visual Equipment, Electronic Gadgets
- c. Airline and Shipping Lines
- d. Musical instruments, Entertainment
- e. Mobile products like Cellular handsets, Tablets, Laptops, and Netbooks

5. With sexy tones, exposure of human body/ parts, similar subjects, or executions

6. With tones of violence or similar subject or execution such as, but are not limited to, explosives and other dangerous products

Inclusion of ASC Reference Code is mandatory for print ads/materials.

- 3.2.4. **Out-Of-Home (OOH) Ads** are essentially all types of advertising that intend to reach the consumer while he or she is outside the home. This is in contrast to broadcast, print, or digital advertising, which may be delivered to viewers out of home, e.g., via tradeshow, newsstand, hotel lobby room, but are usually intended for home or office viewing.

All OOH materials are subject to pre-screening because of the nature of the medium, as it is exposed 24/7 to all audience types, including minors.

- a. Billboards, the most common type of OOH, include photographic and electronic billboards, digital displays, whether installed outside or indoor, e.g., malls, shopping centers.

- b. OOH ads include transit ads, street furniture/ fixture, e.g., sheds, walkways, garbage bins, street signs, lamp posts, lighted ad signage, blimp ads, etc., street marketing, demos, etc. There is no limit to shape and size of out-of-home advertising media.

Screening of all Out-of-Home materials is mandatory prior to production AND securing of Clearance to Display (S2) is required prior to installation/display.

Exceptions are OOH materials in item b. such as store signage or building signs which do not contain claims and materials that contain ONLY brand or corporate names as these are generally used in special events and have a limited period of exposure and audience.

Inclusion of ASC Reference Code is mandatory for all Out-of-Home ads.

- 3.2.5. **Shopper Marketing/In-Store/Collateral Materials** are those in retail trade, malls, restaurants, hotels, and other public channels such as Point-of-Sale (POS) or Point-of-Purchase (POPs) materials, product demos/spiels, in-store audio-visual broadcast, and similar on-premise materials.

Examples include, but are not limited to banners, streamers, posters, shelf talkers, wobblers, tent cards, price cards, flyers, headers, inserts, brochures, and other in-store or on-premise materials that are directed to consumers and/or the general public.

Generally, Shopper Marketing/ In-Store/ Collateral Materials are post-screened.

However, ASC clearance is mandatory for Shopper Marketing/ In-Store/ Collateral Materials ads that have any of the following themes or classifications:

1. Mandatory Categories:

- a. Over-the-Counter (OTC) Drugs and Home Remedy (HR) products
- b. Food/Dietary Supplements
- c. Products, brands, services covered by the Milk Code, Implementing Rules and Regulations of the Milk Code
- d. Alcohol Beverages in compliance with WHO directive and as agreed with alcohol beverage companies in 2010
- e. Airlines and other transport services with promotional fares

2. With the Following Claims:

- a. No. 1/ Leadership claim
- b. Exclusivity claim
- c. Absolute claim
- d. Comparative claim
- e. Superiority claim
(See Glossary for definition)

- 3. With testimonial that includes specific claims regarding product or service performance that must be supported with independent evidence on the accuracy of, or consistent with, the actual product or service**

- 4. With direct/ brand-identified comparison on categories where such comparison is allowed:**

- a. Automotive Vehicles excluding Automotive Products
- b. Consumer durables like Appliances, Audio-Visual Equipment, Electronic Gadgets, etc.
- c. Airline and Shipping Lines
- d. Musical instruments, Entertainment
- e. Mobile products like Cellular handsets, Tablets, Laptops, and Netbooks

5. With sexy tones, exposure of human body/ parts, similar subject or execution

6. With tones of violence or similar subject or execution such as, but are not limited to, explosives and other dangerous products

The ASC Reference Code is NOT required to be printed on Shopper Marketing/In Store/Collateral materials.

3.2.6. Internet, Digital, and Mobile Ads

Internet/Digital, and Mobile ads which include, but are not limited to, SMS, MMS, e-blast, opt in/opt out, digital video, static ads, ads in corporate websites, etc., are covered by the rules. However, corporate websites, per se, are not included.

Generally, Internet/Digital, and Mobile ads are post-screened.

However, ASC clearance is mandatory for Internet, Digital, and Mobile ads that have any of the following themes or classifications and are posted in company/marketer-owned and marketer-related digital sites or as paid placements in other sites:

1. Mandatory Categories:

- a. Over-the-Counter (OTC) Drugs and Home Remedy (HR) products
- b. Food/Dietary Supplements
- c. Products, brands, services covered by the Milk Code, Implementing Rules and Regulations of the Milk Code
- d. Alcohol Beverages in compliance with WHO directive and as agreed with alcohol beverage companies in 2010
- e. Airlines and other transport services with promotional fares

Refer to Annex 8 of the Code of Ethics on Digital Guidelines for some pre-screening exemptions of Mandatory Categories.

2. With the Following Claims:

- a. No. 1/ Leadership claim
- b. Exclusivity claim
- c. Absolute claim
- d. Comparative claim
- e. Superiority claim
(See Glossary for definition)

3. With testimonial that includes specific claims regarding product or service performance that must be supported with independent evidence on the accuracy of, or consistent with, the actual product or service

4. With direct/ brand-identified comparison on categories where such comparison is allowed:

- a. Automotive Vehicles excluding Automotive Products
- b. Consumer durables like Appliances, Audio-Visual Equipment, Electronic Gadgets
- c. Airline and Shipping Lines
- d. Musical instruments, Entertainment
- e. Mobile products like Cellular handsets, Tablets, Laptops, and Netbooks

5. With sexy tones, exposure of human body/ parts, similar subject or execution

- 6. With tones of violence** or similar subject or execution such as, but are not limited to, explosives and other dangerous products

Refer to Article X of the ASC Code of Ethics, Digital Marketing, for a detailed listing of the different types of digital ad materials.

Also refer to Annex 8 of the Code of Ethics for Digital Guidelines on Pre-Screening & Post-Screening of Non-Regulated & Regulated Categories.

Inclusion of ASC Reference Code is mandatory in digital ads/materials, either on the material or caption, where applicable.

To reiterate, all ads with the following themes or classification shall be subject to pre-screening. Thus, print ads, merchandising materials, and internet/digital/mobile ads which are generally post-screened, are required to be pre-screened if they have the following themes or classifications:

1. Mandatory Categories:

- a. Over-the-Counter (OTC) Drugs and Home Remedy (HR) products
- b. Food/Dietary Supplements
- c. Products, brands, services covered by the Milk Code, Implementing Rules and Regulations of the Milk Code
- d. Alcohol Beverages in compliance with WHO directive and as agreed with alcohol beverage companies in 2010
- e. Airlines and other transport services with promotional fare

Refer to Annex 8 of the Code of Ethics on Digital Guidelines for some pre-screening exemptions of Mandatory Categories.

2. With the Following Claims:

- a. No. 1/ Leadership claim
- b. Exclusivity claim
- c. Absolute claim
- d. Comparative claim
- e. Superiority claim
(See Glossary for definition)

- 3. With testimonial that includes specific claims regarding product or service performance** that must be supported with independent evidence on the accuracy of, or consistent with, the actual product or service.

4. With direct/brand-identified comparison on categories where such comparison is allowed:

- a. Automotive Vehicles excluding Automotive Products
- b. Consumer durables like Appliances, Audio-Visual Equipment, Electronic Gadgets

- c. Airline and Shipping Lines
- d. Musical instruments, Entertainment
- e. Mobile products like Cellular handsets, Tablets, Laptops, and Netbooks

5. With sexy tones, exposure of human body/ parts, similar subjects, or executions

- 6. With tones of violence** or similar subject or execution such as, but are not limited to, explosives and other dangerous products

An ASC approval is exclusive to the medium as applied for and approved. However, the same/exact TVC may be uploaded on digital media provided the ASC Reference Code is included. The validity period of the digital material will be the same as that of the original TV material.

Section 4. Materials Not Covered by the ASC Code of Ethics and Manual of Procedures

The following materials are not covered by the ASC rules:

- 4.1. Political advertisements whose central focus is the marketing of ideas, attitudes, and concerns about public issues, including political concepts and political candidates. The essential task of political advertising is to gain the confidence of the people for their acceptance of ideas and, in the case of political campaign advertising, to influence their vote.
- 4.2. Advertising materials from religious organizations, except concerts, shows, special events that are not directly related to the organization's essence, objectives, or main function or supported with a brand, product, or company
- 4.3. Emergency public service announcements and public service advertising materials of utility companies, e.g., water & electricity shortage announcements
However, corporate and other image-building ads of these utility companies shall be subject to the rules of the ASC.
- 4.4. National and line agencies' and local government's advertising materials coursed through the Philippine Information Agency (PIA)
- 4.5. Movie trailers, station, and network merchandising plugs
- 4.6. Non-profit organizations or associations, NGOs, and foundations (without brand/sponsors), e.g., UN and its affiliate organizations, World Bank, Asian Development Bank

Once the above-mentioned advertising materials are supported by an Advertiser and the Advertiser's brand is featured, the materials are considered branded ads and need to be cleared with ASC.

Section 5. Confidentiality

- 5.1. Advertisements under review in all procedures and deliberations, thereon, are strictly confidential. The obligation of confidentiality shall cover the parties, the ASC panelists, the presenters, the materials sent to ASC, the support presented by the parties, the deliberations, the voting of the ASC Panelists, and any related information. No information may be released, in whatever form, in any media platform.

- 5.2. The privilege of confidentiality on the advertising materials being screened shall subsist up to the time that the advertisements are actually aired/ published/ displayed/ posted; or up to the time that the parties are advised of the decision.
- 5.3. The privilege of confidentiality on the support, deliberations, voting, and any related information shall not expire.
- 5.4. All parties and panelists involved in all the procedures shall keep the foregoing information confidential. They shall sign a Pledge of Confidentiality to bind the parties in writing and to additionally ensure the confidentiality of the information.

Section 6. Conflict of Interest (COI)

An ASC Panelist or a Professional Screener must not entertain requests to intervene in the decisions or procedures of the screening of ads and settling of disputes.

An ASC Panelist or a Professional Screener who has conflict of interest (COI) must inhibit himself/herself from participating in any panel or other procedure that involves the discussion of the merits of the advertisement of the product or service.

Cases handled by the Technical Committee are procedural in nature and, as such, the COI must not be an issue and the COI rules shall not be applicable to the Technical Committee members. However, a Technical Committee member may decide to inhibit himself or herself when deciding on procedural issues involving a product, brand, service, or account he/she handles or owns.

Any reasonable doubt shall be resolved in favor of the party who raises the COI issue.

Refer to Manual of Procedures Annex 6 for List of Conflicts of Interest.

Section 7. Timing

The ASC recognizes that in advertising issues, time is of the essence. Thus, the ASC shall give paramount consideration to the timing needs of its customers.

Section 8. Courtesy

- 8.1. Discourteous or disrespectful behavior by a Presenter/ Advertiser/ Ad Agency or their representatives toward the ASC Staff, Screeners, or Panelists shall be dealt with by the ASC Board.
 - a. An official communication calling the attention of the Advertiser /Ad Agency or their representative/s, including the incidents or reasons for such report, shall be sent to the Advertiser/ Ad Agency or their representative/s and to the member-Association/s concerned.
 - b. The Advertiser/Ad Agency or their representative/s shall be asked to explain or respond accordingly.
 - c. The ASC Board, upon recommendation of the Tech Com, may implement a corresponding sanction such as, but are not limited to:
 1. De-listing from the ASC roster of panelists, if he/she is an ASC Panelist
 2. Prohibition from representing the Advertiser/Ad Agency or customer in any ASC proceeding for at least six (6) months

- 8.2 Discourteous or disrespectful behavior by a volunteer Panelist, a Professional Screener or any of the ASC Staff should be reported to the ASC Executive Director (ED). A formal letter addressed to the ED should be submitted, complete with details on date, time, and circumstances surrounding the incident. An investigation will be conducted and the complainant will be informed of the action taken by ASC.

Section 9. Principle of Interpretation

In case of doubt or in the absence of a specific rule that squarely addresses an issue, the ASC Rules shall be liberally interpreted to meet the objective of securing a fair and speedy resolution of an issue or concern with the consumer's interest in mind.

RULE III. THE ASC ORGANIZATION

Section 1. Composition of ASC

1.1. Board of Directors

The ASC Board of Directors is at the helm of the ASC Organization, representing the Advertisers, Advertising Agencies, and Media. They are responsible for the organization's direction-setting and policy making.

1.2. Executive Director

The Executive Director (ED) is at the forefront in upholding the quality of the ASC's service to the industry, as well as, maintaining the integrity of the self-regulation process. He/ She is the face of the organization in all matters relating to its functions, internally, and externally. He/She liaises with the government sectors in forging parallel decisions so that the same are implemented accordingly by the Advertisers/ Ad Agencies. The ED reports and provides regular feedback to the ASC Board of Directors.

1.3. Operations Manager

The Operations Manager (OM) is directly responsible for the efficient implementation of the ASC screening and hearing process. He/She monitors consistency of screening decisions and makes sure that all applications received for the day are processed and cleared on the same day. Likewise, he/she ensures the availability of industry volunteers to attend Screening/Hearing/Appeal panel sessions and that proper representation of all sectors is observed. In all procedures where it is guided by ASC precedents on cases, the OM is on top of all ASC-made decisions. The OM reports to the Executive Director.

1.4. Compliance Manager and Data Privacy Officer

The Compliance Manager is in charge of ensuring the proper enforcement and implementation of decisions, which include the quality of decision letters, penalties and Cease-and-Desist-Orders (CDOs), reached during TechCom sessions and panel hearings/screenings. Part of his/her responsibility is the monitoring of advertising materials in the different media platforms to check if these are compliant with the Code of Ethics and Manual of Procedures. As part of due process, erring advertisers are sent letters about their ads and their violation, with a Notice To Explain (NTE) as to why they should not be penalized for non-compliance.

As Data Privacy Officer, he is accountable for ensuring that data protection policies providing for organization, physical, and technical security measures are followed.

The Compliance Manager reports to the Executive Director and works closely with the Operations Manager.

1.5. Professional Screeners

The Professional Screeners are seasoned and senior marketing/advertising practitioners with extensive experience and wisdom in developing and evaluating advertising campaigns. They exercise executive judgment in the screening and review of ads and render Approved/Approved with Caution/Disapproved/Incomplete/Refer to Panel decisions. The Professional Screeners report to the Operations Manager.

1.6. Ad Specialists

The Ad Specialists serve as the first line of service in the review process. They check what type/s of support/substantiations were submitted together with the application form and the ad material, e.g., CPR/CPN, FDA and/or DT promo permit, BSP permit on the use of local currency, NHCP on the use of Philippine symbols like the flag, DOLE permit in case when material uses Filipino talent of minor age, NTC permit, CAB permit, NMIS, IPO, PAGCOR-GLDD, and other government agencies' requirements. They also check what other support documents were submitted: 3rd party clinical studies or laboratory studies, consumer research studies, etc. The Ad Specialists are also in-charge of reviewing all final produced materials vis-à-vis the approved storyboard/ script/ layout to check for consistency and compliance. They also facilitate all the Screening and Hearing sessions. The Ad Specialists report to the Operations Manager.

1.7. Encoders

The Encoders are the front liners in the application process. They review submitted application forms to check for compliance with/conformance to application requirement and encode application to generate ASC Reference Code. They are in charge of releasing results of S1 and S2 applications.

1.8 Receptionist

The ASC Receptionist is in charge of receiving the following:

- a. S2 applications, together with final materials
- b. Revision letters
- c. Documents needed for S1 Incomplete Decisions
- d. Letters of Complaints
- e. Requests for Exemption Letters

The ASC Receptionist is also in charge of inviting volunteer panelists for case hearings or panel screenings to ensure that the required quorum is met.

Section 2. Industry Volunteers

2.1. ASC Panelists

The composition of the ASC Panelists is based on the principle of equal representation from among the three (3) advertising sectors: the Advertiser, the Advertising Agency, and the Media. ASC has a pool of industry volunteers nominated by their respective associations based on their experience in marketing and/or advertising campaign development and evaluation. The ASC Panelists go through an orientation seminar and periodic review on ASC rules and procedures. They sign a vow of confidentiality and declare account involvement to avoid Conflict of Interest (COI).

2.1.1. Composition of the Screening/Hearing/Appeal Panel

a. **Screening Panel (Refer to Panel)**

A Screening Panel is convened to review ads which are directly referred by the Professional Screeners. It is also convened to review complaints on materials which are excluded in the pre-screening guidelines.

During a session, a quorum shall consist of three (3) ASC Panelists, ideally representing at least two (2) of the three (3) founding sectors, namely: PANA, 4As, and KBP.

Only in cases of extreme emergency or in the absence of a quorum due to last minute cancellation by one of the Panelists can a Professional Screener be allowed to be a member of the Screening Panel. In such cases, he/she must not have a COI on the materials and must not be the Professional Screener who originally reviewed the material in question and referred to the Screening Panel. The Advertiser/Ad Agency whose material is being screened must be informed that a Professional Screener has been called on as the third member of the Screening Panel.

A Presiding Chairman ("PC") shall be designated by the members of the Screening Panel en banc. The Professional Screener cannot serve as PC of any Screening Panel.

The PC shall lead the discussions and deliberations during the session ensuring that it is properly conducted, the provisions and potential violations are tackled, and a clear decision is reached. He/She breaks the tie on decisions when necessary and signs the required documents and commentary sheets along with the other members of the Screening Panel.

The PC may be called on as a resource person for a Hearing Panel, an Appeal, a Tech Com session, or whenever necessary, to expedite the decision of a case.

ASC Professional Screeners, technical experts, or other practitioners outside of the sectoral representation within the ASC, whose expertise and advice may be sought in screening particular advertising materials, may be invited to participate as resource persons in the Screening sessions. However, the resource persons shall not participate in the voting.

The Panel shall decide by majority vote.

b. **Post-Screening Panel**

A post-screening panel is convened to review complaints filed by competitors, whether direct or indirect, any party of interest, government sector or consumers on materials not pre-screened by the ASC.

c. **Hearing Panel**

A Hearing Panel is convened primarily to review complaints filed by competitors, whether direct or indirect, any party-of-interest, government sectors, or consumers.

A quorum shall consist of five (5) ASC Panelists, provided that at least two (2) of the three (3) founding sectors, namely: PANA, 4As, and KBP are represented. Only ASC Panelists can sit as members of the Hearing Panel or a Panel convened for a Motion for Reconsideration or Appeal.

A Presiding Chairman ("PC") shall be designated by the members of the Hearing Panel en banc.

The PC shall lead the discussions and deliberations of the Hearing session ensuring that it is properly conducted. He/ She shall ensure that all provisions being complained on are tackled well and in an organized manner and that a clear decision is reached by the Panel. He/ She breaks the tie on decisions when necessary, reviews and signs the formal decision given to the Complainant and Defendant.

The PC may also be called on as a resource person for a Motion for Reconsideration/ session, Technical Committee session, or whenever necessary.

ASC Professional Screeners, technical experts, or other practitioners outside of the sectoral representation within the ASC, whose expertise and advice may be sought in settling disputes concerning the content or claims of particular advertising materials, may be invited to participate in the Hearing sessions as resource persons. However, the resource persons shall not participate in the voting.

The Panel shall decide by majority vote.

d. Appeal Panel

An Appeal panel is convened when an Advertising/ Ad Agency files an appeal on the disapproval by a Professional Screener, by a Screening Panel, by a Post-Screening Panel, or by a 5-man Hearing Panel's Decision.

Refer to Section 5, Appeal on Disapproval.

2.2. Technical Committee (Tech Com)

The Tech Com members are senior and seasoned practitioners in the industry who have served as volunteer panelists for at least three (3) years or have previously served as professional screeners for at least one (1) year. They should have extensive and substantial understanding of the ASC Code of Ethics and Manual of Procedures.

The ASC, through the Executive Director, shall identify the members of the TechCom upon consultation with the Executive Directors/Secretariat Head of the various member-associations of the ASC. The ASC ED will formally advise association heads of the recommended members. For consistency in interpretation and implementation of the ASC procedures, the TechCom members ideally will continue to serve until such time that they need to be replaced, e.g., retirement, resignation, and transfer to a company which is not a member of any association, overseas assignment, and inability to fulfill the demands of the committee for various personal and business reasons.

The TechCom consists of a Chairman and eleven (11) members from the following: three (3) each from KBP, PANA, and 4As and one (1) each from MSAP, IMMAP, and UPMG. They formulate, recommend, and interpret procedures and rules governing advertisements to the ASC Board for approval. Tech Com members may also serve as screening, hearing, and appeal panelists but they cannot be Presiding Chairman.

All issues on policies, rules, regulations, procedures, and their interpretations or concerns arising from technical matters or procedures, i.e., compliances with CDO, questions on prescription period of complaints, penalties for violations, etc., are referred to the Tech Com.

The ASC Chairman sits as ex-officio member of the ASC Technical Committee during its meetings. He/ She cannot vote on any of the Tech Com cases.

RULE IV. SCREENING PROCEDURES

The application for an ASC approval follows a two-step process. **Step 1** is for securing of Approval for Production and **Step 2** is for issuance of Clearance for Airing/Publication/ Display/ Posting. However, for Live Spiels/Live AOBs/Live Segment Sponsorships/ Interstitials/Lower Screen Graphics (LSG)/Portion Buys/Printed Collaterals, SMS, and other similar ads, the ASC issues both the Approval for Production and the Clearance for Airing/Display/Posting on the same day of application upon satisfaction of the necessary requirements.

Note that all S1 applications for live materials should be accompanied by a certification from the Media Agency or Advertiser on the estimated date of airing of said live material. This will be used by the ASC in determining the submission date of the Tape-on-Air (TOA).

Section 1. Application for Screening (S1)

- 1.1. Advertiser/Ad Agency or their official representative obtains the ASC application form (S1) from the ASC office or downloads the form from the ASC website. Each material should be applied separately, i.e., one S1 form per material.

Refer to Manual of Procedures Annex 16 and 17 for S1 form sample.

- 1.2. Advertiser/Ad Agency fills out the complete information required on the S1 form.
- 1.3. Advertiser/Ad Agency submits all pertinent support documents together with the S1 form to the ASC encoder.

Refer to Manual of Procedures Annex 1, item D, Submission of S1 Applications.

- 1.4. ASC Staff encodes the information contained in the submitted S1 form and assigns the ASC Reference Code for each application.
- 1.5. Advertiser/Ad Agency pays the corresponding screening fee upon validation of the application. For check payments, checks should be payable to Ad Standards Council.
- 1.6. ASC Ad Specialist assesses the documents attached to the S1 form and submits the application to the Professional Screener.
- 1.7. Professional Screener thoroughly reviews the application and renders a decision.
- 1.8. Advertiser/Ad Agency or their official representative receives the decision on the application on the same day.

Refer to Manual of Procedures Annex 1, item C, Release of Clearances for Airing/Publication/Display/Posting.

Filing fee for S1 with a Disapproved decision shall not be refunded.

Section 2. Presentation Materials

The following materials to be screened shall be submitted in two (2) clear, full-color copies. Non-compliance will constitute non-acceptance of application.

2.1. Television and Cinema Ads

- a. Storyboards must be on a plain 8.5in x 11in. or A4 size white bond paper containing only **6 frames per page**. Visuals in the storyboard must be **in full color**. All elements must be clear and readable.
- b. Storyboards must have adequate descriptions and camera directions, especially on potentially controversial or complicated visuals such as, but not limited to:
 - i. Detailed video description of all frames, including supers and qualifiers, if any
 - ii. Detailed audio in all frames, including music, SFX and incidental sounds, if any
 - iii. Dialect or non-English/non-Filipino materials must be accompanied by either an English or Filipino translation, with both scripts written side-by-side, certified, and signed by the translator, all in one page, attesting to the accuracy and correctness of the translation. The Advertiser/Ad Agency shall be responsible for the translation submitted.
 - iv. Copy text shall be a minimum of 12 points Arial font

2.2. Taped TV Portion Buys

- a. A detailed frame-by-frame audio-video script must be submitted for review.
- b. The photo board of the pre-approved audio-video script must be submitted upon S2 application for reference.
Also refer to Section 9, item 1-c.

2.3. Radio Ads

Radio scripts must be on a plain 8.5in. X 11in. or A4 size white bond paper using a minimum of 12 points Arial font. Scripts must be properly labeled, i.e., Live DJ spiel, Jingle, etc.

Dialect or non-English / non-Filipino materials must be accompanied by either an English or Filipino translation, with both scripts written side-by-side, certified, and signed by the translator attesting to the accuracy and correctness of the translation. The Advertiser/Ad Agency shall be responsible for the translation submitted.

2.4. Print, Collaterals, or Similar Ads

Layout of print and merchandising materials must be in full color and printed on a plain 8.5in x 11in. or A4 or actual size. All elements must be clear and readable.

The layout must clearly specify the size of the material when printed and/or published.

2.5. Billboards and Similar Out-of-Home Ads

- a. **Static Ads**
 - i. OOH/Billboard layout must be clear, in full color and printed on a plain 8.5in x 11in. or A4 size white bond paper. All elements must be clear and readable.
 - ii. The layout must clearly specify the size of the material when displayed or installed.

b. Moving Ads (Electronic/LED)

- i. Storyboards must be on a plain 8.5in x 11in or A4 size white bond paper containing only **6 frames per page**. Visuals in the storyboard must be **in full color**. All elements must be clear and readable.
- ii. Storyboards must have adequate descriptions and camera directions, especially on potentially controversial or complicated visuals such as, but not limited to:
 - 1) Detailed video description of all frames, including supers and qualifiers, if any
 - 2) Detailed audio in all frames, including music, SFX and incidental sounds, if any
 - 3) Copy text shall be a minimum of 12 points Arial font

2.6. Internet, Mobile, and Digital Ads

a. Static Ads

- i. Internet/Mobile/Digital Ads design must be clear, in full color and printed on a plain 8.5in x 11in or A4 size white bond paper. All elements must be clear and readable.
- ii. The layout must clearly specify the size of the material when displayed or installed.

b. Video/Moving Ads

- i. Storyboards must be on a plain 8.5in x 11in or A4 size white bond paper containing only **6 frames per page**. Visuals in the storyboard must be **in full color**. All elements must be clear and readable.
- ii. Storyboards must have adequate descriptions and camera directions, especially on potentially controversial or complicated visuals such as, but not limited to:
 - 1) Detailed video description of all frames, including supers and qualifiers, if any
 - 2) Detailed audio in all frames, including music, SFX and incidental sounds, if any
 - 3) Copy text shall be a minimum of 12 points Arial font

c. Taped Webisodes

- i. A detailed frame-by-frame audio-video script must be submitted for review.
- ii. The photo board of the pre-approved audio-video script must be submitted upon S2 application for reference.

Refer to Annex 8 of the Code of Ethics for Digital Guidelines on Pre-Screening & Post-Screening of Non-Regulated & Regulated Categories.

Section 3. Material Versions and Renewal Applications

Generally, applications of the following materials (translations, revisions, derivatives, direct lifts, edit-downs/edit-ups, TV/Radio OBBs/ CBBs, print, merchandising materials, out-of-home ads, digital materials) based on previously-approved application/s must be submitted with supporting documents. Copies of the previously-approved script/ layout/ storyboard with ASC approved stamp and the Approved for Production decision form must also be submitted for reference.

All applications must be fully supported, whether new or renewal of expired but previously-approved material.

A cover letter addressed to the Executive Director, highlighting the same claim/s that will be used from the pre-approved materials, must be submitted together with the S1 application when re-applying.

3.1. **Material Versions**

ASC shall not issue a blanket approval for all media of the same material as there is/are advertising claim/s that was/were given approval based on the context of the material and cannot be used as stand-alone claim/s when used out of context.

a. **Translations**

Dialect or non-English/non-Filipino materials must be accompanied by either an English or Filipino translation, with both scripts written side-by-side, certified, and signed by the translator attesting to the accuracy and correctness of the translation. The Advertiser/Ad Agency shall be responsible for the translation submitted

b. **Revisions**

Defined as add-ons or deletions to previously-approved television, radio, print, out-of-home, merchandising, digital, and mobile materials.

c. **Derivatives**

Countdowns, time-checks, and similar ad executions with the same layout, script, storyboard, shall be considered as one ad, provided that the copy/text varies only on day/date, time, or location/address from one material to another.

d. **Direct Lifts**

e. **Edit-downs/Edit-ups**

f. **TV/Radio OBBs/CBBs**

OBBs and CBBs with no claim/s and/or selling line (visual and audio) are not required to be submitted to the ASC for pre-screening, e.g., "This portion is/ has been brought to you by..." or "Ang programang ito ay hatid sa inyo ng ...".

g. **Print, Merchandising Materials, and Out-Of-Home Ads**

Materials that appear as a series must have individual applications. Each ad is reviewed separately and will be given its own ASC Reference Code.

Refer to Annex 4 for discounted rates on layouts that differ only on orientation and color, submitted together in one application.

h. **Digital Materials**

Above-the-line (ATL) materials like TV, radio, print, and non-broadcast materials such as outdoor and cinema ads, which have been given clearance to air/publish/display, can be used in the digital space and will not require separate application/clearance, under the following conditions:

1. The **same/identical** material is posted or used on digital media;
2. The posting and display of the approved ATL material on digital media **is within the ATL material's validity period**;
3. The ATL's ASC Reference Number is included in the digital post (either on visual or caption/description box);
4. For static digital material which is not identical to original ATL material in terms of layout but makes use of the same copy and visuals (all) of said previously-approved print / OOH /collateral material.

A batch application, defined as a **maximum** of five (5) materials only, with the **exact same elements positioned differently** in the material, may be submitted to ASC and will be charged a single fee.

Print and digital materials of regulated categories (OTC and HR Products, Food/Dietary Supplements, Alcohol Beverages, Products Under the Milk Code, and Airline Promotions) **with absolutely no claim/s, i.e., no product benefit or performance claim/s, need not be cleared** (e.g., time check, countdowns, occasion-based greetings, etc. (ASC Circ. 2018-011).

3.2. Renewal Applications

Application for renewal of materials with claim/s such as, but not limited to, superiority and comparative claims, latest research data to substantiate the claim/s must be submitted for review. Also refer to Section 10, item 10.4, Validity of Clearance for Airing/Publication/Display/Posting.

Section 4. Support Documents

The applicant shall make available information, materials, or documents to facilitate the screening or review of the ad.

The following examples should guide, but are not an exclusive enumeration of acceptable support. Acceptability may depend on the claims of the material being screened and on the discretion of the Professional Screener or the Screening Panel.

Downloaded materials from the internet are generally not acceptable as support for any type of claim. However, published clinicals downloaded from known and reliable internet sites, may be used by OTC drugs provided consumerized lines/copy are pre-approved by FDA.

Type of Claim	Example of Acceptable Support
1. Own product performance without comparative claim	Company-owned document duly signed by the relevant technical person (R&D, QA, Operations), or a high-ranking company official (Managing Director, CEO/ President). Documents signed by persons directly involved in the development of advertising of the brand, product or service are not acceptable , e.g., Brand Managers, Advertising/Sales/Marketing Managers and Directors.
2. Testimonial claim that does not relate to product performance	Documents, affidavits, certifications of actual product, or service use, or preference by the person making the endorsement or testimonial.
3. Testimonial claims which relate to own product performance	Published researches, clinical studies, and other data supporting the product's claimed benefits.
4. Product/Service/Event Details	Certification duly signed by the Marketing Manager/Director, e.g., certificate of product launch, suggested retail price, event details, product availability in participating stores.

5. All other claims	<p>Support documents from acceptable and reliable independent third party or any other source deemed acceptable by the Professional Screener or Screening Panel.</p> <p>Refer to Manual of Procedures Annex 23 for details on Research Data Support</p>
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Section 5. Packaging and Labels

A claim on a pack or label, when prominently readable or specifically highlighted in an advertisement, shall be deemed as part of the advertisement, thus shall be covered by the ASC Rules, i.e., must be properly substantiated.

Applicant must submit a copy of product packaging or label for reference. For products under the FDA, applicant must submit certification from FDA that claims in the packaging/label, especially when used as claim or support in advertising, are true and correct and have been approved by FDA for packaging/label purposes.

Product samples can be submitted for screening application purposes, but shall be returned after the screening of the ad.

Refer to Code of Ethics Art. VII Section 1-e on packaging guidelines for advertising and promotional materials specific to non-prescription drugs and other regulated products.

Section 6. Screening (S1)

- 6.1. The Advertiser/Ad Agency must be present to answer possible clarifications from the Professional Screener.
- 6.2. The Professional Screener shall thoroughly review the material/s. Advertiser/ Ad Agency must present supporting documents to substantiate the claims, copy, audio, special effects, visuals, or any part or content of the material.
- 6.3. The Professional Screener shall render one of the following decisions:

6.3.1. Approved for Production

This is given to a material when copy, claim/s, and visuals are adequately substantiated. With this approval, the Advertiser/Ad Agency may proceed to production, recording, and/or printing.

An Approval is stamped on the copies of the storyboard/ script/layout and duly signed by the Professional Screener who approved it.

6.3.2. Approved with Caution

This is given to a material when copy, claims and visuals are adequately substantiated, yet a specific visual, copy, claim, or its tone/mood/theme is considered sensitive and potentially controversial. The material may proceed to actual production, recording, or printing, but a reminder on care and sensitivity in the execution of the material is given.

Final approval is determined upon review of the produced material. Should the Professional Screener deem the specific execution and/or elements to be in violation of the ASC Standards of Advertising, the material will be disapproved.

6.3.3. Disapproved

This is given to a material containing copy, claim, visual, or elements that are clearly in violation of the ASC Code of Ethics and Manual of Procedures. The material is, therefore, denied permission to proceed to production unless the elements in violation are addressed by the Advertiser/Ad Agency.

In such instances, the Advertiser/Ad Agency may:

- i. Revise the copy, visual, or element in question during the screening. If the Professional Screener accepts the revisions, and no further concerns / questions on the material arise, the storyboard/ script/layout shall be given Approval for Production.
- ii. Submit a formal request for reconsideration of the same material to be elevated to a Screening Panel. This is tantamount to an appeal. The Advertiser/ Ad Agency shall pay the Screening Panel Fee required for Screening Panel review prior to the schedule of the appeal session to the Screening Panel.

Refer to Section 5, 5.1, Appeal on Disapproval by a Professional Screener.

Disapproval is also given to sales promo applications submitted without the approved promo mechanics **and** approved promo permit from DTI, DOH-FDA, NTC, or other concerned government agency.

- iii. File a new application and submit substantiation such as, but not limited to, the approved promo mechanics **and** promo permit from DTI, DOH-FDA, NTC, or other concerned government agency.

6.3.4. Incomplete

This is given to a material when copy/and or visual claims are adequately substantiated but the pre-requisite documents, e.g., DOLE permit, notarized endorser's affidavit, BSP approval, NHCP clearance, etc. have not been submitted yet.

Pre-requisite documents must be submitted no later than 4PM of the **tenth (10th) calendar day** including the date of the application. At the end of the tenth (10th) calendar day, the INCOMPLETE application shall automatically be given a DISAPPROVED decision, without further notice to the Advertiser/Ad Agency, if the prerequisite document/s is/are not submitted.

Refer to Manual of Procedures Annex 2 for Pre-Requisite Documents and Mandatory Statements to avoid an Incomplete Decision.

6.3.5. Refer to a 3-Man Screening Panel

This is given when the Professional Screener deems that the content of the ad requires a Screening Panel's Review such as, but is not limited to, the following conditions:

- i. When the subject or execution deals with sex, sexy themes or innuendo, violence or morbidity, and other sensitive or controversial theme.

- ii. When claims require further or complex technical substantiation from independent sources or a third party, especially ads of product categories or services that deal with technology and health.
- iii. When claims may tend to disparage another brand, product, service, category or company, whether directly competitive or not

6.4. The Advertiser/Ad Agency shall receive a printed copy of the Professional Screener's decision form. Thus, it is imperative that the Professional Screener shall clearly state the potential violation/s on the Code's provisions, specific comments, issues, warning/ caution, and other concerns he/she raised pertaining to the ad material. The S1 form serves as reference for any future disputes or questions on the material. The Advertiser/ Ad Agency may request for particulars if the statement of concerns is vague.

6.5. Review by a 3-Man Screening Panel

Once the material is referred to a Screening Panel, the Panel has the prerogative to raise issues or question copy, claims, elements in the material outside those raised by the Professional Screener.

Ad materials will be reviewed based on the merits of the documents submitted/presented to the Professional Screener. Additional documents presented during the 3-Man Screening Panel's review will **not be accepted**. Should the applicant wish to submit new evidence, a new application for screening must be submitted with corresponding screening fee. The material that was referred to a 3-Man Screening Panel will then automatically be **disapproved** should the applicant submit new evidence.

All advertisements shall be presented personally by an authorized representative of the Advertiser or Ad Agency. There may be more than one presenter.

6.6. Scheduling of 3-Man Screening Panel Presentations

Advertisements that are referred to a 3-Man Screening Panel by a Professional Screener will be immediately scheduled for review. A Refer to Panel decision shall be indicated in the Professional Screener's Decision Form.

In cases of No Show, the 3-Man Screening Panel will proceed to review ad materials referred to them by the Professional Screener on the scheduled Panel Review.

6.7 Presentation Proper to a 3-Man Screening Panel

Advertiser/Ad Agency is given twenty (20) minutes to present their storyboard, script, or layout to the 3-Man Screening Panel, including set-up of equipment required and the questioning of the Screening Panel.

Presentation materials shall be submitted in three (3) copies, same as screening materials specification. Advertiser/Ad Agency must inform the ASC secretariat should there be requirement for multi-media projector, DVD, etc., prior to the scheduled presentation.

The 3-Man Screening Panel shall review only the material that is referred by the Professional Screeners. If the Advertiser/ Ad Agency decides to present a revised board/script/layout prior to presentation to the Screening Panel, the material shall be deemed as a new material and shall go through a new application with corresponding screening fee.

6.8 Decision by a 3-Man Screening Panel

After the presentation, the 3-Man Screening Panel shall deliberate in compliance with the Code and shall render one of the following decisions:

a. Approved for Production

This is given to a material when the substantiation/s to support the claim/s is/are found acceptable by the 3-Man Screening Panel. An Approval is stamped on the copies of the storyboard/script/layout and duly signed by the Presiding Chairman ("PC").

b. Approved for Production with Caution

This is given to a material that has visuals or copy claims that may be controversial or sensitive in nature. However, the Advertiser/Ad Agency can proceed to production of the material.

Final approval is determined upon review of the produced material. Should the Professional Screener deem that the specific execution and/or elements violate the ASC Standards of Advertising, the material will be disapproved.

c. Disapproved

This is given to a material when the Advertiser/Ad Agency fails to substantiate the claim made in the ad or when the 3-Man Screening Panel finds the content in violation of the ASC Code of Ethics.

If a claim/s is/are disapproved, the Advertiser/ Ad Agency may:

1. Present an alternative copy or revision/s on the spot to address the Panel's concerns. If the revision/s is/are acceptable, the Panel may approve the material during the same session.
2. Revise the material to address the Panel's issues and then apply for screening of new material with corresponding screening fees. However, only the revised portion, the issues raised, and impact of the revision on the rest of the material, if any, shall be reviewed by the Professional Screener. The approval on the rest of the material by the previous Panel shall be upheld. The Advertising Specialist shall properly annotate on the Screening sheet to guide the subsequent Panel.
3. File an appeal on the disapproval of the 3-Man Screening Panel, with the corresponding Appeal fee.

Generally, the 3-Man Screening Panel shall render their decision at the end of the screening session. Should the Panel be unable to render its decision at the end of the session due to procedural, technical, or any other concern, the Panel shall exert all effort to render a decision and officially communicate this to the Advertiser/Ad Agency within two (2) work days from the date of the completion of the clarification of the technical substantiation.

Section 7. Application for Revision

- 7.1 Advertiser/Ad Agency must notify the ASC in writing, addressed to the Executive Director, their request for approval of revision/s on a storyboard/script/ layout that has been given an Approval for Production. The Notice of Revision shall detail the revision/s done in the material/s and the rationale behind the change/s for proper review.

Refer to Manual of Procedures Annex 1, item F, Schedule of Submission of Requirements for Incomplete Decision and Application for Revision.

- 7.2 The Notice of Revision must include two copies of the revised storyboard / script / layout and the previously – approved storyboard / script / layout with the ASC approved stamp and the Approved for Production Decision form for reference.
- 7.3 The Professional Screener shall render any one of the following decisions:
- a. **Approved** – If the revision/s is/are considered minor, an Approval shall be stamped on the copies of the revised storyboard/script/layout, duly signed by the Professional Screener who approved it.
 - b. **Disapproved** – Disapproval shall be given on the revised material/s if the changes are major which materially/ substantially affect the copy, claims, and visuals. The Advertiser/Ad Agency shall be required to re-apply with the corresponding screening fees.
- 7.4 Only two (2) applications for minor revision/s shall be allowed. Succeeding revision/s will be considered as new application/s with the corresponding screening fees.

Section 8. Securing Clearance for Airing/Publication/Display/Posting (S2)

- 8.1 The Advertiser/Ad Agency submits the final and produced material/s to the ASC Receptionist. Materials must be properly labeled with a sticker or marked with the Advertiser’s name, Ad Agency’s name, Brand name, Ad title and ASC Reference Code for easier retrieval of application/s.

Type of Medium	S2 Final Material
TVCs/ LED Moving Ads/ Digital Moving Ads	MP4 hi-res digital format, Windows compatible
RCs	MP3, Windows compatible
Print / Traditional OOH / Digital Static Ads	JPEG and printed copy of ad
Taped TV Portion Buys	Photoboard of the pre-approved audio-video script and the final produced material in MP4 hi-res digital format, Windows compatible.
Live AOBs / Live Portion Buys / Other Similar Live Materials	<p>No S2 final material; Materials and documents such as, but not limited to, Tape-On-Air (TOA), certificate of airing / posting / display date and screen shot of actual mobile text blast must be submitted no later than ten (10) work days from date of airing / posting / display for monitoring purposes. Failure to submit shall be subject to sanctions as determined by the Tech Com.</p> <p>Example: Date of airing, etc. – July 7, 2017. Deadline for submission of required TOA, etc. – July 16, 2017</p>

NOTE: Final materials in CD or USB will be accepted. Should include material title and ASC Reference Number.

8.2 The Ad Specialist reviews the final produced material vis-à-vis the approved storyboard/script/layout. After viewing the produced material, decision shall be any one of the following:

a. Clearance for Airing/Publication/Display/Posting

This is given when the final material submitted is faithful to the approved storyboard/script/layout.

b. Disapproved

This is given when:

- 1) The final produced material submitted contains elements that were disapproved by the Professional Screener/ Screening Panel;
- 2) When the material is not faithful to the approved storyboard/script/layout without prior advice in writing addressed to the Executive Director, on last minute changes, e.g., use of celebrity talents and published songs;
- 3) The revision substantially or materially affects the copy, claims, and visuals of the ad. The revision or element added to the material requires a new application with the corresponding screening fees; and
- 4) Material is not compliant with the technical specifications on the use of qualifiers as stated in the Code of Ethics Article V Section 10.

8.3 Once the final material has been viewed by the Ad Specialist, revisions given after will no longer be allowed. The revised material must be re-applied with the corresponding screening fees.

8.4 The Clearance for Airing/ Publication/ Display/ Posting shall be issued upon determining that the requirements on the comment sheets are sufficiently complied with.

8.5 No Clearance for Airing/ Publication/ Display/ Posting shall be given in advance or released by the ASC to the representative/s of the Advertiser/Ad Agency verbally, over the phone, or through e-mail. Advertiser/Ad Agency's authorized representative/s must pick up the Clearance for Airing.

8.6 Revisions after a Clearance for Airing/ Publication/ Display/ Posting has been released will be considered as a new application. The revised material must then be re-applied, with the corresponding screening fees.

Section 9. Reversal of Clearance for Production and Clearance for Airing/ Publication/ Display/Posting by a Screening Panel or a Professional Screener

A Screening Panel or Professional Screener may reverse the decision after release of the Clearance for Airing/ Publication/ Display/ Posting based on any of the following:

- a. Ruling of a Government agency that runs counter to the airing/publication/display/posting of the material.
- b. Procedural issue or error, in which case, the material shall be referred to the Tech Com Chairman or, in his/her absence, to a member of the Tech Com for decision. When necessary or when the issue is highly complex, the Tech Com shall deliberate and render a decision within 48 hours.

The Advertiser/Ad Agency must be informed in writing of the Recall of the Clearance, clearly stating the reason for the reversal of the ASC decision. If the material is already/has been airing/published/displayed/posted, the rules on Cease and Desist Order shall apply.

Section 10. Documentation of Screening Decisions

An approval is exclusive to the material that has been given an Approval for Production, or Clearance for Airing/ Publication/ Display/ Posting. Any revision or alteration on the ad must be re-applied for screening.

10.1 Approval at Screening Level (3-Man Screening Panel)

This is the formal stamp of approval duly signed by the Professional Screener or by the Presiding Chairman (“PC”) of the 3-Man Screening Panel, reflecting the decision/s affecting the material in the comment sheet. The storyboard/script/layout with the stamp of approval shall be issued to the applicant.

10.2 Validity of Approval for Production

The validity of the Approval for Production is for one (1) year. Clearance for Airing/ Publication/ Display/ Posting must be applied for within this period of validity. Beyond the validity period, the ads shall be re-applied for a new Approval for Production with the corresponding fees. Since the approval for the ad is no longer valid, the content of the re-applied ad material may be questioned again and treated as a new material. The Presenter should be ready with the documentations, e.g., CPR/CPN, 3rd party data, certification, etc., as appropriate.

10.3 Clearance for Airing/ Publication/ Display/ Posting

Clearance for Airing/ Publication/ Display/ Posting is issued by the Professional Screener for materials approved in the final and produced form.

The audio of any approved TVC cannot be automatically used as a radio advertising material, print, OOH, merchandising, or digital materials copy without approval of, and Clearance for Airing/ Publication/ Display/ Posting from the ASC. If audio of approved TVC will be used in other forms of media, application for production is necessary.

NOTE: Placement/ Display/ Posting of print ads, collaterals, OOH, and digital materials without the final Clearance for Publication/ Display/ Post, despite being given the Approved for Production is tantamount to Publication/ Display/ Posting without the proper ASC clearance and shall result in the imposition of penalty.

Airing/ Publication / Display / Posting of altered or revised material shall also result in the imposition of penalty.

All media companies shall strictly follow a “No ASC Clearance for Airing, No Airing/ No Publication/ No Display /No Posting” policy.

10.4 Validity of Clearance for Airing/ Publication/ Display/ Posting

In general, Clearance for Airing/ Publication/ Display/ Posting is valid for one (1) year from the date of approval of the storyboard/script/layout. However, validity of Clearance for Airing/ Publication/ Display/ Posting depends on the documents submitted as supporting data, such as validity of CPR, promo permits, etc., whichever is earlier.

For materials with specific claims, the validity is as follows:

- i. With “No. 1/ Leadership” claim: One (1) year from the date of the validity of the substantiation unless shorter period is required by certain industry and/or a valid updated information refuting the ranking claim is submitted at any time within the validity period.
- ii. With “New”, “Improved”, or similar claim: One (1) year from the date the product was launched/ pipelined in the market.
- iii. With “vs. Old/Previous Formulation” is allowed until change in product formulation is made

Section 11. Special Screening or Special Clearing

- a. **Special Screening** is an option which an Advertiser/Ad Agency may avail of when there is failure to meet the 8am – 10am period in submitting S1 application for screening and a decision on the application is needed on the same day.
- b. **Special Clearing** is an option which an Advertiser/Ad Agency may avail of when there is failure to meet the 8am – 11am period in submitting the S2 final produced material and the Clearance for Airing/Display/Publication/Posting is needed on the same day.

Special screening or special clearing does not guarantee approval.

Refer to Manual of Procedures Annex 1, item G, Special Screening.

RULE V. PROCEDURES ON DISPUTES AND COMPLAINTS

Complaints between two parties may involve disputes on advertising content and/or procedures related to decisions on advertising content.

Complaints and disputes on ads are settled or resolved by a Hearing Panel composed of five (5) ASC Panelists.

Section 1. Types of Disputes and Complaints

The following complaints involving ad content may be filed with the ASC:

- a. Complaints by a party-of-interest against an advertisement that has been approved by the ASC and that is already on-air/ published/ displayed/ posted.

A “party-of-interest” is one who has a real, actual, material, or substantial interest in the subject of the complaint, or one whose business is directly or indirectly affected by the advertisement. A mere incidental interest in the ad complained on cannot be ground for filing of complaint.

The complaint must clearly pertain to a violation of the ASC Code of Ethics and/or Manual of Procedures.

- b. Complaints by a party-of-interest against an advertisement that has not gone through the ASC pre-screening process.
- c. Complaints by a government sector, professional organization, individual consumer or consumer group, or the public in general shall be handled by the ASC Crisis Committee for review and recommendation.

Complaints received from such parties shall be evaluated by the ASC Executive Director and/or Operations Manager, ASC Legal Counsel, and one (1) member of the Tech Com who shall recommend action to the ASC Board.

Section 2. Filing of Complaints

2.1. Form

A Party shall file a Complaint or Appeal in writing, addressed to the ASC Executive Director.

Complaints in social media will not be addressed by ASC unless formalized in writing, addressed to the Executive Director.

- a. The complaint must be signed or noted by an officer of senior management position of the Advertiser/Ad Agency, or their authorized representative, provided that the representative submits a letter of authorization signed by a senior officer of the Advertiser/Ad Agency and must be accompanied by the applicable fee.
- b. Advertisers/Ad Agencies who file a complaint must indicate the contact person/s and other contact details.
- c. Complainant must identify the product or service being advertised, and the medium in which the advertisement appeared:

i. For Broadcast Advertisements

- a) Identify the station/network, the program, time, and date the ad was monitored.
- b) Advertiser/Ad Agency who complains shall provide a clear photoboard with the corresponding copy, and an mpeg copy of the TOA and 3rd party certification, i.e., monitoring agency or network that the material being complained actually aired on such date and time indicated in the complaint letter.

ii. For Print Advertisements

Identify the name and date of publication/s where the ad was monitored, including an actual copy of the ad/tearsheet clearly showing the date and name of publication.

iii. For OOH Advertisements such as billboards, merchandising materials, collaterals, transit, or similar ads:

- a) Identify the date and exact location where the ad was monitored.
- b) Complainants must provide a clear photograph of the ad in question with proof of date monitored e.g., include a newspaper banner in the photo showing issue date.

iv. For Cinema Advertisements

- a) Identify the date the ad was shown and the name and location of the movie theater where the ad was monitored.
- b) The Complainant shall provide a photoboard and 3rd party proof of exhibition/showing of the ad in question.

v. For Internet/Digital and Mobile Advertisements

Identify the date of the ad when it was seen, including a print-out of the screen grab of the advertisements and other applicable web pages, if any.

vi. For Collateral/Merchandising materials

- 1) Provide proof of date monitored e.g., include a newspaper banner in the photo showing issue date.
- 2) Complainants must provide **clear** photographs of the **exact location where the collateral/ merchandising materials were seen posted or displayed**, e.g., supermarket, public market, sari-sari store, etc.

The ASC shall NOT entertain and accept complaints via telephone, text, social media, or word-of-mouth from consumers or the general public.

1. Consumers' complaints on advertising materials must be in written form and submitted to the Executive Director or the Operations Manager, either through courier or e-mail.
2. Consumer complainants must indicate their complete contact details to avoid nuisance complaints, e.g., postal and e-mail address, phone numbers, and other contact details that may establish their credibility.
3. As with a regular complaint, the ASC shall forward a copy of the letter to the Advertiser concerned.
4. Consumer complainants may be invited to present their case in person to the ASC, especially if such complaints are widespread or are of highly sensitive nature. The panel shall be composed of the ASC Chairperson or President, ASC Tech Com Chairperson and the ASC Executive Director or Operations Manager.
Whenever necessary, the ASC Legal Counsel shall also be present.
5. Action by the panel may be: 1) send to Advertiser for voluntary action; 2) dismiss the complaint with notice to Complainant and Advertiser/Ad Agency; or 3) other recommendation/s, which must follow the ASC procedures.

2.2. Substance

- a. The Complainant shall cite the specific copy lines, claims, slogans, visuals, or elements being complained on and the specific provisions in the Code of Ethics that are allegedly violated.
- b. The Complainant shall explain in a precise manner the rationale for each provision in order that ASC shall be sufficiently aided in determining the issues involved and giving due notice to the Defendant on the alleged violation.
- c. If the Letter of Complaint filed does not clearly state these items, the ASC Executive Director shall return the letter to the Complainant. The hearing of the case shall not be scheduled.
- d. The Defendant may also request for a Letter of Particulars if it finds the complaint vague. In this case, the ASC Executive Director shall decide whether a Letter of Particulars is in order. Otherwise, the complaint shall proceed as originally filed.
- e. If the ASC Executive Director decides that a Letter of Particulars should be submitted by the Complainant, the date of receipt of the complaint shall be the date of receipt of the amended complaint, which includes the Letter of Particulars.
- f. Issues and provisions that are not covered in the Letter of Complaint cannot be brought up during the hearing of the case.

2.3. Documentation Requirements

The complaint shall be filed in five (5) printed copies and a digital copy containing the complaint letter in Word format and accompanying support documents in PDF format, if any. The

prescribed fee is charged prior to the hearing. Only when paid and if prescription period has not expired, shall the complaint be deemed as officially filed.

No addendum complaint shall be accepted once the complaint has been officially filed.

A separate complaint shall be filed for additional issues.

2.4. Burden of Proof

If a material has been previously screened by the ASC, the burden of proof is on the Complainant to overturn the approval of the ASC.

If a material was not approved by the ASC, i.e., post-screened, the burden of proof is on the Defendant.

If a material was not pre-screened with the ASC but falls under any of the five (5) regulated categories and/or contains any of the five (5) must-screen claims, material is subject to post-screening. Burden of proof is on the defendant.

2.5. Prescription Period for Filing of Complaints

- a. The prescription period for filing of complaints is **sixty (60) calendar days** from the first airing, posting, publication, or display of subject copy, claim, visual, or slogan in a medium.
- b. Filing fee for complaint filed past the prescription period shall not be refunded.
- c. There is no prescription period for filing of Complaints that involve:
 - i. Print, merchandising materials, internet, digital, and mobile advertisements that do not require screening prior to publication/display/posting.
 - ii. Print, merchandising materials, internet, digital and mobile advertisements that were not approved by the ASC.

2.6. Monitoring

Advertisers/Ad Agencies who monitored the continued use of banned or CDO'd ad materials should submit a formal notice to the ASC. Complainant must identify the product or service being advertised and the medium in which the advertisement appeared. Proof of airing, display, publication or posting must be attached to the letter. For broadcast materials, third party proof must be submitted before ASC schedules a Hearing Panel or Refer to Panel sessions.

Section 3. Scheduling of Hearings

- 3.1. Upon receipt of a written complaint/appeal, and the relevant documents or requirements for the case, the Ad Specialist shall review all received documents to check for completeness (**Day 1**). The Ad Specialist shall advise the Complainant and Defendant in writing about the complaint filed and the scheduled hearing date on the second work day after receipt of the complaint letter by the ASC (**Day 2**). Hearing will be scheduled four (4) work days after release of letter (**Day 6**).
- 3.2. Each party may postpone the scheduled hearing only once. However, the new hearing schedule shall be no later than three (3) work days from the original hearing date (**Day 9**).
- 3.3. Request for postponement must be in writing and must be submitted to ASC within two (2) work days from receipt of notice of hearing.

- 3.4. The ASC may postpone a scheduled hearing if the required quorum is not convened. In such case, the new hearing date shall be given priority and shall be scheduled within three (3) work days from the original date of hearing

Section 4. Presentation to the Hearing Panel

4.1. Personal Appearance

Both parties shall appear in person. Advertisers shall be represented by their advertising agency or authorized representatives.

4.2. Failure to Appear

Failure of any party to appear within thirty (30) minutes of the scheduled hearing shall constitute non-appearance.

4.3. Non-appearance by Complainant/Appellant

Non-appearance by the Complainant/Appellant shall be cause for dismissal of the complaint/appeal. The filing fee shall not be refunded.

4.4. Non-appearance by Defendant

Non-appearance by Defendant does not prejudice the complaint.
The Panel shall proceed to review the case and decide based on the merits of the case.

4.5. Presentation Proper

Complainant and Defendant are given thirty (30) minutes to present their respective complaint and defense which includes the set-up of their equipment.

Complainant and Defendant must prepare five (5) clear copies of the presentation materials and support documents for the Panel's reference and use during the case hearing. The required documents in screening presentation shall apply. Four (4) copies of the presentation materials and support documents shall be returned to the presenters and one (1) set shall be filed with the ASC.

Only a maximum of five (5) people each from the Complainant and Defendant will be allowed to enter the hearing venue at any given point in the presentation. Resource persons beyond the five (5) representatives, who need to make a presentation, shall be asked to wait outside the venue until they are called in.

4.6. Cancellation of Schedule

Cancellation of a scheduled Hearing/Appeal Panel within twenty four (24) hours before the scheduled date of screening shall incur the appropriate penalty as prescribed in Annex 5 of this Manual of Procedures.

Section 5. Resource Persons

If the Panel agrees that it further needs to understand and appreciate the evidence presented and requires more in-depth information on the matters of the case, it may defer its decision on the case.

The Panel may re-convene and invite technical experts, trade professionals, consumer groups, etc., to render expert opinion on a case. If reviewed previously by a Screening Panel or a Professional Screener, the Chairman of the Screening Panel or the Professional Screener may be invited to provide his/her perspective on the previous decision. The invited participant/s shall not vote.

The Panel, however, must render a decision within three (3) work days after reconvening.

Section 6. Technical Evidence

If Complainant and Defendant use research to support their challenge and defense, respectively, the methodology of one research study shall be examined in terms of extensiveness of coverage, sample profile and size, validity, action standards, integrity of the questionnaire, relevance of the protocol, etc., and compared with the other.

The Panel shall exert all efforts to appreciate the evidence presented and submitted by both parties.

Section 7. Decision of the Hearing Panel

- 7.1 The Hearing Panel shall render a decision at the end of the hearing session.
- 7.2 The parties shall be notified in writing of the official decision no later than two (2) work days after the hearing. Copies of the decision letter shall be emailed to the Complainant and Defendant.
- 7.3 The decision letter, drafted by the Ad Specialist, reviewed and signed by the Presiding Chairman, shall clearly cite the Panel's decision on each complaint point, whether it is VALID or NOT VALID, and shall explain the reason for the decision **without** divulging the specific evidence presented by a party. When a decision is based on a published medical literature, source must be cited in the decision letter.
- 7.4 When any of the complaints stated in the letter is found to be VALID, the ASC issues a Cease-and-Desist Order (CDO) on the said material on the same day as the release of the decision letter.
- 7.5 No CDO is issued when the Panel finds that no complaint point stated in the letter is valid.

RULE VI. PROCEDURES FOR APPEAL ON DISAPPROVAL OF ADS

Section 1. Appeal on Disapproval

1.1 Appeal on Disapproval by a Professional Screener

An ASC Appeal Panel, composed of three (3) ASC Panelists, is convened when an Advertiser/ Ad Agency files an appeal on a disapproval by a Professional Screener.

This Appeal Panel acts as a Screening Panel and follows the same rules and procedures of a 3-Man Screening Panel. The Panel has the prerogative to raise issues or question claims, copy, visual, elements in the material aside from those raised and disapproved by the Professional Screener and being appealed by the Advertiser/Ad Agency.

Submission of additional support documents and revisions to the material previously reviewed by the Professional Screener shall not be allowed as it warrants a new application.

The Appellant pays the fees before any Appeal Panel is scheduled.

1.2 Appeal on Disapproval by a 3-Man Screening Panel

An ASC Appeal Panel, composed of five (5) ASC Panelists, is convened when an Advertiser/Ad Agency files an appeal on a disapproval by a 3-man Screening Panel.

This Appeal Panel acts as a Screening Panel and follows the same rules and procedures of a Screening Panel. However, discussions on the material **shall be limited to the specific claims,**

copy, visual elements disapproved by the original Screening Panel and being appealed by the Advertiser/Ad Agency. **Submission of additional support documents and revisions to the material previously reviewed by the Professional Screener 3-man screening panel not be allowed as it warrants a new application.**

The Appellant pays the fees before any Appeal Panel is scheduled.

The decision of the 5-man Appeal Panel is deemed final unless new substantiation or data is presented. In this case, a new 5-man Appeal Panel shall be convened upon submission of the appeal together with the new substantiation and payment of fees.

1.3 Appeal on a Disapproval by a 5-man Screening Panel's Decision

An appeal on a disapproval by a 5-man Screening Panel is convened only if there is new evidence.

As with regular complaints, the Appellant must provide the rationale for believing the original decision of the 5-Man Screening Panel may be overturned due to this new evidence.

The Appeal Panel shall be a 5-man Panel, with maximum of two (2) members coming from the original 5-Man Screening Panel.

The decision of this 5-man Appeal Panel is deemed final and **cannot be appealed anymore.**

The Appellant pays the fees before any Appeal Panel is scheduled. The other party is informed of the appeal but is not required to present/attend the hearing.

RULE VII. PROCEDURES FOR POST-SCREENING OF ADS

Section 1. Complaints Filed by Competitors or Any Party of Interest

Print advertisements, merchandising materials, internet and mobile ads, and other materials with complaints and which are excluded in the screening guidelines, shall be post-screened.

Post-screened materials are treated as being screened for the first time.

1. There is no prescription period for post-screened ads.
2. The complainant shall pay post-screening fees and shall be present to substantiate the complaint. Since the material was not screened and approved by the ASC, **the burden would be on the Defendant to prove the claims in question.** The Panel may question any copy, claim, visual, or slogan even if these were not included in the complaint.
3. Schedule for the post-screening of ads shall be prioritized. The ASC shall exert its best effort to schedule the post-screening within three (3) work days from receipt of the complaint letter. **No postponement of post-screening schedule shall be allowed.** If any one party is not present during the case hearing, the Panel will proceed to hear the case and its decision will be based on its merit. In case both parties are not present during the schedule of post-screening, the ASC will not process the complaint. Complaint fee shall not be refunded.
4. The decision shall be issued within two (2) work days and signed by the Presiding Chairman. The decision shall either be:
 - a. **Complaint is Valid** – The material is rendered DISAPPROVED as there is failure to substantiate the copy claims or visual elements in question. A Cease-and-Desist Order (CDO) will be issued by the ASC and the media sector will be given a copy of the CDO for their

guidance. If necessary, the Executive Director and/or the Operations Manager shall elevate the case to the Tech Com for appropriate action and/or penalty.

- b. **Complaint is Not Valid** – All issues raised by the Complainant and/or Panel were satisfactorily substantiated by the Advertiser/ Ad Agency. No CDO is issued.

Section 2. Motu Propio Monitoring by ASC

Print advertisements, merchandising materials, internet and mobile ads, and other materials which did not pass through ASC for clearance, but contain claims which should have been pre-cleared with ASC, and which were monitored by ASC, shall undergo post-screening.

1. ASC will inform the Advertiser/Ad Agency in writing with a Notice to Explain (NTE) about the monitored material with claims but which did not pass through ASC and will ask the advertiser/ad agency to explain why it should not be penalized with the corresponding penalty for such violation.
2. Advertiser/Ad agency should submit its response within three (3) work days upon receipt of the Notice to Explain (NTE).
3. Advertiser's/Ad Agency's response to the NTE will be elevated to the Tech Com for review/deliberation. Decision can be any of the following:
 - a. Cease-and-Desist Order (CDO) of material will be issued and penalty for pre-screening violation will be imposed. While penalty is not yet settled, future ad materials of the brand will not be accepted by ASC for screening.
 - b. Stern warning to Advertiser/Ad Agency not to commit pre-screening violation again and encourage submission of future ad materials to ASC for clearance prior to publishing/posting.

RULE VIII. TECHNICAL OR PROCEDURAL CASES

Section 1. Cases for Elevation to the Tech Com

- 1.1. Complaints that are patently in violation of the Laws of the Land, and/or the ASC Code of Ethics and Manual of Procedures.

The Executive Director or Operations Manager shall elevate to the Tech Com complaints that are patently in violation of the Laws of the Land, and/or the ASC Code of Ethics and the Manual of Procedures. The Executive Director may issue the Cease-and-Desist Order (CDO) on the material being complained in consultation with the Tech Com if such complaint is deemed patently in violation of the Laws of the Land, and/or the ASC Advertising Code of Ethics and Manual of Procedures, e.g., absence of generic name, mandatory tags, and other similar violations.

- 1.2. Issues arising from the Screening and/or Hearing Panel that are technical or procedural in nature.

The Presiding Chairman of the Screening or Hearing Panel shall elevate to the Tech Com those issues arising from the Screening or Hearing Panel that are technical or procedural in nature. The technical or procedural issue should be resolved first before the merits of the case can be heard or when the material is likely to conflict with decisions that are currently enforced. In such cases, the decision shall be withheld until the technical issue is resolved.

The Tech Com shall decide on the issue within three (3) work days from the time the issue is elevated to it.

- 1.3. Appeal to an Extension of a Disapproval
 - a. Disapproval of a claim, copy, visual, slogan, or lack of government mandatory statement/s contained in a particular advertisement shall be extended to the same or substantially the same claim, copy, visual, slogan, or lack of government mandatory statement/s used in another advertising medium in another context.
 - b. In case there is a difference in the context or set up which leads to reasonable doubt on whether the claim, copy, visual, or slogan is substantially the same, the Advertiser/ Ad Agency can elevate the issue to the Tech Com within three (3) work days after the receipt of the disapproval.
 - c. The Tech Com shall decide within three (3) work days from receipt of the request for clarification, after which, there shall be a presumption that the claim, copy, visual, or slogan is not the same until the Tech Com issues a decision.
 - d. During the period of presumption, parties shall observe the status quo and the Advertiser/Ad Agency shall be deemed in good faith and thus, shall not be penalized.

Section 2. Filing of Complaints or Inquiries

Advertiser/Ad Agency may file a complaint or an inquiry that is supported by a monitoring report with the ASC Technical Committee (Tech Com) on procedural or technical issues arising from cases involving advertising content.

- 2.1. The Complainant files the letter addressed to the ASC Executive Director who shall ensure that the Tech Com decides on the merits of the case.
- 2.2. The letter must state the rationale of the complaint and the procedures being questioned or, in some cases, procedures being complained on, e.g., monitoring of banned material. The letter must include other relevant information such as evidence, photographs, reports, and other documentation as necessary.
- 2.3. The ASC shall notify the Advertiser/ Ad Agency concerned on the allegations and will be asked to submit a formal explanation on the alleged violation no later than three (3) work days after receipt of the Notice to Explain (NTE).
- 2.4. The ASC can initiate its own monitoring of materials which are in violation of the ASC Code of Ethics and Manual of Procedures. A formal notice stating possible technical and/or procedural violation/s shall be forwarded to the Advertiser/Ad Agency concerned who shall be given three (3) work days to respond to the Notice to Explain (NTE).
- 2.5. The Tech Com evaluates the submitted letter/response and decides whether the procedural complaint is **Valid or Not Valid** including corresponding penalties or sanction/s where applicable. The Tech Com may call on resource persons such as the Professional Screeners, Screening, or Hearing Panel Presiding Chairperson, or other technical persons to provide better understanding of a case.
- 2.6. There is no prescription period for filing complaints or inquiries involving procedures affecting an ad material. There is also no fee on inquiry submitted for possible ASC violations. However, should Advertiser/Ad Agency decide to file a complaint after the inquiry, corresponding complaint fee must be paid before a hearing is scheduled.
- 2.7. The hearing of technical or procedural cases involving materials that were post-screened or involving promotional ads of brands, products, and services shall be given priority.
- 2.8. A Cease-and-Desist Order (CDO) shall be issued on materials that violate the pre-screening procedures. The Advertiser/Ad Agency will be notified of the violation and corresponding penalty.
- 2.9. Tech Com cases that involve highly complex issues or industry-wide concerns shall be elevated to the ASC Board for appropriate action.

Section 3. Tech Com Cases for Elevation to the ASC Board of Directors

The Tech Com may recommend specific cases to the ASC Board for approval. These cases involve those with potentially serious implications, widespread sensitivity, or controversy.

The Tech Com may also elevate specific cases of grave or widespread importance or implications directly to the ASC Board for its perusal and decision.

RULE IX. SANCTIONS AND PENALTIES

If an advertisement must be discontinued from airing, publication, display, or posting, the ASC may either issue a CDO or recall the Clearance for Airing/Publication/Display/Posting, whichever is appropriate.

Section 1. Cease-and-Desist Order (CDO)

A CDO is issued if a material is found to be in violation of the provisions of the ASC Code of Ethics and Manual of Procedures.

Ads containing any element that has any reference to a material on CDO status shall not be accepted for review unless the elements in question are removed from the material.

In general, the CDO is in immediate effect from receipt of the CDO by the Advertiser and/or Ad Agency when:

- a. An ad material is found on air, installed, or posted without proper ASC clearance.
- b. An ad material, whose substantiations accepted at face value solely on the basis of a certification duly signed by an official of high management position, have been proven to be false.
- c. An ad material, despite previous approval, is deemed to adversely affect public interest, safety, and sensitivity.

Section 2. CDO Compliance Report

The Advertiser/Ad Agency shall submit a compliance report on the CDO'd material within five (5) work days from receipt of the CDO notice.

- a. The compliance report shall contain the details of the CDO'd materials, e.g., type of materials, coverage, distribution, quantities involved, pull-out schedule, or reports. It shall be regularly updated until substantial compliance on the CDO'd material has been implemented or reached.
- b. The Tech Com shall determine whether or not the Advertiser/Ad Agency has substantially complied with the CDO.
- c. Failure to submit a compliance report may result in sanctions and penalties due to monitoring of banned ad/s or material/s by the ASC or the Complainant of the case.

2.1. Print Ads, Billboards, and Digital Materials

- 2.1.1. When Print, OOH, and Digital Materials, which are covered by pre-screening guidelines, have been discovered without the proper ASC Clearance through a complaint or ASC monitoring, the CDO **takes effect immediately** upon receipt of the CDO notice by the Advertiser/ Ad Agency. The corresponding penalty for publication/ display/ posting without proper ASC Clearance shall be imposed upon determination of the infraction.

- 2.1.2. When post-screened and complained print ads, billboards, and digital materials are found to be in violation of the ASC Code of Ethics and/or Manual of Procedures, the CDO takes effect immediately upon receipt of the CDO by the Advertiser/Ad Agency.
- a. Advertisers/Ad Agencies whose print/ collateral material has been issued a CDO must advise the ASC in writing, within twenty-four (24) hours upon receipt of the emailed decision, of any advance placement that can no longer be cancelled. The ASC emailed decision will have MESSAGE RECEIVED and MESSAGE READ report to the ASC to ensure delivery and receipt.
 - b. Failure to advise will subject those placements to sanctions, as stipulated in Annex 5 of the Manual of Procedures.
 - c. The written advice on the non-cancellable print placement must be accompanied with Agency Publication Order/s and Publisher's Certification/s.
 - d. The Executive Director and/or the Operations Manager, or the Presiding Chairman, or the Tech Com Chairman may verify whether the material is really non-cancellable.
 - e. Any subsequent material of the brand after a CDO must be pre-screened.
 - f. Any revision on the CDO'd material must be pre- screened prior to publication.

Refer to Annex 8 of the Code of Ethics for Digital Guidelines on Pre-Screening & Post-Screening of Non-Regulated and Regulated Categories.

2.2. **Broadcast Media (TV and Radio) and Cinema Materials**

For broadcast materials (TVC and RC) and Cinema ad, when complained and have been issued a Cease and Desist Order (CDO), the CDO'd material/s must not be on air/exhibited effective five (5) work days from receipt of the Order by the Advertiser and/or official Ad Agency-of-Record or its official representative.

Media/networks, through KBP, will also be advised of the CDO.

2.3. **Static or Moving Out-Of-Home Ads**

- a. **Static or Moving Billboard Ads**
For all billboards or similar types, previously approved by the ASC prior to its display or installation, but found to be in violation of the ASC Code of Ethics and Manual of Procedures after a Case Hearing brought by a Complaint, effective date of the CDO will be seven (7) calendar days from receipt of the CDO notice by the Advertiser/Ad Agency, **no extension**.
- b. **Street Furniture / Fixtures & Transit Ads (lamppost banners, bus, MRT/ train, building, airplane, etc.)**

For street furniture and transit ads not previously approved by the ASC, effective date of the CDO is seven (7) calendar days from receipt of the CDO notice by the Advertiser/Ad Agency, **no extension**.

2.4. **Merchandising Materials and Similar Ads**

For merchandising materials, Point-of-Sale (POS), Point-of-Purchase (POP), e.g., posters and collaterals, CDO'd due to violation of the ASC Code of Ethics and/or Manual of Procedures after a post-screening and/or case hearing brought by a complaint, the material must be pulled out within thirty (30) calendar days from receipt of the CDO notice by the Advertiser/Ad Agency for Metro Manila and key cities and sixty (60) calendar days for areas in rural Philippines, **no extension**.

2.5. Internet/Digital/Mobile Ads

Internet, Digital, or Mobile advertisements and/or viral marketing that contain claim/s disallowed through a CDO must be pulled out effective five (5) work days from receipt of the ASC Decision by the Advertiser and/or Ad Agency or their official representative, **no extension**.

Section 3. Penalties for Offenses/Violation against/of CDOs

3.1. Merchandising Materials, Point-of-Sale Materials (POS)

- a. The 1st Offense Penalty will be imposed when CDO'd materials are monitored as being displayed on the day after the last day of pull-out period as indicated above; 31st calendar day for Metro Manila and key cities and 61st calendar day for areas in rural Philippines upon receipt of the CDO notice by the Advertiser and/or Ad Agency or their official representative.
- b. The 2nd Offense Penalty will be imposed when CDO'd materials are monitored as being displayed on the 15th calendar day after the 1st Offense Penalty has been imposed and such notice of violation was received by the Advertiser and/or Ad Agency or their official representative.
- c. The 3rd Offense penalty will be imposed when CDO'd materials are monitored displayed on the 7th calendar day after the 2nd Offense penalty has been imposed and such notice of violation was received by the Advertiser and/or Ad Agency or their official representative.

3.2. Other Ads and Totality of Penalties

An Advertiser shall be penalized every time the material in violation continues to be aired/published/displayed/posted after the prescribed deadline of pull-out/pull-down of materials in violation.

Each violation regardless of medium committed by the Advertiser/Ad Agency of the CDO and its corresponding deadline shall merit a penalty and shall be cumulatively considered. The next offense penalty shall be imposed three (3) calendar days after (i) the previous penalty has been imposed and (ii) the Advertiser has been notified. To illustrate, a billboard issued a CDO must be pulled down seven (7) calendar days from receipt of CDO. If on the 8th calendar day, the billboard is still displayed, this merits a 1st offense penalty. If on the 12th calendar day, it is still displayed, this merits a 2nd offense penalty. If on the 31st calendar day, a POS material in violation is still displayed, this merits a 3rd offense penalty.

If the Complainant monitored a material beyond the imposed date of CDO, the Complainant should notify the ASC in writing. The ASC will then inform the concerned Advertiser/Ad Agency and they have three (3) work days to respond to the monitoring report. The Complainant's monitoring report and the Advertiser/Ad Agency's response will be forwarded to the Tech Com for review and ruling.

The Tech Com shall prioritize CDO sanction cases. In case of unavoidable delay on the part of the Tech Com to decide or in the absence of an applicable rule, the Tech Com shall have discretion to issue the penalty that is fair under the circumstances.

Section 4. Implementation of a Government Agency's CDO

The ASC shall continue to cooperate and assist in the implementation of CDOs issued by government agencies, e.g., DOH, FDA, DA, DTI, HLURB, NTC, etc. on a voluntary basis.

The ASC shall implement its corresponding CDO effective immediately for products or brands issued a CDO by a government agency or office and with materials currently on air or published or displayed.

Section 5. Recall of Clearance for Airing/Publication/Display/Posting

The ASC shall issue a Recall of Clearance For Airing/Publication/Display/ Posting due to any of the following:

1. Government agency ruling
2. Violation of the Laws of the Land
3. Reasons of technicality upon the determination of the Tech Com
4. Widespread concern on public safety or sensitivity

For reasons of technicality, the ASC shall give due process to the Advertiser/Ad Agency being complained prior to the issuance of the Recall of Clearance for Airing, Publication, Display, or Posting.

The ASC may also invite the Advertiser/Ad Agency to respond to the complaint. The Recall shall be issued after review by the Tech Com of the case and issues.

The ASC Tech Com, through the ASC Executive Director, shall notify the Advertiser/Ad Agency of the recall, the complaint and rationale for the recall.

Section 6. Receipt of Official ASC Correspondences

ASC decisions, CDO notices, and other correspondences will be emailed to concerned parties at the latest 5pm of the 2nd day after the Screening Panel, Screening Appeal Panel, Post-Screening Panel, Hearing Panel, and Hearing Appeal Panel. The emailed decisions, notices, and correspondences will have MESSAGE RECEIVED and MESSAGE READ report to the ASC to ensure delivery and receipt. Ad Agencies/ Advertisers are requested to acknowledge receipt of email.

Annexes for Manual of Procedures

ANNEX 1. SCHEDULE OF ACTIVITIES

A. Screening by the Professional Screeners

- Mondays to Fridays, from 8am to 3pm
- There shall be at least seven (7) Professional Screeners daily.

B. Screening and Hearing Panels

- Mondays to Fridays, from 1pm to 3pm
- This includes sessions on Screening Panel, Screening Appeal Panel, Post-Screening Panel, Hearing Panel, and Hearing Appeal Panel.

C. Release of Clearances for Airing/Publication/Display/Posting.

- Monday to Fridays, from 3pm to 4:30pm

D. Submission of S1 Applications

1. Submissions by Presenters

- Mondays to Fridays from 8am to 9:30am only
- Applicants should go to the 6th floor, Windows 1 to 4 for filing of application.
- Payment to be done at the Cashier (Windows 5 and 6).
- Applications will be processed and reviewed on a first-come-first-served basis and will be immediately checked by an Ad Specialist for documentation and support materials prior to review and decision by a Professional Screener.
- Decisions will be released from 3pm to 5pm of the same day.
- Presenters who arrive from 9:31am to 11:00am will not be allowed to present but they have the option to leave their materials for regular screening/review.

2. Submissions by Messengers

- Mondays to Fridays from 8am to 11am
- Applicants should go to ASC 6th floor, Windows 1 to 4, for filing of application.
- Payment to be done at the Cashier, ASC 6th floor, Windows 5 and 6.
- No applications will be accepted from 11:01am onwards.

E. Submission of S2 Final Material for Clearing

- Mondays to Fridays from 8am to 11am for same day processing and release of results
- Mondays to Fridays from 11:01am to 3:00pm for next-day processing and release of results
- Submit final materials at ASC 4th floor receptionist.
- Clearance for Airing/Publication/ Display/ Posting will be released at the ASC 6th floor, Windows 1 to 4, from 3pm to 5pm.

F. Submission of Requirements for Incomplete Decision and Application for Revision

- Mondays to Fridays from 8am to 11am only
- Submit required documents or revision letter to the ASC 4th floor receptionist.
- For Ad Agency/Advertiser who wants to present the documents to the Professional Screener, presentation time will be from 1pm to 3pm.

G. Special Screening

1. S1 and/or S2 Special Screening/Clearing on Weekdays

Special Screening does not guarantee an automatic approval of S1 or S2 materials.

- May be requested by the Ad Agency/Advertiser if their S1 application will not meet the regular 8am to 10am window for application or the 8am to 11am window for S2 applications.
- A written request for Special Screening must be submitted to the ASC 4th floor receptionist or emailed to the ASC office from 8am to 11am.
- Payment of the Special Screening fee and submission of the S1 application must be done no later than 12nn.
- S2 final material application for review should be submitted to the ASC 4th floor receptionist no later than 3pm.
- Decision will be released from 4pm to 5pm.

2. S2 Special Clearing on Saturdays & Non-Working Holidays

- There will be **no S1 Special Screening** on Saturdays, Sundays, and Non-Working Holidays.
- Review of the final produced S2 material shall be held from 9am to 12nn on Saturdays except on government-declared non-working holidays and non-working days due to a calamity, national security, or other unsafe conditions. This session is convened only upon written request and payment of special clearing fee of the Advertiser/Ad Agency.
- May be requested by the Ad Agency/Advertiser if their final material will not meet the regular 8am to 11am window for S2 application on a Friday and the scheduled media break is over the weekend.
- A written request for a Saturday Special Clearing should be submitted to the ASC 4th floor receptionist or emailed to the ASC office no later than 11am of Friday.
- The special clearing fee must be paid no later than 12nn of Friday at the Cashier.
- The Special Clearing is non-refundable if cancelled after 3pm and non-transferable to any other brand or Advertiser/ Ad Agency.
- Cancellation of a Special Saturday/Non-Working Holiday clearing must be done officially and in writing to the ASC. Only cancellations done before 3pm of Friday are eligible to a 30% refund of the fees. Cancellations done beyond 3pm are not subject to any refund.
- The fees are non-refundable for no-show for the applied Special Clearing.
- The Advertiser/Ad Agency must be personally present during the Special Clearing to respond to any issue, concern, or discrepancy on the material. No presenter, no clearing and Special Clearing fee will not be refunded.
- ASC clearance shall be issued provided there are no concerns or discrepancies on the final material and our approved S1 storyboard, layout or script.

ANNEX 2. PRE-REQUISITE DOCUMENTS & MANDATORY STATEMENTS TO AVOID AN INCOMPLETE DECISION

Pre-Requisite Document	Product/Category
FDA-CPR/CPN (all pages including amendments)	Food, Beverages, OTC Drugs, HR Products, Food / Dietary Supplements, Medical Devices, Cosmetic products
FDA – Tracking Log and Official Receipt of Payment of Renewal	For CPRs/CPNs which are expired or near expiration
BAI-CPR	Veterinary products

NTC Permit	Sales & promo ads of Telco products and services
PAGCOR Permit	Sales & promo ads of entertainment, leisure, and gaming/ gambling establishments including casinos
DOH – IAC approval	Milk Supplements, Infant Formulae, Complementary Foods, and Devices
HLURB License to Sell and Approval for Advertisement	Real Estate
NHCP Approval	Use of Historical Symbols, Events, and Landmarks
DOLE Working Permit	For ads using local minor-aged talents (15 years and below), whether or not faces of said talents will be shown in the final material
Certification from Photo Source	Use of stock photos of talents/ children (for latter, this is in lieu of DOLE Working Permit)
CAB Approval	Airline promo advertising
Music License or Filscap Permit	Use of copyrighted songs/music
BSP Certification	Use of Philippine Denomination/ Currency
Material Signed by the Medical Director	Pharmaceutical products, i.e., OTC drugs and HR Products
Philippine Medical Association Ethics Committee Approval	Use of licensed medical practitioners on non-prescription drugs, devices, treatments, medical equipment
DOH – FDA Promo Permit and Approved Promo Mechanics	Food, Beverages, OTC Drugs, HR Products, Food/ Herbal/ Dietary Supplements, Medical Devices, Cosmetic Products
DTI Promo Permit and Approved Promo Mechanics	All other non-FDA registered products and services
MTRCB Permit	For trailers / advertisements (video/ stills) of digital streaming services which may be shown in cinema, cable, TV, print, outdoor or used in collaterals

Product/Category	Mandatory Statement
Under Milk Code Products Infant Formula	“Breastmilk is the only safe and readily available food for infant” and “WARNING: Infant Formula is not a sterile product and may contain harmful bacteria and must be prepared and used appropriately”.
Milk Supplements	“The use of milk supplements must only be upon the advice of a health professional.” “The unnecessary and improper use of this product may be dangerous to your child’s health.”
Complementary Infant Food and Devices	“This product is not intended for babies 6 months of age and below”.
Over-The-Counter (OTC) Drugs/ Home Remedy (HR) Products	“If symptoms persist, consult your doctor”.

Food Supplements	“MAHALAGANG PAALALA: ANG (Name of Product) AY HINDI GAMOT AT HINDI DAPAT GAMITING PANGGAMOT SA ANUMANG URI NG SAKIT.” (All caps in Arial or Tahoma)
Alcohol Beverages	“Drink Responsibly.”
Promo Materials	Promo period and “Per DTI FTEB promo permit no. ...” Promo period and “Per DOH-FDA promo permit no. ...”
Airline Promos	CAB Approval Number
Real Estate	License to Sell (LTS) and HLURB Advertisement Approval Number; Refer to Code of Ethics Article VIII, Section 8, items f-i.
Broadband Networks Offering with Specific Bandwidth Speed	Average & Minimum Broadband Speed to be experienced by the customer 80% of the time
PAGCOR	Radio: “Keep it Fun. Game Responsibly”; TV/Print Ads/OOH /Web-based promos & other media: “Gaming for 21 years old & above only. Keep it Fun. Game Responsibly.”
Bank/ ATM/ Non-Stock Savings and Loan Association/ Pawnshop / Remittance Agent/ Money Changer/ FX Dealers/ E Money Agent	Regulated by the Bangko Sentral ng Pilipinas

Client Certification	Material Type
Suggested Retail Price (SRP) Certification	For materials that feature the price of a product
Certificate of New Product Launch	For materials with a “new” claim and “Introducing” copy
Certificate of Dialect Translation	For materials that are translated into a local dialect
Notarized Endorser’s Affidavit (include professional license number, if any)	For materials that feature a celebrity or a professional/medical licensed endorser
Certification from Client where ad originated stating that talent is a real medical professional and that he/she is allowed by his/her profession to appear in an ad	For materials that feature foreign talents in the medical profession
Certification from Client where ad originated stating that the Philippines is one of the countries authorized to air/publish/display/post ad with celebrities	For materials that feature foreign celebrities/artists
OTC Drugs/ HR Products	All pages of the ad material must be signed by the Medical Director.

ANNEX 3. TECHNICAL GUIDELINES FOR THE SCREENING OF MATERIALS WITH EXPOSURE OF HUMAN BODY/PARTS, SEXY TONES, SIMILAR SUBJECT, OR EXECUTION

The primordial principle is that advertisements should not be offensive to the public based on current and/or nationally-accepted standards of decency.

As a general rule, the application of the rule should be stricter for advertising in media of general viewership or circulation, i.e., television, cinema, general circulation newspapers, magazines, digital, and Out-of-Home because a broad spectrum of people sees the material, including those of minor age.

The application of this rule should be moderated for media catering to specific or specialized audiences, e.g., lingerie ads in women's magazines, men's undergarments in men's magazines, etc.

1. Obscene advertisements are not allowed. An advertising material is obscene when the pose, facial expression, situation, props, copy, and/or other aspects of the presentation are vulgar or sexually suggestive.
2. Models shown are simulating sexual intercourse, even if fully clothed, shall not be allowed.
3. Obscene, profane, blasphemous, and sexually suggestive copy is not allowed.
4. The depiction of violence and use of threatening or menacing copy is not allowed.
5. Total nudity, whether explicit or implied, is not allowed. However, an infant without clothes can be allowed as long as the genital areas are not shown and must not be derogatory to the child.
6. Advertisements are not allowed when the model/s is/are:
 - a. Partially nude
 - b. Attired in indecent skimpy clothing
 - c. Attired in transparent material or when presented in a haze to circumvent the prohibition on nudity
 - d. Attired in clothing that shows excessive voluptuousness, i.e., indecent breast exposures, buttocks, and bulging crotch
 - e. In a suggestive sexual/physical contact with each other
7. Advertisements for Out-of-Home (OOH) with models must be appropriate for young audiences and shall be wholesome. As OOH is accessible to the general public and exposed 24/7, more prudence must be exercised in the screening of OOH advertising materials.

ANNEX 4: ASC FEES (excludes 12% VAT)

Type of Material	Length	OFFLINE		ONLINE	
		Member	Non-Member	Member	Non-Member
TV Ads	End Tags	550.00	715.00	650.00	715.00
TV/Cinema Ads (including OBBs/CBBs/End Tags)/ TV Portion Buy/s	5s, 10s, 15s	715.00	930.00	800.00	930.00
	16s - 30s	1,430.00	1,860.00	1,600.00	1,860.00
	31s - 60s	2,750.00	3,575.00	3,000.00	3,575.00
	Above 1 min. but not more than 5 min.	4,125.00	5,365.00	4,500.00	5,365.00
	Above 5 min.	7,150.00	9,295.00	7,800.00	9,295.00
Radio Ads (including live or recorded AOB/DJ spiel)	5s, 10s, 15s	550.00	715.00	650.00	715.00
	16s - 30s	715.00	930.00	800.00	930.00
	31s - 60s	1,430.00	1,860.00	1,600.00	1,860.00
	Above 1 min. but not more than 5 min.	2,090.00	2,720.00	2,300.	2,720.00
	Above 5 min.	3,575.00	4,650.00	3,900.00	4,650.00
Print Ads	All sizes	550.00	715.00	650.00	715.00
Out-of-Home Static Ads	All sizes	550.00	715.00	650.00	715.00
Out-of-Home Moving Ads	5s - 30s	1,430.00	1,860.00	1,600.00	1,860.00
	31s - 60s	2,750.00	3,575.00	3,000.00	3,575.00
	Above 1 min. but not more than 5 min.	4,125.00	5,365.00	4,500.00	5,365.00
	Above 5 min.	7,150.00	9,295.00	7,800.00	9,295.00
Collateral Static Ads	All sizes	550.00	715.00	650.00	715.00
Collateral Moving Ads	5s - 30s	1,430.00	1,860.00	1,600.00	1,860.00
	31s - 60s	2,750.00	3,575.00	3,000.00	3,575.00
	Above 1 min. but not more than 5 min.	4,125.00	5,365.00	4,500.00	5,365.00
	Above 5 min.	7,150.00	9,295.00	7,800.00	9,295.00
Digital Static Ads/ Display Ads/Banner Ads/Search Ads/ Electronic Direct Mail	All sizes	550.00	715.00	650.00	715.00
Digital/Internet/Mobile Video Ads Portion Buy/s	5s - 30s	1,430.00	1,860.00	1,600.00	1,860.00
	31s - 60s	2,750.00	3,575.00	3,000.00	3,575.00
	Above 1 min. but not more than 5 min.	4,125.00	5,365.00	4,500.00	5,365.00

	Above 5 min.	7,150.00	9,295.00	7,800.00	9,295.00
"Native Ads"		550.00	715.00	650.00	715.00
Sponsored or "Paid" Blog Posts		550.00	715.00	650.00	715.00
Multiple Digital Usage of Claims/Lines/Visuals in A Single Application	1 – 10 lines 11 lines or more	550.00/ claim 450.00/ claim	660.00/ claim 550.00/ claim	---	---
Complaints	Case Hearing	8,250.00	10,725.00	---	---
	Post-Screening	8,250.00	10,725.00	---	---
Appeals		8,250.00	10,725.00	---	---
Special Screening/ Clearing (Weekdays & Saturday)		13,750.00	17,875.00	---	---

Batch Application Rates			
Ad Type	Same Materials That Can Be Applied at The Same Time/in one Batch	Rate	Procedure
Moving Ads	TV/Cinema/ Digital Video (YouTube, FB), OOH Video (LED)/ Cinema (exact same material) and applied at the same time/ in one batch	Cost of material length, e.g., 30s, 60s, etc.	<ol style="list-style-type: none"> 1. Accomplish and submit one (1) Application Form for all materials being applied as a batch 2. Indicate all media where material will be aired, e.g., TV, cinema, digital, etc. 3. Attach 2 copies of the storyboard 4. Attach one (1) set of support documents only 5. ASC Encoder will encode application 6. Only one ASC Reference Number will be given
Static Ads	Print ad/ OOH static Ad/ Digital Static (FB, banner ads, etc.)	Member: P550 NOTE: ALL materials being applied should have the exact same elements with just the orientation being different Non-members: P660 for 1-5 materials	<ol style="list-style-type: none"> 1. Accomplish and submit one (1) Application Form for all materials being applied as a batch 2. Indicate all media where material will be published /posted, e.g., newspaper, OOH, digital, etc. 3. Attach 2 copies of layout 4. Attach one (1) set of support documents only 5. ASC Encoder will encode application 6. Only one ASC Reference Number will be given.

ANNEX 5. ASC PENALTIES

The Advertiser has the final and utmost responsibility for any advertising material, regardless of the medium where it appears. The ASC encourages Advertisers/Ad Agencies/ Production Houses/ Media Suppliers/ Networks and all other industry stakeholders to uphold and respect the ASC process to avoid the following consequences:

Offense	Penalty
<p>Pre-Screening Violation or Airing/ Publication/ Installation or Display without proper ASC clearance</p> <p>Refer to Manual of Procedures Rule I, Section 3 for materials covered by the ASC rules.</p>	<p>1st Offense – P100,000 plus CDO of material</p> <p>2nd Offense – P200,000 plus CDO of material plus non-screening of advertising materials of the product concerned for three (3) months. The guilty party may opt to pay P500,000 in lieu of non-screening for three (3) months, thus the total to be paid is P700, 000.</p> <p>3rd Offense – P300,000 plus CDO of material plus non-screening of advertising materials of the product concerned for six (6) months. The guilty party may opt to pay P900,000 in lieu of non-screening for one (1) year, thus the total to be paid is P1,200,000.</p> <ul style="list-style-type: none"> • While penalty has not been settled, screening of materials of the concerned product will be suspended. • Non-payment of penalties after three (3) consecutive months of follow-up by ASC shall result to non-screening of materials of all brands/products of the company until the total amounts are settled.
<p>CDO Violation or Airing/Publication/ Installation or Display/Posting of Banned Material</p>	<p>1st Offense – P110,000</p> <p>2nd Offense – P220,000 plus non- screening of advertising materials of the product concerned for six (6) months. The guilty party may opt to pay P800,000.00 in lieu of non-screening for six (6) months, thus the total to be paid is P1,020, 000.</p> <p>3rd Offense – P440, 000 plus non-screening of the advertising materials of the product concerned for one (1) year. The guilty party may opt to pay P1,100,000 in lieu of non-screening for one (1) year, thus the total to be paid is P1,540,000.</p> <ul style="list-style-type: none"> • While penalty has not been settled, screening of materials of the concerned product will be suspended. • Non-payment of penalties after three (3) consecutive months of follow-up by ASC shall result to non-screening of materials of all brands/products of the company until the total amounts are settled.
<p>Faking of Official Documents or ASC Pre-requisites and</p>	<p>The ad material of the brand, product, or service shall be immediately suspended from airing/publication/display/</p>

<p>ASC Clearances e.g., CPR, DOLE permit, DTI permit, NHI permit, DOH-FDA approval, etc./</p> <p>Faking of 3rd Party Certification, Research, Lab and Clinical Tests and Fabrication of Other Evidences/</p> <p>Manipulation of ASC documents, e.g., using an ASC approval number on a material that was not cleared with ASC.</p> <p>Blatant disregard for the ASC rules, procedures or system, e.g., publication or display of a material even if disapproved by ASC.</p>	<p>posting plus:</p> <p>1st Offense – P220, 000 plus non- screening of the materials of the product for six (6) months. The guilty party may opt to pay P800, 000 in lieu of the non-screening sanction for six (6) months, thus the total to be paid is P1,020,000.</p> <p>2nd Offense – P440,000 plus non- screening of the materials of the product for one (1) year. The guilty party may opt to pay P1,500,000 in lieu of non-screening for one (1) year, thus the total to be paid is P1,940,000.</p> <p>3rd Offense – P660,000 plus non-screening of the advertising materials of the product concerned for one (1) year. The guilty party may opt to pay P2,000,000 in lieu of non-screening for one (1) year, thus the total to be paid is P2,660,000.</p> <ul style="list-style-type: none"> • While penalty has not been settled, screening of materials of the concerned product will be suspended. • Non-payment of penalties after three (3) consecutive months of follow-up by ASC shall result to non-screening of materials of all brands/products of the company until the total amounts are settled. <p>NOTE: ASC shall inform the respective government agency of the fraudulent act and the said agency will be responsible for imposing its own sanctions, e.g., revocation of LTO, cease-and-desist from selling, seizure of goods from the retail trade, etc.</p>
<p>Breach of Confidentiality</p>	<p>1st Offense – P55,000 for every pick-up (publication) of the press release or publicity, posting in social media, i.e., FB, Twitter, blogs, etc.</p> <p>2nd Offense – P110,000 for every pick- up of the press release or publicity plus six (6) months non-screening of the concerned product</p> <p>3rd Offense – P220,000 for every pick-up of the press release or publicity and one (1) year non-screening of the concerned product</p> <p>“Pick-up” and “Posting” means any news item or story related to the case or issue which is published and/or publicly announced through any form of media.</p> <ul style="list-style-type: none"> • While penalty has not been settled, screening of materials of the concerned product will be suspended. • Non-payment of penalties after three (3) consecutive months of follow-up by ASC shall result to non-screening of materials of all brands/products of the company until the total amounts are settled.

Cancellation of a Scheduled Regular Refer-to-Panel Screening or Hearing Panel on or in less than 24 hours before the scheduled date of Screening/Hearing	Fine of P20,000.00 <ul style="list-style-type: none"> • Non-payment of penalties shall result to non-screening of the product concerned for a period of three (3) months.
No-show at a Weekday Special Screening (S1 & S2) without prior notice. No-Show at a Weekend or Non-Working Day Special S2 Screening Session without prior notice.	100% Non-refund of fees plus a fine of P10,000.00
For every 3 times no-show for Special Screening (S1 and/or S2) without prior notice	P25,000.00 plus non-screening of the specific brand variant for three (3) months

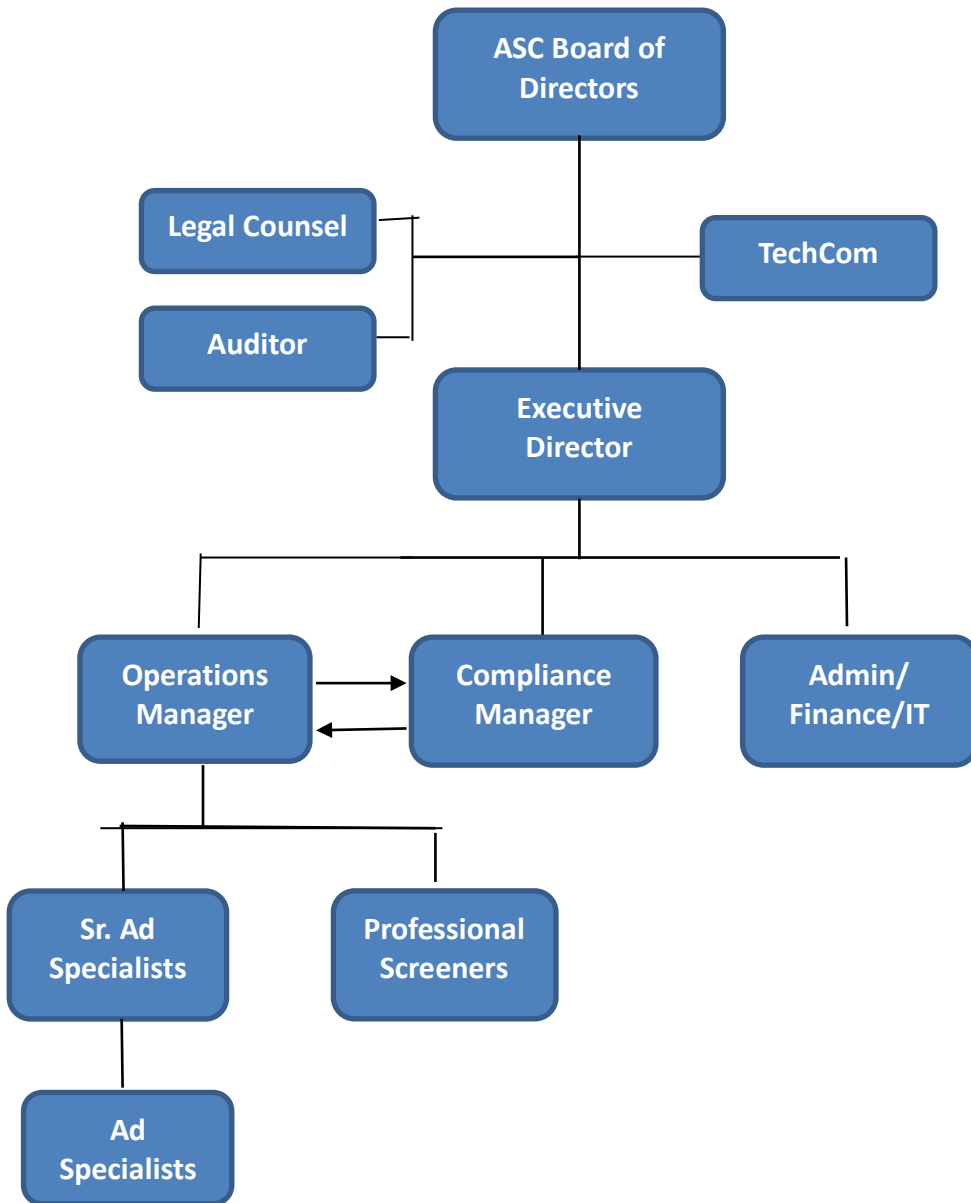
ANNEX 6. LIST OF CONFLICT OF INTEREST

The following are examples of conflict of interest:

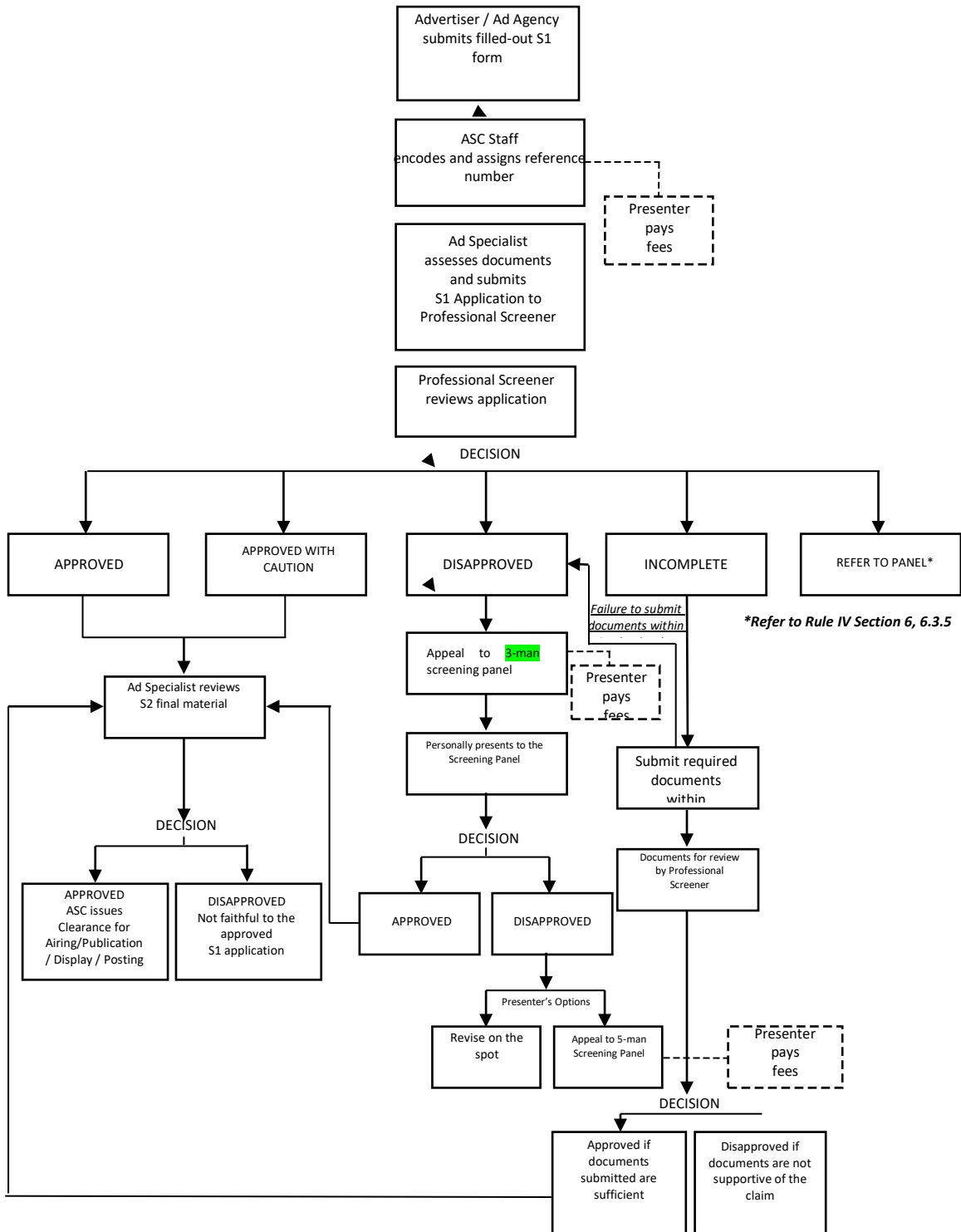
1. A Screener or Panelist shall inhibit himself from participating in the screening, review, or hearing of advertisements, if he or she is:
 - a) An officer or senior-ranked employee or consultant or of responsible position in the Advertiser's and its competitor of the products and/or services being presented.
 - b) Actively involved in making decisions in the Advertiser's marketing or brand management, marketing services, or trade marketing department and/or with the agency, or competitors of the products and/or service being presented.
2. If the Screener or Panelist owns or handles a product/brand/ service that is directly competitive to the material being screened/reviewed/heard.
3. If the Screener or Panelist is employed in a company or by an Advertiser whose products or services are directly competitive to the products, services sold or offered in the Asia region, or other region when relevant, of the company that owns the material.
4. If the material being screened/reviewed/heard is owned by the company, or handled by the Agency, where the Screener or Panelist is employed.
5. If the material being screened/reviewed/heard belongs to a subsidiary, sister company, affiliate of the company where the Screener or Panelist is employed and can actively influence the company's business decisions.
6. If the material being screened/reviewed/heard is that of any product belonging to any of the Clients, or of prospective Client, of the Agency where the Panelist is employed. A prospective Client means a Client for which the Agency has some work in progress.

NOTE: However, as of June 11, 2017, PANA, through its President then, has agreed to allow 4As and MSAP member-agencies to sit in panel hearings of products being handled by sister companies or companies that belong to the same global network provided the ad agency and/or media agency of the panelist does not handle competitive account. This is in response to the letters of request to PANA/advertisers sent by then 4As Chairman Norman Agatep and MSAP President Gladys Basinillo.

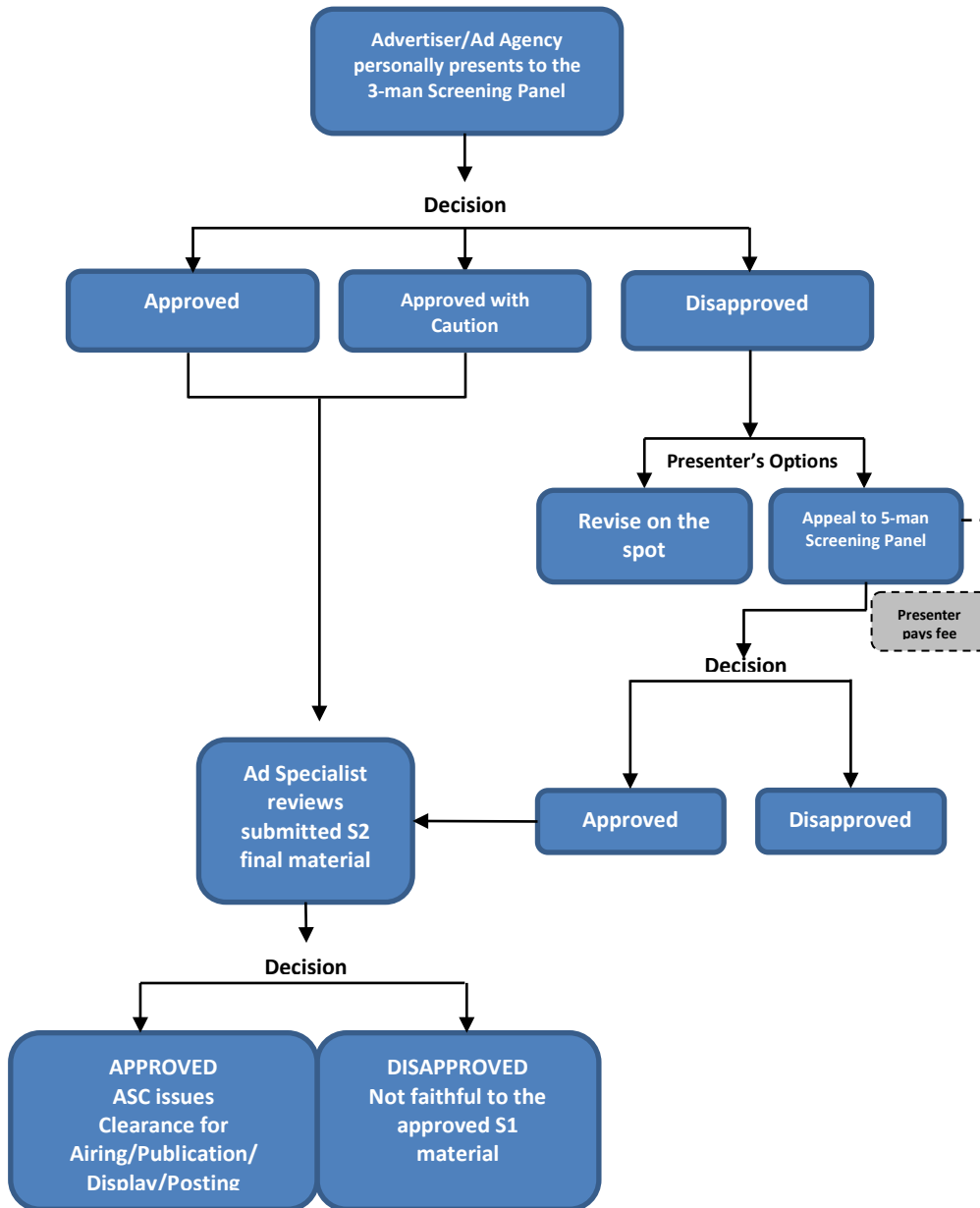
ANNEX 7
ASC ORGANIZATIONAL CHART



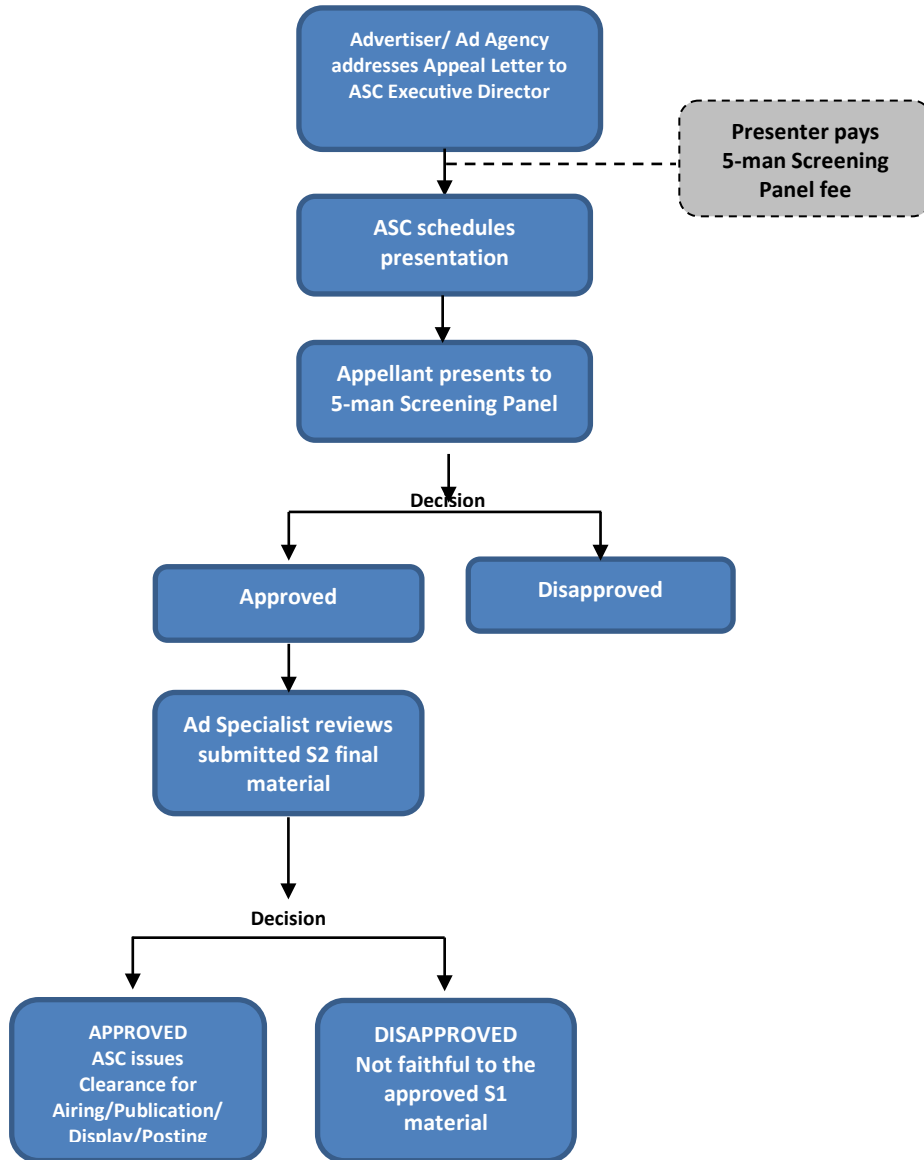
**ANNEX 8
SCREENING PROCESS FLOW CHART**



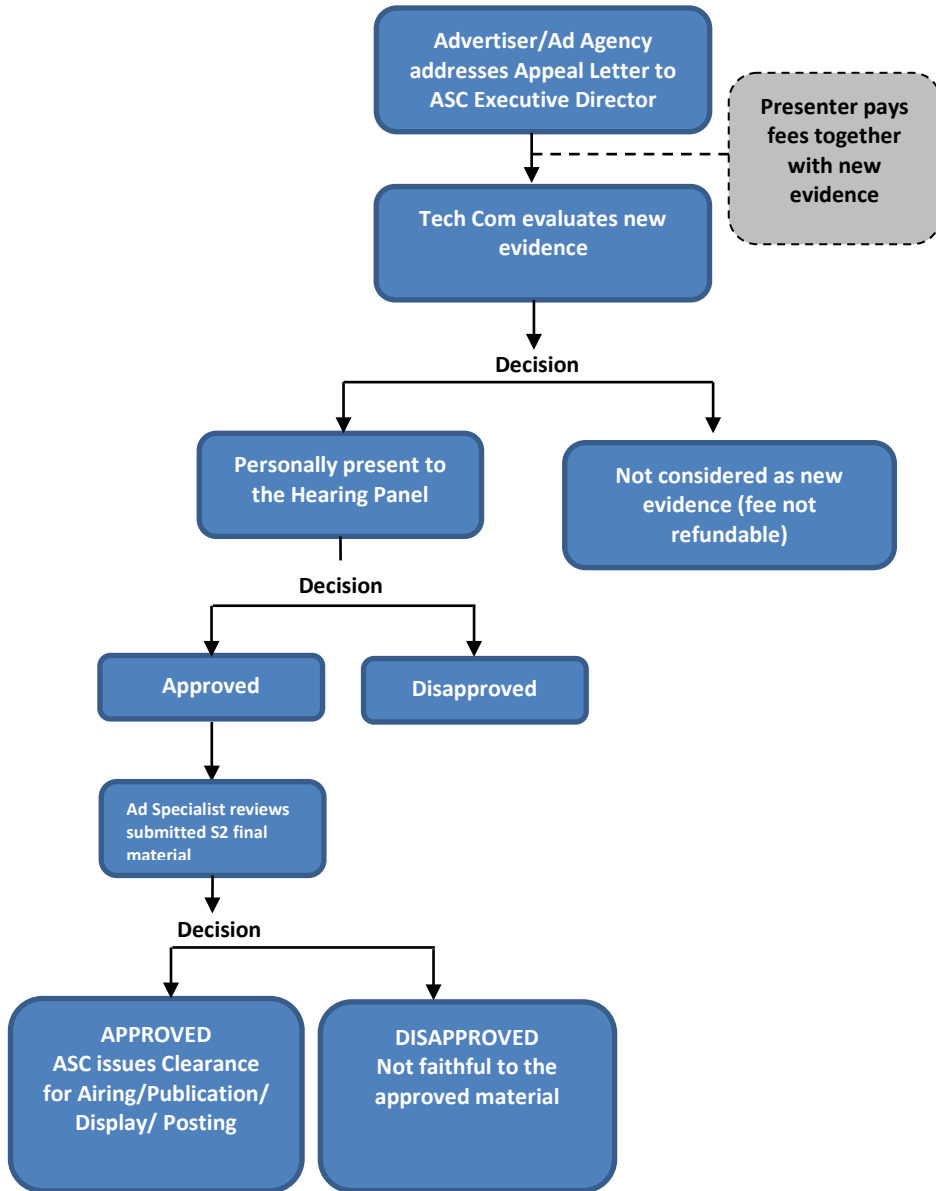
**ANNEX 9
3-MAN SCREENING PANEL REVIEW FLOW CHART**



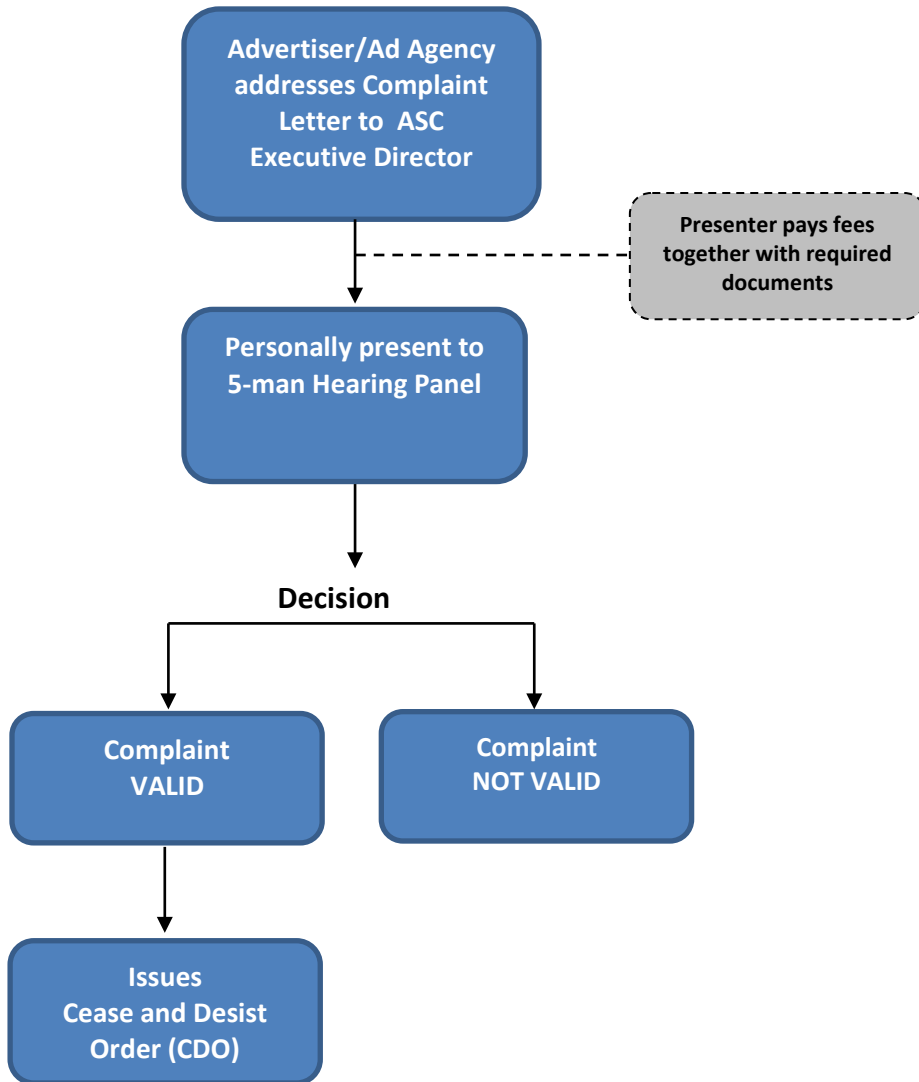
ANNEX 10
APPEAL ON DISAPPROVAL OF 3-MAN SCREENING PANEL
(NO NEW EVIDENCE) FLOW CHART



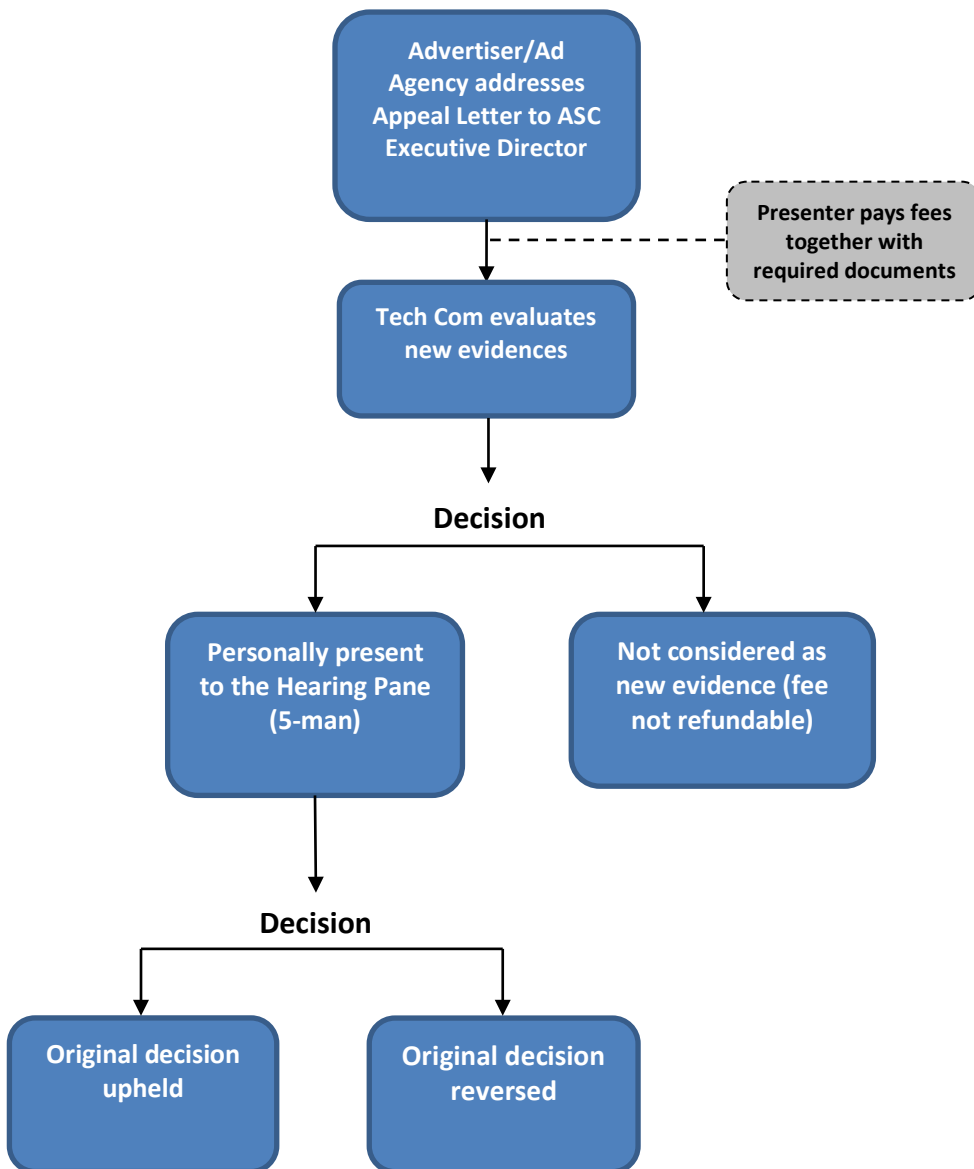
ANNEX 11
APPEAL ON DISAPPROVAL BY A 5-MAN SCREENING PANEL
BASED ON NEW EVIDENCE FLOW CHART



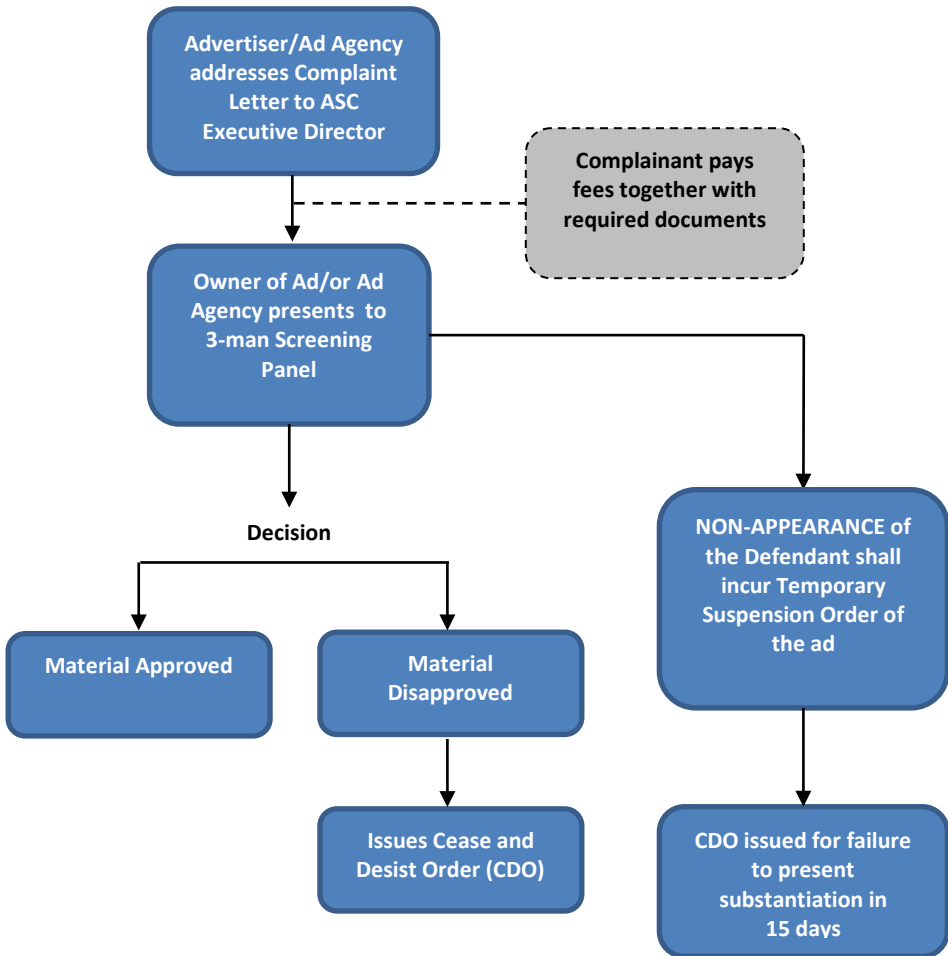
ANNEX 12
HEARING PANEL SESSION FLOW CHART



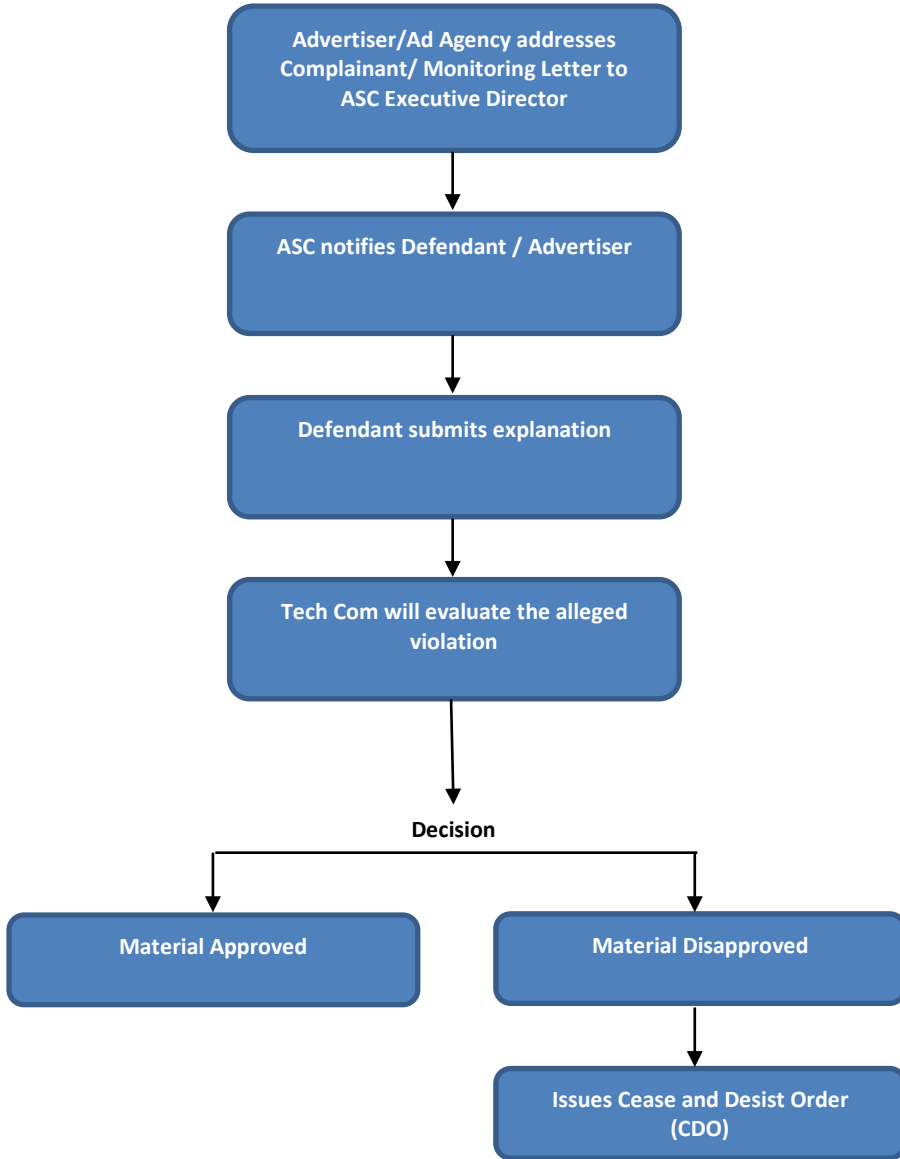
ANNEX 13
REQUEST FOR RECONSIDERATION ON
5-MAN HEARING PANEL'S DECISION FLOW CHART



ANNEX 14
POST-SCREENING PROCESS FLOW CHART



ANNEX 15
TECHNICAL CASES FLOW CHART



ANNEX 16
S1 APPLICATION FOR SCREENING (Page1)



118 Peral Street, Legaspi Village,
Makati City 1229
893-8103750-0047-8236757
inquiry@asc.com.ph; http://www.asc.com.ph

DATE

REFERENCE CODE

FORM S1 APPLICATION FOR SCREENING

CLIENT'S INFORMATION

MEMBERSHIP

PANA 4A's KBP MSAP IMMAP UPMG ASAP OAAP

NON-PANA NON-4A's NON-KBP NON-MSAP NON-IMMAP NON-UPMG NON-ASAP NON-OAAP

IBA NON-IBA CAAP NON-CAAP OMAG NON-OMAG MORES NON-MORES

COMPANY NAME: _____

PRODUCT: _____ CATEGORY: _____ BRAND: _____

PRESENTOR'S INFORMATION

MEMBERSHIP

PANA 4A's KBP MSAP IMMAP UPMG ASAP OAAP

NON-PANA NON-4A's NON-KBP NON-MSAP NON-IMMAP NON-UPMG NON-ASAP NON-OAAP

IBA NON-IBA CAAP NON-CAAP OMAG NON-OMAG MORES NON-MORES

COMPANY NAME: _____

ADDRESS: _____

TELEPHONE NUMBER: _____ FAX NUMBER: _____

LAST NAME: _____ FIRST NAME: _____

MOBILE NUMBER: _____ EMAIL ADDRESS: _____

MATERIAL INFORMATION

AD TITLE: _____

REF. CODE OF PREVIOUSLY-APPROVED MATERIAL: _____

TAGLINE: _____

TYPE OF MEDIUM:

<input type="checkbox"/> TV <input type="checkbox"/> ORIGINAL LENGTH _____ <input type="checkbox"/> EDITDOWN/DERIVATIVES LENGTH _____ <input type="checkbox"/> PORTION BUY/INTERSTITIAL LENGTH _____ <input type="checkbox"/> OBB/CBB LENGTH _____ <input type="checkbox"/> INFOMERCIAL LENGTH _____ <input type="checkbox"/> ENGLISH/FILIPINO DIALECT <input type="checkbox"/> CEBUANO <input type="checkbox"/> ILONGGO <input type="checkbox"/> BIKOLANO <input type="checkbox"/> WARAY <input type="checkbox"/> ILOKAN O <input type="checkbox"/> OTHERS _____	<input type="checkbox"/> RADIO <input type="checkbox"/> ORIGINAL LENGTH _____ <input type="checkbox"/> EDITDOWN/DERIVATIVES LENGTH _____ <input type="checkbox"/> AOB LIVE LENGTH _____ <input type="checkbox"/> AOB RECORDED LENGTH _____ <input type="checkbox"/> LIVE DJ DISCUSSION LENGTH _____ <input type="checkbox"/> ENGLISH/FILIPINO DIALECT <input type="checkbox"/> CEBUANO <input type="checkbox"/> ILONGGO <input type="checkbox"/> BIKOLANO <input type="checkbox"/> WARAY <input type="checkbox"/> ILOKAN O <input type="checkbox"/> OTHERS _____
<input type="checkbox"/> CINEMA <input type="checkbox"/> ORIGINAL LENGTH _____ <input type="checkbox"/> EDITDOWN/DERIVATIVES LENGTH _____ <input type="checkbox"/> ENGLISH/FILIPINO DIALECT <input type="checkbox"/> CEBUANO <input type="checkbox"/> ILONGGO <input type="checkbox"/> BIKOLANO <input type="checkbox"/> WARAY <input type="checkbox"/> ILOKAN O <input type="checkbox"/> OTHERS _____	<input type="checkbox"/> PRINT LENGTH (col.) _____ WIDTH (cm.) _____ <input type="checkbox"/> COLLATERALS <input type="checkbox"/> STATIC <input type="checkbox"/> VIDEO LENGTH _____

ANNEX 17
S1 APPLICATION FOR SCREENING (Page 2)

OOH LENGTH (ft.) _____ WIDTH (ft.) _____ E-OOH

STATIC LENGTH (pk.) _____ WIDTH (pk.) _____

VIDEO LENGTH _____

DIGITAL STATIC

SEARCH ADS SUPERSTITIAL BANNER AD

IN-GAME DISPLAY AD ELECTRONIC DIRECT MAIL

OTHERS: _____

DIGITAL VIDEO

INTERNET VIDEO ADS LENGTH _____ MOBILE VIDEO ADS LENGTH _____

MAIN DOCUMENTS:

STORYBOARD RADIO SCRIPT / COPY LAYOUT

DOCUMENTS SUBMITTED:

DOLE PERMIT DTI PROMO PERMIT DOH-FA PERMIT

EXPIRES ON: _____ EXPIRES ON: _____ EXPIRES ON: _____

LABELS/PACKAGING MATERIAL THIRD PARTY RESEARCH DATA NHCP

NTC WAIVER (SIGNED, NOTARIZED PPM

EXPIRES ON: _____ TESTIMONY FROM ENDORSER) EXPIRES ON: _____

DIALECT CERTIFICATE CAB / IATA HLURB

BAI MUSIC LICENSE BSP PERMIT

EXPIRES ON: _____

CERTIFICATE OF NEW CLAIM FPA NO. 1 CLAIM

DATE OF LAUNCH: _____ EXPIRES ON: _____ _____

DOH-IAC PERMIT FDA (CERTIFICATE OF PRODUCT REGISTRATON) NO. 1 CLAIM

EXPIRES ON: _____ EXPIRES ON: _____ _____

BASED ON: _____

VARIANTE: _____ EXPIRES ON: _____

VARIANTE: _____ EXPIRES ON: _____

VARIANTE: _____ EXPIRES ON: _____

VARIANTE: _____ EXPIRES ON: _____

VARIANTE: _____ EXPIRES ON: _____

Decision 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.

Presenter/s are presumed to have read and understood the rules of ASC.

The presenter warrants that he/she is a duly authorized representative of the Advertiser and the 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 & Desist Order (CDO) of the Hearing Panel in case of adjudged complaints on previously-approved materials. The Presenter is ultimately responsible to inform his/her Advertiser and Advertising Agency of the CDO and to physically retrieved banned material/s and/or otherwise comply with the decision/CDO.

SIGNATURE OVER PRINTED NAME (PRESENTER)

DATE

ANNEX 18
S2 APPLICATION FOR CLEARANCE



118 Perea Street, Legaspi Village,
Makati City 1229
893-8103:750-0047-8236757
inquiry@asc.com.ph; http://www.asc.com.ph

DATE

REFERENCE CODE(REFER TO S1)

FORM S2 APPLICATION FOR CLEARANCE TO AIR/PUBLISH/POST/DISPLAY

ADVERTISER:

PRODUCT: BRAND:

AD TITLE:

TYPE OF MEDIUM:

- | | | | |
|-------------------------------------|--------------------------------------|---|--|
| <input type="checkbox"/> TELEVISION | <input type="checkbox"/> RADIO | <input type="checkbox"/> CINEMA | <input type="checkbox"/> PRINT |
| <input type="checkbox"/> OOH | <input type="checkbox"/> COLLATERALS | <input type="checkbox"/> DIGITAL STATIC | <input type="checkbox"/> DIGITAL VIDEO |


STATUS OF APPLICATION:

- | | | |
|--|---------------------------------------|--|
| <input type="checkbox"/> FOR COMPLIANCE/COMPLETION | <input type="checkbox"/> FOR REVISION | <input type="checkbox"/> FOR CLEARANCE TO AIR/PUBLISH/POST/DISPLAY |
| <input type="checkbox"/> TOA COMPLIANCE - DATE OF AIRING _____ | | |

REQUESTED BY:

SIGNATURE OVER PRINTED NAME (PRESENTOR)

ANNEX 19
DECISION ON THE REVISIONS APPLIED FOR APPROVAL FORM



Ad Standards Council
For Responsible Advertising

DECISION ON THE REVISIONS APPLIED FOR APPROVAL

Reference Code	
Decision	<input type="checkbox"/> APPROVED <input type="checkbox"/> DISAPPROVED
Rationale	<input type="checkbox"/> Minor revision/s. Approval is granted to the change/s applied. Advertiser/Ad Agency can proceed to production of the material and S2 application for release of Clearance for Airing/Publication/Display/Posting. <input type="checkbox"/> Major revision/s. Disapproval is given to the change/s applied as it materially/substantially affect the copy/claims/visuals/context of the material. Advertiser/Ad Agency is recommended to re-apply. Reasons/s for Disapproval: <hr/> <hr/>
Ad Specialist	Printed Name and Signature
Professional Screener	Printed Name and Signature
Date Issued	
Received by	Printed Name and Signature
Date & Time Received	


ANNEX 20
DECISION ON THE SUBMITTED FINAL PRODUCED MATERIAL



DECISION ON THE SUBMITTED FINAL PRODUCED MATERIAL

Reference Code	
Decision	<input type="checkbox"/> INCOMPLETE <input type="checkbox"/> DISAPPROVED
Rationale	<input type="checkbox"/> Material is not faithful to the approved storyboard/script/layout. It contains revision/s which the ASC was not duly informed of prior to the review of the final produced material. Please re-apply. <input type="checkbox"/> Material is not compliant with the ASC provision/s and/or technical specifications as indicated in the S1 Approved for Production decision form. Please re-apply. <input type="checkbox"/> Material is not compliant with the Technical Specifications on the use of qualifiers as stated in the Code of Ethics Article V Section 10. Please re-apply. <input type="checkbox"/> Material is faithful to the approved storyboard/script/layout. HOWEVER, it exceeded ____ seconds of the approved material length. Please settle the overtime fee and submit photocopy of OR. <input type="checkbox"/> Incorrect material submitted. Please re-submit the final produced material specific to the approved storyboard/script/layout being applied for. <input type="checkbox"/> Others, please specify:
Ad Specialist	Printed Name and Signature
Date Issued	
Received by	Printed Name and Signature
Date & Time Received	

ANNEX 21
DECISION ON THE SUBMITTED TOA MATERIAL




Ad Standards Council
For Responsible Advertising

DECISION ON THE SUBMITTED TOA MATERIAL

Reference Code	
Date of Airing	
Date of Compliance	
Decision	<input type="checkbox"/> APPROVED <input type="checkbox"/> DISAPPROVED
Rationale	<input type="checkbox"/> Material is faithful to the approved script/storyboard. <input type="checkbox"/> The photoboard of the approved 'Live' material must be submitted along with the TOA for easier reference/review. <input type="checkbox"/> Material is not faithful to the approved script/storyboard and is subject to sanctions as determined by the Tech Com. Refer to the ASC Manual of Procedures, Annex 5, ASC Penalties.
Ad Specialist	Printed Name and Signature
Date Issued	
Received by	Printed Name and Signature
Date & Time Received	

ANNEX 22
DECISION ON THE SUBMITTED S1/S2 APPROVAL REQUEST

 For Responsible Advertising	
DECISION ON THE SUBMITTED S1/S2 APPROVAL REQUEST	
Reference Code	
Decision	<input type="checkbox"/> INCOMPLETE <input type="checkbox"/> DISAPPROVED <input type="checkbox"/> RE-APPLY
Rationale	<input type="checkbox"/> Document/s required for submission was/were not yet fulfilled. Please submit the requirement/s as indicated in the S1 decision form. <input type="checkbox"/> Document/s submitted was/were not compliant with the document requested by the Professional Screener as specified in the S1 decision form. Please comply. <input type="checkbox"/> Screenshot of the production timeline and/or production house certification showing/indicating the size of the qualifier/ASC Reference Code/Government Mandatories must be submitted for verification. Refer to ASC Code of Ethics Article V, Sections 10 & 11. Please comply. <input type="checkbox"/> Screener's comment/s on the S1 decision form was/were not yet addressed. Please comply. <input type="checkbox"/> Complied with the Screener's comment/s, however, revision/s was/were applied to the storyboard/script/layout. Refer to Manual of Procedures, Rule IV, Section 8, Application for Revisions. Please submit the Notice for Revision separately. <input type="checkbox"/> Failed to comply within ten (10) calendar days to complete the S1 application process resulting to a DISAPPROVED decision. Refer to Manual of Procedures Rule IV, Section 6, 6.3.4. Please re-apply. <input type="checkbox"/> Clearance for Airing/Publication/Display/Posting has already been issued. Any change/s thereafter, warrant/s a new application. Please re-apply. <input type="checkbox"/> Notice for Revision was submitted after the review of the final produced material. Refer to Manual of Procedures Rule IV, Section 8. Please re-apply or submit a final material that is faithful to the approved storyboard/script/layout. <input type="checkbox"/> Material has been revised twice. Only two (2) revision requests shall be allowed per Manual of Procedures Rule IV, Section 8. Please re-apply or submit a final material that is faithful to the approved storyboard/script/layout. <input type="checkbox"/> Others, please specify:
Ad Specialist	Printed Name and Signature
Date Issued	
Received by	Printed Name and Signature
Date & Time Received	

ANNEX 23 - MARKET RESEARCH DATA SUPPORT

I. EXECUTIVE SUMMARY TEMPLATE/ MINIMUM DATA REQUIREMENTS

1. **Objective of the Study** – indicate the purpose of the study and the action standard
2. **Type of Study** – if quantitative or qualitative and the specific type of study used
3. **Fieldwork Schedule and Location** – dates and location of study
4. **Questionnaire**
Sample Selection Method
 - a. **Sample Size** – minimum base of 100 respondents TOTAL and at least 30 respondents for sub-segments, e.g., brand users, heavy/medium/light users, etc.
 - b. **Respondent Profile** – criteria for selection, must include both category and brand users
5. **Results in Support of the Claim** – must have statistically-sound analysis, i.e., significant test ideally with 95% Confidence Level (CL)

II. CHECKLIST OF REQUIREMENTS TO SUBSTANTIATE A CLAIM

1. **Representativeness:** randomness of the sample
 - Sampling Design
2. **Completeness:** must cover all pertinent questions to arrive at the needed conclusion intuitively
 - Well-crafted Questionnaire
3. **Accuracy:** statistically acceptable Margin of Error (MOE) resulting from approach to reporting the analysis, with the proper use of statistical tests
 - Approach/Methodology
 - MOE and Confidence Level
 - Appropriate Significance Testing
4. **Timeliness:** the more recent, the better
 - Ideally 1 year for active/technology-based, 3 years for FMCG, 5 years for durables
 - Fieldwork dates

SHARING MARKET RESEARCH BEST PRACTICES



OBJECTIVES



- To provide Clients a guide for substantiating claims used in marketing and/or communication campaigns.
- To set the minimum research requirements that both Clients and Research Agencies need to comply with.

Session 3 Right Way To Substantiate



CATEGORIZATION OF CLAIMS



CATEGORICAL CLAIMS



1 Determining Presence or Absence of Attributes

➤ How many (%) should notice presence of attribute:

- Majority (51% and up)
 - generally from agreement ratings, association questions, etc.
- Plurality (The greatest number)
 - At least a fifth (20%)
 - generally for "spontaneous questions" like favorable remarks

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



1 Determining Presence or Absence of Attributes



Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



1 Determining Presence or Absence of Attributes



Substantiation can be an ingredient declaration signed by the highest-ranking technical or R&D person in the company + product label

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



1 Determining Presence or Absence of Attributes



➤ All readable copy in the pack/s must be substantiated, i.e., Whitening, Repair, Protect, Complete Protection, Sensitivity Relief, Cavity Protection, Freshens Breath, Helps Maintain Healthy Gums.

➤ "9 out of 10 dentists recommend Sensodyne Toothpaste" must be qualified, i.e., 9 out of 10 dentists recommend Sensodyne Toothpaste for sensitive teeth"

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



1 Determining Presence or Absence of Attributes

➤ How can you substantiate?

- Can substantiate from a Quantitative Image Test (from UAI or Brand Health Tracking)
- But for “**sensorial claims** (taste, visual, sound, feel, smell)” the Quantitative Image Test can be trumped (is inferior) by Quantitative Product Test.

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



1 Determining Presence or Absence of Attributes

➤ How can you substantiate? Case A

QUANT STUDY ON LINIMENT (% associate brand with statement)

For active people like me	88
Gives all day relief	85
Recommended by friends/relatives	80
Has fragrant smell	80
Does not irritate skin	78

WHAT CLAIMS CAN YOU MAKE?

WHAT CLAIMS CAN BE TRUMPED BY A PRODUCT TEST?

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



1 Determining Presence or Absence of Attributes

➤ How can you substantiate? Case B

SWEETNESS (Product A)	%	SWEETNESS (Product B)	%
Much too sweet	2	Much too sweet	15
A bit too sweet	8	A bit too sweet	25
Just right	80	Just right	40
Somewhat lacking in sweetness	3	Somewhat lacking in sweetness	10
Definitely lacking in sweetness	7	Definitely lacking in sweetness	10

WHICH DATA CAN BE STRONGER SUBSTANTIATION FOR A SWEETNESS CLAIM?

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



2 No.1 or Leadership Claim

- Only acceptable support is 3rd party substantiation

- Refers to both volume and corresponding peso value
- Should cover at least the immediately preceding 12-month period

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



2 No.1 or Leadership Claim

- Only acceptable support is 3rd party substantiation

- Refers to both volume and corresponding peso value
- Should cover at least the immediately preceding 12-month period
- No asterisk

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



2 No.1 or Leadership Claim

- Refers to both volume and corresponding peso value
- Should cover at least the immediately preceding 12-month period

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



2 Leadership Claims

- **No.1/Leading Brand:**
 - : Must be clear in what areas No 1 - *Geographic, Demographic (e.g., age, eco class), time segment, etc.*
 - : Must be clear on Type of Study - *Audience Measurement Study, Media Habits Study*

Number 1 radio station in Cebu
Favorite radio station among the teens
Number 1 Noontime TV show in Mega Manila

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



2 Superiority Claims

- **Better than / Best in (Product Performance Attribute)**
 - Who to ask - Category users; Brand users
 - Can substantiate from an Image Test but this can be trumped by a quantitative product test
 - Higher monadic scores or Preference Scores on Product Tests.
 - Beyond range of error at defined confidence level (95%)
 - A Blind test will trump a Branded test because the Unbranded test eliminates any effect that branding has on product perception. This is true particularly for "product attribute" claim.

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



2 Superiority Claims

- **Nothing Beats (Product Performance Attribute)**

Type of Study	Product Test
	Monadic or Comparative?
Results to Prove	Superiority or Parity?

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS

2 Superiority Claims

- Better than / Best in (Product Performance Attribute)



Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS

2 Superiority Claims

Brand A	Brand B
N= 100; MOE = +/- 10%	
Attribute score: 50%	Attribute score: 55%
Range : 40-60%	Range : 45-65%
PARITY PERFORMANCE	
DIFFERENCE SHOULD BE STATISTICALLY SIGNIFICANT AFTER APPLYING RELEVANT TEST OF MEANS OR PROPORTIONS. As a rule of thumb, MORE THAN 2X MOE TO STAY CLEAR OF SWING RANGE SIGNIFICANCE TESTS SHOULD BE DONE	

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS

2 Superiority Claims

Brand A	Brand B
N= 100; MOE = +/- 10%	
Attribute score: 50%	Attribute score: 55%
-10% = 40%	+10% = 65%
Range : 40-60%	Range : 45-65%
...SIGNIFICANT PERFORMANCE DIFFERENCE? Sample of wrong application of margin of error	

MUST APPLY THE '+/-' TO BOTH NUMBERS

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



2 Superiority Claims

- Effect of No Preference (Must Report level of “No Preference”)

Preference	%	%	Preference	%	%
Prefer BRAND A	55	60	Prefer BRAND A	40	60
Prefer BRAND B	45	40	Prefer BRAND B	20	40
No Preference	10		No Preference	40	

Preference in Green Table is more convincing/stronger than Preference in Blue Table

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



3 Semantic Claims (Creative Claims)

- Creative license (e.g. “First to claim” attribute)
- Can be sourced from Qualitative Study
- ...but can be trumped by a Quantitative Image Test showing Another Brand in the Category is Associated with the Desired Claim
 - Among users of the category

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS

3 Semantic Claims (Creative Claims)



Sa PSBank, di lang matibit ang home loan mo, may Prime Rebate pa.

In 3 days or less, save credit check fee. Plus, saving cashback for regular savings in online or mobile banking. Available when using debit/credit cards at the PSBank ATM.

To know more, call the PSBank Customer Service Hotline at 020441-8888 anytime, any day or visit your nearest PSBank branch.



- Use of the phrase “the best” must be qualified, i.e., the best in what?
- Use of testimonial also requires 3rd party substantiation, not just the talent/celebrity’s testimony

2

Training



CATEGORICAL CLAIMS



3 Semantic Claims (Creative Claims)



Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



4 Clinical Claims - Scientific or Technical/Laboratory Tests

Out-of-scope for
MORES, Consumer
Opinion Research

BFAD, FDA and
SGS are
authorities

- More recent tests will have more bearing provided that the testing parameters are similar.
- Likewise, a test based on Philippine market holds stronger bearing.

Session 3 Right Way To Substantiate



CATEGORICAL CLAIMS



4 Clinical Claims - Scientific or Technical/Laboratory Tests



Session 3 Right Way To Substantiate



■ CATEGORICAL CLAIMS

4 Clinical Claims - Scientific or Technical/Laboratory Tests

- OTC drugs now require FDA-approved consumerized lines which are submitted to ASC every 1st week of the quarter



26

Training ASC Screeners

CHECKLIST TO GAUGE VERACITY OF SUPPORT FOR CLAIMS



ASC Ad Standards Council



CRITERIA FOR VERACITY OF DATA/CHECKLIST OF REQUIREMENTS



1

Representativeness: randomness of the sample

- Sampling Design
- Profile of respondents to represent proper population of consumers
- Survey area/coverage

Session 3 Right Way To Substantiate



CRITERIA FOR VERACITY OF DATA/CHECKLIST OF REQUIREMENTS



2

Completeness : Did we cover all pertinent questions to arrive at the needed conclusion intuitively

- Questionnaire, e.g., no bias in flow or structure of questions

Session 3 Right Way To Substantiate



CRITERIA FOR VERACITY OF DATA



3

Accuracy: Freedom from error or closeness to the truth resulting from approach to reporting the analysis (with the proper use of relevant statistical tests)

- Approach / Methodology
- Margins or Error and Confidence Levels
- Appropriate Significance Testings applied

Session 3 Right Way To Substantiate



CRITERIA FOR VERACITY OF DATA



4

Timeliness: The more recent, the better

- **Maximum duration**: 1 year for active technology-based/ service deliveries; 3 years for FMCGs, QSRs, Consumer Services, Automotives; 5 years for utilities, near commodities, durables, OTCs
- **Fieldwork dates specified**
- Indicate TIME and PERIOD when successive analysis were done (e.g. comparisons).

Session 3 Right Way To Substantiate



RECOMMENDING RESEARCH STANDARDS



MINIMUM SURVEY REQUIREMENTS



1 Minimum Survey Bases - Product Tests, Concept Test, Ad Evaluation

Determining Presence or Absence of Attributes

Minimum base per read:

N=100

- Sub-segments - at least 30. Can be applied when reading the following profiles: AB SEC, professionals, categories/ usership with market penetration of 15% and lower

Better than/ Best in (Product Performance Attribute)

- Among Select Set: N=100

For Nationwide Claim:

- **N=1200** (if category penetration is staple category that is high in both Urban and Rural Areas)
- **N=800** (if category penetration is high only in Urban Areas)

Session 3 Right Way To Substantiate



MINIMUM SURVEY BASE REQUIREMENTS



Minimum Survey Bases - UAI, Brand Health, CUAS

To substantiate **NATIONAL** claims using BUMO, Attribute Association, Brand Image, etc.

Minimum Urban Spread N=800
(if category penetration is high only in Urban Areas)

	Urban
Metro Manila	N=200
North / Central Luzon	N=200
South Luzon	N=200
Visayas	N=100
Mindanao	N=100

There should be at least 2 provinces in each area (N/CL, SL, Vis, Min)

FOR DISPROPORTIONATE SAMPLING, WEIGHTS SHOULD BE APPLIED TO RESULTS. WEIGHTS TO FOLLOW INDUSTRY STANDARDS

Session 3 Right Way To Substantiate



MINIMUM SURVEY BASE REQUIREMENTS



Minimum Survey Bases - UAI, Brand Health, CUAS

To substantiate NATIONAL claims using BUMO, Attribute Association, Brand Image, etc.

Minimum Urban/ Rural Spread N=1200

(if category penetration is staple category that is high in both Urban and Rural Areas)

	Urban	Rural
Metro Manila	N=200	
North / Central Luzon	N=200	N=100
South Luzon	N=200	N=100
Visayas	N=100	N=100
Mindanao	N=100	N=100

There should be at least 2 provinces in each area (N/CL, SL, Vis, Min)

FOR DISPROPORTIONATE SAMPLING, WEIGHTS SHOULD BE APPLIED TO RESULTS. WEIGHTS TO FOLLOW INDUSTRY STANDARDS

Session 3 Right Way To Substantiate



COMMON SURVEY AREA COVERAGE



Main Urban Area or Single Area	Key Cities Nationwide	Key Urban Areas	Urban-Rural
<ul style="list-style-type: none"> Metro Manila Or one specific area of concern (e.g. coastal area, pilot test city, etc.) 	<ul style="list-style-type: none"> Metro Manila 30 other highly urbanized areas defined by PSA 	<ul style="list-style-type: none"> Metro Manila 70+ other cities, capital towns defined by PSA 	<ul style="list-style-type: none"> Metro Manila All urban areas All other municipalities (Class 2-5 LGU Income)

Session 3 Right Way To Substantiate



MINIMUM REQUIREMENTS



2 Respondents



Category users

defined as using category at least 1 year (for durables), 6 months (for FMCG), 3 months (for services), 3 months for Food Service



Brand users

defined as using BRAND at least 1 year (for durables), 6 months (for FMCG), 3 months (for services), 3 months for Food Service

Session 3 Right Way To Substantiate



MINIMUM REQUIREMENTS



3 Sampling Design



- Proportionate sampling - Random sampling in each area
 - Disproportionate sampling for Nationwide Read (weights applied) - Random sampling in each area
 - Quota sampling with incidence for profiling, quota distribution, weights
- Special cases where Purposive Sampling can be submitted for claims:
- Niche segments (SEC AB, business travelers, premium car owners)
 - Car clinics

Session 3 Right Way To Substantiate



MINIMUM REQUIREMENTS



4 Well-structured questionnaire

- Must not be direct questioning
- Proper flow must be observed: e.g., General to Specific, spontaneous to aided



5 Must have statistically sound analysis

- Require significant testing 95% CL



Session 3 Right Way To Substantiate



MRSF



 Ad Standards Council

 MORES



PROTOCOLS (ASC)



Session 3 Right Way To Substantiate



Use of MRSF

MORS Market Research Substantiation Form (MRSF)

OBJECTIVE OF SUBSTANTIATION (What do you want to prove, substantiate?)

BRIEF DESCRIPTION OF STUDY/IES TO BE USED FOR SUBSTANTIATION (What type of studies, research will you use?)

RELEVANT MEASURES / METRICS THAT WILL BE USED FOR SUBSTANTIATION (What specific measures from the research will you use?)

SPECIFIC STUDIES (What are the study/ies that you will use?)	DATE OF RESEARCH EXECUTION (When was data gathering conducted?)	AREA COVERAGE, SAMPLE SIZE PER AREA (How many did you interview per area?)	RESPONDENT DESCRIPTION (Who did you interview, include the qualifier?)	SAMPLING DONE (How did you select your respondents?)	KEY FINDINGS

Prepared By: (Note: Any member of the research project management team may prepare the form)
 Name: _____
 Designation: _____
 Date: _____

Signature: _____
 Name: _____
 Designation: _____
 Agency: _____

Certified By: (Note: Only ASC-MORS Trained Research Directors may certify, attach a copy of the certification)
 Name: _____
 Designation: _____
 Agency: _____
 Date: _____

Session 3 Right Way To Substantiate



Sample A: MORS Market Research Substantiation Form (MRSF)

OBJECTIVE OF SUBSTANTIATION

Example: J&J is Best For Babies

BRIEF DESCRIPTIONS OF STUDIES TO BE USED FOR SUBSTANTIATION

Example: Baby Powder UAI Study (Nationwide) 2015-2017

RELEVANT MEASURES THAT CAN SUBSTANTIATE CLAIM

Example: Attribute Association Results

STUDIES	DATE OF SURVEY	AREA COVERED / SAMPLE SIZE PER AREA	RESPONDENT PROFILE	FINDING
UAI TRACKING STUDY 2016	MARCH 2016	NATIONWIDE N=1200	MOMS, 21-50 years, ABCD	<ul style="list-style-type: none"> • 50% associated J&J to Best For Babies • 10% associated BFB to Tender Care

Session 3 Right Way To Substantiate



Sample B: MORES Market Research Substantiation Form (MRSF)



OBJECTIVE OF SUBSTANTIATION

Example: Brand A is tastier than Brand B Burger

BRIEF DESCRIPTIONS OF STUDIES TO BE USED FOR SUBSTANTIATION

Example: Monadic Product Test and Brand Health Study

RELEVANT MEASURES THAT CAN SUBSTANTIATE CLAIM

Example: Product Diagnostics vs Competitor

STUDIES	DATE OF SURVEY	AREA COVERED/ SAMPLE SIZE PER AREA	RESPONDENT PROFILE (Filtered)	FINDING
Brand Health Study (FastFood)	MARCH 2015	N=600 Key Urban Cities (Metro Manila, SF, Dagupan, Batangas, Naga, Cebu City, Iloilo, Davao City, CDO)	M/F, ABCD, 18-45 years old, Burger Eaters in the past 6 months	<ul style="list-style-type: none"> Brand A (Has a tasty burger): 45% Brand B: (Has a tasty burger): 10% Significantly higher at 95% COL
Product Test	JAN 2017	NATIONWIDE N=1200	M/F, ABCD, 18-45 years old Burger Eaters in the Past 3 months	<ul style="list-style-type: none"> Brand A (tasty): 80% Brand B: (tasty): 60% Significantly higher at 95% COL

Session 3: Right Way To Substantiate



MORES Market Research Substantiation Form (MRSF)



Attachments



- Full Instrument used
 - 2 Copies of the Background of the Report Being Cited
 - 2 Copies of the Pages of the Report where Results cited Can be Found
- Must include base used to generate table (e.g. users of the category)
Executive Summary of the Report

Session 3: Right Way To Substantiate



The Right Way To Do The Research

Session 1: Refresher On Basics Of Market Research

November 8 and 10, Makati City
Ferdie Frejas, FastForwardMR

ferdie@fastforward.life



Content of Session 2

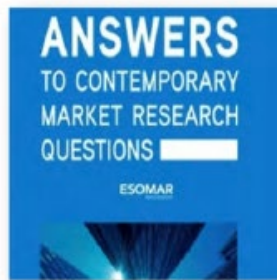


- Part 1: Marketing And Marketing Research
- Part 2: Different Types Of Research
- Part 3: Concept Of Sampling
- Part 4: Common Questions - Consumer Opinion Surveys

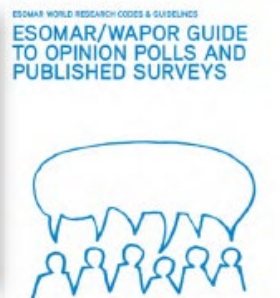
Session 2: Refresher On Right Way To Do Research



CONTENT:FROM PEER REVIEWED SOURCES



www.esomar.org



<https://www.esomar.org/publications/esomar-wapor-guide-to-opinion-polls/>



WILEY BOOKS

Session 2: Refresher On Right Way To Do Research



SO marketing research?



-is simply marketers or companies way of keeping in tune with what their market or customers want.



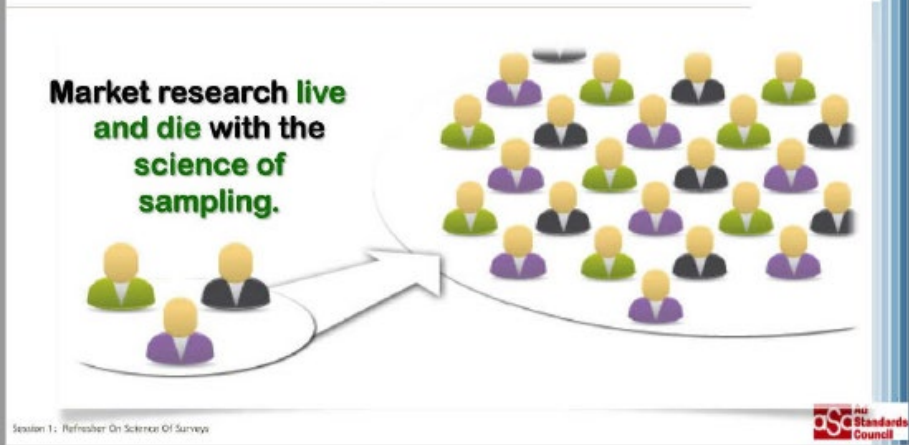
Session 2: Refresher On Right Way To Do Research



How Companies Attain This?



How does marketing research work?



WHERE IS RESEARCH IN THE MARKETING FUNCTION?

Session 1: Refresher On Science Of Surveys

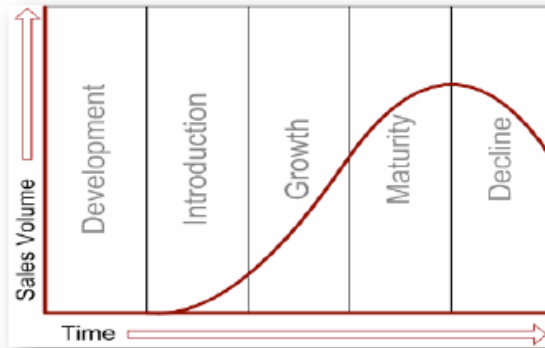
MORE'S

ASC Ad Standards Council

Remember This.....



Product Life Cycle



Session 2: Refresher On Right Way To Do Research



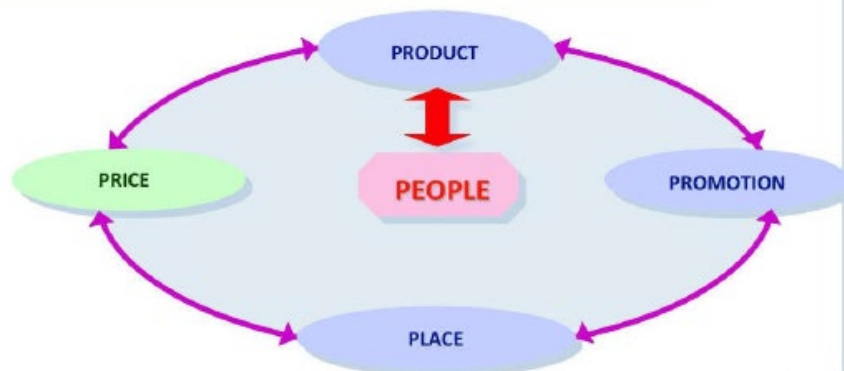
Marketing Research Cycle



Session 2: Refresher On Right Way To Do Research



Remember this...

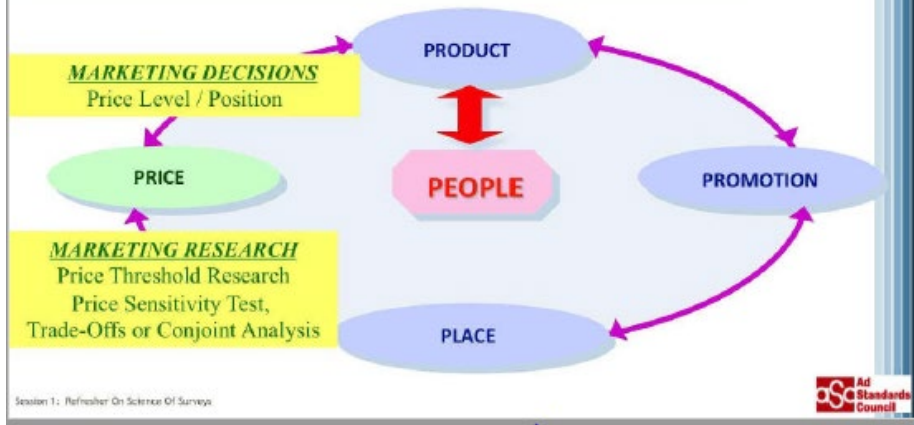


Session 1: Refresher On Science Of Surveys





How marketing research fits in the marketing function?



How marketing research fits in the marketing function?



Three Core Disciplines In MR



...each discipline has specific role and are complimentary

Session 1 - Refresher On Science Of Surveys

THREE CORE DISCIPLINE

Most Market Research agencies use similar techniques ...



1. DESK RESEARCH
Sourcing secondary data
(eg. existing information)

2. QUALITATIVE
* Forsearching / explaining..
 > Group discussions
 > Individual ,depth, interviews
 > Observation, Ethnography
 * Unstructured interview

3. QUANTITATIVE
* For testing / describing..
 > Face to face (pen & paper, CAPI),
 > Telephone (manual, CATI),
 > Mobile devices
 > Digital - online
 * Structured interview

Session 2: Refresher On Right Way To Do Research



QUAL OR QUANT?



Session 1: Refresher On Science Of Surveys



QUALITATIVE

QUANTITATIVE

Question Purpose

- Ⓜ how, why, tell me more
- Ⓜ understanding, discovery

- Ⓜ how many, to what extent
- Ⓜ measurement, "proving"

Sample

- Ⓜ small scale
- Ⓜ focused, purposive

- Ⓜ large scale
- Ⓜ representative




Process

- Ⓜ adaptive
- Ⓜ open, free
- Ⓜ interactive, interpersonal

- Ⓜ standardized
- Ⓜ structured, self limiting
- Ⓜ "passive", mechanical





Session 1: Refresher On Science Of Surveys




	QUALITATIVE	QUANTITATIVE
Content	<ul style="list-style-type: none"> Ⓢ expressions, words, acts Ⓢ multiple view Ⓢ detailed, rich, textural 	<ul style="list-style-type: none"> Ⓢ measures, numbers Ⓢ majority, central tendency Ⓢ “clean”, reduced
	<i>indicative - might be generalisable</i>	<i>generalisable, robust</i>
Scope	<ul style="list-style-type: none"> Ⓢ conscious + subconscious Ⓢ emotional + rational Ⓢ complex issues 	<ul style="list-style-type: none"> Ⓢ mainly conscious Ⓢ mainly rational Ⓢ simplifiable issues

Session 1: Refresher On Science Of Surveys

	QUALITATIVE	QUANTITATIVE
Type	<ul style="list-style-type: none"> Ⓢ exploratory Ⓢ developmental, refining Ⓢ diagnostic 	<ul style="list-style-type: none"> Ⓢ confirm shape, size, frequency Ⓢ define categories
Misuses	<ul style="list-style-type: none"> Ⓢ quick, cheap 	<ul style="list-style-type: none"> Ⓢ numbers are facts
Misconceptions	<ul style="list-style-type: none"> Ⓢ not “valid” Ⓢ attempting measurement 	<ul style="list-style-type: none"> Ⓢ 3,000 people can't be wrong Ⓢ attempting deep, detailed understanding

Session 1: Refresher On Science Of Surveys




WHAT ARE THE “TOOLS OF THE TRADE”?

DIFFERENT TYPES OF MARKETING RESEARCH, METRICS

Session 1: Refresher On Science Of Surveys



Researches Commonly Used In Claims Substantiation



Session 2: Refresher On Right Way To Do Research

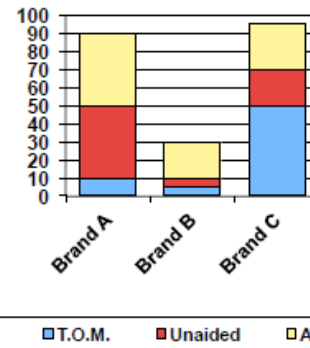


UAI or Market Study

Common Content

A. Awareness

- Brand Awareness (T.O.M., Unaided, Aided)
- Ad Awareness (T.O.M., Unaided, Aided)

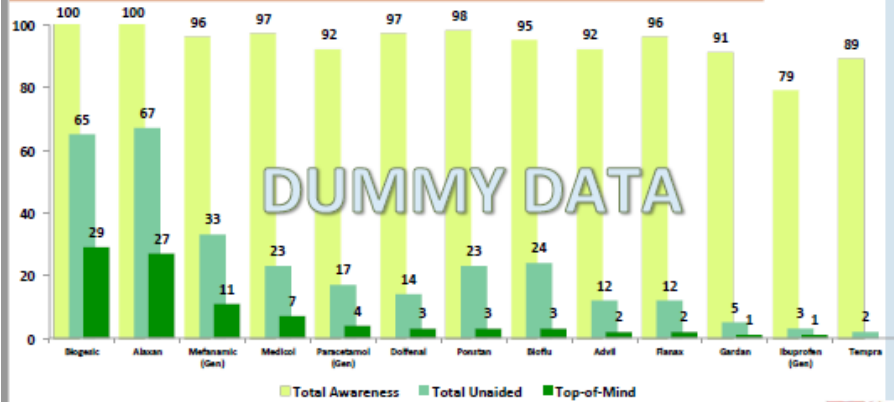


Session 2: Refresher On Right Way To Do Research



Common Content: UAI or Market Study

Sample: Pain Reliever They Know



Session 2: Refresher On Right Way To Do Research



UAI or Market Study



Common Content

B. Product Usage/Purchase Pattern

- Product category usage
- Form, variant, and size used
- When used and for what purpose
- Step by step usage
- Buying patterns – source, volume, part of list, bundled with, etc.



Session 1: Refresher On Science Of Surveys



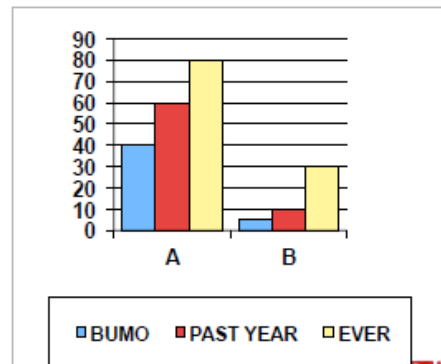
UAI or Market Study



Common Content

B. Brand Usage

- Brands ever used
- Brands used in the past _____
- Brand used most often
- Sometimes: favorite brand, aspired or next brand or rejected brand

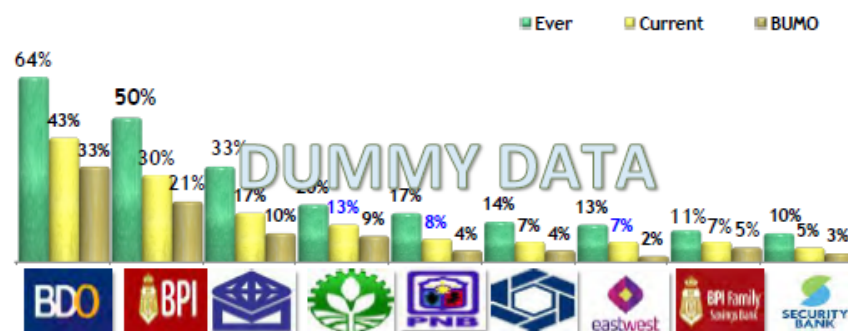


Session 2: Refresher On Right Way To Do Research



Common Content: UAI or Market Study

Sample: Banks They Patronized



Session 2: Refresher On Right Way To Do Research



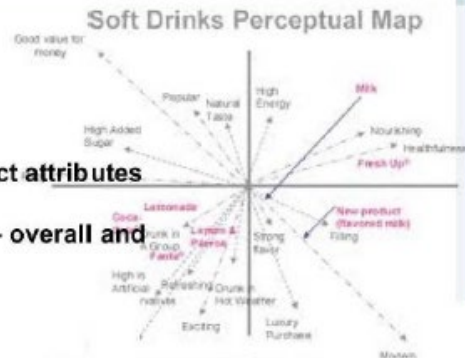
UAI or Market Study



Common Content

D. Expectations and Imagery

- Importance rating of product attributes
- Rating of selected brands – overall and specific attributes



Session 1: Refresher On Science Of Surveys



Common Content: Relative Importance % Analysis

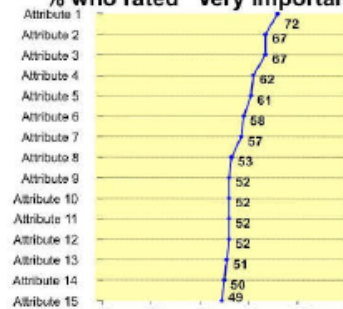


What are the key issues to specific customers?

- ✓ Courtesy of personnel
- ✓ Fast service / 10 minutes service
- ✓ Accurate billing
- ✓ Outlet appearance / upkeep
- ✓ Services and policies are communicated

Relative importance of the Attributes/ How Important?

% who rated "Very Important"



Session 1: Refresher On Science Of Surveys



Common Content: UAI or Market Study



User Imagery - BODY CARE

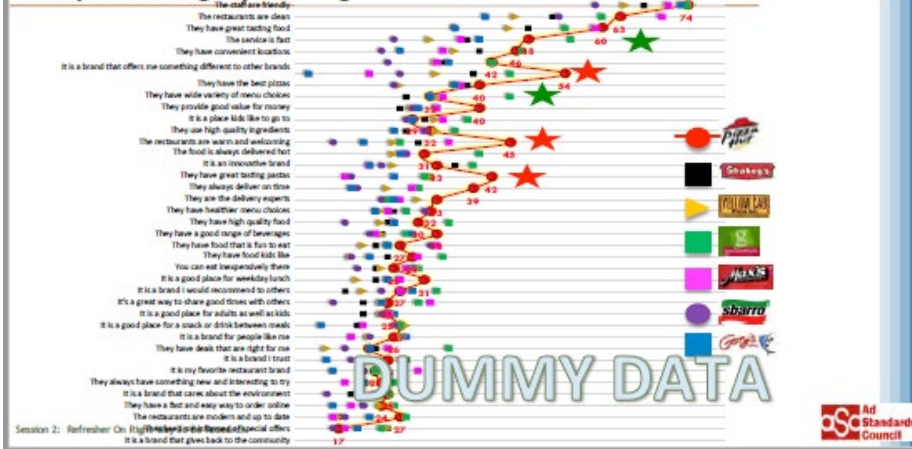
	Importance (Top Box)	Nivea	Safeguard	J & J	Avon	Vaseline	Pond's
Q15 Base: Current Users of Brand	300	117	167	146	114	109	104
A trustworthy brand	75	71	69	67	55	46	60
Offers good value for money	73	49	84	68	46	56	61
Contain highly effective ingredients	70	68	54	45	45	39	63
Fulfill correct expectations towards skin care	67	70	41	40	49	44	73
Higher quality	65	77	32	30	61	29	47
Offers mild skin care	63	68	50	55	36	44	52
I would buy this brand	63	73	67	77	74	64	81
Highly appropriate for the skin	62	74	60	55	46	54	62
Available everywhere	56	26	93	87	41	62	62
Have a pleasant fragrance	55	56	67	54	60	61	58
Suitable for sensitive skin	53	57	44	49	28	33	47
For demanding women who give importance to their appearance	51	71	38	45	63	35	76
Is for elegant and distinguished women	44	78	11	10	71	19	35
Rely on the latest scientific findings	43	52	44	42	61	43	58
Perform better than those of other brands	40	68	46	42	55	38	60
This brand is premium and prestigious	27	6	8	5	65	17	23

Session 2: Refresher On Right Way To Do Research

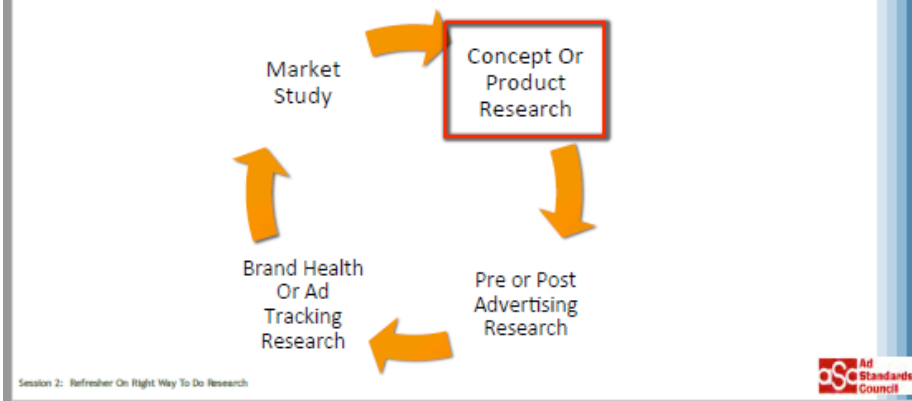
DUMMY DATA



Common Content: UAI or Market Study Sample: Imagery Rating



Researches Commonly Used In Claims Substantiation



Product or Concept Test Model



Methodologies



	CENTRAL LOCATION TEST	HOME USE TEST
GENERAL USE	APPROPRIATE FOR PROTOTYPE TESTING FOR PRODUCTS WHICH DO NOT REQUIRE PROCESSING OR USER EXPERIENCE.	APPROPRIATE FOR TESTING PRODUCT THAT REQUIRES NATURAL SETTING USAGE.

Session 2: Refresher On Right Way To Do Research



Methodologies



	CENTRAL LOCATION TEST	HOME USE TEST
GOOD AT	<ul style="list-style-type: none"> CONTROLLED QUICK RESPONSE CAN PROBE ON WIDE RANGE OF PRODUCT CHARACTERISTICS 	<ul style="list-style-type: none"> CAN MEASURE "REAL" CONSUMPTION RATE MEASURE SATIETY CAN MEASURE HOW CAN MEASURE "OVER TIME" USAGE
NOT GOOD AT	<ul style="list-style-type: none"> REFLECTING "HOW" CONSUMERS USE THE PRODUCT CONSUMERS MAY FEEL ARTIFICIAL/"TOO CONTROLLED" 	<ul style="list-style-type: none"> CONTROLLING VARIABILITY (PRODUCT PREPARATION, CONSUMER USAGE, ETC.) RESPONDENT RETENTION/ POSSIBLE DROP OUT

Session 2: Refresher On Right Way To Do Research



COMMON METRICS



	MONADIC	PREFERENCE
GOOD AT	<ul style="list-style-type: none"> REACTION TO A CONCEPT/PRODUCT ALONE 	<ul style="list-style-type: none"> PREFERENCE BETWEEN TWO PRODUCTS
USUAL METRICS	<ul style="list-style-type: none"> OVERALL LIKING (APPEAL, DISPOSITION, SATISFACTION) RATINGS ON PRODUCT ATTRIBUTES (GENERALLY SENSORIAL) PURCHASE INTENT PURCHASE INTENT WITH PRICE 	<ul style="list-style-type: none"> OVERALL PREFERENCE PREFERENCE ON SPECIFIC PARAMETERS

Session 2: Refresher On Right Way To Do Research



COMMON METRICS



GOOD AT	MONADIC	PREFERENCE
	<ul style="list-style-type: none"> REACTION TO A SINGLE PRODUCT 	<ul style="list-style-type: none"> PREFERENCE BETWEEN TWO PRODUCTS
	<p>CONSIDERED AS THE <u>STRONGER</u> MEASURE.</p>	<p>VALIDATING METRIC OR USE AS A TACTICAL METRICS</p>

RESULTS ARE GENERALLY CONSISTENT

Session 2: Refresher On Right Way To Do Research



Common Content: Sensorial Claims Sample: Biscuits/Cracker – Comparative Monadic



DUMMY DATA

	Brand X	Brand Y
Overall Liking On Texture	91%	87%
Right Crisp Of Product	50%	43%
Right Hardness Of Product	72%	69%
Right Compactness Of The Product	57%	52%
Right Level of Oiliness Of Product	73%	63%
Right Toast Of Product	65%	54%
Right Crumbliness Of Cracker	63%	53%

Comparative Monadic Metrics (Is A Stronger Metrics Than Preference Metrics)

Session 2: Refresher On Right Way To Do Research



Common Content: Sensorial Claims Sample: 3-in-1 Pre-Mix Preference



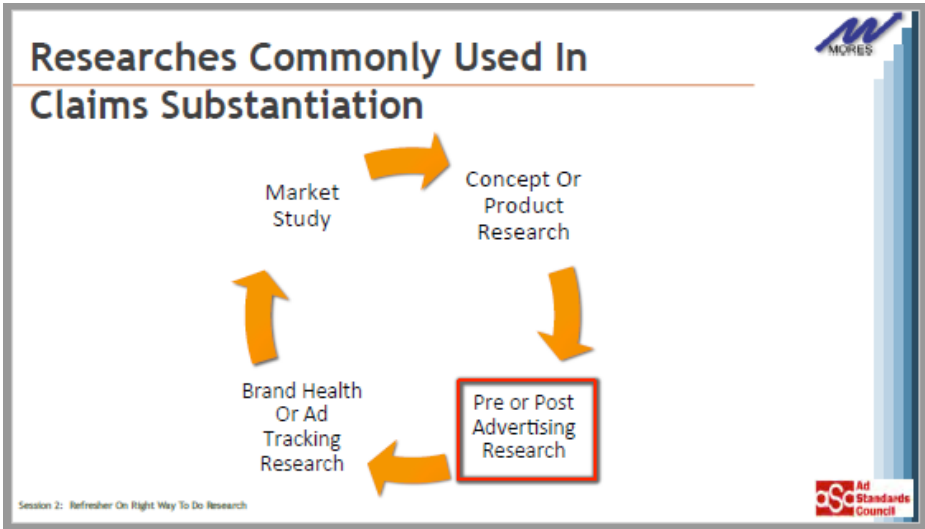
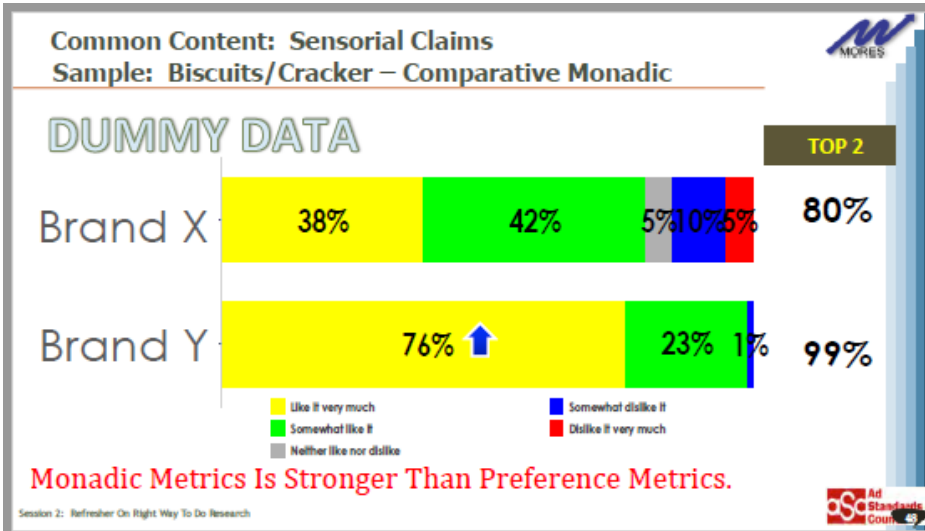
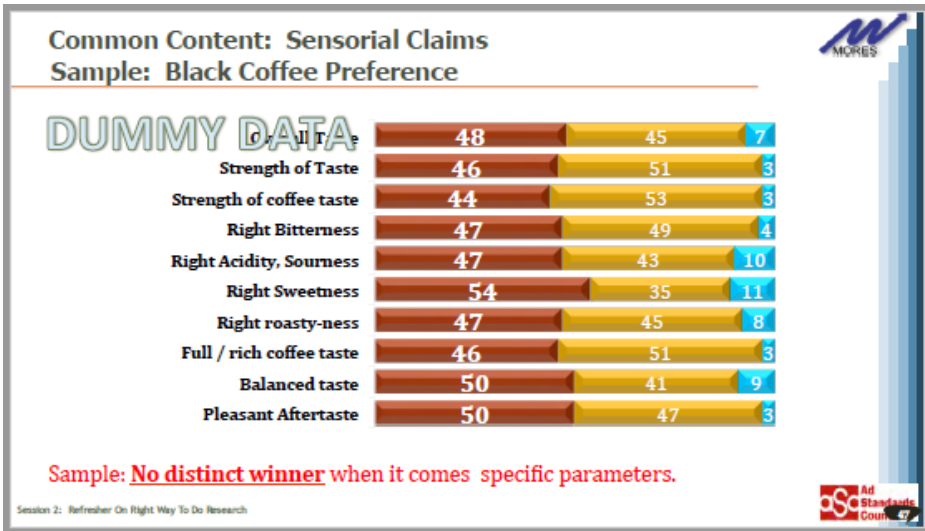
DUMMY DATA

	Brand X	Brand Y	Brand Z
Overall Trial Taste	66	31	3
Strength of Taste	66	33	1
Strength of coffee taste	61	37	2
Right Bitterness	64	33	3
Right Acidity, Sourness	67	30	3
Right Sweetness	73	24	3
Right roasty-ness	64	32	4
Creaminess / Milkiness	64	33	2
Full / rich coffee taste	66	31	3
Balanced taste	69	29	2
Pleasant Aftertaste	65	32	3

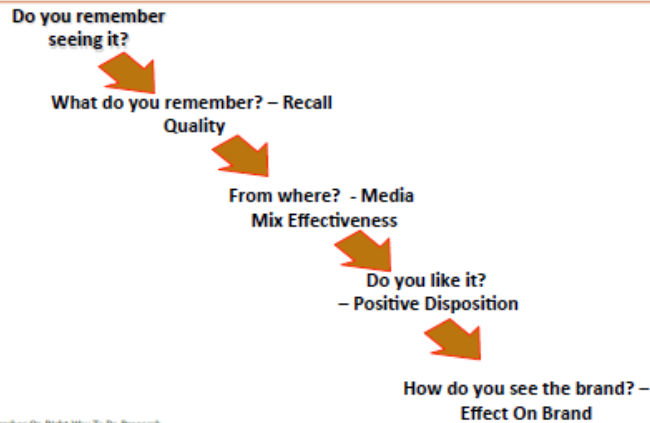
Sample: Clear Winner On Preference Parameters

Session 2: Refresher On Right Way To Do Research





Basic Framework – Ad Effectiveness Research



Session 2: Refresher On Right Way To Do Research



COMMON METHODS

CLT/Lab	Face to Face/Recall Survey	Hybrid/Experimental
<ul style="list-style-type: none"> • Invite to a site • Ad exposure • Diagnostics 	<ul style="list-style-type: none"> • Interview at home/offsites • Diagnostics without stimuli • Diagnostics with stimuli 	<ul style="list-style-type: none"> • Invite to site • Site has media playing (TV or radio program, or print available). Ads are embedded (unaided) • Diagnostics without stimuli • Diagnostics with stimuli

Session 2: Refresher On Right Way To Do Research



AD TESTS: WILL THEY GET IT (COMMON STIMULI)

- ★ Adcept boards
- ★ Mood boards
- ★ Storyboards
- ★ Animatics
- ★ Finished Material

Session 1: Refresher On Science Of Surveys



Basic Framework – Ad Effectiveness Research

Do you remember seeing it?

What do you remember? – Recall Quality

From where? - Media Mix Effectiveness

Do you like it? – Positive Disposition

How do you see the brand? – Effect On Brand

Session 2: Refresher On Right Way To Do Research



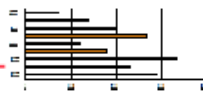
Common Ad Performance Metrics

All Ads are supposed to resonate to the brand (e.g. preference, disposition, brand value)

PURCHASE



Brand Image



% Advertising Awareness



% Passive



% Active Processing



% Entertained



% Content relevant



Current Arguments



New Arguments

Session 2: Refresher On Right Way To Do Research



Levels Of Recall or Audience Processing:

which advertising contents are actually communicated by a campaign?

- ✓ Recall of the current campaign
- ✓ Recall of specific elements of past campaigns
- ✓ Recall of general elements of a brand's advertising
- ✓ Recall of a brand-specific symbolism of former advertising slogans
- ✓ Recall of general, but not currently advertised elements of performance
- ✓ Recall of no specific details or even wrong elements

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Intended To Recalled Messages



Brand X	
Main Message	Consistent Bacterial Eradication, Experience You Can Count On
What Type of Patients (Audience)	When patients with RTI put their trust in you...
Reasons Why Use Brand	Brand X consistently works in eradicating the most common pathogens

Intended Message



Recalled Message

	TOTAL
Total	227
	%
GAVE CORRECT MAIN MESSAGE	48
Gave Related Main Message	48
Effectiveness	22
Effective	12
More effective than other brands of antibiotic	4
Proven effective	4
Relieves patient within a specific time period	3
Eliminates bacteria	2
Effective for a Specific Condition (For Respiratory Tract Infection, etc.)	20
Broad Spectrum (Effective on many types of bacteria, etc.)	12

	TOTAL
Total	227
	%
GAVE DIFFERENT MAIN MESSAGE	38
Brand Imagery (Original brand of antibiotic, etc.)	22
Product Feature (Palatable taste, etc.)	7
On Dosage (Taken once a day, etc.)	3
Side Effects of Product (Minimal side effects, etc.)	2
On Price/ Economy (Cost effective, etc.)	2
On Form/ Available Sizes/ Grams (In capsule, etc.)	2
NONE/ DID NOT GIVE MESSAGE (Product reminder only, etc.)	5
Can't recall	23

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CASE: SAMPLE AD WITH INTENDED MESSAGE



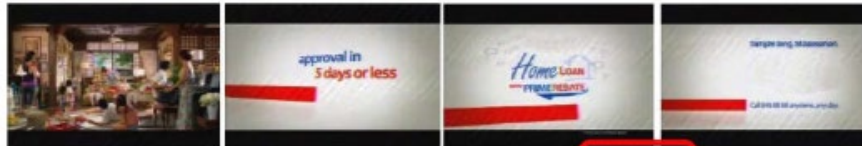
Intended Message



Recalled Message

PLAY ON "THE BEST"

....WITHOUT SAYING WE ARE THE BEST.



Bumukod ka na kasi. Simple lang yan sa X Home Loan. Ang bills na may prime-rebate pa. The best di ba? Siyempre naman X yan eh.

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CASE: SAMPLE AD WITH INTENDED MESSAGE



Intended Message



Recalled Message



PLAY ON "BEST VALUE"

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Numbers are facts but the question is – “how did you get the sample?”

Did you use **Science or Art?**

REVIEW OF SCIENCE OF SAMPLING

What About Sampling?

- ...the concept of sampling.
- ...types of sampling
- ...the right sample size.
- ...the concept of sampling error and bias

Why sampling matters?



Generalization

.....or simply make a sound conclusion about a population.

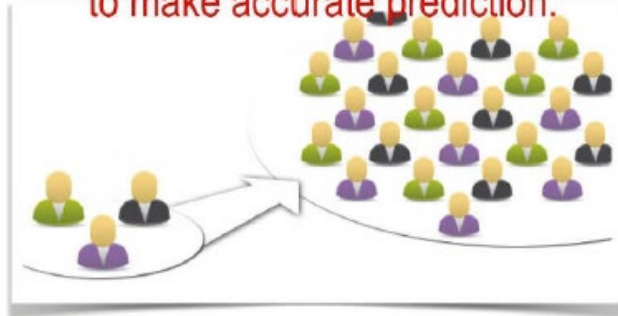
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The Concept of Sampling



Get a representative sample of the population to make accurate prediction.



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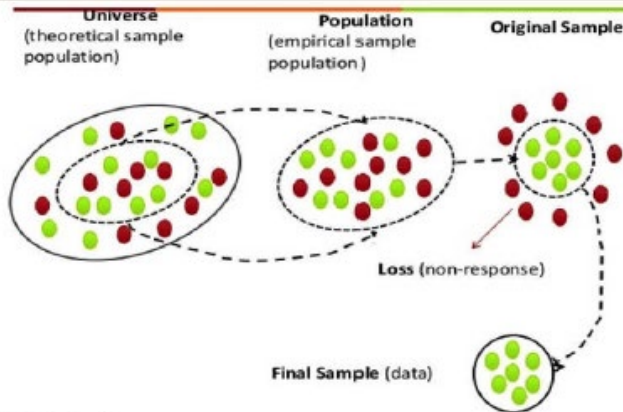
Population (Market) could be.....



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The Concept of Sampling



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The Concept of Sampling



Who do you want to generalize?



Theoretical Population ("Adult Filipino")

Who do you have access to?



Study Population ("Registered Voters")

How can you get access to them?



Sampling Frame ("List of Active Registered Voters")

Who is in your study?



Sample (Randomly Selected Adult)

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Types of Sampling



- 💡 Probability Sample - everyone has an equal chance of being sampled!
 - Generalize to the entire population
 - Unbiased results
 - Known, non-zero probability of selection
 - Can calculate sampling error

- 💡 Non-probability Sample - not everyone has an equal chance of being sampled!
 - Used in exploratory research
 - Chosen due to convenience, cost, time
 - Probability of selection is unknown

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Types of Sampling Methods

- Probability Sampling
 - Simple Random Sampling
 - Systematic Sampling
 - Stratified Sampling
 - Cluster sampling
- Non-probability sampling
 - Quota sampling
 - Convenience sampling
 - Judgement sampling
 - Snowball sampling

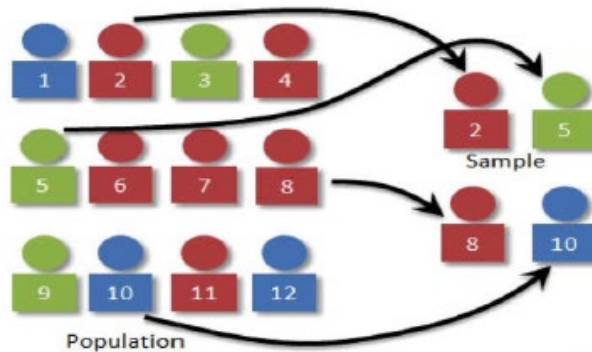
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Simple Random Sampling

Procedure

- 1) Number list.
- 2) Using random number table or random number generator, select n numbers.
- 3) Sample consists of elements corresponding to these numbers.



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Systematic Sampling

Procedure

- 1) Number list.
- 2) Using random number table or random number generator, select starting element.
- 3) From starting element, add skip interval to find second element, and so on until n elements found.



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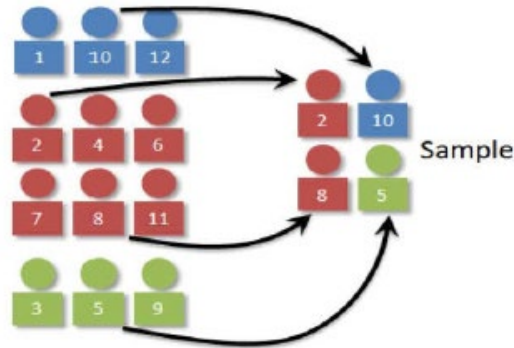


Stratified Sampling



Procedure

- 1) Divide population of interest into mutually exclusive and exhaustive subgroups (i.e. every element is in one and only one subgroup - e.g., male and female)
- 2) Select a simple random sample from each subgroup.



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Cluster Sampling



Procedure

- 1) Divide population of interest into mutually exclusive and exhaustive subgroups (i.e. every element is in one and only one subgroup).
- 2) Select a simple random sample of the subgroups (clusters).
- 3) Either sample all elements in each selected subgroup or select a probability sample of elements from each selected subgroup.



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Important OBSERVATIONS.....



- Both simple and systematic random sampling require a complete list of all sampling units in sampling universe OR that sampling units be organized to allow systematic selection.



- Both Stratified and Cluster sampling require some prior knowledge about universe or population composition.



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Quota Sampling



Very commonly used

Population divided into subgroups based on demographic criteria, so that proportion of sample in each subgroup mirrors proportion of subgroup in population (E.g., if population of interest is 40% male, 60% female, the quota for a sample of 50 respondents will be 20 males and 30 females).

It requires prior knowledge of market distribution.



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Convenience Sampling



- Using respondents who are willing and accessible
- A sample based on using people who are easily accessible - such as mall intercepts or other high traffic locations.
- Saves time and cost.



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What is good sample size?



$$n = \frac{Z^2 pq}{E^2}$$

- PQ = Variance (usually or for conservative assumption $p=50\%$, $q = 50\%$), $q = 1-P$
- E = Margin of Error (often assumed)
- Z = Z - Stat Confidence Level (usually if 99% confidence = 2.58, if 95% = 1.96, 90% = 1.64)

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What is good sample size?



- One you can be confident about (confidence level)? Rule of thumb is 95%
- One where the risk is acceptable (margin of error)? Rule of thumb should be less than 10% (plus or minus 10%)
 - PQ = Variance (usually or for conservative assumption p=50%, q = 50%), q = 1-P
- One that can provide robust analysis per segment (minimum base for each segment of interest)
 - E = Margin of Error (often assumed)
 - Z = Z - Stat Confidence Level (usually if 99% confidence = 2.58, if 95% = 1.96, 90% = 1.64)

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What is good sample size?



Margin of Error

$$E = Z_{\alpha/2} \frac{\sigma}{\sqrt{n}}$$

E = margin of error
 1-α = Confidence Level
 σ = Population standard deviation
 n = number sample values

Confidence Interval (Margin of Error)

Sample Size	At 95% confidence level	Survey Population
50	±13.8%	20,000
100	±9.8%	20,000
200	±6.9%	20,000
300	±5.8%	20,000
400	±4.9%	20,000
500	±4.3%	20,000
600	±3.9%	20,000
700	±3.6%	20,000
800	±3.4%	20,000
900	±3.2%	20,000
1000	±3.0%	20,000

Session 2: Refresher On Right Way To Do Research



What is good sample size?



$$n = \frac{Z^2 pq}{E^2}$$

- PQ = Variance (usually or for conservative assumption p=50%, q = 50%), q = 1-P
- E = Margin of Error (often assumed)
- Z = Z - Stat Confidence Level (usually if 99% confidence = 2.58, if 95% = 1.96, 90% = 1.64)

For Example, at 95% confidence level:

Sample Size	MARGIN OF ERRORS (AT ASSUMED VARIATIONS)				
	50/50	60/40	70/30	80/20	90/10
50	+/- 14.1%	+/- 13.9%	+/- 13.0%	+/- 11.3%	+/- 8.5%
100	+/- 10.0%	+/- 9.8%	+/- 9.2%	+/- 8.0%	+/- 6.0%
200	+/- 7.1%	+/- 7.0%	+/- 6.5%	+/- 5.7%	+/- 4.2%
300	+/- 5.7%	+/- 5.5%	+/- 5.2%	+/- 4.5%	+/- 3.4%
400	+/- 5.0%	+/- 4.9%	+/- 4.6%	+/- 4.0%	+/- 3.0%
500	+/- 4.5%	+/- 4.4%	+/- 4.1%	+/- 3.6%	+/- 2.7%

I.e. on a sample size of n=50, if results between those saying yes=60% and those saying no=40% the correct answer could be (at the 95% confidence level):
 yes = 60% +/-13.9% = the true value is between 46.1% and 73.9%
 no = 40% +/-13.9% = the true value is between 26.1% and 53.6%

Session 1:



SURVEY FAQs

A. What Makes A Survey “Scientific”?

- The two main characteristics of scientific surveys are:

- UNBIASED SAMPLE:** that respondents are chosen by the research organisation according to **explicit criteria** to ensure representativeness, rather than being self-selected, and
- UNBIASED QUESTION:** that questions are worded in a balanced way.



Sampling Issues: Biased

- When you are sampling a section of the population (giving a poll), there are good and bad ways to do it.
- An **unbiased sample** is one in which a good section of the population is represented.
- A **biased sample** is one in which the sample does not adequately represent the population.



Question Biased: Leading



- ▶ **Questions that assume what they ask**
- ▶ These questions are a type of biased question and lead your participants to agree or respond in a certain way.
- ▶ **Biased question:** There are many people who believe that campus parking is a problem. Are you one of them?
- ▶ **Revised question:** Do you agree or disagree that campus parking is a problem?

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Question Issues: Double Barreled



Design your survey: Phrasing questions

Do not:



Use double-barreled questions

Bad

Would you like to be notified about new articles through Facebook and Twitter?

Do:



Better

Would you like to be notified about new articles? (Y/N)

Choose how you'd like to receive notifications:

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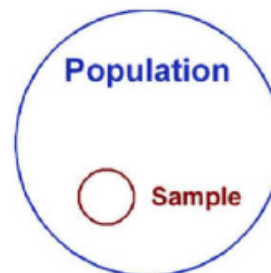


B. How can you possibly tell what millions of people think by asking just 1,000 or 2,000 respondents?



In much the same way that a chef can judge a large vat of soup by tasting just one spoonful.

Providing that the soup has been well stirred, so that the spoonful is properly “representative”, one spoonful is sufficient.



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C. Does bigger population requires bigger sample?

YES. But only after a certain number.

Note that after 20,000 population, sample size recommendation plateaus.

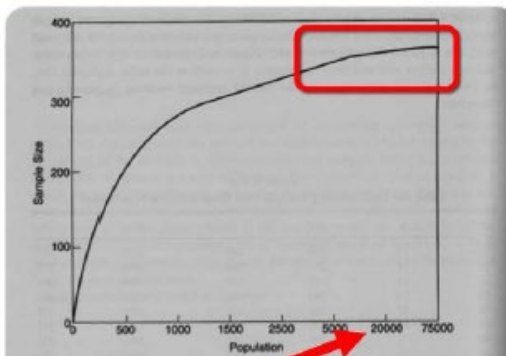
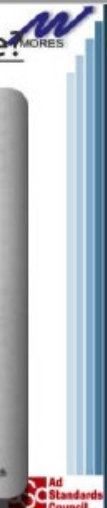


FIGURE 4.2. Relationship Between Sample Size and Total Population
Adapted from Krejcie, Robert V., and Daryle W. Morgan, "Determining Sample Size for Research Activities," *Educational and Psychological Measurement* 30 (Autumn 1970): p. 609.

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D. But isn't there some risk of sampling error in a poll of 1,000 or 2,000 people?

Yes there is risk.

But statistical theory allows us to estimate this.

Statistical theory tells us that, in a random poll of 1,200 people, then 19 times out of 20 (95% confidence), a poll will be accurate to within 3 percentage points (Margin Of Error).



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Statistics Allow Us To Compute The Risk...

Margin of Error

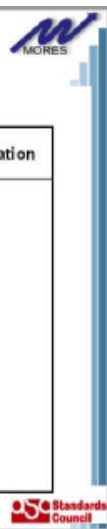
$$E = z_{\alpha/2} \frac{\sigma}{\sqrt{n}}$$

E = margin of error
1-α = Confidence Level
σ = Population standard deviation
n = number sample values

Confidence Interval (Margin of Error)

Sample Size	At 95% confidence level	Survey Population
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700	+3.6%	20,000
800	+3.4%	20,000
900	+3.2%	20,000
1000	+3.0%	20,000

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E. Does bigger sample means lower MOE?



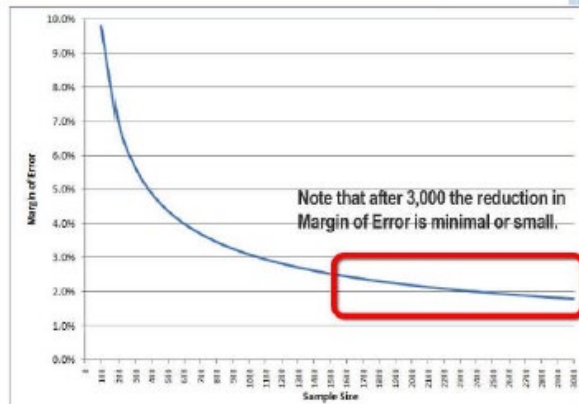
YES but only after a certain point.

Margin of Error

$$E = z_{\alpha/2} \frac{\sigma}{\sqrt{n}}$$

E = margin of error
 1- α = Confidence Level
 σ = Population standard deviation
 n = number sample values

Session 1:



F. What Does It Really Mean: "Plus or Minus"?



AREA	SAMPLE	RESULTS	APPLYING MOE
Metro Manila	300	Brand 1 – 38%	35% - 41%
Balance Luzon	300	Brand 2 – 34%	31% - 37%
		Brand 3 – 20%	19% - 23%
Visayas	300	Brand 4 – 4%	1% - 7%
Mindanao	300	Brand 5 – 4%	1% - 7%
TOTAL BASE	1200		
MARGIN OF ERROR	+/- 3		

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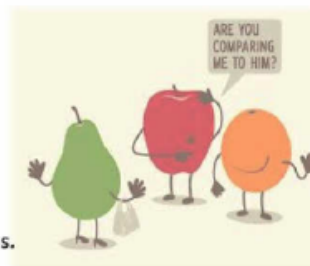


G. I have seen surveys conducted by different, well-regarded, companies on the same issue produce very different results. How come?



Several Reasons:

- ✓ The research might have been conducted at different times.
- ✓ The research may have used different definitions of the group that they are representing (e.g. different age, regions, ethnic groups etc.)
- ✓ They might have been conducted using different methods.
- ✓ The research might have asked different questions.
- ✓ There might be an "order effect".



ferdie@fastforward.life

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ASC Online Application Process

ASC ONLINE APPLICATION USERS MANUAL



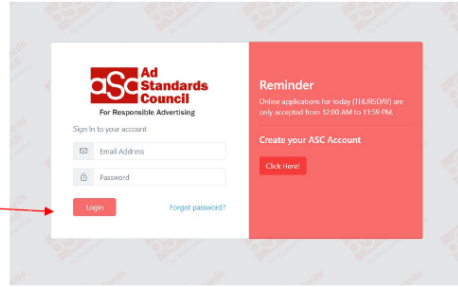
Creating an Account

ASC ONLINE APPLICATION USERS MANUAL

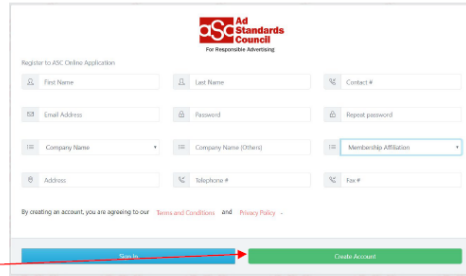


ACCOUNT REGISTRATION (For first time users)

1. Open browser (preferably Google Chrome)
2. Type www.online1.asc.com.ph on address bar or go to www.asc.com.ph click on Online application
3. Click "Click Here!" Under ASC Account
4. Fill out necessary data. If company do not exist choose others then
Input following data:
 - Company name
 - Address
 - Phone number
 - Fax number
 - Membership affiliation (please next page for full details)
5. Click "Create Account" to submit registration form



- 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



Applicant Classification / Membership affiliation:

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

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

Registration Completed!

Below are the details you have entered:

Full Name: JUAN DELA CRUZ
Contract Number: 1234567890
Email Address: juand@asc.com.ph
Password: @1234567
Company Name: AB HINDEN PHILIPPINES INC.
Company Affiliation: PANA
Company Address: 101 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 help@asc.com.ph or call us at 893.8100, 750.0047, 823.6757.

Thank you very much.

The ASC Online Secretariat

7. Verification email will be received once you successfully verified your account

Your ASC Online user account has been verified!

To login please go to this URL: http://www.asc.com.ph/asc_core/

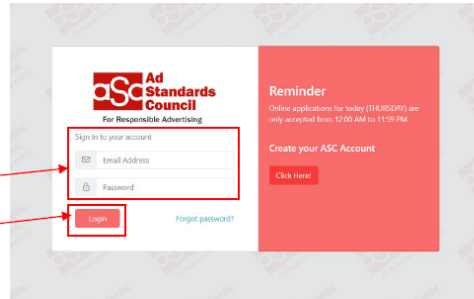
Thank you very much for your interest in using this online facility.

The ASC Online Secretariat

Applying Online (S1: Material for Production)

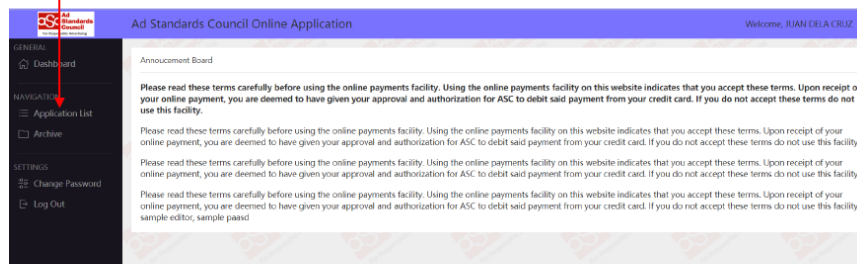
MATERIAL APPLICATION

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



Reminder: Online application will be accepted 24 hours Monday to Friday. Processing of application will be from 8:00am – 5:00pm Monday to Friday only

4. Click "Application List"



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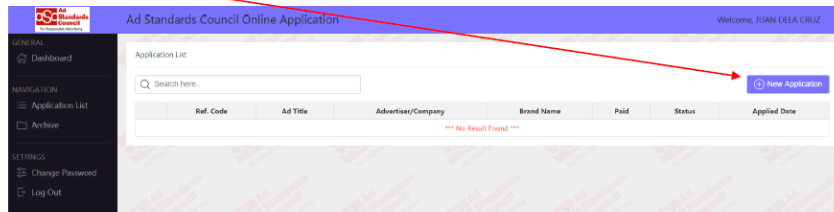
REMINDERS: MATERIAL APPLICATION SCHEDULE

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**.

ASC ONLINE APPLICATION USERS MANUAL



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.



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. User may also reduce the file size on the given link.

The screenshot shows the 'Ad Standards Council Online Application' interface. At the top, there's a navigation menu with 'Dashboard', 'Application List', and 'Archives'. Below that, a 'Note' states: 'Each supporting document should not exceed 10MB'. A list of document categories follows, each with an 'Upload' button. The buttons for 'Bureau of Animal Industry', 'Certificate of new claim', 'Certificate of product launch', 'Civil Aeronautics Board / International Air Transport Assoc.', 'Consumer Price Index', 'Dialect Certificate', 'DOH-DIA Promo Permit', 'DOLE Permit', 'DTI Promo Permit', 'FDA (Certificate of Product Notification)', 'FDA (Certificate of Product Registration)', and 'FDA Promo Permit' all have blue circles, indicating they are ready for upload. Other categories like 'Fertilizer and Pesticide Authority', 'Housing and Land Use Regulatory Board', 'Labels / Packaging Material', 'Music License', 'National Historical Institute', 'National Telecommunications Commission', 'No T claim', 'Provisional Permit to Market', 'Third Party Research', 'Waiver (Signed Testimony from Endorser)', and 'Other Documents' have green circles, indicating they have been uploaded. At the bottom, there is a 'Finish my application' button.

ASC ONLINE APPLICATION USERS MANUAL

Ad Standards Council
For Responsible Advertising

Payment

ASC ONLINE APPLICATION USERS MANUAL

Ad Standards Council
For Responsible Advertising

PAYMENT OPTION # 1

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

a. Click "Visa / Mastercard "Icon

b. Enter card information

c. Click Submit

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

The screenshot shows the Pesopay payment service interface. At the top, it says "pesopay You are now connected to PESOPAY PAYMENT SERVICE". Below that, there is a "Secure Authenticated Merchant" notice. The main heading is "Ad Standard Council - test". A prompt says "Select your payment method by clicking on the logo below:". There are two logos: "Pay by Credit and Debit Card" and "VISA". A red box highlights the "VISA" logo, with an arrow pointing from step 'a'. Below the logos, there is a "Transaction Information" section with the following details: Merchant Name: Ad Standard Council - test; Merchant Reference No.: ASC070320172321008001P070417SW; Transaction Amount: PHP 1,600.00; Transaction IP Address: 112.209.165.53. Below this is a "Please fill in the card information:" section with input fields for Card Number (4918914107195005), Expiry Date (07/2019), Name as shown on card (Juan Dela Cruz), and Card Verification Number. A red box highlights the "Submit" button, with an arrow pointing from step 'c'. At the bottom, there is a note: "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." and a copyright notice: "Copyright © 2014 AsiaPay Limited. All rights reserved."

ASC ONLINE APPLICATION USERS MANUAL



d. Review details then click "OK"

e. Review transaction result then click "Continue"

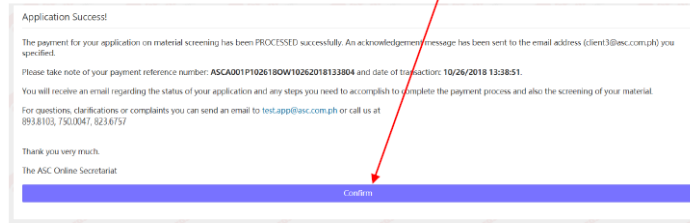
The screenshot shows a dialog box titled "test.pesopay.com says:". It contains the following text: "Please review your payment details : ----- Merchant Name : Ad Standard Council - test Transaction Amount : PHP 1,600.00 Payment Method : VISA Card Number : 4918-9141-0719-5005 Expiry Date (mm/yyyy) : 07/2019 Name as shown on card : Juan Dela Cruz Card Verification Number : **** Merchant Reference No.: ASC070320172321008001P070417SW". At the bottom right, there are "OK" and "Cancel" buttons. A red box highlights the "OK" button, with an arrow pointing from step 'd'.

The screenshot shows a "Transaction Result" screen. It states "Your payment transaction is completed". Below this, it lists the transaction details: Merchant Name: Ad Standard Council - test; Transaction Amount: PHP 1,600.00; Payment method: VISA; Card Number: **** * - 6965; Expiry Date (mm/yyyy): ** / ****; Name as shown on credit card: Juan Dela Cruz; Merchant Reference No.: ASC070320172321008001P070417SW; Transaction IP Address: 112.209.165.53; Payment Reference No.: 001210495900. A note at the bottom says: "Note: This transaction will be recorded in your bank / credit card account statement as with merchant name: "AD STANDARD COUNCIL - TEST"". Below the note, there are "Continue" and "Print" buttons. A red box highlights the "Continue" button, with an arrow pointing from step 'e'. At the bottom, there is a copyright notice: "Copyright © 2014 AsiaPay Limited. All rights reserved."

ASC ONLINE APPLICATION USERS MANUAL



Confirmation page will appear after the Payment has been made then click **“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: A005P1005190W
Merchant Reference Number: ASCA001P10261B0W10262018133804
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 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. Put reference code as subject in email)

a. Fill out necessary information

b. Click 'Submit'

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 your spam mail folder.

[Terms and Conditions](#)

PayPay Payment Service

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

BDO

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

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 Breakdowns.
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. 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.

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

- Follow payment instruction
- Click "Continue"

ASC ONLINE APPLICATION USERS MANUAL

For Responsible Advertising

d. After completion of the process a confirmation page will appear 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 (client1@asc.com.ph) you specified.

Please take note of your payment reference number: ASCA001P102618OW10262018133804 and date of transaction: 10/26/2013 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 or call us at 893.8103, 750.0047, 823.6757

Thank you very much.
The ASC Online Secretariat

- 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 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

ASC ONLINE APPLICATION USERS MANUAL

For Responsible Advertising

- 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: A000P1020180W
 Merchant Reference Number: ASC000P1020180W110202018133004
 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 help@asc.com.ph or call us at 893.8105, 750.0047, 825.6757

Thank you very much.

The ASC Online Secretariat

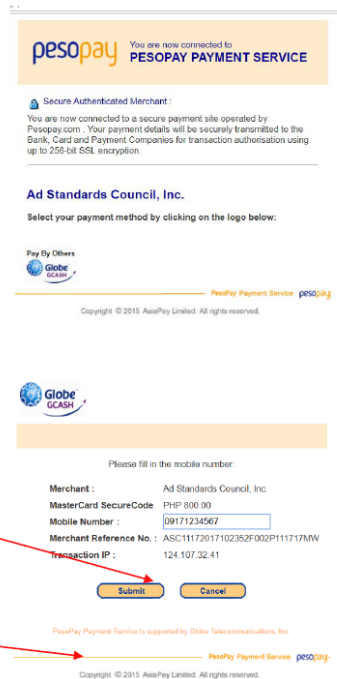
PAYMENT OPTION # 3

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

- Enter G-Cash/Smart Money Mobile Number

- Click "Submit"



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 authorization using up to 256-bit SSL encryption.

Ad Standards Council, Inc.

Select your payment method by clicking on the logo below:

Pay By Others

Globe GCASH

Please fill in the mobile number:

Merchant : Ad Standards Council, Inc.
 MasterCard SecureCode P1P 800 00
 Mobile Number : 09171234567
 Merchant Reference No. : ASC11172017102352F002P11717/MW
 Transaction IP : 124.107.32.41

Submit Cancel

PesoPay Payment Service is supported by Globe Telecommunications, Inc.

PesoPay Payment Service peso@j

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

www.pesopay.com Says:

Please reconfirm your payment details:

Merchant : Ad Standards Council, Inc.
 Amount : PHP 800.00
 Payment Method : GCash
 GCASH Mobile Number : 09171234567
 Merchant Reference No: ASC11172017102352F002P111717MW

Transaction IP : 124.107.32.41

Buttons: OK, Cancel

pesoPay Payment Service

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Globe GCASH

Please wait and check for an official SMS message from Globe GCASH and send your MPIN for confirmation to the same number.

Please do not refresh or close the browser as we are performing the transaction to GCASH

Merchant : Ad Standards Council, Inc.
 Amount : PHP 800.00
 Mobile Number : 09171234567
 Merchant Reference No. : ASC11172017102352F002P111717MW
 Transaction IP: 124.107.32.41

pesoPay Payment Service

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ASC ONLINE APPLICATION USERS MANUAL

ASC Ad Standards Council
For Responsible Advertising

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

Payment Result

GCASH Payment Authorization Reject

Payment Reference No. :000015229964

Sorry your GCASH payment was not successful.

* For assistance, you may call GCASH Customer Service Hotline 2882 for FREE. Thank you!

Close

pesoPay Payment Service

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After completion of the process a confirmation page will appear 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 or call us at 893.8103, 750.0947, 823.6757

Thank you very much.
 The ASC Online Secretariat

Confirm

ASC ONLINE APPLICATION USERS MANUAL

ASC Ad Standards Council
For Responsible Advertising

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: A801P10264180M
Merchant Reference Number: ASC4001P1025180W10262018133804
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 help.app@asc.com.ph or call us at 893.8103, 750.0047, 823.6757

Thank you very much.

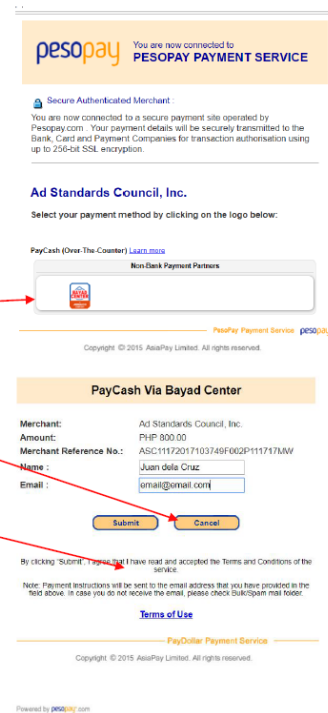
The ASC Online Secretariat

PAYMENT OPTION # 4

Through Non-Bank Payment Center

(Same day processing provided deposit slip is immediately emailed to online.app@asc.com.ph. 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 authorization using up to 256-bit SSL encryption.

Ad Standards Council, Inc.
Select your payment method by clicking on the logo below:

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

Non-Bank Payment Partners



PayCash 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 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 Spam folder.

[Terms of Use](#)

PayDollar Payment Service

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Powered by [PESOPAY](#) .com

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

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

PAYMENT DETAILS

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

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

PAYMENT DETAILS


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

Payment Instruction

- Go to the nearest Bayad Center branch.
- Get the Bayad Center Payment Form.
- Under Biller Name, write down "PesoPay"
- Under Account Number, write down the "Payment Reference No." stated in your payment details.
- Under Account Name, write down your Full Name.
- Under Amount, write down the exact amount stated in your payment details.
- 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.

- Follow payment instruction

- Click "Continue"



d. After completion of the process a confirmation page will appear 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 or call us at 893.8103, 750.0047, 823.6757


Thank you very much.
The ASC Online Secretariat

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 to be able to continue with the process of your application. Put reference code as subject of your email.

PAYMENT DETAILS

Biller Name:	PesoPay
Payment Reference No.:	01200-00150-15293-11179
Amount:	PHP 800.00
Status:	Pending
Expiration Date:	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 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

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: ASCA001P10261BOW10262018133804 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 or call us at 893.8103, 750.0947, 823.6757

Thank you very much.

The ASC Online Secretariat

Confirm

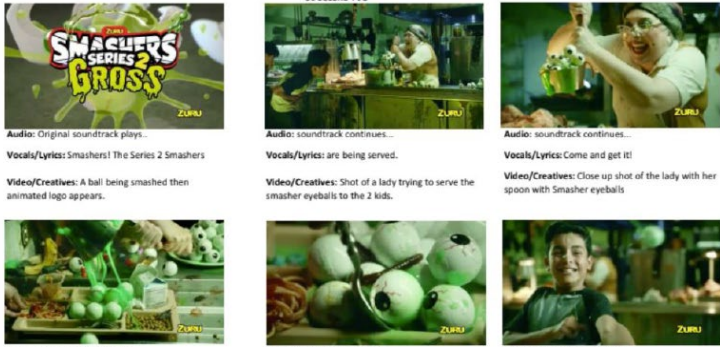
Continuation of Applying Online (S1) after Payment

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

Ad Standards Council
Page 1

SMASHERS SEASON 2
30 Second TVC

Ban Kee Trading Inc.



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: are being served.

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

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: smash open

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

Audio: soundtrack continues...

Vocals/Lyrics: the new eye balls

Video/Creatives: close up shot of the smasher eyeballs

Audio: soundtrack continues...

Vocals/Lyrics: TO FIND the grossest

Video/Creatives: Shot of a 1 kid while he flicks the smasher eyeballs on.

BY: [Redacted]
ASC Ref Code: A003P102718AW

ASC ONLINE APPLICATION USERS MANUAL



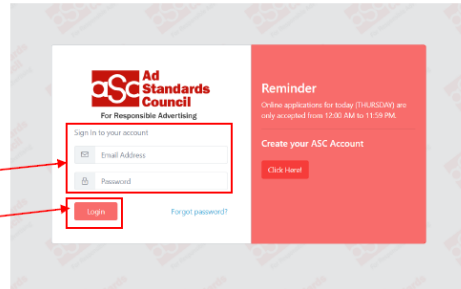
Applying Online (S2: Final Material for Clearance to Air/Print/Post)

ASC ONLINE APPLICATION USERS MANUAL

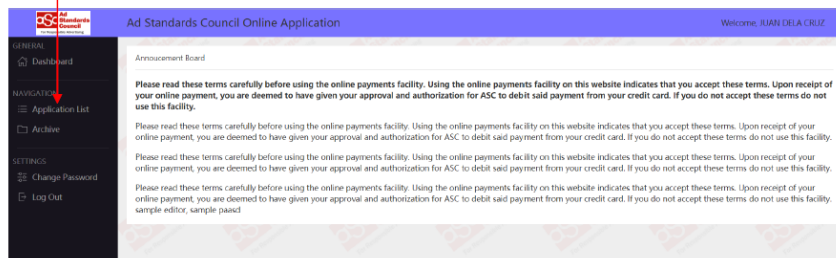


MATERIAL APPLICATION

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




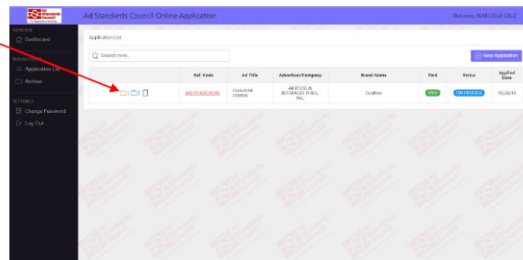
4. Click "Application List"



ASC ONLINE APPLICATION USERS MANUAL



1. When submitting final material click  2nd icon
2. Click "Upload" button to upload your final material
3. Click "Upload" button to upload final material documents

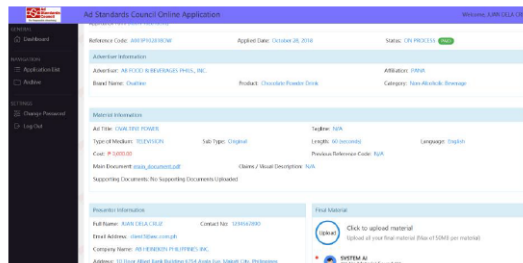


In uploading a file, format must be as follows:

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.



ASC ONLINE APPLICATION USERS MANUAL



ASC ONLINE CLEARANCE FORM



ASC Ad Standards Council
For Responsible Advertising

6th Floor LTA Building
118 Pines St., Legaspi Village,
Makati City 1225
83-8100, 750-0847, 917-2387 (Fax)
Inquiry@asc.com.ph, http://www.asc.com.ph

Date Released: 07/28/2017

REFERENCE CODE: [REDACTED]

CLEARANCE FOR AIRING
(Agency/Client Copy)

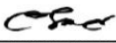
BRAND	AD TITLE
PRODUCT	TYPE OF MEDIUM/LENGTH
AGENCY	DIALECT
ADVERTISER	VALID UNTIL

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.


COMMENTS:
N/A

BASCO, BERNS

AUTHORIZED REPRESENTATIVE/DATE
(Signature over Printed Name)




CHARMAINE CAMPANER
PROFESSIONAL SCREENER



Sample Clearance


ASC ONLINE APPLICATION USERS MANUAL



Download ASC Guidebook at www.asc.com.ph

Technical support phone available Monday – Fridays 8:00am to 5:00pm
0977-8352344

ASC ONLINE APPLICATION USERS MANUAL



Code of Ethics

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INTRODUCTION

The Philippines has over 43 years of self-regulation. The earliest Advertising Code of Ethics dates back to the Philippine Board of Advertising (PBA) established in 1974. In 1989 the PBA was renamed AdBoard (Advertising Board of the Philippines) and was mandated by the Implementing Rules and Regulations (IRR) of Republic Act (RA) 7394 or Consumer Act to ensure that all advertising materials conform to its Code of Ethics.

The AdBoard's Advertising Content and Regulations Committee (ACRC) had been the main implementing arm of advertising self-regulation in the Philippines until March 31, 2008 when the Ad Standards Council (ASC) took over this function after the signing of a Memorandum of Agreement between AdBoard and the ASC. To ensure a smooth and meaningful transition, the ASC was incorporated and commenced operation after a thorough consultation with the advertisers through the Philippine Association of National Advertisers (PANA) and with the ad agencies through the Association of Accredited Advertising Agencies (4As).

The ASC took over the screening function of the ACRC while the AdBoard handled disputes related to trade practices. The Adboard was eventually dissolved and closed on July 2016.

The Ad Standards Council is a non-stock, non-profit organization which aims to promote truth in advertising through self-regulation of advertising content. The ASC was established in 2008 by the major stakeholders of the advertising industry, i.e., PANA (representing the Advertisers), 4A's (representing the Advertising Agencies), and KBP (representing Broadcast Media). They were later joined in 2013 by MSAP (representing Media Agencies) and IMMAP (representing Digital Media), and in 2014 by UPMG (representing Print Media).

The ASC currently handles the screening of all forms of advertising and settles all disputes with regard to advertising content.

The ASC Code of Ethics and Manual of Procedures, an updated version of the AdBoard Code of Ethics, was first released in March 17, 2008. Shortly after the ASC took over the advertising self-regulation functions of the AdBoard, a committee, composed of PANA, 4As, and KBP representatives, was formed to review the Code and the result was a comprehensive document that reflected the needs of the advertising industry at that time.

On its tenth (10th) year, the ASC is further reviewing its Code. This was triggered by the need to adopt the new developments in both the local and international advertising scene. Over the last few years, responsible advertising had been at the center of controversy when it comes to promoting unhealthy eating habits, irresponsible drinking, and promoting wrong values, among other things. On the other hand, the scope of advertising has expanded beyond the traditional forms. New marketing disciplines such as digital marketing and environmental marketing are emerging in the scene and therefore need to be addressed in the Code.

It is the ASC's mission to protect the consumers first and foremost. And we can only do this through an advertising self-regulation process that is responsive to their needs. The ASC Code helps ensure that advertising is truthful and accurate. Upholding the integrity and credibility of advertising makes it a more powerful tool to influence consumer purchase. Truthful advertising also encourages fair play among competitors and the ASC has provided a venue for efficient resolution of advertising disputes among companies.

The ASC Code team included in its research local and global references such as the International Chamber of Commerce (ICC), World Federation of Advertisers (WFA), and International Center for Advertising Self-

Regulation (ICAS) guidelines on Responsible Advertising for Children, Environmental Claims, Digital Marketing, and other countries' authorized regulating body.

SCOPE OF COVERAGE

Generally, the ASC Code applies to all advertising and marketing communication, including digital marketing, for the purpose of promoting any kind of goods and services, companies, and institutions. The Code must be observed by everyone involved in the practice of marketing communication, whether as Advertiser, Advertising Agency, Digital Agency, in the Media, Production Suppliers, or in related functions.

DEFINITION OF TERMS

Whenever used in this Code or in the Manual of Procedures and unless the context indicates otherwise, the following terms shall have the following meanings:

1. **ABSOLUTE CLAIM** is a claim that promises a guarantee of full delivery in product performance or service at all times.
2. **ADVERTISEMENT** shall mean any form of communication produced directly by or on behalf of the Advertiser intended primarily to promote a product/service and to influence consumer behavior.
3. **ADVERTISER** shall mean the person or entity on whose account or for whom the advertisement is prepared and disseminated.
4. **ADVERTISING AGENCY OR AD AGENCY OR MEDIA AGENCY OR DIGITAL AGENCY** shall mean a service organization or association, which is established and operated for the purpose of counseling on, creating, producing, and/or implementing advertising programs for and on behalf of Advertisers in various forms of media.
5. **ALCOHOL BEVERAGE** shall mean any product meant for human consumption which is defined or classified as an alcohol beverage by the Food and Drug Administration.
6. **ASC** shall mean the Ad Standards Council.
7. **BRAND NAME** is the proprietary name given by the manufacturer to distinguish its product from those of competitors.
8. **CHILDREN** shall mean persons below eighteen years of age unless otherwise specified by the law or provision in this Code.
9. **COMPARISON ADVERTISING** shall mean advertisement in which there is a presentation of competing brand/s whether direct or indirect and a comparison of product feature or services is made or implied.
10. **COMPARATIVE CLAIM** is claiming advantage over another brand or service, previous formulation/properties, a set of products, or versus non-use of product/service. This claim must always be properly qualified as to what it compares itself against.

11. **CONSUMER/MARKET/PUBLIC** shall mean the person or mass of persons who are the actual or intended recipients of an advertising message or material.
12. **CONSUMER PROMOTION** means techniques intended for broad consumer participation that contain promises of gain such as prizes, in cash or in kind, as reward for the purchase of a product, security, service or winning in contest, game, tournament, and other similar competitions which involve determination of winner/s and which utilize media or other forms of communication to disseminate information on the same.

It also means techniques purely intended to increase the sales, patronage, and/or goodwill of a product or service. As contrasted with advertisement, a sales promotion campaign is conducted within a limited period of time with the principal objective of radically increasing the sale or patronage of the product, service, or credit under promotion or improving its goodwill or image within the period of the promotion. The fact that a sales promotions campaign is addressed to a particular class or sector of the public shall not remove it from the ambit of the term "broad consumer participation."
13. **CORPORATE or INSTITUTIONAL ADVERTISING** shall mean advertising intended directly or indirectly to create a specific awareness of or positive regard for the corporate or institutional advertiser on the part of its consumers or the general public and may or may not relate to any of its particular business activities or commercial undertakings.
14. **CORPORATE REPORTS** include corporate public affairs messages in press releases and other media statements, annual reports, statements on matters of public policy and the like.
15. **COSMETIC PRODUCTS** shall mean any substance or preparation intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips, and external genital organs) or with the teeth and mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, and/or correcting body odors and/or protecting them, or keeping them in good condition.
16. **DIRECT COMPARISON ADVERTISING** shall mean advertising which involves a comparison of the Advertiser's company, product, or service with an identified competitor, product, or service.
17. **EDITORIAL CONTENT** includes news, policy, social, or financial content, where the primary purpose is to inform or comment, but not to advertise/promote.
18. **ELECTRONIC MEDIA** shall refer to any media providing electronic, interactive communications, such as the internet, online services, and electronic, and communication networks including the telephone.
19. **EXCLUSIVITY CLAIM** is a claim to be the only product or service to provide or deliver said attribute/ property/ feature.
20. **FDA** shall mean Food and Drug Administration, formerly the Bureau of Food and Drug (BFAD)
21. **FOOD/ DIETARY SUPPLEMENTS** are products which could be vitamins or minerals, whose primary function is to fill in small nutrient gaps. They are intended to add to one's diet, not to take the place of real food, a healthy food plan, medicines/drugs, especially maintenance medicines.
22. **GAMING** shall mean the playing of games of chance.

- 23. GENERIC NAME** is the identification of drugs and medicines by their scientifically and internationally-recognized active ingredients or by their official generic name as determined by the Food and Drug Administration (FDA) of the Department of Health (DOH).
- 24. GUARANTEE** shall mean an expression of implied assurance in respect to specific properties or characteristics of a product or service upon which the consumer may be expected to rely.
- 25. INFANTS** shall mean persons within the age bracket of 0-12 months. "Young Child" means a person from the age of more than twelve (12) months up to the age of three (3) years/36months.
- 26. MATERIAL BENEFIT** shall mean a measurable improvement in the utility of the product or service to the consumer in terms of quantity, efficacy, price, value, or in such other similar features.
- 27. MEDIA** shall mean any means of mass communication used to disseminate information or messages publicly, including television (paid or free to air), radio, print (magazines, newspapers), cinema, out-of-home, collaterals/merchandising materials, mobile, electronic media and/or internet/web, and brand activation.
- 28. MINORS** shall mean persons below 18 years of age.
- 29. NON-PRESCRIPTION OR OVER-THE-COUNTER DRUGS** shall mean pharmaceutical products or drug preparations that can be dispensed even without the written order/prescription of a duly-licensed physician, dentist, or veterinarian, for the prevention or symptomatic relief of minor or self-limiting ailments of man or animals. This includes products that are classified as Home Remedy (HR) by the FDA.
- 30. OFFER** shall mean any presentation or solicitation for the sale or purchase of products.
- 31. PACK/PACKAGING** shall mean any container or wrapping in which any product is enclosed for its delivery or display to retail purchaser; it shall not include shipping containers not intended to reach the retail purchaser.
- 32. PARITY CLAIMS** shall mean claims that a product or service has properties or characteristics comparable or similar to those of a competitive product or service.
- 33. PHARMACEUTICAL PRODUCTS** shall mean any pharmaceutical or biological product primarily intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease or to affect the structure or any function of the body of man or animals.
- 34. PRESCRIPTION OR ETHICAL DRUGS** shall mean pharmaceutical products or drug preparations that are to be dispensed only upon written order of a duly-licensed physician, dentist, or veterinarian for the treatment of a condition of a diagnosed disease of man or animals.
- 35. PRODUCT** shall mean an item or commodity intended for commerce; when used in this Code, unless otherwise indicated, it shall include services which shall mean the performance of, or engagement in, work or activity for a consideration.
- 36. PRODUCT OR SERVICE CLAIM** is as a word, phrase, statement, or visual presentation that refers to an action, performance, quality, or benefit to be gained from a product or service. This can be mention of ingredients, pricing, origin, etc.

37. **PROMOTIONS** shall mean the practice of giving temporary additional value to a product or service to achieve specific marketing objectives.
38. **QUALIFICATION** shall mean an explanatory statement that accurately and truthfully describes the limits of the claim.
39. **SELL** shall mean to offer or exchange a product/service to, or with members of, the public for a price and/or consideration.
40. **SUPERIORITY CLAIM** means a product or service is above and better than ALL other competitors in the category in all material respects, mainly when it comes to product performance or service delivery.
41. **VETERINARY PRESCRIPTION OR ETHICAL DRUGS** refer to any drug preparation that is to be dispensed only upon written order of a duly-licensed veterinarian for the treatment of a condition or a diagnosed disease of animals.
42. **VETERINARY NON-PRESCRIPTION DRUGS OR VETERINARY OVER-THE-COUNTER DRUGS** refer to drug preparations that can be dispensed even without the written order of a duly-licensed veterinarian, for the use of animals for the prevention or symptomatic relief of minor or self-limiting animal disease.

The following definitions relate specifically to **ENVIRONMENTAL CLAIMS** and should be read in conjunction with the general definitions contained above.

1. **ENVIRONMENTAL ASPECT** shall mean an element of an organization's activities or products that can interact with the environment.
2. **ENVIRONMENTAL CLAIM** shall mean any statement, symbol, or graphic that indicates an environmental aspect of a product, a component, or packaging.
3. **ENVIRONMENTAL IMPACT** shall mean any change to the environment, whether adverse or beneficial, wholly or partially resulting from an organization's activities or products.
4. **LIFE CYCLE** shall mean consecutive and interlinked stages of a product system, from raw material acquisition or generation of natural resources to final disposal.
5. **PRODUCT** shall refer to any goods or services. "Product" normally includes the wrapping, container etc., in which the goods are delivered. However, in the environmental context it is often appropriate to refer separately to the packaging, which then means any material that is used to protect or contain a product during transportation, storage, marketing, or use.
6. **WASTE** shall refer to anything for which the generator or holder has no further use and which is discarded or released into the environment.

GLOSSARY OF BASIC DIGITAL MARKETING TERMS

1. **DIGITAL MEDIA** – refers to materials directed to general audience or public and not to specific trade or professional group.

2. **PAID AD** – An advertising or communication material that is commissioned by an Advertiser/ Agency and is paid for a commercial purpose or goal. Payment may be in cash or kind, direct, or indirectly. Examples: ads paid in Google Adwords, FB banners, etc.
3. **EARNED MEDIA** – (or free media) refers to publicity organically gained through promotional efforts; when content receives recognition and a following through communication channels such as social media and word of mouth.
4. **SHARED** – is the result of a brand and customers or fans interacting and mutually creating content.
5. **OWNED MEDIA** – digital medium owned by the brand or Advertiser containing content created for/by the Advertiser. Examples: company websites, eBooks, free whitepapers, blog posts, other social media sites.
6. **USER GENERATED CONTENT (UGC)** – any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasts, digital images, video, audio files, advertisements, and other forms of media that were created by users of an online system or service, often made available via social media website.

See ANNEX 1 for Glossary of Additional Digital Marketing Terms

ARTICLE I

GENERAL STANDARDS OF PRESENTATION

Section 1. RESPECT FOR COUNTRY & THE LAW

- a. Advertisements must not be injurious to the image and reputation of the Philippines and its people.
- b. Advertisements should not undermine the public's regard for government, law, and duly constituted authority.
- c. Advertisements shall not contain messages that deride or otherwise discredit the law and its enforcement.

Section 2. PHILIPPINE STANDARDS AND SYMBOLS

- a. The use of the Philippine National Flag, historical symbols, events, and landmarks in any advertisement or infomercial is prohibited unless approved by the National Historical Commission of the Philippines.
- b. The Philippine Flag or any of its earlier versions and the Seal of the Republic will be used only in a positive and respectful manner and through a theme that is patriotic or commemorative or reflects the heritage and/or traditions of the Filipino people.
- c. Historical/national events, national heroes, national shrines, and landmarks shall be presented accurately and respectfully and used to promote positive values.
- d. The representation of the Philippine Currency in advertisements shall be governed by the rules promulgated by the Bangko Sentral ng Pilipinas Circular No. 61 s.1995.
- e. The use of "It's More Fun in the Philippines" and future/new campaign slogan/s is prohibited unless approved by the Department of Tourism.

Section 3. RESPECT FOR RELIGION, FILIPINO CULTURE & TRADITIONS

- a. Advertisements must endeavor to promote the improvement of the quality of life of Filipinos, positive Filipino family values, customs, and traditions.
- b. Advertisements must respect religious beliefs, be sensitive to the diverse religions, mores, culture, traditions, characteristics, historical background, and identity of the various Filipino communities and uphold traditional Filipino family and social values.

Section 4. SEX, PROFANITY, OBSCENITY & VULGARITY

- a. Presentations and acts of profanity, obscenity, vulgarity, or those that are offensive or indecent shall not be allowed.
- b. Indecent exposure of the human body, or any of its parts, is generally not allowed. However, some exposure of the human body may be allowed in advertisements if relevant to the product or service being advertised, the situation being portrayed, or the audience being addressed. Also, suggestive portrayals shall not be allowed. Specifics of the medium to be used should also be considered, e.g., billboards which have a 24/7 exposure to all age groups versus an adult men's magazine.
- c. Advertisements should not depict or exploit persons as sex objects and should not contain offensive, obscene, blasphemous, profane, or vulgar words or phrases or any ambiguity with sexually suggestive meaning.
- d. Sex and related subjects contained in an advertising material must be treated with caution and conform to what is generally accepted as decent and proper.
- e. Salacious/ explicitly sexual, indecent themes, sexual innuendo/ insinuation, or stereotyping that are likely to cause serious or general offense should be avoided.
- f. Explicit depiction or graphic descriptions of sexual organs and other sensitive parts of the body are prohibited in any or all advertising material/s.
- g. Explicit depiction or description of sexual acts, sexual perversions, and nudity are prohibited in any or all advertising material/s.
- h. Advertising materials shall neither condone nor justify pre-marital sex or extra-marital sex.

Section 5. CRIME, VIOLENCE & MORBIDITY

- a. Advertisements should not exploit or tend to promote physical, verbal, or psychological violence or the use of deadly weapons, other than for lawful purposes, whether achieved through real or fictional characters or situations.
- b. Advertisements depicting crime, violence, satanism, and other acts of wrongdoing shall not present the behavior as good or attractive or beyond retribution, correction, or reform.
- c. Advertisements should neither appear to condone nor incite/ encourage violence, nor encourage unlawful and/or anti-social behavior. Morbid and gory details are prohibited.
- d. Criminals shall not be glorified and crime shall always be condemned.
- e. Advertising content that is likely to incite a person to violence or commit a wrong or crime or anti-social behavior is prohibited.
- f. Advertisements should not emphasize or dramatize ailments, distress, or morbid situations, or use such situations in an offensive manner.

ARTICLE II STANDARDS OF PRESENTATION FOR CONSUMER PROTECTION & SAFETY

Section 1. GENERAL PROVISIONS

- a. Advertisements must be honest, truthful, accurate, and created for the benefit of the consumer and the general public.
- b. Advertisements should not be deceptive or mislead the public.
- c. Advertising of a product or service found by the appropriate government agency to be below standards or specifications, or to be otherwise unsafe, shall not be allowed.
- d. Advertising copy, slogan, or terms should not tend to mislead or confuse the consumer as to the materials, content, origin, utility, or function of any product or service.
- e. Corporate advertising must be fair, truthful, and accurate. It should not contain any exaggeration or sweeping generalization that may mislead the public regarding the Advertiser or the attributes of its products or services. Where the advertisements contain specific claims regarding the company or its product or services, such claims must be verifiable and subject to substantiation in the same manner as regular product or service advertisements.
- f. Advertisements should always be readily perceptible as commercial announcements and should not create any mis-impression that they are news or editorial items or public service announcements. Applicable guidelines of the relevant media industry should also be observed.
- g. Advertisements must not use expressions reserved for important news and public service announcements, e.g., newsflash.
- h. Advertisements should not unduly capitalize on fear or sow panic.
- i. Advertisements should not exploit public credulity/naiveté related to superstition, pseudo-scientific beliefs and practices, such as supernatural powers, foretelling of the future, astrology, phrenology, palm reading, numerology, mindreading, hypnotism, faith healing, or subjects of like nature.

Section 2. CLAIMS OF PRODUCT/SERVICE PROPERTIES OR CHARACTERISTICS

- a. Claims of product and service properties or their intended usage should be clearly presented and should not mislead the persons to whom they are addressed by sweeping generalization, inaccuracy, ambiguity, exaggeration, or omission.
- b. The use or incorporation of a test or demonstration of a product or service property or characteristics must clearly, fairly, factually, and accurately present the test or demonstration confirming the claimed product or service property or characteristic. The test or demonstration presented in advertisements must directly prove the claimed product or service property or characteristics.

Section 3. MISLEADING PRESENTATIONS

- a. An advertisement must not create confusion as to the identity of the Advertiser or the source or identity of a product or service.
- b. Advertising materials shall not contain features, elements, or visual and/or aural presentations that are unique to the advertising of another brand regardless of category.

Section 4. HEALTH AND SAFETY

- a. Advertisements should not depict dangerous practices, show or refer to dangerous acts, or encourage disregard for safety. When a product or service has potentially dangerous qualities, the advertisement must be adequately qualified or balanced with a positive presentation or a clear warning within the advertisements.
- b. Advertisements for any product or service should not depict the actual act of drinking alcohol beverages or smoking cigarette and tobacco products.
- c. Advertisement should not encourage excessive eating/gluttony and excessive drinking.

ARTICLE III
STANDARDS FOR THE PROTECTION OF CHILDREN

Section 1. PRESENTATION

- a. Advertisements and promotional activities for proprietary drugs, medicines, devices, and treatments should not be directed to children.
- b. Advertisements should not encourage children to take drugs/ medicines without the supervision of a responsible adult.
- c. Advertisements should not encourage reckless, improper, or antisocial behavior and should not show children in activities that would normally not be allowed by responsible adults for reasons of safety or propriety.
- d. Advertisements should not undermine children's enjoyment of present stature.
- e. Advertisements directed primarily to children should not exploit them, especially their natural credulity.
- f. Advertisements should not portray children to be indulging in excessive eating /gluttony and excessive drinking of non-alcohol beverages.
- g. Brand names, logos, or trademarks of alcohol beverages and cigarette and tobacco must not be used on children's clothing, toys, games, or other materials intended for use primarily by persons under the legal purchase age.
- h. Advertisements meant for children should not contain indelicate references to infirmities or scenes depicting physical and mental cruelty. In general, advertisements for children should not show irresponsible, violent, or reprehensible acts/practices in a manner that may lead children to interpret or adopt them as normal or acceptable social behavior.
- i. Advertisements directed at children shall in no way mislead children as to the product's performance and usefulness.
- j. Advertisements shall not encourage children to purchase products or services to support the existence of the television, radio, or cable television program.
- k. Advertisements should encourage active and, if possible, outdoor play versus sedentary lifestyle amongst children.
- l. The child's dignity must be respected at all times. The child should not be demeaned or his/her innocence be exploited.
- m. Advertising materials shall avoid sensationalizing, stereotyping, prejudging, or exploiting children with disabilities or children belonging to minority or indigenous groups.
- n. Advertisements directed at children shall not foster violence as a desirable way or a means of resolving conflicts and problems, or depict sexual subjects and/or violent actions inappropriate for children.
- o. Advertisements directed at children shall not contain elements that might be physically, mentally, psychologically, or morally harmful to children.
- p. Advertisements should not depict children performing acts, using language, or attired in a manner that are vulgar, obscene, indecent, or inappropriate for children or encourage them to engage in hazardous activities or behavior.
- q. Advertisements should promote positive Filipino values, good manners and right conduct amongst children, such as respect for elders, respect for others, respect for property of others, etc.
- r. Advertisements directed at children should not encourage the use of speech and expressions which may hinder the child's language development.
- s. Advertisements involving children must comply with all pertinent laws, rules, and regulations.

Section 2. USE OF CHILDREN IN ADVERTISEMENTS

- a. Children shall not be presented as being in contact with, or demonstrating a product, recognized as potentially dangerous to them. Advertising materials depicting or describing acts that would likely tend to harm children is prohibited.
- b. No child shall be used, directly or indirectly, in advertisements of gambling, gaming institutions, or games of chance.

ARTICLE IV OTHER STANDARDS OF PRESENTATION

Section 1. DISPARAGEMENT

- a. Advertisements shall not directly or indirectly disparage, ridicule, criticize, or attack any natural or juridical person, groups of persons, or any sector of society, especially on the basis of gender, social or economic class, religion, ethnicity, race, or nationality.
- b. Maliciously ridiculing or denigrating religion, culture, customs, and traditions is prohibited.
- c. References to minority groups should not be stereotypical, malicious, unkind, or hurtful.
- d. References to religious or political beliefs should not be offensive, belittling or hurtful, and the use of religious themes should be treated with extreme care.
- e. Those who have physical or sensory impairment, or intellectually-, or mentally-challenged persons should not be demeaned or ridiculed.
- f. Advertisements should not directly or indirectly disparage, ridicule, or unfairly attack competitors or non-competitors, competing or non-competing products, or services, including distinguishing features or elements of their advertising campaigns such as, but are not limited to, specific layout, copy, slogan, visual presentation, music/ jingle, or sound effects and other elements.
- g. Advertisements shall not make any presentation that brings advertising into disrepute both as a profession and as a business activity.
- h. Use of humor to disparage another brand/product or service is not allowed.

Section 2. COMPARISON ADVERTISING

- a. A comparison of competitive products or services must provide clear, substantiated, and verifiable bases for any comparative claim favorable to the Advertiser.
- b. An unqualified, sweeping, exclusivity, or superiority claim may be permitted only if proven to be true on all material respects in relation to all products or services whether competitive or non-competitive.
- c. Indirect/ unbranded comparison advertising may be permitted provided it does not use features or elements that may be identified or directly associated with competitive brands such as, but are not limited to, symbols, slogans, titles, or statements.
- d. Competitive claims inviting comparison with a group of products or with other product categories, without identifying any specific brand, may be allowed provided these are adequately substantiated.
- e. Comparison must not be misleading, disparaging, or exaggerated.
- f. Comparison versus previous formulation should be supported by technical data from laboratory tests/ clinical studies or consumer use tests following accepted research protocol.
- g. Comparative claims, whether the comparison is with the marketer's own previous process or product, or with those of a competitor, should be worded in such a way as to make it clear whether the advantage being claimed is absolute or relative.
- h. Direct comparison advertising is allowed only in product categories that have clear, definite, and accepted technology benchmarks. In particular:

1. Product features/attributes being compared should be verifiable, measurable, and/or definable
2. Comparison must be quantitative rather than qualitative
- i. Direct comparison is limited to products intended for the same purpose or belonging to the same class or category. Subjects of direct comparison must be clearly identified without violating Intellectual Property Rights.
- j. Direct comparison advertising shall be allowed only in the following product categories:
 1. Automotive vehicles excluding automotive products
 2. Consumer durables (Appliances, Audio-visual Equipment, Electronic gadgets)
 3. Airlines and Shipping Lines
 4. Musical instruments, Entertainment devices/ equipment
 5. Mobile products, e.g., cellular handsets, tablets, laptops, and netbooks
- k. Parity claims are allowed provided they are properly qualified and substantiated.
- l. No need to use qualifier “vs. NON-USE”. (ASC Circ. 2018-011)
- m. Use of “vs. PREVIOUS FORMULATION” is now allowed until change in product formulation is made. (ASC Circ. 2018-011)
- n. Use of “SERVING SUGGESTION” as qualifier is now only required when a presentation of the product is shown with enhancements compared to the actual product such as, but not limited to: addition of vegetables when presenting instant noodles as prepared in a bowl, showing of packaged meat products with additional trimmings, etc. (ASC Circ. 2018-011)
- o. Use of “CREATIVE VISUALIZATION” is no longer mandatory except when showing product action that is not obvious to the naked eye, such as, but not limited to, molecule or atom action of product ingredients. (ASC Circ. 2018-011)

Section 3. BEFORE AND AFTER COMPARISONS

- a. “Before” and “After” situations must reflect truthful and factual comparisons. Comparisons of the “antecedent” situation with the “subsequent” situation must not be exaggerated or misleading.
- b. Advertisements comparing “before” and “after” situations should cite with prominence the specific time elapsed between the two situations.

Section 4. USE OF NEW OR IMPROVED

- a. Words such as, but are not limited to, “new”, “improved”, “introducing”, which connote ‘newness’ or an ‘improvement’ of a product may be used in advertisements for a period of one (1) year only from the time the new or improved product/ service has been introduced in the market, excluding reasonable test market periods.
- b. Where claimed improvement relates not to the product’s basic utility or function but to one of its other features, such as appearance, fragrance, color, or packaging, the word “new” or “improved” may be used only if clearly limited to the specific change, e.g., “new fresh fragrance” or “new packaging/bottle”.

Section 5. SUGGESTIVE BRAND NAME ADVERTISING

Advertisements for any product whose brand name may suggest a different product, commodity, or product form or nature should contain a clear statement of the true nature of the product represented by that brand name, e.g., “Real Juice”, “True-Milk”, “Full Creamy Milk”.

Section 6. PRE-EMPTIVE RIGHTS AND PLAGIARISM

Advertisements shall not violate established pre-emptive rights and shall not constitute plagiarism.

- A. Pre-emptive Rights** to an advertising material are established by actual publication, installation, posting/upload, and/or airing anywhere in the world and not by approval of the storyboard/
script /layout.

For materials that have the same execution, ownership of the said execution shall be given to the material that was first aired, published, posted/uploaded or installed anywhere in the world.

The ruling on Pre-emptive Rights applies to all product categories, i.e., if it was established that Brand A has pre-emptive rights on a particular slogan, Brand B may not use the same slogan in its advertisement for any of its products.

The prescription period for Pre-emptive Rights or use of general layout, copy, slogan, visual presentation, music, or sound effects are the following:

1. For non-competitive products or different product categories, two (2) years since last airing, local publication, installation or posting/upload of broadcast, print, out-of-home, or digital advertisement.
2. For competitive products or same product categories, five (5) years since last airing, local publication, installation or posting/upload of broadcast, print, out-of-home, or digital advertisement.
3. The prescription period for Pre-emptive Rights does not apply to copyrights, IPO-registered trademarks, and other non-advertising issues which are outside the scope of the ASC.

Please see Article IV Section 13 on the rendition of the mark in advertisements.

- B. Plagiarism** means an instance where a material is found substantially or materially imitating distinguishing features of other advertisements in any part of the world.

If an ad is proven to be plagiarizing another ad, a CDO shall be issued against it effective immediately. Additional sanctions, e.g., penalties shall be determined by the Tech Com.

The provision of Plagiarism overturns the ruling on Pre-emptive Rights, provided that the Complainant is able to present third party evidence of the original broadcast and/or publication, installation, posting/upload outside the Philippines. When relevant, the prescription period for Pre-emptive Rights applies, namely two (2) years for non-competitive products and five (5) years for competitive products.

ARTICLE V PRODUCT OR SERVICE CLAIMS

A PRODUCT OR SERVICE CLAIM is as a word, phrase, statement, or visual presentation that refers to an action, performance, quality, or benefit to be gained from a product or service. This can be mention of ingredients, pricing, origin, etc.

Examples are, but not limited to:

- Widest coverage
- Whitens skin or whitens clothes
- Helps control dandruff

- Prevents dehydration
- For softer, shinier hair
- The chocolatiest ice cream
- 58% safer
- More affordable
- With 5-Star amenities

Section 1. CLAIMS ON INGREDIENTS

- Advertisements should not contain any reference to an ingredient that could lead the public to assume that a product contains a specific ingredient unless the ingredient's quantities and properties, as well as the material benefit that results from its inclusion in the product formulation have been technically substantiated.
- Advertisements should not imply that a certain benefit is due to a specific ingredient unless a verifiable cause and effect relationship exists.

Section 2. NO. 1/LEADERSHIP CLAIM

- A "No.1" claim refers to both sales volume and its corresponding monetary value. This may mean leadership in the total product category or a generally-accepted segment or pre-defined segment within the product category.
- The substantiation of a "No.1" claim shall cover at least the immediately preceding 12-month cumulative data, both volume and monetary value, from an independent source acceptable to the Ad Standards Council. In the absence of data pertaining to the last 12-month period, the substantiation may be based on the latest available, reliable, and bona fide figures provided these are shown to be reasonably current to the satisfaction of the Ad Standards Council.
- No product or service without a competitor may make a "No.1" claim.
- A claim to be "No.1" in sales relating only to specific area/s must prominently specify the area/s covered.
- The Ad Standards Council can issue a Cease and Desist Order (CD) to a previously-approved "No. 1" claim if it is proven by a competitor that its cumulative volume and value data in the immediately preceding 6-month period put it ahead of the leading brand. However, for the challenger brand to earn the right to claim "No. 1", a 12-month cumulative data, both volume and value, are still needed.

Section 3. ABSOLUTE CLAIM

- Is a claim that guarantees full delivery in product and service performance at all times. May require substantiation by an independent third party data support.

Examples:

- No wetness guaranteed
- Sigurado ang balik ng pera mo!

Section 4. EXCLUSIVITY CLAIM

- Is a claim wherein the product or service is the only one able to provide or deliver said benefit/attribute/property/ feature. This claim must be substantiated by an independent third-party data support.

Examples:

- The only shampoo and conditioner with Ilang-ilang fragrance
- Ito lang ang makapagbababa ng lagnat ng bata sa loob ng 5 minuto

Section 5. COMPARATIVE CLAIM

- Is claiming advantage over another brand or service, previous formulation/ properties, a set of products, or versus non-use of the product or service. This claim must always be properly qualified as to what it compares itself against. It may also be substantiated by an independent third party data support

Examples:

- Better in sun damage protection vs. lotion only
- Makes clothes whiter than the leading powder detergent

Section 6. SUPERIORITY CLAIM

- It means a product or service is above and better than ALL competitors in the category in all material respects, mainly when it comes to product performance or service delivery.

Examples:

- Most trusted by Moms in toy safety for their toddlers
 - Biggest prize money to be given away
- Claims such as, but not limited to, “Most Preferred” or “Most Recommended” should be substantiated by an independent third party quantitative research test. Should the Advertiser/Ad Agency decide to continue to use the claim after a year, an updated data must be submitted for review.

Section 7. TESTIMONIALS

- Testimonials should relate to the product being advertised.
- Testimonial claims should be genuine and truthful. Fictitious testimonials shall not be allowed.
- Testimonials should only be used with the written permission of those giving them, unless taken from a published source that must be properly quoted with attribution of the source. The Advertiser must substantiate a testimonial by submitting the original written, dated and signed testimony, duly subscribed and sworn/notarized, supporting the endorsement.
- If the testimony quotes a published source, a copy of the publication must be submitted.
- If the testimony is quoting another person, a written permission should be submitted from the quoted source.
- Testimonials should be categorically stated as a personal experience or opinion of the endorser and should be clearly presented as part of a testimonial statement. The testimonial must use qualifiers, e.g., “In my opinion”, “Para sa akin”, “In my experience”, etc.
- Testimonials based solely on subjective judgment are allowed provided that they are not presented as statements of fact. When such testimonials include specific claims regarding product or service performance, these claims should be supported with independent evidence on the accuracy of, or consistent with, the actual product or service performance.
- Testimonials shall not be used to circumvent:
 - a prohibited claim
 - the requirement for substantiation other than the testimony itself
 - regulations of government bodies pertaining to the use of claims on the product or service
- Testimonials of professionals or groups of professionals should observe the Code of Ethics of their profession and should not violate regulations of the government bodies or institutions regulating that profession.
- An actual testimonial portrayed by a talent should be supported by a certification allowing the portrayal of the supposed endorser.
- Individual person/s endorsing a product or service in advertising and communication materials and who is/are presented as an expert must have demonstrable credentials to substantiate the

claimed expertise. His or her endorsement must be supported by an actual exercise of his/her expertise in evaluating the product or service features or characteristics. Such evaluation must be relevant and available to an ordinary consumer's use of or experience with the product.

- l. Endorsement by an organization is deemed as the judgment of a group whose collective experience/expertise outweighs that of an individual member. The Advertiser must provide evidence to substantiate that the organization's endorsement was reached by a process sufficient to ensure that it reflects the collective judgment of the organization.
- m. All advertising materials whether TV, Radio, Print, Digital, OOH, or POS that use endorsement by any person, celebrity or non-celebrity, must indicate the name/s of the person/s and their line of specialization.
- n. No advertising can make any reference to advice received from the Ad Standards Council or imply endorsement by the Ad Standards Council.

Section 8. QUOTATIONS FROM FAMOUS PERSONALITIES

- a. Quotations of famous personalities, when used in an ad, must indicate the source to serve as qualifier, e.g., "a quotation from President X's first inaugural address, year XXXX".
- b. Quotations must not be used to circumvent a prohibited claim.
- c. The Advertisers/ Ad Agency must submit a copy of the quotation source certified by the Advertiser's high-ranking company official. It is also encouraged to secure appropriate permission from relevant parties if it is deemed necessary so as not to violate regulations of the local/international government bodies or institutions protecting intellectual property rights.
- d. In the event the quotation is copyrighted, or a registered, or prior-used trademark of another, the Advertiser/Ad Agency must then secure the necessary written consent from the quotation's copyright or trademark owner to prevent any violation of intellectual property rights. At all times, the Advertiser/Ad Agency is duty-bound to respect the intellectual property rights of others.

Section 9. SCIENTIFIC OR TECHNICAL CLAIMS

- a. All references to laboratory data, statistics, and scientific terms used should be presented fairly and in their correct context and should not be presented as to create an impression other than that originally intended by the source.
- b. Visual representation of laboratory settings maybe employed, provided it bears a direct relationship to and accurately reflects the bona fide research conducted for the advertised product or service.
- c. In case of references to tests by professionals or institutions, e.g., doctors, engineers, or research foundations, documented and authoritative evidence should be submitted to substantiate such tests and the claims based thereon.

Section 10. SUBSTANTIATION

These are documents, research, clinical/scientific/laboratory data, or packaging submitted to the ASC to support the claim.

Examples are but not limited to:

- Retail audit data (for #1/leadership claim)
- Consumer research
- Clinical/scientific/laboratory data
- Company/authority certification
- Published journals
- Endorsements

- Product samples/labels. For products registered with the FDA when used as claims and/or substantiation, a written certification from the FDA must be submitted.

Downloaded articles from the internet are generally not acceptable as substantiation.

Section 11. DATA REFERENCES

References – acknowledgement or recognition of data, research, or sources including methodology, scope, date of implementation.

- a. Data references must always be from results of a bona fide research, survey, or test.
- b. Reference to data or results of a bona fide research, surveys, or test relating to a product should not be so prepared or disseminated in a misleading or inaccurate manner, including by creating, or claiming any implication beyond that clearly established by the research, survey, or test.

Section 12. INTELLECTUAL PROPERTY OFFICE (IPO) REGISTRATION

- a. Advertiser/Ad Agency can claim exclusive ownership over a mark if it has obtained valid and existing registration with the Intellectual Property Office (IPO). However, the IPO Certificate of Registration cannot be used to support any product claim since the mark registration is only prima facie evidence of the validity of the mark, the registrant's ownership of the mark, and its right to the exclusive use thereof.
- b. Ownership of the mark is different from truthfulness of the claim (mark) or the message that the claim (mark) communicates. Advertiser/Ad Agency must still substantiate the copy, visual, and/or elements lifted from the registered mark. The ownership of the mark by the registrant and its exclusive right to use the mark have nothing to do with the veracity of the claim as embodied in the mark.
- c. Rendition of the mark in the advertisements must strictly adhere to the valid and existing registration with the IPO.

Section 13. QUALIFIERS AND TECHNICAL SPECIFICATIONS IN REFERENCE TO CLAIMS

See ANNEX 2 for details.

Section 14. IMPLEMENTING GUIDELINES ON MULTI-GOVERNMENT AND INDUSTRY MANDATORY STATEMENTS

See ANNEX 3 for details

Section 15. USE OF PREVIOUSLY-APPROVED MATERIALS AS SUPPORT FOR CLAIMS (ASC CIRC. 2018-011)

Use of previously-approved material/s ONLY as support with the following conditions:

- a. Previously-approved material with ASC stamp of approval and ASC Clearance are acceptable as support for claims so long as the claim is based on ingredient composition and/or performance of the product itself. Comparative and superiority claims still need to be supported with 3rd party studies.
- b. If the claim is time-bound, example is "No. 1", previously-approved materials can be used as support but the validity period to be issued will be the same as the originally approved material.
- c. When contexts change the meaning of the claim, a previously-approved material cannot be used as support.

Article VI.
ENVIRONMENTAL CLAIMS

Section 1. GENERAL PRINCIPLES

Environmental claims can be made in any traditional medium and other media such as promotional and point-of-sale materials, product literature as well as via electronic or digital media.

Section 2. HONEST AND TRUTHFUL PRESENTATION

- a. Advertising and/or Marketing communication materials should be so framed as not to abuse consumers' concern for the environment, or exploit their possible lack of environmental knowledge.
- b. Advertising and/or Marketing communication materials should not contain any statement or visual treatment likely to mislead consumers in any way about the environmental aspects or advantages of products, or about actions being taken by the Advertiser/Marketer in favor of the environment.
- c. Corporate communications may refer to specific products or activities, but should not imply without justification that they extend to the whole performance of a company, group, or industry.
- d. An environmental claim should be relevant to the particular product being promoted and relate only to aspects that already exist or are likely to be realized during the product's life. It should be clear to what the claim relates, e.g., the product or its packaging. A pre-existing but previously undisclosed aspect should not be presented as new.
- e. Environmental claims should be up to date and should, where appropriate, be reassessed with regard to relevant developments.
- f. Vague or non-specific claims of environmental benefit, which may convey a range of meanings to consumers, should be made only if they are valid, without qualification, in all reasonably foreseeable circumstances. If this is not the case, general environmental claims should be qualified.
- g. In particular, claims such as "environmentally-friendly" or "ecologically safe" (implying that a product or an activity has no negative impact, or only has a positive impact on the environment), should not be used unless a reliable, verifiable proof supported by scientific evidence is available.
- h. As long as there are no definitive, generally accepted methods for measuring sustainability or confirming its accomplishment, no claim to have achieved it should be made.

Section 3. SUPERIORITY AND COMPARATIVE CLAIMS

Any comparative claim should be specific and the basis for the comparison should be clear. Environmental superiority over competitors will be allowed only when a significant advantage can be demonstrated. Products being compared should meet the same needs and be intended for the same purpose.

Section 4. PRODUCT, COMPONENTS, AND ELEMENTS

- a. When a claim refers to the reduction of components or elements having an environmental impact, it should be clear what has been reduced. Such claims are justified only if they relate to alternative processes, components, or elements which result in a significant environmental improvement, taking all relevant aspects of the product's life cycle into account.
- b. Environmental claims should not be based on the absence of a component, ingredient, feature, or impact that has never been associated with the product category concerned. Conversely, generic features or ingredients, which are common to all or most products in the category concerned,

should not be presented as if they were a unique or remarkable characteristic of the product being promoted.

- c. Claims that a product does not contain a particular ingredient or component, e.g. that the product is “X-free”, should be used only when the level of the specified substance does not exceed that of an acknowledged trace contaminant or background level.

Section 5. SIGNS AND SYMBOLS

- a. Environmental signs or symbols should be used in advertising/marketing communication material/s only when the source of those signs or symbols is clearly indicated.
- b. Such signs and symbols should not be used in such a way as to falsely suggest official approval or third-party certification.

ARTICLE VII NON-PRESCRIPTION DRUGS, DEVICES AND TREATMENTS, AND OTHER REGULATED PRODUCTS & SERVICES

Section 1. GENERAL PROVISIONS

- a. No pharmaceutical product, device, or treatment may be advertised unless it has been duly registered with the DOH-FDA. Only non- prescription/Over-The-Counter (OTC) drugs and products classified as Home Remedy (HR) may be advertised in mass, electronic, and digital media. All advertising materials of pharmaceutical products must be signed by the company’s medical director per DOH Administrative Order No. 2014-0040.
- b. No person, establishment or organization shall use the FDA logo, the words “Food and Drug Administration”, “Philippine FDA”, the initials “FDA” or any imitation of such words, initials, or logo in print and other forms of broadcast media, including the internet, in connection with any health product, merchandise, impersonation, solicitation, or commercial activity in a manner that conveys that such use is approval, endorsement, or authorization by the FDA, e.g., “FDA-approved” or “This product is approved by the FDA”, unless with written permission from the FDA per FDA Memorandum Circular 2013-030.
- c. Prescription only or ethical drugs (registered as RX) are not allowed to advertise in a medium where it is exposed to the general public, e.g., TV, Radio, OOH, print publication of general circulation, or internet/digital. Prescription drugs can only be advertised through publications solely intended for the medical and allied professions.
- d. Advertisements of pharmaceutical products must comply with the requirements of AO 2016-008 (Revised Rules and Regulations Governing the Generic Labeling Requirements of Drug Products for Human Use).

d.1. For advertisements on Television, Cinema, Electronic Billboard, and Digital Videos:

- i. All TV, Cinema, Electronic Billboards, and Digital Videos shall prominently show the GENERIC NAME inside a box, together with the Brand Name (if any) during the first brand mention and towards the end of the material. For the second time the GENERIC NAME inside a box is shown, it shall be featured for at least one (1) second.
- ii. If the GENERIC NAME inside a box being shown is on the product shot and is not reasonably readable, the GENERIC NAME inside a box shall be prominently shown separate of the product shot but within the same frame.

- iii. The GENERIC NAME shall appear prominently larger than the Brand Name (if any), with prominence being clearly and distinctly readable by normal vision as may be determined by common visual sense. Moreover, the GENERIC NAME should also be prominent over the other information on the same frame where the GENERIC NAME and Brand Name appear.

Examples:

For one molecule

GENERIC NAME

Font size of GENERIC NAME is bigger than font size of brand name (E.g., 16 pts – GENERIC NAME vs. 15 pts – brand name)

BRAND NAME

For two (2) or more molecules

MOLECULE 1
MOLECULE 2

Font size of **each** of the molecules of the GENERIC NAME is bigger than the font size of the brand name (E.g., 16 pts – molecule of the GENERIC NAME vs 15 pts – brand name)

BRAND NAME

MOLECULE 1 + MOLECULE 2

Font size of **each** of the molecules of the GENERIC NAME is bigger than the font size of the brand name (E.g., 16 pts – molecule of the GENERIC NAME vs 15 pts – brand name)

BRAND NAME

Note: Advertisements showing two (2) or more products shall follow the same rules as stated above

d.2. For advertisements on Radio

Advertisements on Radio whether recorded or live without reference to material length

i. All Radio advertisements shall mention towards the end the following line: “GENERIC NAME is the generic name of BRAND NAME”.

ii. Rendition of the generic name line should be reasonably audible.

d.3. For Advertisements on Print, OOH, Collaterals and Static Digital Posts

The GENERIC NAME shall appear prominently larger than the Brand Name (if any), with prominence being clearly and distinctly readable by normal vision as may be determined by common visual sense. Moreover, the GENERIC NAME should also be prominent over the other information on the same frame/layout where the GENERIC NAME and Brand Name appear

Examples:

For one molecule

GENERIC NAME

Font size of GENERIC NAME is bigger than font size of brand name (E.g., 16 pts – GENERIC NAME vs. 15 pts – brand name)

BRAND NAME

For two (2) or more molecules

MOLECULE 1
MOLECULE 2

Font size of **each** of the molecules of the GENERIC NAME is bigger than the font size of the brand name (E.g., 16pts - molecule of the GENERIC NAME vs 15pts – brand name)

BRAND NAME

MOLECULE 1 + MOLECULE 2

Font size of **each** of the molecules of the GENERIC NAME is bigger than the font size of the brand name (E.g., 16pts - molecule of the GENERIC NAME vs 15pts - brand name)

BRAND NAME

A copy of the DOH A.O. 2016 – 008 (Revised Rules and Regulations Governing the Generic Labeling Requirements of Drug Products for Human Use) may be downloaded from the ASC website: www.asc.com.ph as reference.

- e. Whenever a product, packaging, or label is shown in any and all advertising and promotional materials, the product, packaging, or label must be the actual product, packaging, or label. If the product, packaging, or label will be enlarged or reproduced, the reproduced or enlarged image must be the exact replica of the product, packaging, or label.
- f. Advertisements of non-prescription/ OTC (Over-The-Counter) drugs, HR (Home Remedy) products, devices, and treatments should not describe or dramatize distress, e.g., death or serious illness, in a morbid manner.
- g. Advertisements of all non-prescription/ OTC (Over-The-Counter)/ drugs and HR (Home Remedy) products should prominently carry the advice, "If symptoms persist, consult your doctor."
- h. Advertisements of the benefits or use of non-prescription/ OTC (Over-The-Counter) drugs, HR (Home Remedy) products, devices, and treatments should be based on, or be within the context of and consistent with the indications and labeling of said products as approved by the DOH-FDA.
- i. Advertisement of the benefits or use of medical devices should be based on, or be within the context of and consistent with the indications and labeling of said products as approved by DOH-FDA (DOH Administrative Order No.2015-0053).
- j. Advertisements should not depict consumers relying on, or otherwise encourage reliance on medicines as a solution for psychic, emotional, or mood problems.
- k. Advertisements of products designed to calm, sedate, or stimulate should refer to the temporary symptomatic relief provided and should include a recommendation that label directions be followed.
- l. Advertisements should not offer false hopes in the form of a cure or relief for the mentally or physically handicapped, either on a temporary or permanent basis.
- m. Advertisements of non-prescription/ OTC (Over-The-Counter) drugs, HR (Home Remedy) products being applied with ASC should be signed by the Medical Director as per DOH A.O. 2014 – 0040 (Revised Guidelines on the Need/Role of a Medical Director in the Pharmaceutical Industry)

A copy of the DOH A.O. 2014 – 0040 (Revised Guidelines on the Need/Role of a Medical Director in the Pharmaceutical Industry) may be downloaded from the ASC website: www.asc.com.ph as reference.

Section 2. SPECIAL TERMINOLOGIES/CLAIMS THAT ARE GENERALLY NOT ACCEPTTABLE

- a. In advertising non-prescription/ OTC (Over-The-Counter) drugs, HR (Home Remedy) products, the following are generally **NOT** acceptable as advertising claims:
 1. Claims that may be misleading, deceptive, or exaggerated such as:
 - Containing the words “true”, “real” (e.g., “real relief for xx condition)
 - With special technology (e.g., this product has special technology to xx”)
 - With special formulation of a generic product (e.g., “this product is the only one approved to xx”)
 - Pure or 100% (e.g., this product is 100% pure xx”)
 - Holistic or complete (e.g., this product provides complete protection; this product is all-in-one)
 2. Claims that are false, such as:
 - Outside of its approved therapeutic condition (e.g., anti-aging)
 - Outside of its pharmacological activity (e.g., fights off bacteria when the product is not an anti-bacterial)
 - Product purports to have no/less adverse effect (e.g., no drowse when the product has drowsiness as part of its label)
 3. Claims of safety/safe (e.g., safety-tested; clinically proven safe), effectivity/effective (e.g., effective pain relief; very effective), “without risk”, “harmless”, “instant” or term of similar import are considered absolute and shall not be permitted.
 4. Claims by endorsement
 - By doctors and personalities appearing as doctors (e.g., doctor-recommended)
 - By health institutions or associations (e.g., FDA – recommended / approved)
- b. Advertisements should not contain elements/claims communicating that a product or treatment will promote sexual virility, or be effective in treating sexual weakness, conditions associated with sexual excess or over-indulgence, or any ailment, illness, or disease associated with these habits, unless officially so approved in writing by the DOH-FDA.
- c. Non-prescription/OTC (Over-The-Counter) drugs, HR (Home Remedy) products, devices, or treatments may not be directly or indirectly advertised as the answer to conditions of premature aging or loss of virility, unless officially so approved in writing by the DOH-FDA.
- d. Advertisements should not offer any product or treatment for slimming/ weight reduction or figure control unless officially so approved in writing by the DOH-FDA.
- e. The word “tonic” when used in advertisements shall state clearly the specific purpose for which the tonic is to be used or taken and shall not claim nor imply treatment or results related to sexual potency, inadequacy, or the aging process.

Section 3. MEDICAL PRACTITIONERS

- a. Advertisements of non-prescription/OTC (Over-The-Counter) drugs, HR (Home Remedy) products, devices, treatments, and medical equipment with endorsements by a medical practitioner shall be subject to the Code of Ethics of the generally-accepted organization of his/her profession and applicable laws and rules of his/her profession.
- b. In any event, where allowed, such advertisements or endorsements may state only the professional’s name, address, office hours, and licensed area of practice or specialization. Specialization shall mean the particular field of practice for which the professional has the appropriate education, training, and expertise.
- c. When endorsements, direct or implied, of non-prescription/OTC (Over-The-Counter) drugs, HR (Home Remedy) products, devices, treatments, and medical equipment by a medical practitioner is prohibited by the Code of Ethics of the generally-accepted organization of his/her profession and applicable laws, rules, and regulations of this profession, endorsements by actors portraying the medical practitioner shall not be allowed.

- d. Advertisements for the services of a medical practitioner shall be subject to the Code of Ethics of the generally- accepted organization of his/her profession and applicable laws and rules of his profession. The advertisement may not mention any specific ailments. Unlicensed medical practitioners shall not be allowed to advertise their services.
- e. No clinic or hospital shall be used or portrayed in advertisements without the knowledge of and the written permission from its proper authority/ies.

A copy of the PMA Code of Ethics Implementing Guidelines issued February 7, 2009 may be downloaded from the ASC website: www.asc.com.ph as reference.

Section 4. VITAMINS & MINERALS WITH DRUG REGISTRATION (DR), AND OTHER SIMILAR PRODUCTS WITH FOOD REGISTRATION (FR)

- a. Advertisements should not state or imply that vitamins and/or minerals, and/or similar products alone can ensure or promote good health, e.g., mental alertness. Neither should advertisements state or imply that good health is likely to be endangered solely because people do not supplement their diet with vitamins and/or minerals or similar products.
- b. The device “MAHALAGANG PAALALA: ANG (NAME OF PRODUCT) AY HINDI GAMOT AT HINDI DAPAT GAMITING PANGGAMOT SA ANUMANG URI NG SAKIT.” applies to other non-drug/ non-DR registered products, and not to DR-registered products, including DR-registered vitamins that can make therapeutic claims based on their FDA-approved registration.
- c. Advertisements of non-drug/ non-DR registered products and/ or similar products should not be presented in such a manner that negates the message of “MAHALAGANG PAALALA: ANG (NAME OF PRODUCT) AY HINDI GAMOT AT HINDI DAPAT GAMITING PANGGAMOT SA ANUMANG URI NG SAKIT.”.
- d. The use of testimonials or endorsements portraying the product as a cure of, or relief from, an ailment or medical condition that is not substantiated by clinically-based studies shall not be allowed.
- e. The requirement for the device “If symptoms persist, consult your doctor.” principally applies to advertisements of DOH-FDA registered non-prescription/OTC (Over-The-Counter) drugs and HR (Home Remedy) products.
- f. The device “If symptoms persist, consult your doctor.” shall not be required in advertisements of DR-registered vitamins unless the advertising material communicates the symptoms/ illnesses/ diseases that the DR-registered brand can address and be consistent with the labeling/indication approved by DOH-FDA.

A copy of the CODEX ALIMENTARIUS may be downloaded from the ASC website: www.asc.com.ph as reference.

Section 5. FOOD/DIETARY SUPPLEMENTS

- a. All advertisement, promotion, and/or sponsorship activities or any materials used concerning Food/Dietary Supplement are mandated to strictly carry the standard message “MAHALAGANG PAALALA: ANG (NAME OF PRODUCT) AY HINDI GAMOT AT HINDI DAPAT GAMITING PANGGAMOT SA ANUMANG URI NG SAKIT, ”

Likewise, all other provisions provided for in Administrative Order 2010-008 should be strictly followed by Food/Dietary Supplement owners, manufacturers, distributors, importers, exporters, advertisers, and/or their agents.

a. 1 Moving Ads/Videos (Visual Advertisements)

- i. All frames must have the standard message at the top portion of the frame, and the font, size must be at least 1/3 of the size of the biggest font size in the layout; using Arial or Tahoma font, in all caps and in white text over a black background.

- ii. Ensure readability by the naked eye of the standard message, which can be rendered in two (2) lines or follow the specifications provided in AO 2010-008.
 - iii. Must end with a separate frame containing the standard message following the specifications provided in AO 2010-008
 - iv. The standard message must be audibly voiced and enunciated, not sped up that it is no longer understandable.
- a. 2 E-billboards
 - i. All frames must have the standard message at the top portion of the frame, and the font, size must be at least 1/3 of the size of the biggest font size in the layout; using Arial or Tahoma font, in all caps and in white text over a black background.
 - ii. Must end with a separate frame containing the standard message following the specifications provided in AO 2010-008
 - iii. No voice-over is required but end frame containing the standard message must be exposed for at least two seconds.
- a. 3 Radio
 - i. The standard message must be audibly voiced over and enunciated, not sped up that is it no longer understandable.
- a. 4 Print/OOH/Collaterals/Digital Static Posts

Standard message must be at the top portion of the layout and the font size must be at least 1/3 of the size of the biggest font size in the layout; must be in all caps, using white Arial or Tahoma type, against black background.
- b. No claim shall be made in the advertisement, promotion, and other marketing materials in the various media for use of any Food/Dietary Supplements which is not contained in the label or approved by the FDA. Nutrition claims should conform to CAC/GL 23-1997 (Guidelines for Use of Nutrition and Health Claims) and must be duly approved by FDA. Only FDA has the sole mandate of approving claims on labels or advertisements of health products including food/dietary supplements. Claims approved outside FDA are considered misbranded and will be subject for appropriate legal sanctions including revocation of Certificate of Product Registration.
- c. In addition to the abovementioned guidelines, the following are also recommended to be used in screening advertisements of Food/Dietary Supplement:

List of Generally Unacceptable Advertising Claims/Terms for Food/Dietary Supplement

1. Therapeutic claims
2. Claims like “help in sexual invigoration” or any claims that suggest that the product is a “sexual enhancer”, intimate pictures and images that show nudity
3. Safety-tested
4. Clinically proven and/or clinically safe
5. Claims that the product is holistic or complete
6. Claims of effectivity/effective and use of superlative claims
7. FDA Approved/Recommended or use of FDA name and logo
8. Food/Dietary Supplement should not be described as healthy
9. Beauty and Cosmetic purposes (E.g. Whitening, Slimming, Detox, Fit and Anti-Aging)
10. Claim of Potent/Potency
11. Claim of Stem cell
12. Claims that “promotes sleep” and with connection to sleep
13. “Box™” enclosing the product name
14. Use of “as prescribed by a Physician”
15. Claims that the product is “most prescribed by physicians”
16. “Under the tongue or sublingual” mode of administration

17. "Dose and/or Dosage™
18. "Active Ingredient" or "Excipient and or other ingredients™
19. Indications or Intended Use, e.g., suitable for all kinds of pain
20. Claims about Muscle building/repairing

Section 6. PROMOTIONS FOR PHARMACEUTICAL PRODUCTS

- a. Advertisements for propriety drugs, devices, and treatment offering prizes, promotions, competitions, and additional rewards or benefits other than those which can be reasonably expected from the product's use, or otherwise involving any promotion, must have the express written approval of the DOH-FDA.
- b. A propriety drug, device, or medicine may not be used as a promotional item for any product or services without the express written approval of the DOH-FDA. This includes advertisements of pharmacies and drugstores on price-offs and/or combo packs.
- c. Promotions for Pharmaceutical Products are also subject to the provision on Article IX, Price Advertising.

Section 7. ALCOHOL BEVERAGES

a. Basic principles

1. As an overriding principle, all advertising/marketing communication material/s of alcohol beverages should be so designed to market products to persons of legal purchase age in a responsible and appropriate manner.
2. All advertising/marketing communication of alcohol beverages should be legal, decent, honest, and truthful.
3. Advertising/Marketing communication material/s should not incite or condone illegal behavior, excessive consumption, or undermine healthy lifestyles.

b. Decency

1. Under no circumstances should alcohol advertisements be unethical, offend against generally prevailing standards of taste and decency, or otherwise offend human dignity.
2. National sensitivities around specific issues, be it due to societal or religious reasons, should be respected. Issues around the portrayal of gender should be handled with care.

c. Honesty

1. Alcohol advertisements must be straightforward and upfront about the details and information about the alcohol product. It should not mislead consumers or create confusion about the nature (i.e., whether it is an alcohol or non-alcohol beverage) or the strength of an alcohol beverage.

d. Social responsibility

1. Advertisements should portray alcohol products and drinkers in a responsible manner.
2. Advertisements should not promote excessive and/or heavy drinking nor should it imply that the behavior of rapid drinking or binge-drinking is attractive or appropriate.
3. Persons should not be portrayed in a state of intoxication or in any way suggest it is socially acceptable conduct nor should they promote the intoxicating effect of alcohol consumption. This includes using intoxication as a subject for amusement.
4. Advertisements must not imply that alcohol beverage consumption is a requirement for social acceptance.
5. Advertisements for alcohol beverages should not present abstinence in a negative light or imply that it is wrong or foolish to refuse a drink.

6. Advertisements should not promote that drinking enhances sexual prowess or appeal.
7. Sexualized or otherwise indecent images should not be used; particular care should be taken with regard to nudity. (Refer to Annex 3 Manual of Procedures for the Technical Guidelines for the Screening of Materials with Exposure of Human Body/Parts, Sexy Tones, Similar Subject or Execution)
8. The consumption of alcohol should not be associated with abusive or violent relationships or situations. The depiction of violence, even from a cinematic and creative standpoint, must be given extra care in alcohol advertising.

e. Safety and health

1. Advertisements should not, without justification on educational or social grounds, contain any visual portrayal or any description of alcohol consumption before or during any activity that for safety reasons requires a high degree of alertness or physical coordination, such as, but not limited to, the control of a motor vehicle, boat or machinery or swimming.
2. Sales promotions should not encourage excessive or irresponsible consumption.
3. Advertisements must not encourage the choice of a particular alcohol beverage by emphasizing its alcohol strength (unless emphasis is placed on Alcohol Beverage's low alcohol strength relative to the typical strength for similar beverages) or the intoxicating effect of alcohol.
4. Advertisements should not claim that drinking alcohol beverages brings about medical, medicinal, or therapeutic benefits such as sedative, tranquilizing, or stimulating effects nor does it provide alternative solution to personal/emotional problems.
5. Advertisements must not promote alcohol beverages as a medicine. Advertising and promotional materials must not imply that alcohol beverages have the ability to prevent, treat, or cure any human disease. Nor should they create the impression that alcohol consumption enhances mental ability or physical performance, e.g., when engaging in sports. Advertisements must not promote alcohol beverages as "energy drinks".
6. Advertisements shall not position alcohol beverages as health drink and/or as a therapeutic drink such as:
 - a) That they aid in maintaining or reducing weight
 - b) Being part of an exercise or fitness regime
7. Advertisements of alcohol beverages should not allow irresponsible or excessive consumption because of the products' low/er alcohol, calorie, or carbohydrate content.
8. Advertisements of alcohol beverages should not, in any manner, represent or imply that drinking alcohol beverages and driving are safe and compatible activities.
9. Advertising and promotional materials of alcohol beverages should not depict activities or locations where drinking alcohol beverages would be unsafe or unwise. In particular, no advertisement should imply that the consumption of alcohol beverages is acceptable before or during any activity that for safety reasons requires a high degree of alertness or physical coordination, such as, but not limited to, the control of a motor vehicle, boat or machinery, or swimming.

f. Children and young people

1. Advertisements of alcohol beverages should not primarily appeal to minors, i.e. making it more attractive to minors than to persons of legal purchase age. Therefore, advertisements should avoid featuring settings, music, games, language, characters or personalities, or other pop culture triggers, that are primarily appealing to minors. This does not preclude advertisements directed to a wider adult audience that may have incidental or unintended appeal to persons under legal purchase age.
2. Advertisements of alcohol beverages should not show minors drinking alcohol beverages. People shown in advertisements of alcohol beverages MUST be at least 21 years old.

3. Promotions, prizes, or games linked to marketing/advertising of alcohol beverages, including on digital media, should not be open to minors.

g. Digital and Interactive Media Marketing

1. All brand websites and other promotional activities of alcohol beverages on the internet must ask for confirmation that those who use the site are of appropriate legal purchase age for alcohol beverages as prescribed by law. In addition, all brand websites must contain a social responsibility statement and links to those social aspects organizations, e.g., The Portman Group and The Century Council.

h. Others

1. Advertisements for alcohol beverages should not depict the act of drinking such as the liquid entering the mouth and/or being swallowed.
2. Alcohol beverage advertisements should **prominently** carry the device **“DRINK RESPONSIBLY”** in a separate frame at the end of the material.

Section 8. CIGARETTES AND TOBACCO PRODUCTS

Advertising and promotional materials of cigarettes or tobacco shall only be at the Point of Sale/Purchase and in accordance with the law.

Section 9. GAMING

a. General Rule

Advertising materials placed in any media published in the Philippines must be socially responsible. Said material must not portray, encourage, condone gambling behavior that is socially irresponsible or could lead to financial harm, be directed at children, or feature people who are or who appear to be under 21 years old, or suggest that gambling can be a solution to financial problems.

b. Content

1. Mandatory Elements
 - a) Radio Mandatory: “Keep it Fun. Game Responsibly”
 - b) TV/ Print Ads/ OOH / Web-based Promos & other media Mandatory: Gaming for 21 years old & above only. Keep it Fun. Game Responsibly.”
2. Messages should:
 - a) Not be directed to persons below 21 years old
 - must neither catch the attention nor give interest to viewing minors
 - b) Not imply that a player’s skill can influence the outcome of a gaming activity
 - discourage the thought that skill and talent can change the result of the game or can ensure a win
 - c) Not give an impression that gaming is an accepted way to make money
 - promote that gaming is more on entertainment, fun and leisure, and not a money-making activity
 - must not imply that gaming solves financial problems
 - d) Not include misleading statements about odds and prizes
 - should not ensure winnings or prizes if not guaranteed

The advertisements of gaming authorized by law is subject to the Code of Ethics of the media concerned.

Section 10. TELECOMMUNICATION PRODUCTS & SERVICES

- a. Only telecommunication products and services that are authorized by the National Telecommunications Commission (NTC) and other proper regulatory government agencies concerned are allowed to be marketed/ advertised. The advertising materials must conform to the appropriate rules and regulations of the regulatory agency.
- b. Both NTC and DTI permits must be submitted as support for price/rate and promo advertising for telecom promotions.

A copy of the NTC Memorandum issued February 17, 2016 on specific guidelines for all public telecommunications services advertising and promotions may be downloaded from the ASC website: www.asc.com.ph as reference.

ARTICLE VIII SPECIAL PRODUCTS AND SERVICES

Section 1. BANKING AND FINANCIAL SERVICES

- a. Advertisements for financial services such as lending, investing, and other similar transactions should comply with applicable rules, regulations, and circulars of the Bangko Sentral ng Pilipinas (BSP), the Philippine Deposit Insurance Corporation (PDIC), the Securities and Exchange Commission (SEC), and other appropriate government agencies.
- b. Such advertisements should contain a sufficiently clear, concise, and complete statement of all the material terms and conditions of the offered financial product, transaction, or service so that the consumer is fairly apprised of the total consideration for and the essential nature of the product, transaction, or service.
- c. For deposits and investment products, any mention of interest rates or yields should state if it is guaranteed or not to avoid misleading the public and should state the risk it may entail, if any.
- d. Where other specific details that could influence the consumer's decision are not stated, the advertisement should so indicate this and the manner in which complete information may be obtained. For this purpose, the advertisement may use a statement such as "For other important details and information, please contact or see___."
- e. Advertising and promotional materials must disclose the fact that it is a regulated entity and that the name and contact details of the regulator are indicated.
- f. All advertising and promotional materials should carry the mandatory statement: "This bank is regulated by the Bangko Sentral ng Pilipinas" or "Regulated by the Bangko Sentral ng Pilipinas".

Please refer to Annex 7 for the Bangko Sentral ng Pilipinas Regulations on Financial Consumer Protection Section II.a.2 as per Circular No. 857 Series of 2014.

Section 2. EDUCATIONAL/TRAINING INSTITUTIONS

Advertisements for educational, development, or training institutions or enterprises should not exaggerate or mislead regarding the opportunities supposedly awaiting those who enroll in or complete their courses.

Section 3. ARTICLES THAT REQUIRE ASSEMBLING

All products, which require assembling, should state this clearly and prominently in their advertisements.

Section 4. ADVERTISING FOR CHARITABLE CAUSES

Advertisements involving charitable causes such as beneficiaries should indicate the particular beneficiary.

Section 5. INFANT FORMULA, COMPLEMENTARY FOOD, FEEDING BOTTLES, TEATS

Advertisements of infant formula, complementary food, feeding bottles, and teats must comply with the Milk Code of the Philippines and its Implementing Rules and Regulations.

A copy of the Milk Code of the Philippines, Executive Order No. 51 may be downloaded from the ASC website: www.asc.com.ph as reference.

Section 6. COSMETICS

Advertisements for cosmetic products must conform with the requirements of registration of the DOH-FDA and the relevant provisions of the ASEAN Harmonization Scheme on Cosmetics.

Please refer to Annex 6 for the ASEAN Cosmetic Claim Guideline.

Section 7. AGROCHEMICAL AND VETERINARY PRODUCTS

In addition to the requirements of this Code, the advertising of agrochemical and veterinary products, particularly fertilizers and pesticides, shall likewise be governed by and should comply with the specific advertising guidelines set out by the Food and Agriculture Organization (FAO) Code of Ethics as well as all rules and regulations issued by appropriate governmental agencies like the Bureau of Animal Industry (BAI).

Following provisions of DOH A.O. 111-d Series of 1991 state that:

- 7.1 All therapeutic claims for veterinary drugs and products made in advertising or promotional materials must be based on adequate scientific, pharmacological, technical and clinical evidence, responsible veterinary medical opinion or long experience demonstrating their safety, efficacy and therapeutic value, and must be within their therapeutic indications approved by the FDA and/or the BAI.
- 7.2 Veterinary drugs and products classified by FDA/BAI as Prescription or Ethical Drugs can be advertised or promoted in any form of mass media provided a veterinarian should be prescribing the veterinary drugs and products. This form of advertisement shall be only for a period of one (1) year or until such time that there shall be satisfactory veterinary services in the rural areas certified by the Philippine Veterinary Medical Association (PVMA)/Veterinary Practitioners Association of the Philippines (VPAP).

Section 8. HOUSING AND LAND USE FOR RESIDENTIAL, COMMERCIAL, MEMORIAL, ETC.

a. Definition of Terms

1. "Advertisement" refers to any form of information, whether in words or illustrations, relating to a project, its operations or activities, disseminated, or communicated for the purpose of marketing and selling the project, or any lot, including any building or improvement thereon, or any unit thereof, through any of the various media such as, but not limited to, newspapers, magazines, television, radio, billboards and tarpaulins, brochures, leaflets, flyers, digital and electronic signages and communications, scale models, or through buyers' briefings, seminars, or trippings.
2. "Announcement" refers to any form of information, whether in words or illustrations, disseminated or communicated in the same manner as an advertisement, solely for the purpose

of initially informing or notifying the public about a project but not for the purpose of marketing or selling such project, or any lot, including any building or improvement thereon, or any unit thereof.

All “advertisements” shall be subject to both the HLURB Implementing Rules and Regulations and the ASC Code of Ethics and Manual of Procedures. “Announcements”, however, shall not be required to go through the HLURB approval process as per HLURB guidelines.

An Approval for Advertisement from HLURB must be secured before submitting advertising material for ASC review.

b. Announcement of a Project

Only the owner or the developer may make an announcement about a project before the issuance of its License to Sell, provided that such announcement shall not include any information or statement which directly or indirectly conveys or suggests the sale or marketing of any of the lots, including any building or improvement thereon. Any violation of this provision or its implementing guidelines as may be issued by the HLURB shall constitute as selling without a license and shall accordingly be subject to appropriate sanctions and penalties imposed by Presidential Decree No. 957 and the rules, regulations, and guidelines issued thereunder.

c. Approval of the Advertisement

The owner/developer, dealer, or the authorized real estate agents/ brokers shall be allowed to advertise the project only after the issuance of the project’s License to Sell and after the HLURB has issued Approval for Advertisement in accordance with its issued rules and guidelines. Such approval may, however, be suspended or revoked in case of violation of the terms and conditions of the advertisement approval or by reason of any violation of the rules and regulations issued by the HLURB.

d. HLURB Mandatory Contents in Print and Out-of-Home Advertising

All print advertising including out-of-home advertisements shall include or indicate material facts and information so as to fairly inform the public about a project. The advertisement shall include:

1. The name/s of the owner/s and/or developer/s of the project
2. The exact location of the project including street name, barangay, and city or municipality
3. The License to Sell or Amended License to Sell Number
4. The Advertisement Approval Number
5. The approved project completion date as indicated in the License to Sell
6. The maximum selling price in case of economic and socialized housing projects

Any printed advertisement that includes the names or offices of the dealer or any of the project’s authorized real estate agents/brokers shall, likewise, indicate their corresponding HLURB registration numbers.

The License to Sell number must be the same font type, size, and resolution as the Advertiser’s telephone number. In all cases, the HLURB mandatory contents shall be readable and comprehensible.

e. Mandatory Contents in Broadcast and Cinema Advertising

All broadcast and cinema advertising shall include or indicate material facts and information so as to fairly inform the public about a project. The advertisement shall include:

1. The name/s of the owner/s and/or developer/s of the project

2. The location of the project including the name of the barangay and city/municipality
3. The License to Sell or Amended License to Sell number and date of issue

f. Pictures and Illustrations

Any picture or illustration of the project, or any of its features, facilities, or amenities that may be included or depicted in the advertisement shall be captioned as "actual photographs", "architect's perspective", "artist's illustrations", or such similar captions, as the case may be.

g. Payment and Financing Schemes

No mode or manner of payment and financing, including the amount of reservation fee, initial deposit or down payment, required equity, installment plans, schedule and escalation, and discounts and interest rates shall be included in an advertisement unless the complete payment and financing scheme is fully disclosed in the advertisement and in accordance with the terms and conditions stipulated in the purchase reservation, contract to sell, or any other form or document relating to, or which may be used in the sale of the lots, including any building or improvement thereon, any units of the project, or in the sale of privileges connected with the project.

Any representation in an advertisement on the amount of monthly installments which are dependent on an approved credit or financing scheme, whether in-house or third-party financing, must not be misleading and shall state the financing source and availability, and the true terms, rates, charges, fees, and penalties prevailing or applicable at the time of the sale transaction so as to enable a prospective buyer to make an informed choice about the actual cost of financing of such purchase. Any interest rate must be stated in terms of annual percentage rate.

h. Location and Distance

The location and distance of a project must be stated in a manner that will not tend to mislead the public or prospective buyers of its proximity, accessibility, and value. Any statement of the project's location and distance in relation to a known place or landmark shall be expressed in terms of kilometers, and any vicinity map illustrating such proximity to known places or landmarks must similarly indicate such distance or distances in terms of kilometers.

i. Design and Standards, Amenities, and Period of Completion

All representation and description in the advertisement pertaining to the project's designs and standards, amenities, facilities, infrastructures and improvements, and its period of development and completion must strictly conform with the project's approved site development plans, architectural plans, and work programs. Only such amenities and improvements specified in the approved site development and architectural plans of the project may be included or illustrated in the advertisement. Otherwise, the owner or developer shall be liable in accordance with the HLURB guidelines.

j. Prohibited Statements and Information in an Advertisement

Any announcement that may be disseminated by the owner or developer prior to the issuance of the project's License to Sell shall not include the office address or contact numbers or information of the owner, developer or dealer or the names and office address or contact numbers of any of the project's authorized agents or brokers. In addition, an announcement shall not include any other information or statement which directly or indirectly conveys or suggests the sale or marketing of any of the lots, including any building or improvement thereon, or any of the units of a project.

Any of these prohibited information or statement cannot be included in an announcement material by inserting, stapling, pasting, attaching, or by any manner that may serve to incorporate such

prohibited information or statement. A violation hereof shall be deemed as selling without a license and shall be subject to appropriate sanctions and penalties as provided by P.D. 957, its implementing rules, regulations, and the guidelines herein provided.

The following statements or information shall not be included in any advertisement:

- Disclaimer/s
- Any other or future project/s or development/s not covered by the License to Sell stated therein, unless such other or future projects are included in a cluster development as provided under Section 15 hereof
- Exaggerations or misleading information either by text, illustration, or pictures

k. Cluster Development

In case of an advertisement of a project or projects included in a cluster development, the other projects, developments, and infrastructures included in the project's master plan shall be indicated in the advertisement. However, such advertisement must clearly specify which of those projects are already covered by licenses to sell.

A copy of the HLURB Memorandum Circular No. 01, Series of 2015 and Board Resolution No. 921, Series of 2014 may be downloaded from the ASC website: www.asc.com.ph as reference.

**ARTICLE IX
PRICE ADVERTISING**

Section 1. GENERAL PROVISIONS

- a. All price comparisons should conform to Rule IV (Price Advertising), Chapter VI, Title III of the Department of Trade and Industry's D.A.O. No. 2, s.1993.
- b. Advertisements should not contain misleading, exaggerated, or fictitious price comparisons, discounts, or other claimed savings. All indicated prices and other economic terms should be complete and accurate and should not mislead the public by distortion, omission, or undue emphasis.
- c. Price and purchase terms should be clear and complete. When there are parts or accessories that the consumer might reasonably think to be part of the original sale but are available only at an extra cost or for further consideration, such should be clearly indicated.
- d. A permanent price reduction or price rollback may be used in advertisements only for a period of one (1) year from the time the reduction or price rollback has been introduced in the market. However, there is no time frame for the mere mention of a product price as long as there is no reference to a previous price or a price reduction.
- e. Advertisements that mention the price must be labeled as Suggested Retail Price (SRP), e.g., ads of fast-moving consumer goods (FMCG) or Price Varies for quick service restaurants (QSRs).

Section 2. DISCOUNT OR SPECIAL PRICE

- a. Advertisements relating to a discount price shall not be allowed unless the discounted price is compared to the previous price and the discount price is maintained throughout the promotional period advertised.
- b. Promotions for discounts and special sales must comply with applicable government rules, regulations, and the terms and conditions of the promotion approved by the government regulatory agency, e.g., DTI, DOH-FDA, NTC, CAB, HLURB, etc.

- c. Advertisements for special sales should conform to applicable government regulations. In any case, such advertisements should contain no false or misleading price or savings claims and should specify which store, branch, department, and lines of goods are covered by the sale.
- d. Where special prices, promotions, discount, sales, and the like are applicable only in specific geographical areas, stores or outlets, such information or qualification should be contained clearly and be prominently presented in the advertisement.

Section 3. INSTALLMENTS, LEASE-PURCHASE, ETC.

- a. Offers for sale on installments, lease-purchase arrangements, or other similar pricing mechanism must be clearly presented and must show the complete terms and conditions of the offer. The total consideration that is to be paid by the public, including any charges or extra fees, if any, must be clearly presented.
- b. Advertisements for installment sales, lease-purchase, and other similar transactions (including those where the consideration for the product or service is to be paid over a period of time) which makes any reference to prices or terms should likewise provide all pertinent information on terms of payment, additional charges, if any, and all other economic or financial features of the transaction so as to reflect the total cost/consideration for the goods or services being advertised.

ARTICLE X DIGITAL MARKETING

1. Definition of Terms

- A. **Marketing communication** - is an advertisement or technique, such as a promotion, sponsorship, or direct marketing. The term should be interpreted broadly to mean any form of communication produced directly by or on behalf of marketers intended primarily to promote products or to influence consumer behavior. [Source: The Consolidated ICC Code of Advertising and Marketing Communication Practice, August 2006.] This includes content under the influence or control of marketers that is intended primarily to promote products or to influence consumer behavior, irrespective of its creative origin.
- B. **Digital marketing communications** - paid and unpaid advertising and marketing communications, including but not limited to corporate/brand websites, social network sites, blogs, as well as mobile communications and applications, where the content of those communications is **under the control or influence of companies' marketers and/or their designated agencies.**

2. Digital Materials Covered By ASC

- A. **PAID AD** – An advertising or communication material that is commissioned by an Advertiser/ Agency and is paid for a commercial purpose or goal. Payment may be in cash or kind, direct, or indirectly. Examples: ads paid in Google Adwords, FB banners, etc.
- B. **OWNED MEDIA** – digital medium owned by the brand or Advertiser containing content created for/by the Advertiser directed to general audience or public and not to specific trade or professional group. Examples: eBooks, free whitepapers, blog posts, and other social media sites.

Corporate or brand websites do not require pre-screening from ASC. However, the following ads if placed on website, must be pre-screened with the ASC:

1. These are for any of the 5 regulated categories.
 - OTC drugs and HR products
 - Food and dietary supplements
 - Alcohol beverages
 - Products under the Milk Code
 - Airline and shipping lines promo fares
2. With claims that require 3rd party substantiation
 - Number 1/ Leadership
 - Absolute claim
 - Exclusivity claim
 - Comparative claim
 - Superiority claim
3. With testimonial that includes specific claims regarding product or service performance that must be supported with independent evidence on the accuracy of, or consistent with, the actual product or service
4. With direct/ brand-identified comparison on categories where such comparison is allowed:
 - Automotive Vehicles excluding Automotive Products
 - Consumer durables like Appliances, Audio-Visual Equipment, Electronic Gadgets
 - Airline and Shipping Lines
 - Musical instruments, Entertainment
 - Mobile products like Cellular handsets, Tablets, Laptops, and Netbooks
5. With sexy tones, exposure of human body/ parts, similar subject or execution (refer to Annex 3 Technical Guidelines; Art. I, Sec. 4)
6. With tones of violence or similar subject or execution such as but are not limited to explosives and other dangerous products (Art. I, Sec. 5)

(NOTE: Violators will be automatically issued a Cease & Desist Order (CDO) and given a penalty of PESOS ONE HUNDRED THOUSAND (P100,000.00) for a pre-screening violation)

- C. EARNED MEDIA / USER GENERATED CONTENT (UGC)** – (or free media) refers to publicity organically gained through promotional efforts; when content receives recognition and a following through communication channels such as social media and word of mouth. Content can be in the form of blogs, wikis, discussion forums, posts, chats, tweets, podcasts, digital images, video, audio files, advertisements, and other forms of media, created by users of an online system or service, and often made available via social media website. Examples: FB posts by consumers/ Key Online Influencers (KOI).
- D. SHARED** – is the result of a brand and customers or fans interacting and mutually creating content.

3. Non-Regulated Categories (For Paid and Owned)

A. POST-SCREENED

Digital ads for consumer promotions do not require pre-screening.

- Promotions without DTI/FDA permit – no need to clear
- Promotions with DTI/FDA permit – post screened. However, if a complaint is filed against said promo ad material or if the material is monitored by ASC (motu proprio), then ASC will refer complaint to DTI/FDA for review and appropriate action. (Refer to Rule V, Sec 1 & Rule VII, Sec 2.2.4)

Notes on Post Screening of Ads:

1. There is **no prescription period** for complaints on post- screened ads.
2. The post-screening panel can question any claim/s or element/s outside of those complained on.
3. If in the process of post-screening, the material was found to be in violation, a **CDO** will be issued. If the material should have been pre-screened but was not cleared with ASC, **corresponding penalty** will be imposed (refer to Annex 5 ASC Penalties)
4. The Advertiser has the ultimate and final responsibility, as well as ownership of the material in question.
5. Complaint can be filed on a digital advertising material by a direct or indirect competitor or any party of interest, including ASC (motu proprio).

B. PRE-SCREENED

1. The following claims must be substantiated with a 3rd party/independent study:
 - a. No. 1/Leadership claim (volume and corresponding value)
 - b. With absolute claim
 - c. With exclusivity claim
 - d. With comparative claim
 - e. With superiority claim
2. With direct/ brand-identified comparison on categories where such comparison is allowed:
 - a. Automotive vehicles
 - b. Consumer durables such as but are not limited to Appliances, Audio-visual Equipment, Electronic Gadgets
 - c. Airline and Shipping Lines
 - d. Musical instruments, Entertainment Equipment
 - e. Mobile products like Cellular handsets, tablets, laptops, and netbooks
3. With sexy tones, exposure of human body/ parts, similar subject or execution (refer to Annex 3 Technical Guidelines, Art. I, Sec. 4)
4. With tones of violence or similar subject or execution such as but are not limited to explosives and other dangerous products (Art. I, Sec. 5)

Above-the-line (ATL) materials like TV, radio, print, and non-broadcast materials as outdoor, cinema ads which have been given clearance to air/publish/display can be used in the digital space and will not require separate application/ clearance, under the following conditions:

1. The **identical/same** material is posted or used on digital media, i.e., TV/cinema – digital video; print/outdoor (OOH) – digital static.
2. The **posting** of the approved ATL material in digital media is **within the ATL material's validity period**.
3. The ATL's **ASC Reference Number** is included in the digital post (either in caption or description box)
4. For static digital material which is not identical to original ATL material in terms of lay-out, but makes use of copy and visuals of said previously-approved print/ OOH/collateral material, and the new static digital material does not contain any other new claims that require pre-screening

4. Regulated Categories (For Paid and Owned)

Alcohol Beverages, OTC (Over-The-Counter) drugs and HR (Home Remedy) products, Food/Dietary Supplements, products under the Milk Code, Airlines & other transport services' promo fares)

A. POST-SCREENED

1. Greetings with brand mention **provided** these follow/ are compliant with government regulations and have no product claims
2. Countdowns and time check with brand mention provided these follow /are compliant with government regulations and have no product claims
3. Announcements of concerts or special events with brand mention provided these follow/are compliant with government regulations and have no product claims
4. Promotions **without** DTI/FDA permit. However, if a complaint is filed against said promo ad material or if the material is monitored by ASC (motu proprio), then ASC will refer complaint to DTI/FDA for review and appropriate action (Rule V, Sec 1 & Rule VII, Sec 2.2.4).

Notes on Post Screening of Ads:

1. There is **no prescription period** for complaints on post-screened ads.
2. The post-screening panel can question any claim/s or element/s outside of those complained on.
3. If in the process of post-screening, the material was found to be in violation, a **CDO** will be issued. If the material should have been pre-screened but was not cleared with ASC, **corresponding penalty** will be imposed (refer to Annex 5 ASC Penalties)
4. The Advertiser has the ultimate and final responsibility, as well as ownership of the material in question
5. Complaint can be filed on a digital advertising material by a direct or indirect competitor or any party of interest, including ASC (motu proprio).

B. PRE-SCREENED

1. The following claims must be substantiated with a 3rd party/independent study:
 - a. No. 1/Leadership claim (volume and corresponding value)
 - b. With absolute claim
 - c. With exclusivity claim
 - d. With comparative claim
 - e. With superiority claim
2. With direct/ brand-identified comparison on categories where such comparison is allowed:
 - a. Automotive vehicles
 - b. Consumer durables such as but are not limited to Appliances, Audio-visual Equipment, Electronic Gadgets
 - c. Airline and Shipping Lines
 - d. Musical instruments, Entertainment Equipment
 - e. Mobile products like Cellular handsets, tablets, laptops, and netbooks
3. With sexy tones, exposure of human body/ parts, similar subject, or execution (refer to Annex 3 Technical Guidelines, Art. I, Sec. 4)
4. With tones of violence or similar subject or execution such as (Art. I, Sec. 5)
5. With product or service performance claims (ingredient, action, benefit/ promise)
6. Promotions with DTI/FDA/CAB/GLDD permit have to be cleared with ASC

Above-the-line (ATL) materials like TV, radio, print, and non-broadcast materials such as outdoor, cinema ads which have been given clearance to air/publish/display can be used in the digital space and will not require separate application/ clearance, under the following conditions:

1. The **identical/same** material is posted or used on digital media, i.e., TV/cinema – digital video; print/outdoor (OOH) – digital static.
2. The **posting** of the approved ATL material in digital media is **within the ATL material’s validity period**.
3. The ATL’s **ASC Reference Number** is included in the digital post (either in caption or description box)
4. For static digital material which is not identical to original static ATL material in terms of lay-out, but makes use of copy and visuals of said previously-approved print/OOH/collateral material, and the new static digital material does not contain any other new claims that require pre-screening

NOTE: Brand claims found in previously approved VIDEO materials which will be used in a static material need to be pre-screened with the ASC.

5. Non-Regulated & Regulated Categories (For User/ 3rd Party Generated Content/ Key Online Influencers (KOI))

- I. Facebook posts by consumers (with or without claims)
 - No need to clear with ASC if:
 - a. Shared by Brand **AS IS**, with the name of the consumer who made the comment shown
 - b. Copied and pasted on the brand/company website **AS IS**, with the name of the consumer who made the comment shown
 - Needs to clear with ASC if:
 - a. Comment/post is turned into an ad by the brand
 - b. Boosted by the brand
- II. Bloggers
 - Note: It is the responsibility of the Brand Group/ Ad Agency to:
 - a. Provide bloggers with truthful facts about the brand, which include claims that are substantiated.
 - b. Forewarn bloggers that writing exaggerated claims about the brand may lead to penalties.
 - **Blogs are post-screened.** However, competitors, concerned citizens, the ASC, and respective government regulatory body, under which the brand falls, can complain about the post.

For complaints lodged by competitors, concerned citizens, and by ASC, a post-screen hearing will be conducted. If found in violation, a CDO will be issued and appropriate penalty will be imposed.

For complaints raised by the respective government regulatory body, and a CDO is issued by said body, ASC will automatically issue a CDO for the material without the benefit of a hearing and appropriate penalty will be imposed. (Refer to Rule V, Sec 1 & Rule VII, Sec 2.2.4

Notes on Post Screening of Ads:

1. The post-screening panel can question any claim/s or element/s outside of those complained on.
2. There is **no prescription period** for complaints on post-screened ads.
3. If in the process of post-screening, the material was found to be in violation, a **CDO** will be issued. If the material should have been pre-screened but was not cleared with ASC, **corresponding penalty** will be imposed (refer to Annex 5 ASC Penalties).
4. The Advertiser has the ultimate and final responsibility, as well as ownership of the material in question.
5. Complaint can be filed on a digital advertising material by a direct or indirect competitor or any party of interest, including ASC (motu proprio).

Please refer to Annex 8 for the Summary of Digital Guidelines for Non-Regulated Categories and Regulated Categories.

**ARTICLE XI
MISCELLANEOUS**

Section 1. CONTESTS & PROMOTIONS

- a. Advertisements of contests or competitions must conform to the regulations of the appropriate government agency.
- b. Advertisements in the form of, or with contests and promotions offering prizes, additional rewards, or benefits for the purchase of a product or service must have prior written approval of the appropriate government regulatory agency, e.g., Department of Trade and Industry (DTI), Department of Health – Food and Drug Administration (DOH-FDA), Department of Agriculture (DA), National Telecommunications Commission (NTC), Food and Drug Administration (FDA), Civil Aeronautics Board (CAB), and Gaming Licensing and Development Department (GLDD) of Philippine Amusement and Gaming Corporation (PAGCOR), or other government agencies, as appropriate.

Section 2. PRINCIPLES GOVERNING SALES PROMOTIONS

- a. All sales promotions should deal fairly and honorably with consumers and other beneficiaries.
- b. All sales promotions should be so designed and conducted as to avoid causing justifiable disappointment or giving any other grounds for reasonable complaint.
- c. The administration of sales promotions and the fulfillment of any obligation arising from them should be prompt and efficient.
- d. The terms and conduct of all sales promotions should be equitable to all participants.
- e. All sales promotions should be framed in a way which is fair to competitors and other traders in the market.
- f. No promoter, intermediary, or other people involved should do anything likely to bring sales promotions into disrepute.

Section 3. TERMS AND CONDITIONS OF CONTESTS OR PROMOTIONS

- a. Sales Promotions should be presented in such a way as to ensure that beneficiaries are made aware, before making a purchase, of any conditions likely to affect their decision to purchase including:
 1. Clear instructions on the method of obtaining or participating in the promotional offer
 2. Main characteristics of the additional benefits offered

3. Any restriction on participation, availability of additional benefits, or any other limitations on stocks
 4. The value of any voucher or coupon offered where a monetary alternative is available
 5. Any expenditure involved, including taxes, costs of shipping and handling, and terms of payment
 6. Full name and address of promoter and an address to which complaints can be directed.
- b. The word “free” or words of similar meaning may be used in promotional advertising only under the following conditions:
1. The normal or regular price of the product or service being purchased has not been increased.
 2. The “free” item is not integral or a necessary part of a complete unit that is being sold.
 3. The “free” item provides a value to the consumer in addition to the original product or service, e.g., accessories, premiums, extra product, extra weight, or extra volume.
- c. Where a sales promotion includes a prize promotion, the following information should be given to beneficiaries, or at least made available on request prior to participation and not conditional to purchasing the product:
1. Rules governing eligibility to participate
 2. Any costs associated with participation
 3. The number, value, and nature of prizes to be awarded and whether a cash alternative may be substituted for a prize
 4. In the case of a skill contest, the nature of contest and criteria for judging entries and/or participants
 5. Selection procedure for the awarding of prizes
 6. Closing date of competition
 7. When and how results will become available or when and how winners will be announced
 8. Whether the beneficiary may be liable to pay taxes as a result of winning a prize
 9. Time period within which the prize may be collected
 10. Where a jury is involved, the composition of the jury
 11. Any intention to use winners or winning contributions in post-event activities
- However, if no details or conditions are announced, the advertisement should also state how and where the purchaser may obtain full details of the rules, e.g., “See posters and print ads for details.”
- d. The word “win” and/or words of similar meaning may not be used without qualification, e.g., use of the word “**chance**”, or as a categorical claim to imply a certainty of winning unless justified by the mechanics of the promotion.
- e. Specific prizes, which can be won by a single individual, must be made clear and the total value of the prizes may be used only if plainly described as the aggregate value of several prizes.
- f. Advertisements of raffles, contests, or competitions, which offer prizes should state all the material conditions or participation. However, if no details or conditions are announced, the advertisement should also state how and where the purchaser may obtain full details of the rules, e.g., “See posters and print ads for details.”

Section 4. GUARANTEES AND WARRANTIES

Advertisements with “guarantees” or “warranties” should clearly and conspicuously disclose the nature, value, extent, and duration of a guarantee or warranty.

Section 5. PRINCIPLES GOVERNING HERITAGE ADS

- a. In establishing a company's years of existence, SEC, or historical books, official receipts, or other similar documents are required as support. For products/brands, a Client certification will suffice.

Annexes for Code of Ethics

ANNEX 1

GLOSSARY OF ADDITIONAL DIGITAL MARKETING TERMS

DIGITAL MARKETING TERMS

1. **ACQUISITION** - When a user signs up, makes a purchase, or performs some other desired action in response to an ad. Also called a conversion or action.
2. **ADWORDS** - Google's online advertising service where advertised links are placed in the result page of a search engine enquiry.
3. **AFFILIATE MARKETING** - An advertising system where one website drives traffic to another based on the cost per action (CPA) payment method: websites display advertisers' banners for free but receive payment when registrations or sales result from click throughs.
4. **ANALYTICS** - A service provided which allows a site administrator to track numerous statistics from their websites, including the number of visitors, the level of engagement on the site as well as other metrics including conversions made.
5. **BRAND** - A company's product line and the image and reputation of that line.
6. **B2B** - A business that sells products or provides services to other businesses.
7. **B2C** - A business that sells products or provides services to the end-user consumers.
8. **CAMPAIGN** - Dictates a buying strategy for purchasing inventory. Most campaigns also include criteria such as a specific start and end date, daily or overall budgets, frequency restrictions, and targeting based on user or inventory data.
9. **CAMPAIGN WEIGHT** - An integer weight value that provides a relative weighting of other campaigns.
10. **CALL TO ACTION (CTA)** - The part of a marketing message that attempts to persuade a person to perform a desired action.
11. **CONVERSION** - This is when a user signs up, makes a purchase, or performs some other desired action in response to an ad.
12. **CHANNEL** - A band of similar content; a type of sales outlet (also known as channel of distribution).
13. **CUSTOMER LIFETIME VALUE (CLV)** - Refers to the predicted monetary value over the entire relationship you will have with the customer. It can be also based on the expected future cash flow contributed by the customer and is a useful measure for businesses to dedicate time and resources to the customers with the highest lifetime value.
14. **CLICKS** - Metric that measures the reaction of a user to an Internet ad.

15. **CLICK THROUGH** - The action of following a link within an advertisement or editorial content to another Web site or another page or frame within the Web site.
16. **CONVERSION FUNNEL** - This describes the path a consumer takes from seeing an ad or otherwise hearing about a brand or concept (the broad end of the funnel) to possibly navigating an e-commerce web site and finally taking a desired action such as making a purchase (the narrow end of the funnel).
17. **COOKIE** - A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions.
18. **CONTENT MARKETING** - A technique where businesses create, distribute, and share relevant content with their customers in a bid to attract, engage with, and retain customers. Content is presented as useful, informative, and valuable to the customer with the aim to build trust and the hope that the customer will reward the business with their loyalty.
19. **DIGITAL MARKETING** - The use of digital technologies to create an integrated, targeted, and measurable communications which help to acquire and retain customers while building deeper relationships with them.
20. **DOMAIN NAME** - Location of an entity on the Internet.
21. **DOORWAY DOMAIN** - A domain used specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main domain.
22. **EMAIL MARKETING** - A direct marketing technique where a commercial message is sent via email to a group of people in a company's database of email addresses, usually with the intention for the recipient to purchase something, or to drive traffic to the website.
23. **GEO TARGETING** - A method of determining the location through post code, ISP, country, city or state of the web user, and providing tailored content based on this location (usually an advertisement).
24. **HEAT MAPPING** - A technique to visually assess which areas of the website visitors are paying attention to and are 'hot' and which areas are 'cold.' Is useful to see what areas of a web page people are interested in, and which areas could be improved to boost engagement.
25. **HYPERLINK** - A clickable link that diverts to another document or web page. Most often underlined blue text as a word or phrase, but also as a picture.
26. **INBOUND LINK** - A link from a site outside of your site.
27. **INBOUND MARKETING** - A marketing model whose sales performance relies on the initiative of its client base to find and purchase a product.
28. **LINK** - A clickable connection between two web sites. Formally referred to as a hyperlink.
29. **MARKETER** - Generally a large advertiser that manages at least some of its own digital advertising. Also called a direct marketer.
30. **MOBILE MARKETING** - The process of sending out advertisements via mobile devices.

31. **ONSITE OPTIMISATION** - A number of techniques to help a website perform well in search engines including headings, keyword placement and density, meta tags and descriptions, and the ability to be easily shared through social networks
32. **OFFSITE OPTIMISATION** - The techniques which help a website to rank well, which take place off the page or site, and improve the overall page rank. This is most often done by building external links, guest blogging, and social sharing of content.
33. **ORGANIC TRAFFIC** - The search engine traffic to a website search engine results that have not been sponsored or paid for.
34. **OUTBOUND LINK** - A link to a site outside of your site.
35. **PAY PER CLICK (PPC)** - The amount an advertiser pays Google or another platform (e.g., Facebook, Bing) when an advertisement is clicked on. The amount is determined through bidding for specific keywords or phrases that are related to what they are selling, or can be determined with fixed price per click.
36. **PIXEL** - Also called a web bug, is a way to track user data. It is a snippet of code that calls for a 1X1 transparent pixel to be delivered to a webpage by a third party server. When the pixel loads, the third party server can record information such as the IP address of the user's computer, URL of the page, and time the page was viewed.
37. **REACH** - The number of people who are exposed to a message, post, or advertisement at least once. Differs from impressions, which is the number of times the message is displayed.
38. **REFERRAL** - A visit to a website or web page which comes from other site, search engine, or link.
39. **REMARKETING** - Used to show users your ads via the display network once they're visited your website.
40. **RETURN ON INVESTMENT (ROI)** - Is a measure to determine the financial returns made from running a digital marketing campaign.
41. **SPAM** - Advertising messages (usually emails) that are delivered in bulk that may be unwelcome, unsolicited, or overly frequent and usually not a material which the recipient has opted to receive.
42. **SEARCH ENGINE MARKETING (SEM)** - Refers to a range of activities that increase the visibility of a website online. Can be done through organic search engine optimization (SEO) or through paid advertising like a pay per click campaign.
43. **SEARCH ENGINE OPTIMISATION (SEO)** - Is a critical element in ensuring a website is found online making it especially important for a business looking to gain new customers.
44. **SHORT MESSAGE SERVICE (SMS)** - Is used to send text messages to mobile phones. The messages can typically be up to 160 characters in length, though some services use 5-bit mode, which supports 224 characters.
45. **TARGET AUDIENCE** - The intended audience for an ad, usually defined in terms of specific demographics (age, sex, income, etc.), product purchase behavior, product usage, or media usage.
46. **TRAFFIC** - The number of visits a website has in any given period.

47. **UNIQUE VISITORS** - A visit to a website which is only counted once in a given period, regardless of the number of pages or returns they make to the site.
48. **UNIFORM RESOURCE LOCATOR (URL)** - The unique identifying address of any particular page on the Web. It contains all the information required to locate a resource, including its protocol (usually HTTP), server domain name (or IP address), file path (directory and name), and format (usually HTML or CGI).
49. **USER** - An individual with access to the World Wide Web.
50. **WEBSITE** - The virtual location (domain) for an organization's or individual's presence on the World Wide Web.
51. **WORD-OF-MOUTH MARKETING** - A marketing method that relies on casual social interactions to promote a product.

DIGITAL MEDIA PLANNING TERMS

1. **AD NETWORK** - A company that serves as a broker between a group of publishers and a group of advertisers.
2. **AD SERVER** - The computer or group of computers responsible for the actual serving of creatives to websites, or for making decisions about what ads will serve. An ad server may also track clicks on ads and other data. Major publishers, networks, and advertisers sometimes have their own ad servers.
3. **BEHAVIORAL TARGETING (BT)** – A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected about an individual's web browsing behavior, such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be influenced by them.
4. **CONTEXTUAL TARGETING** - This is also known as contextual advertising. A form of advertising on a website that is targeted to be relevant to a page's content. The automated systems display the ads related to the content users' check. The best example of contextual targeting is Google AdSense, a genius brainchild whose robots serve ads relevant to your users.
5. **DIRECT MEDIA BUY** - Pre-brokered agreements between an advertiser and publisher to deliver a certain amount of specific inventory for a preset cost.
6. **DYNAMIC PRICING** - The purchase price for an ad impression is determined via a real-time auction rather than a predetermined rate.
7. **MEDIA PLAN** - A holistic view of all your real-time media buys and direct media buys.
8. **REAL-TIME ADVERTISING** - In real-time advertising, an auction happens when a publisher ad tag is loaded from a web page. Advertisers compete for that particular impression based on their individual valuation of the user's worth at that time on that site from that IP address. These valuations are submitted at the time of the auction, rather than far in advance of the auction.
9. **REAL-TIME BIDDING** - Bidding on inventory in real time. A real-time bid is often dynamically generated based on past performance of creatives, inventory, user groups, and other parameters.

Note that real-time bidding may differ from real-time buying, which can mean allocating inventory in real-time through prioritization rather than a monetary bid.

10. **RETARGETING** - Targeting users who have performed an action in the past, who may therefore be more likely to perform the same or a similar task in the future.
11. **RUN OF NETWORK (RON)** - An ad buying option in which ad placements may appear on any page on sites within an ad network.
12. **RUN OF SITE (ROS)** - An ad buying option in which ad placements may appear on any page/s of the target site.

SOCIAL MEDIA TERMS

1. **BLOG** - A blog is a dedicated website or a section of a website where a feed of regularly updated content (usually written) is added to communicate information, ideas, or opinions usually within a specified niche.
2. **CIRCLES** - Or Google Circles are a feature of Google Plus. A circle is a way of categorizing or grouping of people based around the relationship you have with them. People you add on Google+ can be added as friends, family, acquaintances, or you can add people to follow. In your Google+ account click on the home menu, go to people and then add them to different circles.
3. **ENGAGEMENT** - The number of likes, comments, and shares you receive.
4. **FAVORITE** - Used on Twitter, this functions just as a Facebook “Like” does. You can also use this as a saving tool and go back to your favorites later.
5. **HANDLE** - This is your “username” on Twitter that appears with an “@” symbol in front of it.
6. **HASHTAGS** - Although they were originally created and supported by Twitter, hashtags are now utilized on Facebook, Pinterest, Instagram, Vine, Google+, and Tumblr. A hashtag is a group of words or phrases (with no spaces), preceded by a # sign. It is used to tie various social media posts together and relate them to a topic. Topics are sometimes connected to an event, TV show, sporting event, or any happening or trend, etc.
7. **LIKE** - An engagement function that lets fans give positive feedback on a post.
8. **MENTION** - The act of including someone’s handle in your tweet. That person will then get a notification that they’ve been mentioned.
9. **NEWS FEED** - Your news feed is the first thing you see when you log in to your social media accounts.
10. **PINS** - Used in Pinterest, these are images uploaded (“pinned”) from any web page or your own computer to a Pinterest board.
11. **PROFILE** - A personal page created for individual use.
12. **PAGE** - This is your business profile or “page” where customers can find your posts and business information.

13. **POST** - A term used for sharing content on your Facebook Page.
14. **REPLY** - You can reply directly to a tweet. Only the people following you and the person you're replying to can see your reply (unless you place a character before the handle at the beginning of the tweet).
15. **REPIN** - The act of sharing someone else's pin.
16. **RETWEET** - A way to repost or share someone else's tweet.
17. **SHARE** - This feature lets you share the content you enjoy with personal Facebook friends.
18. **SOCIAL NETWORK** - An online destination that gives users a chance to connect with one or more groups of friends, facilitating sharing of content, news, and information among them.
19. **TWEET** - The content you share with your followers.
20. **VLOG** - A video blog, where instead of written content, updates are in video form, often supplemented with a text paragraph to introduce and describe the contents of the video.

DISPLAY ADVERTISING TERMS

1. **ABOVE THE FOLD** - The section of a web page that is visible without scrolling.
2. **AD BLOCKING** - The blocking of web advertisements, typically the image in graphical web advertisements.
3. **AD SPACE** - The space on a web page available for advertisements.
4. **AD TAG** - A piece of HTML on a web page that will contact an ad server and ask for an ad. The tag informs the browser to open a small window (say, 468x60 pixels), and in that window place whatever content is returned from some location.
5. **BANNER** - This is an ad that appears on a web page which is typically hyperlinked to an advertiser's website. Banners can be images (GIF, JPEG, PNG), JavaScript programs, or multimedia objects (Flash, Java, Shockwave, etc.).
6. **BANNER ADS** - An advertisement that appears on a web page, most commonly at the top (header) or bottom (footer) of the page. Designed to have the user click on it for more information.
7. **BANNER BLINDNESS** - The tendency of web visitors to ignore banner ads, even when the banner ads contain information visitors are actively looking for.
8. **BANNER EXCHANGE** - A network where participating sites display banner ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.
9. **BEACON** - An element on a publisher's website that is invisible to users while it gathers information. Also known as "tracking pixels."
10. **BLIND LINK** - A hyperlink which does not clearly indicate (or even actively disguises) where it leads to.

11. **DISPLAY ADVERTISING** - A form of online advertising where an advertiser's message is shown on a destination web page, generally set off in a box at the top or bottom or to one side of the content of the page.
12. **CONSOLE** - A popup window that appears when a visitor leaves a website (also known as "exit console").
13. **DEMOGRAPHIC TARGETING** - The first form of targeting used on the Internet. It allows advertisers to reach specific audiences according to age, gender, income, etc.
14. **EXPANDABLE BANNER** - A banner ad that can expand to as large as 468 x 240 pixels after a user clicks on it or after a user moves his/her cursor over the banner.
15. **HOME PAGE** - The main page of a Web site.
16. **HOUSE AD** - A self-promotional ad a company runs on their own site/network to use unsold inventory.
17. **HTML BANNER** - A banner ad using HTML elements, often including interactive forms instead of (or in addition to) standard graphical elements.
18. **IMPRESSIONS** – The number of times an advertisement or sponsored post is displayed online, whether it has been clicked on or not.
19. **IN-BANNER VIDEO** - In-banner video creatives are played in standard banner placements rather than in video players. AppNexus serves these creatives with the JW Player for Flash to enable playing in the banner placements. Any banner placement may accommodate an in-banner video creative, if allowed by the publisher.
20. **IN-STREAM VIDEO** - In-stream video creatives are played in video players on web pages. They use VAST XML to ensure proper rendering in players and are shown before, in the middle of, or after other video content.
21. **LANDING PAGE** - The page to which a user is directed after clicking on an ad.
22. **MICRO-SITES** - Multi-page ads accessed via click-through from initial ad. The user stays on the publisher's website, but has access to more information from the advertiser than a display ad allows.
23. **PAGE RANK** - An algorithm developed by Google's founder, Larry Page, which determines the importance of websites based on the number and the quality of links the site has from other sites.
24. **PAGE VIEWS** - Is an instance where a page is loaded by a web browser. Each time that page is refreshed or revisited, another page view is logged, even from the same user.
25. **POP AD** - An ad that displays in a secondary browser window in front of (Pop up) or behind (Pop under) the initial browser window.
26. **POP-UNDER** - An ad that displays in a secondary browser window directly behind the initial browser window.

27. **POP-UP** - An ad that displays in a secondary browser window directly in front of the initial browser window.
28. **RECTANGLE AD** - Any one of the large, rectangular banner sizes suggested by the IAB.
29. **REFERRAL LINK** - The referring page, or referral link is a place from which the user clicked to get to the current page. In other words, since a hyperlink connects one URL to another, in clicking on a link the browser moves from the referring URL to the destination URL.
30. **RICH MEDIA** - Advertisements with which users can interact (as opposed to solely animation) in a web page format.
31. **SKYSCRAPER AD** - Also called a Vertical Banner. This is an online ad significantly taller than the 120×240 vertical banner.
32. **TEXT AD** - Advertisement using text-based hyperlinks.
33. **TRICK BANNER** - A banner ad that attempts to trick people into clicking, often by imitating an operating system message.

SEARCH ADVERTISING TERMS

1. **KEYWORD** - Specific word/s entered into a search engine by the user that result/s in a list of websites related to the keyword.
2. **QUERY** - A request for information, usually to a search engine.
3. **SEARCH FEE** - Fees advertisers pay Internet companies to list and/or link their company site or domain name to a specific search word or phrase.
4. **SEARCH ENGINE** - An application that helps web users find information on the Internet.
5. **SEARCH ENGINE MARKETING (SEM)** - A form of Internet Marketing that seeks to promote websites by increasing their visibility in the Search Engine result pages.
6. **SEARCH ENGINE OPTIMIZATION (SEO)** - Process of improving the volume and quality of traffic to a website from search engines via “natural” (organic or algorithmic) search results.
7. **SERVER** - A computer that distributes files shared across a LAN, WAN or the Internet. Also known as a “host.”
8. **SEARCH ENGINE RESULTS PAGE (SERP)** - The collection of web results offered by a search engine after submitting an enquiry, typically the first page of organic results.
9. **SITE SEARCH** - Search functionality specific to one site.
10. **GOOGLE DISPLAY NETWORK** – An advertising platform where text, image, or video ads can be targeted to be displayed on other relevant websites that are related to what you are selling and to prospective visitors who are most likely to be interested in your business.
11. **GOOGLE INSTANT** - A feature of Google’s search engine that shows search results as the keyword query is being typed.

12. **GOOGLE TRENDS** - (Formerly known as Google Insights and then merged back into Google trends in 2012) is a tool which allows you to see what others are searching for within Google. Graphing can be provided over a nominated time period and be based on geographic region and many other variables to assess the popularity of different terms and phrases. Useful in content marketing to see what people are interested and tailor content based on this interest.
13. **GOOGLE PLACES** - (Formerly known as Google Maps) A collection of local business listings which are placed at the top of Google search results when the user is looking for local information. Relevant businesses are placed on a small map. There are many benefits for companies to create a free Google places listing, they can complete their opening times, photos of their business or products, and more.
14. **GOOGLE PLUS** - Google's social network similar to Facebook in how users interact with each other, but having the distinction of authorship which attributes content directly with its owner and through other online sites like Gmail and Youtube

ANALYTICS TERMS

1. **BOUNCE RATE** - Measured in percentages, the bounce rate is the proportion of visitors to leave or 'bounce off' the site. The lower this percentage, the better, as it represents a site which is not giving people the information they want, or information of poor quality.
2. **CLICK THROUGH RATE (CTR)** - Click through rate. Usually measured in a percentage, the click through rate is the amount of visitors who click through to a website from a paid ad or an email newsletter.
3. **COST PER ACTION/ACQUISITION (CPA)** - A payment model in which advertisers pay for every action, such as a sale or registration, completed as a result of a visitor clicking on their advertisement. Note that an "acquisition" is the same as a "conversion."
4. **COST PER CLICK (CPC)** - This is the amount charged to the advertiser every time a user clicks on a keyword advertisement. This is one of the methods to calculate the price of running an online advertising campaign.
5. **COST PER INQUIRY (CPI)** - Represents the proportion of inquiries generated from the amount spent on marketing and advertising. It's an effective tool for assessing the effectiveness of a campaign that is being ran.
6. **COST PER MILLE (CPM)** - Cost per thousand ("mille"). A pricing model in which advertisers pay for every 1000 impressions of their advertisement served. This is the standard basic pricing model for online advertising.
7. **COST PER LEAD (CPL)** - Online advertising payment model in which payment is based on the number of qualifying leads generated.
8. **COST PER IMPRESSION (CPI)** - The cost paid each time an online advertisement such as a company's banner, button or text link loads on a user's screen. Each time the ad is displayed, the ad server counts it as one impression.
9. **CUSTOMER ACQUISITION COST** - The cost associated with acquiring a new customer.
10. **EFFECTIVE COST PER ACQUISITION (eCPA)** - This is calculated by dividing your cost (or revenue) by the number of conversion events.

11. **EFFECTIVE COST PER CLICK (eCPC)** - Effective Cost per Click. A translation from CPMs, CPCs, CPAs, and other pricing models so they can be compared.
12. **EFFECTIVE COST PER THOUSAND (eCPM)** - Effective Cost per Thousand. A translation from CPMs, CPCs, CPAs, and any other pricing models so they can be compared to each other.
13. **INSIGHTS** - This is your Facebook analytics hub. You can find all post and page analytics here.
14. **LIFT** - The percent increase in performance (measured in ROI, CPC, CPA, etc.) that can be attributed to advertising (or some other marketing endeavor).
15. **KEYWORD DENSITY** - Keywords as a percentage of indexable text words.
16. **KEYWORD MARKETING** - Putting your message in front of people who are searching using particular keywords and key phrases.
17. **KEYWORD RESEARCH** - The search for keywords related to your website, and the analysis of which ones yield the highest return on investment (ROI).
18. **KEYWORD STUFFING** - The excessive, unnatural use of keywords on a web page for search engine optimization purposes.
19. **STICKINESS** - A measure used to gauge the effectiveness of a site in retaining individual users. Stickiness is usually measured by the duration of the visit.

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ANNEX 2.

QUALIFIERS AND TECHNICAL SPECIFICATIONS IN REFERENCE TO CLAIMS

A **qualifier** is a word or phrase that is added to a claim to limit or clarify it. A qualifier is considered part of the claim. Examples are but not limited to:

- vs. Leading brand
- In Metro Manila only
- With continuous or regular use
- With proper diet and exercise
- vs. previous formulation

Advertising materials requiring the presence of qualifiers in reference to claims or devices should comply with the following:

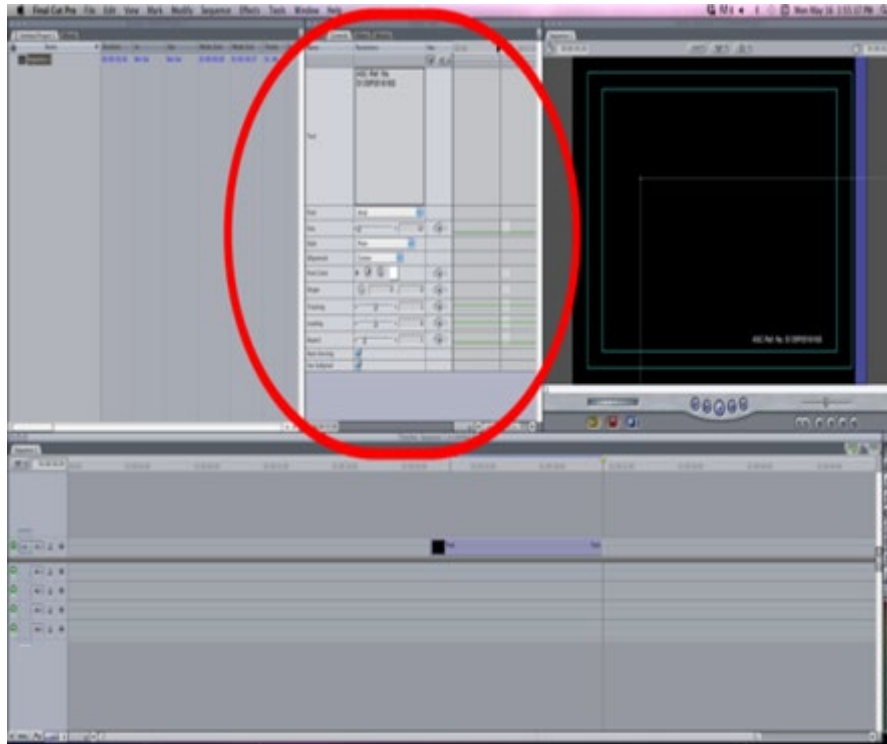
- a. Text must be in lower-case with upper-case used only where normal for punctuation and in words or abbreviations commonly capitalized. Ornate, heavily serified, italic typefaces and the like should be avoided. Use only Arial.
- b. For claims which are written on the ad itself, i.e., TV/cinema, print, OOH, merchandising materials, digital, the qualifier must be in close proximity to the claim itself so that both can be read together as one complete thought. Font size of the qualifier must be 50% of the font size of the said claim.



- c. Size of text of qualifier to a voice-over (VO) claim should be 12 points in Arial font.



- d. Screen shot of timeline showing the size of the qualifier should be submitted for verification. Document should be certified by the production house.



- e. Where the **background** of the text may be distracting, when it is moving or cuts from one view to another, it is suggested to place the text on an opaque single-colored block.

f. **Duration of Hold**

1. 'Short' (9 words or less) = 1 second
2. 'Long' (10 words or more) = 2 seconds

g. **Text/ Background Legibility Effects**

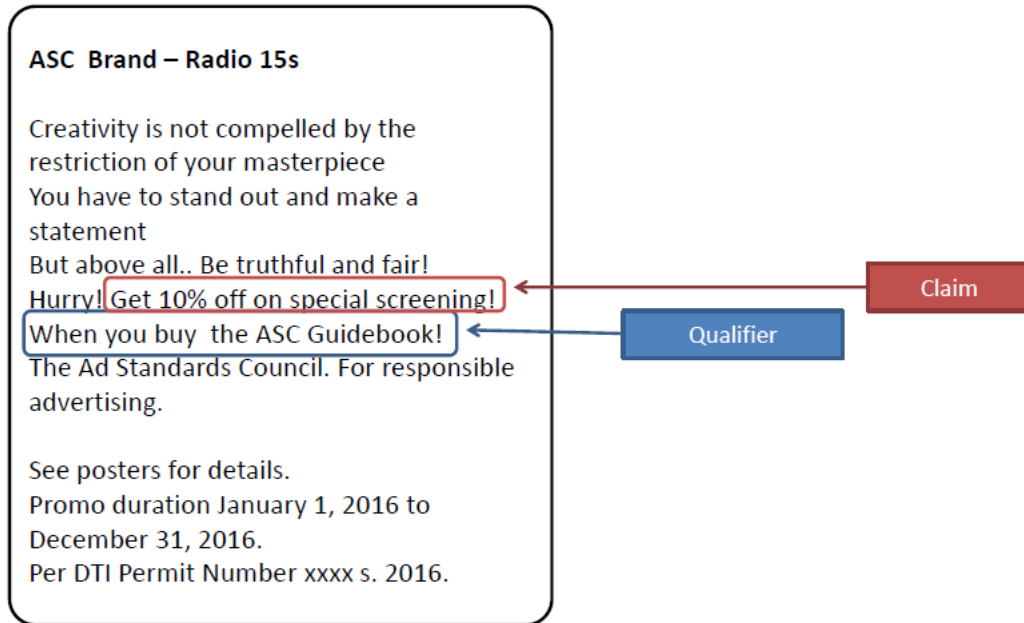
1. Certain color combinations have been found to make text difficult to read and so should be avoided.

Character/Text Color	Background
White	Yellow
Yellow	White, Cyan
Cyan	Green, Yellow
Green	Cyan, Blue
Magenta	Red
Blue	Black

2. Acceptable combinations:

Character/Text Color	Background
White	Magenta, Red, Green, Blue, Black
Yellow	Blue
Green	Yellow, White
Magenta	White, Yellow, Cyan, Green
Blue	White

- h. Specific to radio, qualifiers must be mentioned at least once, together with the claim. Placement of qualifiers at the end AOB, recorded or live, is not allowed.



- i. When the label/package claim, requiring a qualifier, is highlighted in a product shot, whether individual or range shot, the qualifier must be present. The statement “Qualifiers on Pack” is not allowed. For FDA-registered products, any addition to the label/package, part of a label/package like neck tag, sticker, hanger, and slip-on must be approved by the FDA per Administrative Order 2014-0030.
- j. Phrases such as but are not limited to “Dangerous. Do not attempt”, “Creative Visualization (for technical/scientific presentation of actions that cannot be seen by the naked eye)”, “Serving Suggestion”, “Artist Rendition (Real Estate)”, “Dramatization (for historical events)”, and the like are mandatory special qualifiers and should be in 12 points size in Arial font. Screen shot of timeline showing the size of the phrase should be submitted for verification. Document should be certified by the production house.

ANNEX 3

IMPLEMENTING GUIDELINES ON MULTI-GOVERNMENT AND INDUSTRY MANDATORY STATEMENT

Mandatory Statements are those required by concerned government agencies to be included in ad materials. Examples are, but not limited to:

- MAHALAGANG PAALALA: ANG (NAME OF PRODUCT) AY HINDI GAMOT AT HINDI DAPAT GAMITING PANGGAMOT SA ANUMANG URI NG SAKIT.
- If symptoms persist, consult your doctor.
- Breast milk is best for babies up to two years of age.
- Drink Responsibly
- Regulated by the Bangko Sentral ng Pilipinas

Permits are phrases referring to permits required by the government. Examples are, but not limited to:

- Promo runs from ---- to ----. Per DTI-FTEB SPD Permit Number ----, Series of ----.
- Promo runs from ---- to ----. Per DOH-FDA Permit Number ----, series of ----.
- CAB Approval Number ----.
- HLURB License to Sell Number ----

Executions are the delivery of provisions on/provided by the following but are not limited to:

- Generics Act
- Milk Code
- National Telecommunications Commission (NTC)

a. Execution of Government/Industry Mandatories without the ASC Reference Code

1. TVC/Cinema Ads/LED Moving/Digital Video – Using 12 pts. Arial font, exposed for no less than one (1) second on a separate frame at the end of the material

For Food/Herbal/Dietary Supplements' Mandatory Statement: "MAHALAGANG PAALALA ANG (NAME OF PRODUCT) AY HINDI GAMOT AT HINDI DAPAT GAMITING PANGGAMOT SA ANUMANG URI NG SAKIT.", entire statement should be:

- In CAPITAL letters, Arial or Tahoma font, the size of which is at least 1/3 of the biggest font in the layout.
- Written at the top of the frame, side-to-side, in two lines, using white font against black band
- Exposed from the 1st frame until 2nd to the last frame
- Exposed at the center of the separate frame at the end of the material and voiced.

2. Radio (Recorded or Live) – clearly enunciated at the end of the material. In most cases, the sequence of mandatories is as follows:

- a. Call-to-action
- b. Promo duration
- c. Permit Number
- d. Generic Statement of the Brand for pharmaceutical products
- e. Applicable Government Mandatory Statement

3. Print Ads/Out-of-Home/LED Static/ Digital Static/ Collaterals – displayed prominently at the bottom part of the layout, all in capital and bold letters.

For Food/ Dietary Supplements' Mandatory Statement: "MAHALAGANG PAALALA ANG (NAME OF PRODUCT) AY HINDI GAMOT AT HINDI DAPAT GAMITING PANGGAMOT SA ANUMANG URI NG SAKIT.", entire statement should be:

- In CAPITAL letters, Arial or Tahoma font, the size of which is at least 1/3 of the biggest font in the layout.
- Written at the top of the frame, side-to-side, in two lines, using white font against black band

4. Digital Ads – Please see Annex 4 for a copy of IMMAP’s Digital Technical Guidelines or downloaded from the ASC website: www.asc.com.ph

b. Execution of Government/Industry Mandatories with the ASC Reference Code

1. Print Ads

Production house must submit a certification attesting that the submitted final material followed the ASC guidelines for Government/Industry Mandatories and ASC Reference Code size displayed at the bottom part of the layout in Arial font.

i. Big Print Ads

Type	Width x Length	Size	Government Mandatory Size (no less than)	ASC Reference Code Size
Broadsheet Centerspread	18 col. x 52 cm.	3,198 sq. cm.	12 pts.	10 pts.
Broadsheet Full Page	9 col. x 52 cm.	1,547 sq. cm.	12 pts.	10 pts.
Broadsheet	9 col. x 40 cm.	1,190 sq. cm.	12 pts.	10 pts.
Broadsheet	7 col. x 40 cm.	922.4 sq. cm.	12 pts.	10 pts.
Broadsheet	9 col. x 27 cm.	803.25 sq. cm.	12 pts.	10 pts.
Broadsheet	6 col. x 30 cm.	591.6 sq. cm.	12 pts.	10 pts.
Foot Ad	9 col. x 14 cm.	416.5 sq. cm.	12 pts.	10 pts.
Broadsheet	5 col. x 24 cm.	393.12 sq. cm.	12 pts.	10 pts.
Magazine	8.5 in. x 11 in.	609.23 sq. cm.	12 pts.	10 pts.
Provincial Broadsheet	6 col x 40 cm.	1,080 sq. cm.	12 pts.	10 pts.
Tabloid	7 col. x 30 cm.	750 sq. cm.	12 pts.	10 pts.

ii. Small Print Ads

Type	Width x Length	Size	Government Mandatory Size (no less than)	ASC Reference Code Size
Broadsheet Footer	9 col. x 10 cm.	297.5 sq. cm.	10 pts.	8 pts.
	14.5 cm x 10 cm.	145 sq. cm.	10 pts.	8 pts.
	9.5 cm. x 12 cm.	114 sq. cm.	10 pts.	8 pts.
Broadsheet Ear Ad	4 col. x 8 cm.	104.24 sq. cm.	10 pts.	8 pts.
Tabloid	7 col. x 15 cm.	375 sq. cm.	10 pts.	8 pts.

Note: In consultation with 4As, these are the prescribed sizes for the government/industry mandatory phrase and ASC Reference Code for Big and Small print ads. For the medium-sized material, however, the Advertiser/ Advertising Agency **must adjust the size of the government/industry mandatory phrase and ASC Reference Code in proportion to their medium-sized ad.**

2. OOH Traditional Ads

Production house must submit a certification attesting that the submitted final material followed the ASC guidelines for Government/Industry Mandatories and ASC Reference Code size displayed at the bottom part of the layout in Arial font (except for Food/Dietary Supplement Mandatory Statement)

i. OOH Traditional Big Ads

Size (LW)	Government Mandatory Size		ASC Reference Code Size	
40 x 40 ft or 1600 sq ft	10 in	981.25 pts.	8 in.	785 pts.
40 x 60 ft (Vertical) or 2400 sq ft	10 in	981.25 pts.	8 in.	785 pts.
50 x 20 ft (Horizontal) or 1000 sq ft	10 in	981.25 pts.	8 in.	785 pts.
50 x 30 ft (Horizontal) or 1500 sq ft	10 in	981.25 pts.	8 in.	785 pts.
60 x 40 ft (Horizontal) or 2400 sq ft	10 in	981.25 pts.	8 in.	785 pts.
70 x 50 ft (Horizontal) or 3500 sq ft	10 in	981.25 pts.	8 in.	785 pts.
120 x 10 ft (Horizontal) or 1200 sq ft	10 in	981.25 pts.	8 in.	785 pts.

Note: In consultation with 4As, these are the prescribed sizes for the government/industry mandatory phrase and ASC Reference Code for Big and Small OOH static ads.

For billboard sizes smaller than 1000 sq. ft. or bigger than 3500 sq. ft., the Advertiser/ Advertising Agency must adjust the size of the government/industry mandatory phrase and ASC Reference Code in proportion to the 1000 sq. ft. and 3500 sq. ft., respectively.

Example: If extra-large OOH size is 120 x 100 ft. or 12000 sq. ft., what will be the height of the government mandatory phrase?

Computation: $\frac{3500 \text{ sq. ft.}}{12000 \text{ sq. ft.}} = \frac{10 \text{ in}}{X}$
 $3500 \text{ sq. ft.} \times X = 120000 \text{ in-sq ft}$
 $X = \frac{120000 \text{ in-sq ft}}{3500 \text{ sq ft}}$
X = 34.28 in. – size of Government Mandatory phrase

ii. OOH Traditional Small Ads/Banner Ads

Size (LW)	Government Mandatory Size		ASC Reference Code Size	
	2 x 5 ft (Vertical) or 10 sq ft	2 in.	190 pts.	1 in.
3 x 9 ft (Vertical) or 27 sq ft	2 in.	190 pts.	1 in.	95 pts.
3 x 9 ft (Horizontal) or 27 sq ft	2 in.	190 pts.	1 in.	95 pts.

Note: In consultation with 4As, these are the prescribed sizes for the government/industry mandatory phrase and ASC Reference Code for Big and Small OOH static ads.

For banner sizes bigger than 27 sq. ft., the Advertiser/ Advertising Agency must proportionately adjust the size of the government/ industry mandatory phrase and ASC Reference Code in relation to the 27 sq. in. size.

Example: If banner size is 10 x 20 ft. or 120 sq. ft., what will be the height of the government mandatory phrase?

Computation: $\frac{27 \text{ sq. ft.}}{120 \text{ sq. ft.}} = \frac{2 \text{ in}}{X}$
 $27 \text{ sq. ft.} \times X = 240 \text{ in-sq ft}$
 $X = \frac{240 \text{ in-sq ft}}{27 \text{ sq ft}}$
 $X = 8.88 \text{ in.} - \text{size of Government Mandatory phrase}$

3. LED OOH Moving Ads

Government/Industry mandatory phrase, together with the ASC Reference Code, must be on a separate frame at the end of the material which shall be exposed for no less than one (1) second.

Font type to be used must be Arial and size of the Government/Industry mandatory phrase, together with the ASC Reference Code shall be determined by the size of the LED OOH structure. Please refer to Sec. 14 b, no. 2, i and ii for the different OOH sizes and corresponding Government/Industry mandatory phrase and ASC Reference Code size.

Screen shot of the production timeline showing the size of the Government/Industry mandatory phrase and ASC Reference Code must be submitted, duly certified by the production house.

4. Internet/Mobile & Other Similar Moving Digital Ads

Mandatory government/industry statement and ASC Reference Code **should be within the main visual.**

However, if there is space constraint, the ASC Reference Code can be placed at the Description or Caption Box but the mandatory government/industry statement **MUST** remain within the main visual to avoid sanctions by concerned government agencies.

Screen shot of timeline showing the size of the entire phrase must be submitted for verification. Production house must submit a certification attesting that the submitted final material followed the IMMAP Digital Technical Guidelines for Government/Industry Mandatories and ASC Reference Code size.

A copy of the IMMAP Digital Technical Guidelines may be seen at Annex 4 or downloaded from the ASC website: www.asc.com.ph.

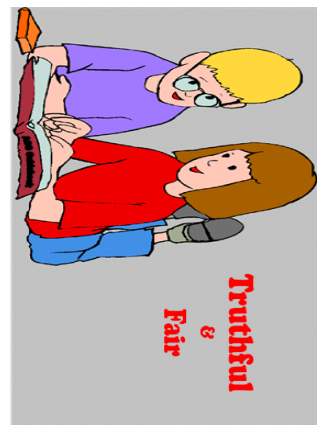
Sample Storyboard



VO: Creativity is not compelled by the restriction of your masterpiece.
Visual Description: The lady pointing out to the boy the guidelines.
 Creative: swing from right.
SUPERS: CREATIVE



VO: You have to stand out and make a statement..
Visual Description: The lady pointing out to the boy the guidelines.
 Compelling and Engaging: swing from right.
SUPERS: Compelling, Creative, Engaging.



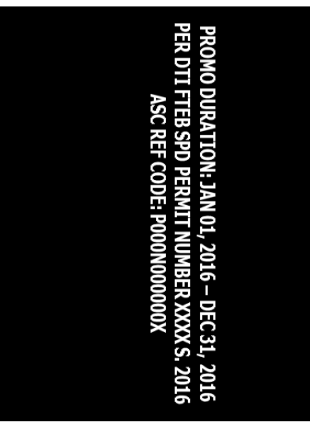
VO: But above all.. be truthful and fair!
Visual Description: The lady pointing out to the boy the guidelines.
 Truthful and Fair: appear subsequently.
SUPERS: Truthful & Fair



VO: Hurry! Get 10% off on your Special Screening when you buy ASC Guidebook!
Visual Description: The lady pointing out to the boy the guidelines.
 Special Screening: Get 10% off Special Screening effects flashing. Qualifier static.
SUPERS: Get 10% off Special Screening
QUALIFIER: when you buy ASC Guidebook



VO: The Ad Standards Council. For Responsible Advertising..
Visual Description: The lady pointing out to the boy the guidelines.
 ASC Brand: appear as 2nd to the end frame.
SUPERS: ASC Brand, For Responsible Advertising



Visual Description: 1 second mandatory exposure
SUPERS: PROMO DURATION, JAN TO FEB, PER DTI PERMIT NUMBER XXXX'S, 2016, ASC REF CODE: P00N0000000X

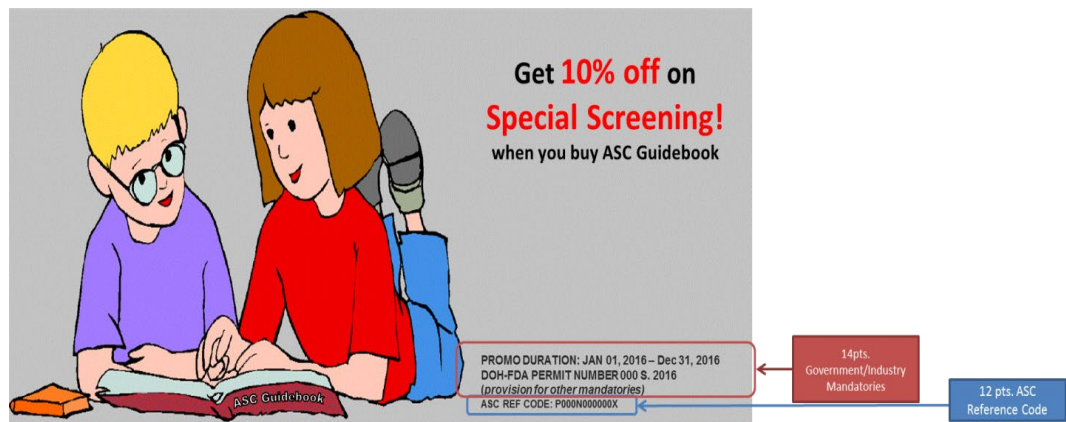
5. LED OOH Static Ads

Government/industry mandatory phrase, together with the ASC Reference Code, must be prominently displayed at the bottom part of the layout.

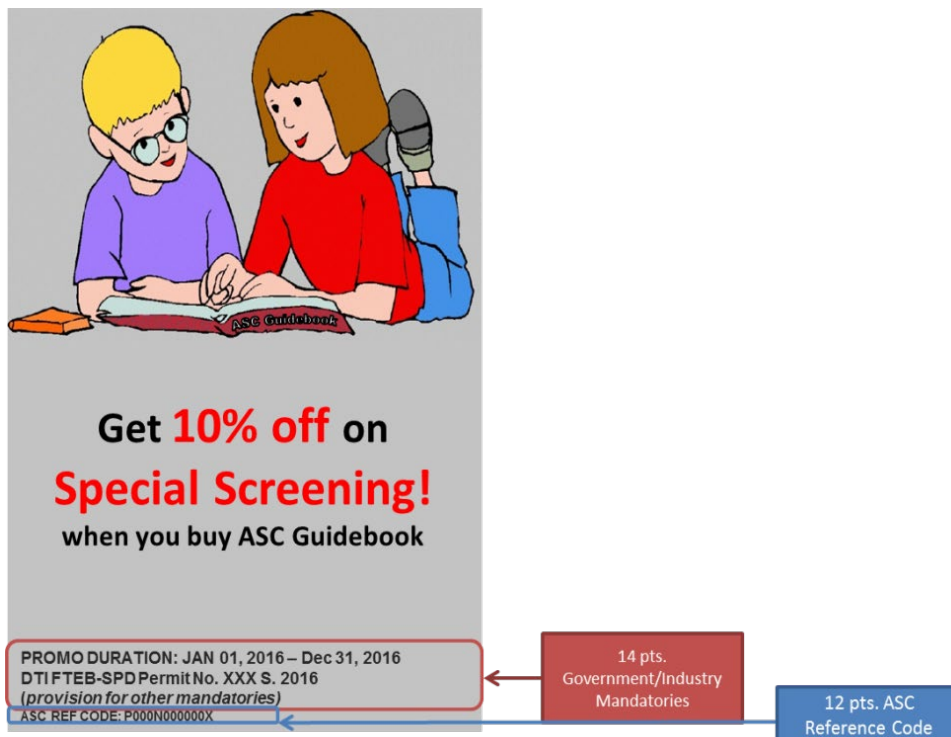
Font type to be used must be Arial and size of the Government/Industry mandatory phrase, together with the ASC Reference Code shall be determined by the size of the LED OOH structure. Please refer to Sec. 14 b, no. 2, i and ii for the different OOH sizes and corresponding Government/Industry mandatory phrase and ASC Reference Code size.

Screen shot of the production timeline showing the size of the Government/Industry mandatory phrase and ASC Reference Code must be submitted, duly certified by the production house. .

Sample Landscape



Sample Portrait



6. Internet/Mobile & Other Similar Static Digital Ads

Mandatory government/industry statements and ASC Reference Code should be within the main visual. However, if there is space constraint, the ASC Reference Code can be placed at the Description or Caption Box but the Mandatory government/industry statement MUST remain within the main visual to avoid sanctions with concerned government agencies.

Production house must submit a certification attesting that the submitted final material followed the IMMAP Digital Technical Guidelines for the Government/Industry Mandatories and ASC Reference Code size.

A copy of the IMMAP Digital Technical Guidelines may be seen at Annex 4 or downloaded from the ASC website: www.asc.com.ph

c. Execution of the ASC Reference Code

1. Print Ads

Production house must submit a certification attesting that the submitted final material followed the ASC guidelines for ASC Reference Code size displayed at the bottom part of the layout in Arial font.

i. Big Print Ads

Type	Width x Length	Size	ASC Reference Code Size
Broadsheet Centerspread	18 col. x 52 cm.	3,198 sq. cm.	10 pts.
Broadsheet Full Page	9 col. x 52 cm.	1,547 sq. cm.	10 pts.
Broadsheet	9 col. x 40 cm.	1,190 sq. cm.	10 pts.
Broadsheet	7 col. x 40 cm.	922.4 sq. cm.	10 pts.
Broadsheet	9 col. x 27 cm.	803.25 sq. cm.	10 pts.
Broadsheet	6 col. x 30 cm.	591.6 sq. cm.	10 pts.
Foot Ad	9 col. x 14 cm.	416.5 sq. cm.	10 pts.
Broadsheet	5 col. x 24 cm.	393.12 sq.cm.	10 pts.
Magazine	8.5 in. x 11 in.	609.23 sq. cm.	10 pts.
Provincial Broadsheet	6 col x 40 cm.	1,080 sq. cm.	10 pts.
Tabloid	7 col. x 30 cm.	750 sq. cm.	10 pts.

BIG

<p>BROADSHEET CENTERSPREAD 18 col. x 52 cm. (61.5 cm. x 52 cm.) 3,198 sq. cm.</p>	<p>BROADSHEET FULL PAGE 9 col. x 52 cm. (29.75 cm. x 52 cm.) 1,547 sq. cm.</p>
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Arial font = 10 pts. Arial font = 10 pts.

BIG

TABLOID
7 col. x 30 cm.
(25 cm. x 30 cm.)
750 sq. cm.

ASC REF. NO. XXXXXXXXXX

Arial font = 10 pts.

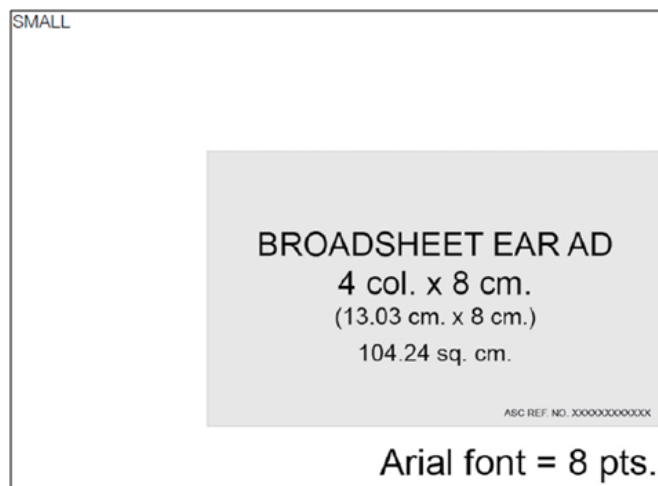
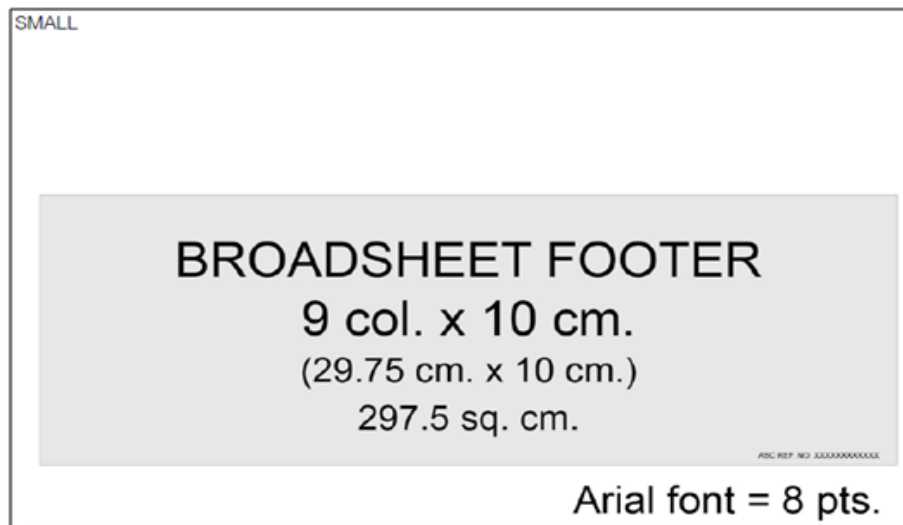
BROADSHEET
5 col. x 24 cm.
(16.38 cm. x 24 cm.)
393.12 sq. cm.

ASC REF. NO. XXXXXXXXXX

Arial font = 10 pts.

ii. Small Print Ads

Type	Width x Length	Size	ASC Reference Code Size
Broadsheet Footer	9 col. x 10 cm.	297.5 sq. cm.	8 pts.
	14.5 cm x 10 cm.	145 sq. cm.	8 pts.
	9.5 cm. x 12 cm.	114 sq. cm.	8 pts.
Broadsheet Ear Ad	4 col. x 8 cm.	104.24 sq. cm.	8 pts.
Tabloid	7 col. x 15 cm.	375 sq. cm.	8 pts.



Note: In consultation with 4As, these are the prescribed sizes for the ASC reference code for Big and Small print ads. For the medium-sized material, however, the Advertiser/ Advertising Agency must adjust the size of the ASC Reference Code in proportion to their medium-sized ad.

2. OOH Traditional Ads

Production house must submit a certification attesting that the submitted final material followed the ASC guidelines for ASC Reference Code size displayed at the bottom part of the layout in Arial font.

i. OOH Traditional Big Ads

	ASC Reference Code Size	
40 x 40 ft or 1600 sq ft	8 in.	785 pts.
40 x 60 ft (Vertical) or 2400 sq ft	8 in.	785 pts.
50 x 20 ft (Horizontal) or 1000 sq ft	8 in.	785 pts.
50 x 30 ft (Horizontal) or 1500 sq ft	8 in.	785 pts.
60 x 40 ft (Horizontal) or 2400 sq ft	8 in.	785 pts.
70 x 50 ft (Horizontal) or 3500 sq ft	8 in.	785 pts.
120 x 10 ft (Horizontal) or 1200 sq ft	8 in.	785 pts.



Note: In consultation with 4As, these are the prescribed sizes for the ASC Reference Code for Big and Small OOH static ads. **For the medium-sized material, however, the Advertiser/ Advertising Agency must adjust the size of the ASC Reference Code in proportion to their medium-sized ad.**

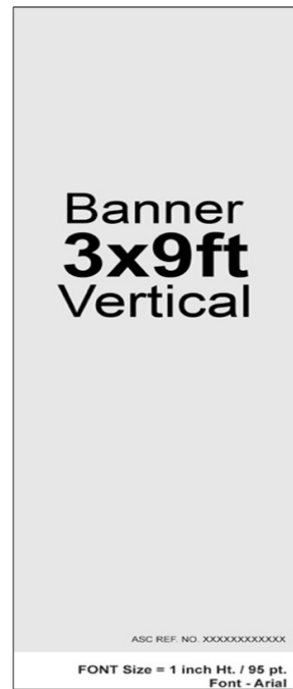
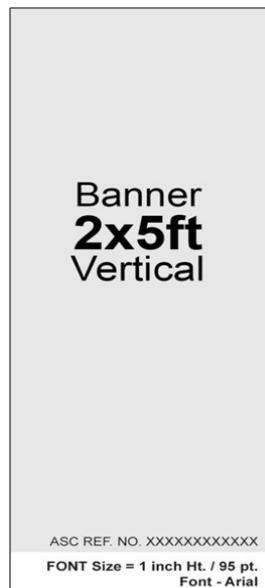
For billboard sizes smaller than 1000 sq. ft. or bigger than 3500 sq. ft., the Advertiser/ Advertising Agency must adjust the size of the ASC Reference Code in proportion to the 1000 sq. ft. and 3500 sq. ft., respectively.

Example: If extra-large OOH size is 120 x 100 ft. or 12000 sq. ft., what will be the height of the ASC Reference Code?

Computation: $\frac{3500 \text{ sq. ft.}}{12000 \text{ sq. ft.}} = \frac{8 \text{ in}}{X}$
 $3500 \text{ sq. ft.} \times X = 96000 \text{ in-sq. ft.}$
 $X = \frac{96000 \text{ in-sq. ft.}}{3500 \text{ sq. ft.}}$
X = 27.43 in. – size of ASC Ref No.

ii. Traditional Small Ads/ Banner Ads

Size (LW)	ASC Reference Code Size	
2 x 5 ft (Vertical) or 10 sq ft	1 in.	95 pts.
3 x 9 ft (Vertical) or 27 sq ft	1 in.	95 pts.
3 x 9 ft (Horizontal) or 27 sq ft	1 in.	95 pts.



Note: In consultation with 4As, these are the prescribed sizes for the ASC Reference Code for Small OOH banner ads. **For the medium-sized material, however, the Advertiser/ Advertising Agency must adjust the size of the ASC Reference Code in proportion to their medium-sized ad.**

For banner sizes bigger than 27 sq. ft., the Advertiser/ Advertising Agency must proportionately adjust the size of the ASC reference code in relation to the 27 sq. in. size.

Example: If banner size is 10 x 20 ft. or 120 sq. ft., what will be the height of the ASC Reference Code?

Computation: $\frac{27 \text{ sq. ft.}}{120 \text{ sq. ft.}} = \frac{1 \text{ in}}{X}$
 $27 \text{ sq. ft.} \times X = 120 \text{ in-sq ft}$
 $X = \frac{120 \text{ in-sq ft}}{27 \text{ sq ft}}$
X = 4.44 in. – size of ASC Ref No.

3. LED OOH Moving Ads

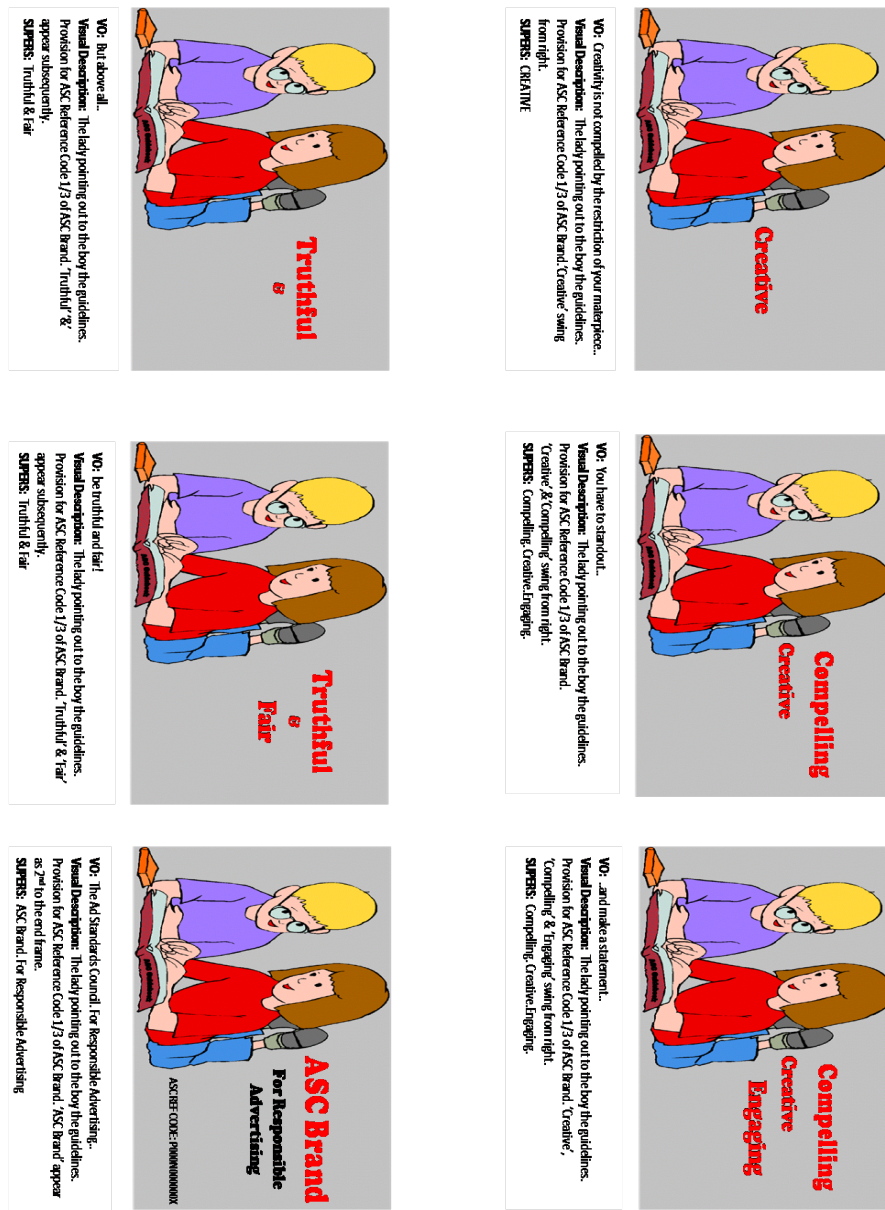
ASC Reference Code must be in Arial font, displayed at the bottom part of the end frame. Screen shot of the production timeline showing the size of the ASC Reference Code must be submitted, duly certified by the production house.

Font size of the ASC Reference Code shall be determined by the size of the LED OOH structure. Please refer to Sec. 14 c, no. 2, i and ii for the different OOH sizes and corresponding ASC Reference Code size.

4. Internet/Mobile & Other Similar Moving Ads

A copy of IMMAP's Digital Technical Guidelines may be downloaded from the ASC website: www.asc.com.ph as reference. Screen shot of timeline showing the size of the entire phrase must be submitted for verification. Production house must submit a certification attesting that the submitted final material followed the IMMAP Digital Technical Guidelines for the ASC Reference Code size.

Sample Storyboard

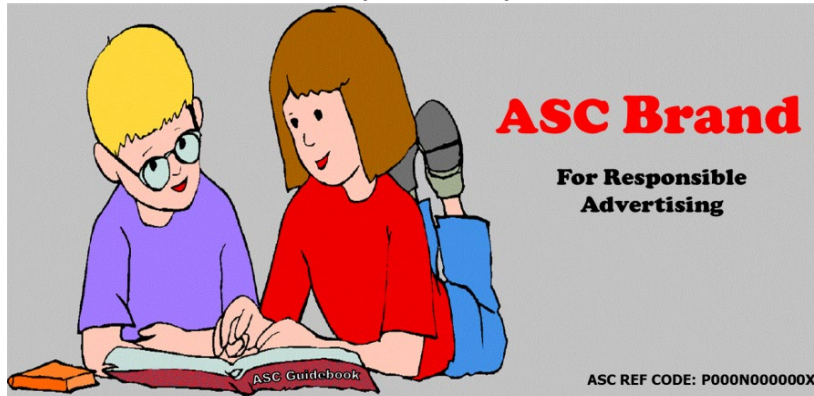


5. LED OOH Static Ads

ASC Reference Code must be in Arial font, displayed at the bottom part of the ad. Screen shot of the production timeline showing the size of the ASC Reference Code must be submitted, duly certified by the production house.

Font size of the ASC Reference Code shall be determined by the size of the LED OOH structure. Please refer to Sec. 14 c, no. 20, i and ii for the different OOH sizes and corresponding ASC Reference Code size.

Sample Landscape



Sample Portrait








6. Internet/Mobile & Other Similar Static Digital Ads

A copy of the IMMAP Digital Technical Guidelines may be seen at Annex 4 or downloaded from the ASC website: www.asc.com.ph


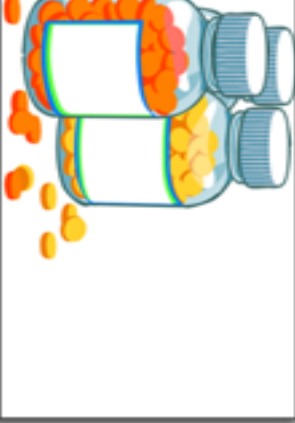


Production house must submit a certification attesting that the submitted final material followed the IMMAP Digital Technical Guidelines for the ASC Reference Code size.

Other Examples:

FDA Mandatory Phrase for Food Supplement

<p>MAHALAGANG PAAALALA: Ang ibrang name candy table ay hindi dapat gamiting pangamot sa anumang uri ng sakit</p> 	<p>VO: This rainy season...</p> <p>VISUAL DESCRIPTION: Close shot of product with scattered candy tablets</p> <p>SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) CANDY TABLE AY HINDI GANOT AT HINDI DAPAT GAMITING PANGAMOT SA ANUMANG URI NG SAKIT</p>	<p>MAHALAGANG PAAALALA: Ang ibrang name candy table ay hindi dapat gamiting pangamot sa anumang uri ng sakit</p> 	<p>VO: Orange and banana</p> <p>VISUAL DESCRIPTION: Supers of Food Supplement flash on each bottle.</p> <p>SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) CANDY TABLE AY HINDI GANOT AT HINDI DAPAT GAMITING PANGAMOT SA ANUMANG URI NG SAKIT</p>
<p>MAHALAGANG PAAALALA: Ang ibrang name candy table ay hindi dapat gamiting pangamot sa anumang uri ng sakit</p> 	<p>VO: keep your children's sunny...</p> <p>VISUAL DESCRIPTION: Zoom out to featured product</p> <p>SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) CANDY TABLE AY HINDI GANOT AT HINDI DAPAT GAMITING PANGAMOT SA ANUMANG URI NG SAKIT</p>	<p>MAHALAGANG PAAALALA: Ang ibrang name candy table ay hindi dapat gamiting pangamot sa anumang uri ng sakit</p> 	<p>VO: with proper diet and exercise, help enhance your child's resistance!</p> <p>VISUAL DESCRIPTION: Boy doing jumping jacks and taking his food supplement.</p> <p>SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) CANDY TABLE AY HINDI GANOT AT HINDI DAPAT GAMITING PANGAMOT SA ANUMANG URI NG SAKIT</p>
<p>MAHALAGANG PAAALALA: Ang ibrang name candy table ay hindi dapat gamiting pangamot sa anumang uri ng sakit</p> 	<p>VO: In 2 yummy gummy colors... And flavor!</p> <p>VISUAL DESCRIPTION: Each letter of the word Vitamin C jumps from yellow bottle to the orange bottle subsequently followed by the word Vitamin B12.</p> <p>SUPERS: (1) Vitamin C (2) MAHALAGANG PAAALALA: ANG (BRAND NAME) CANDY TABLE AY HINDI GANOT AT HINDI DAPAT GAMITING PANGAMOT SA ANUMANG URI NG SAKIT</p>	<p>MAHALAGANG PAAALALA: ANG (BRAND NAME) CANDY TABLE AY HINDI GANOT AT HINDI DAPAT GAMITING PANGAMOT SA ANUMANG URI NG SAKIT</p>	<p>VO/SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) AY HINDI GANOT AT HINDI DAPAT GAMITING PANGAMOT SA ANUMANG URI NG SAKIT</p>

FDA Mandatory Phrase for Food Supplement with ASC Reference Code

<p>MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit.</p> 	<p>VO: This rainy season...</p> <p>VISUAL DESCRIPTION: Close shot of product with scattered candy tablets</p> <p>SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p>	<p>MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p> 	<p>VO: Orange and Banana</p> <p>VISUAL DESCRIPTION: Supers of food supplement flash on each bottle.</p> <p>SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p>
<p>MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p> 	<p>VO: Keep your children's sunny...</p> <p>VISUAL DESCRIPTION: Zoom out to featured product</p> <p>SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p>	<p>MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p> 	<p>VO: with proper diet and exercise, help enhance your child's resistance!</p> <p>VISUAL DESCRIPTION: Boy doing jumping jacks and taking his food supplement.</p> <p>SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p>
<p>MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p> 	<p>VO: In 2 yummy gummy colors... And flavors</p> <p>VISUAL DESCRIPTION: Each letters of the word Vitamin C jumps from yellow bottle to the orange bottle subsequently followed by the word Vitamin B12.</p> <p>SUPERS: (1) Vitamin C; (2) MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p>	<p>MAHALAGANG PAAALALA: ANG (BRAND NAME) candy tablet ay hindi dapat gamiting panggamot sa anumang uri ng sakit</p> <p>ASC REFERENCE CODE P000H0000000P</p>	<p>VO/SUPERS: MAHALAGANG PAAALALA: ANG (BRAND NAME) AY HINDI GANOT AT HINDI DAPAT GAMITING PANGGAMOT SA ANUMANG URI NG SAKIT</p>

ANNEX 4
DIGITAL TECHNICAL GUIDELINES ON MANDATORY STATEMENTS
AND ASC REFERENCE CODE

Mandatory Statements – Digital Video

On Mandatory Statements - Digital Video

Option 1 for Youtube video



On Mandatory Statements - Digital Video

Option 2 for Youtube video

When on the video link



On Mandatory Statements - Digital Video

Option 1 for Facebook video



Positioning: (Height: 20 px from bottom of video)
 Size and font: 15 pts., Arial
 ASC must be present all the time

(While video is running)



(mandatory exposure)

On Mandatory Statements - Digital Video

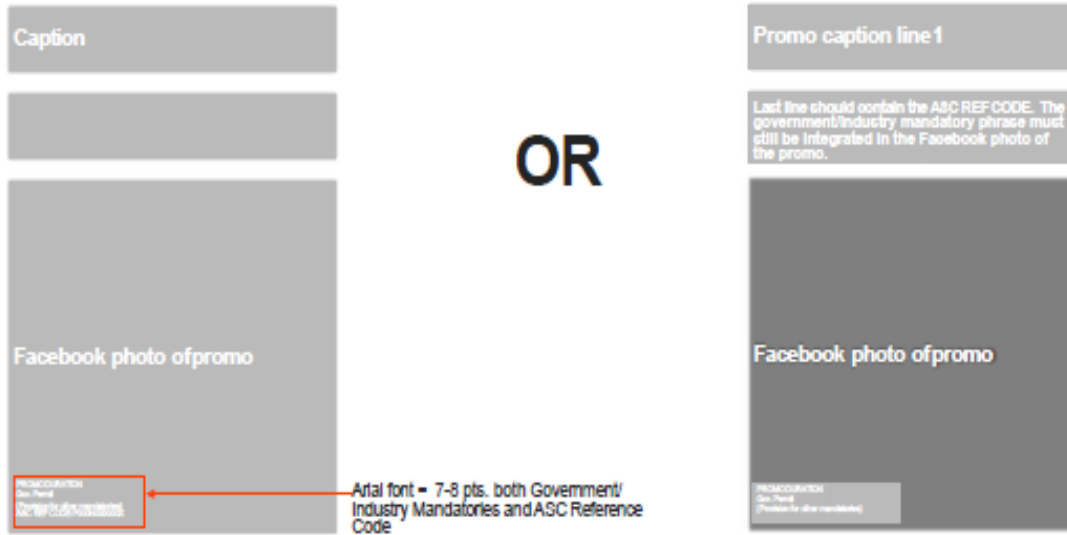
Option 2 for Facebook video



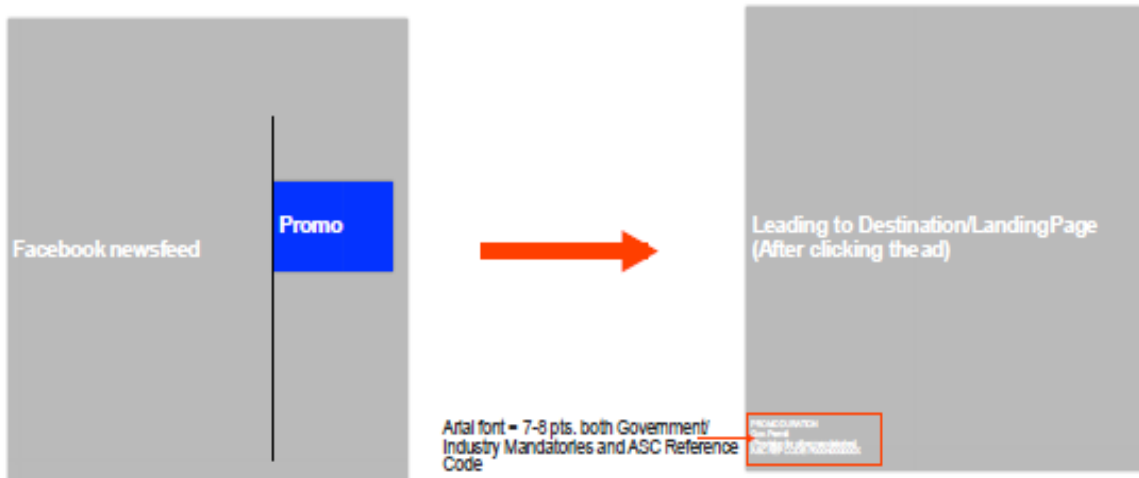
In the caption: ASC REF CODE: P000N00000X

Note that the government/industry mandatory phrase, e.g., PROMO DURATION JAN TO DEC, PER DTI PERMIT NUMBER XXXX S. 2015, must always be integrated in the main material. Only the ASC reference code shall be allowed to be included in the caption should Option 2 be applied.

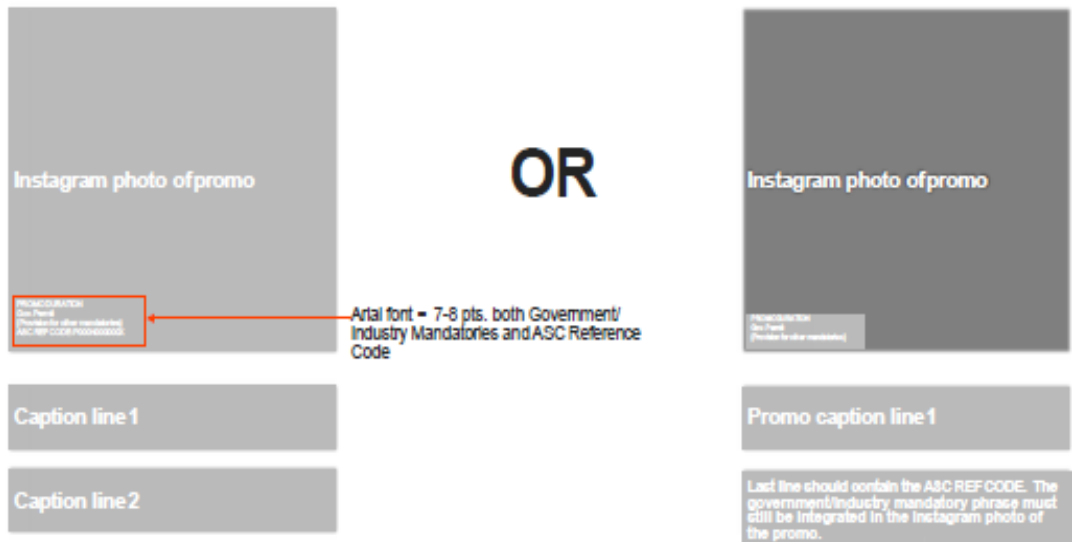
On Mandatory Statements - Facebook



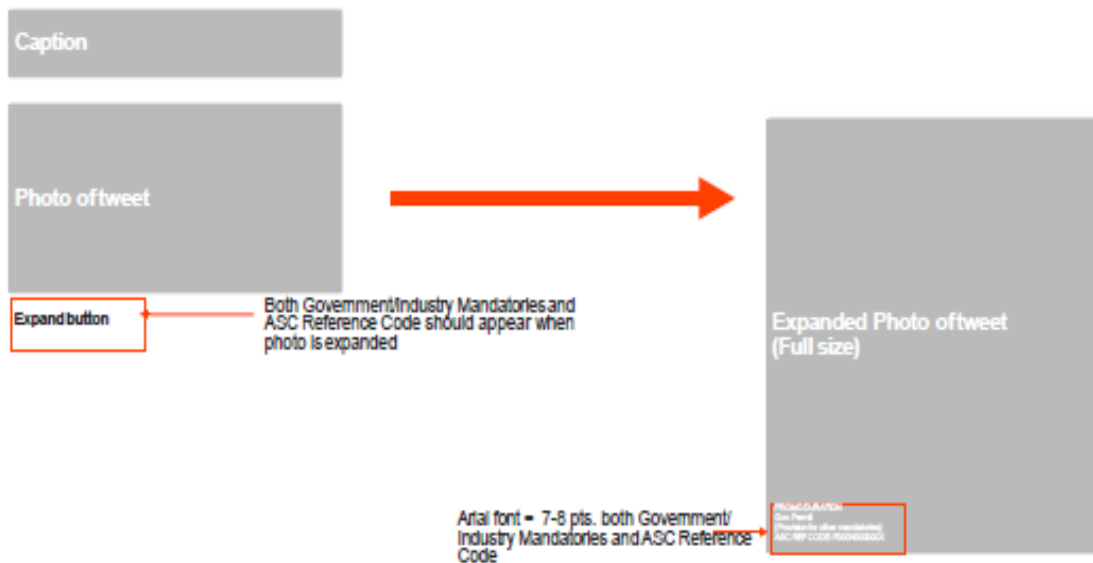
On Mandatory Statements - Facebook (right-hand side)



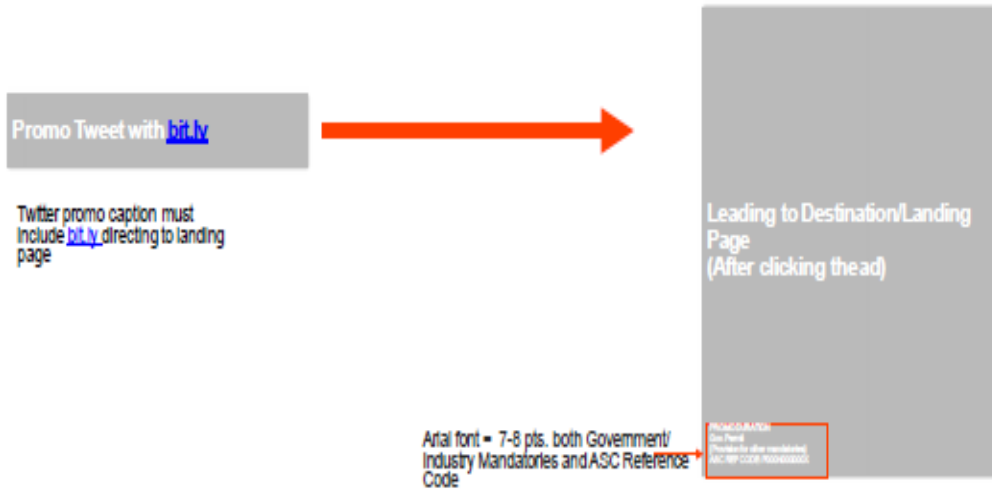
On Mandatory Statements - Instagram



On Mandatory Statements - Twitter (Photo)



On Mandatory Statements - Twitter (Tweet only)



Text Execution - Google Search

Text ad Execution of ASC Ref Code



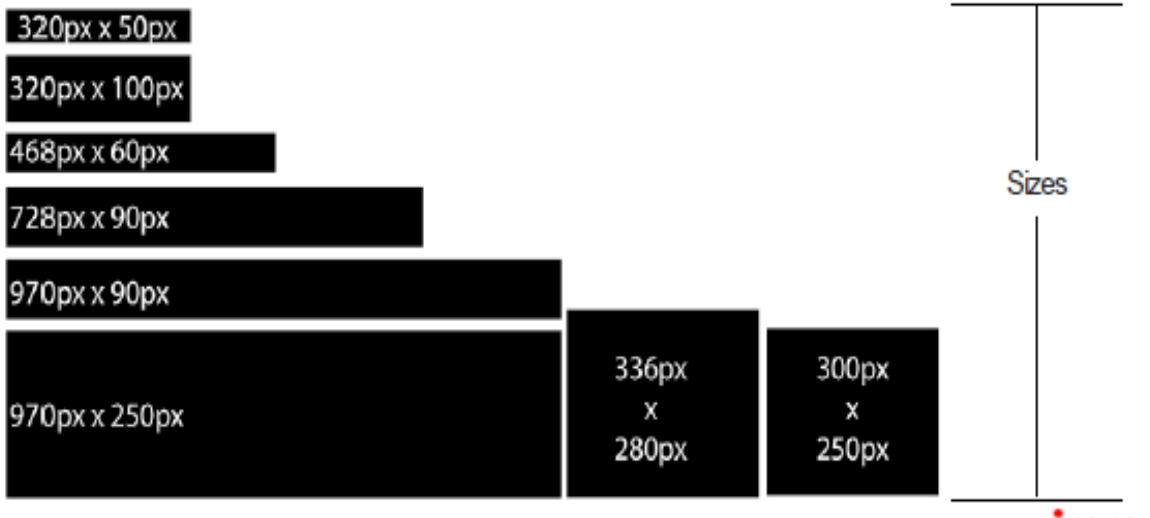
Link ad Execution of ASC Ref Code



Non-animated Execution - Google Image ads

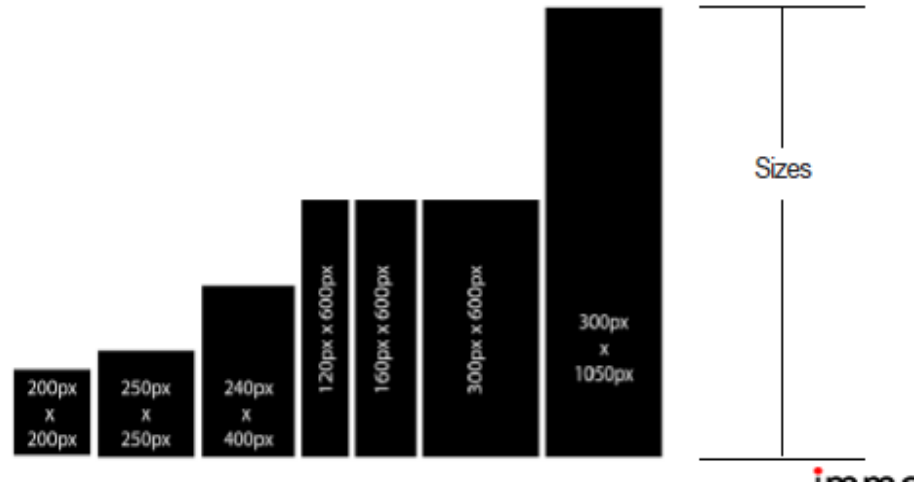
Non-animated Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



Non-animated Execution of ASC Ref Code

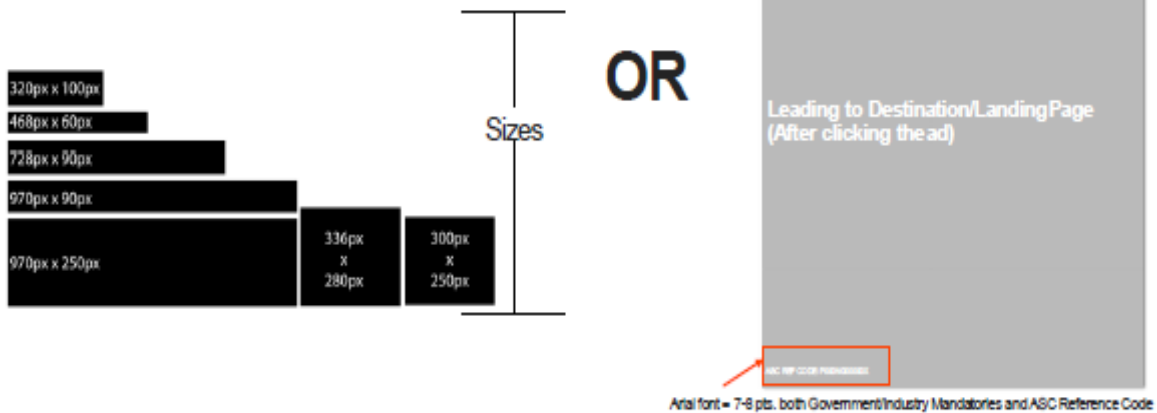
Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



Animated Execution - Google Image ads

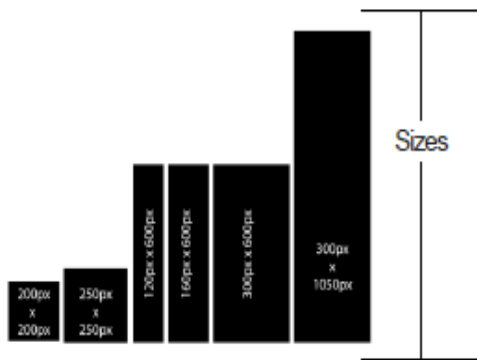
Animated Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.

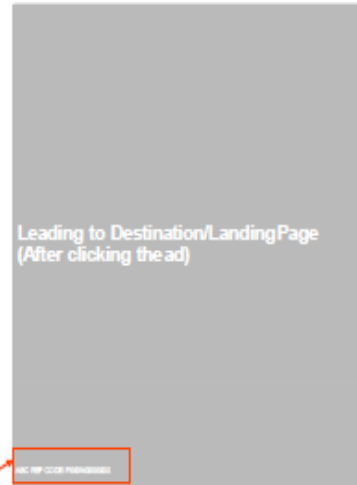


Animated Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



OR

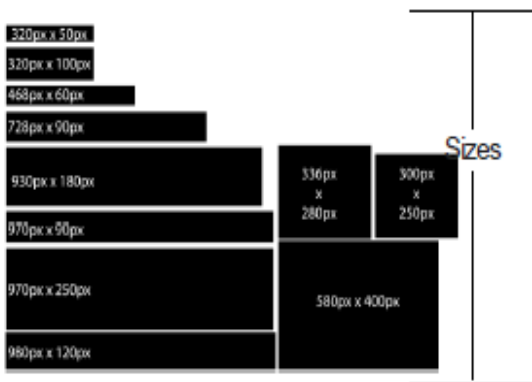


Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

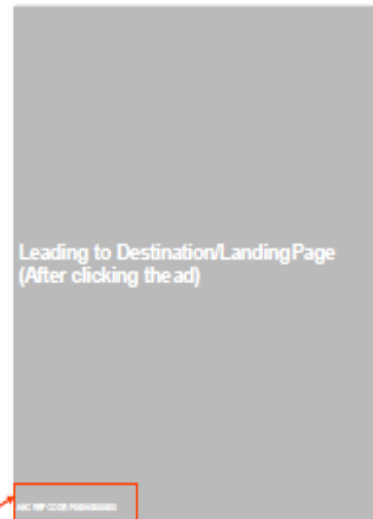
Rich Media Execution - Google Image ads

HTML5 Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



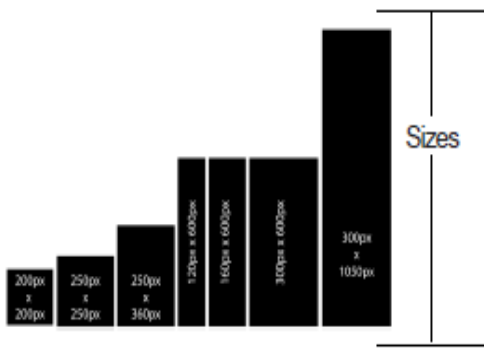
OR



Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

HTML5 Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.

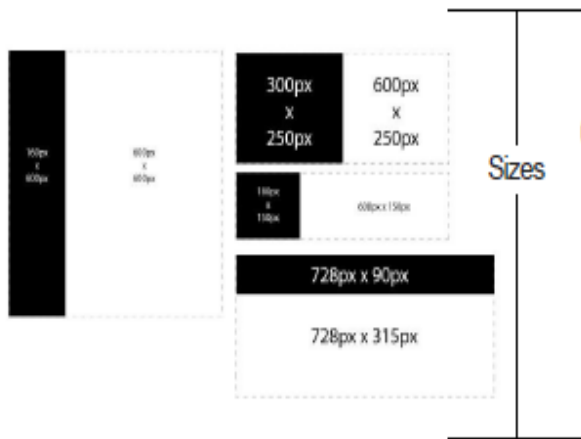


OR



Expandable/Retractable video ad Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.

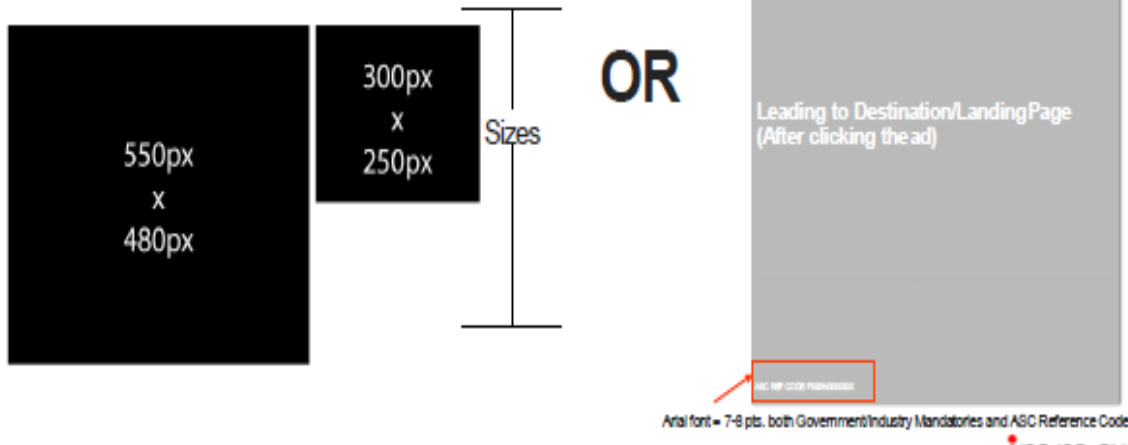


OR



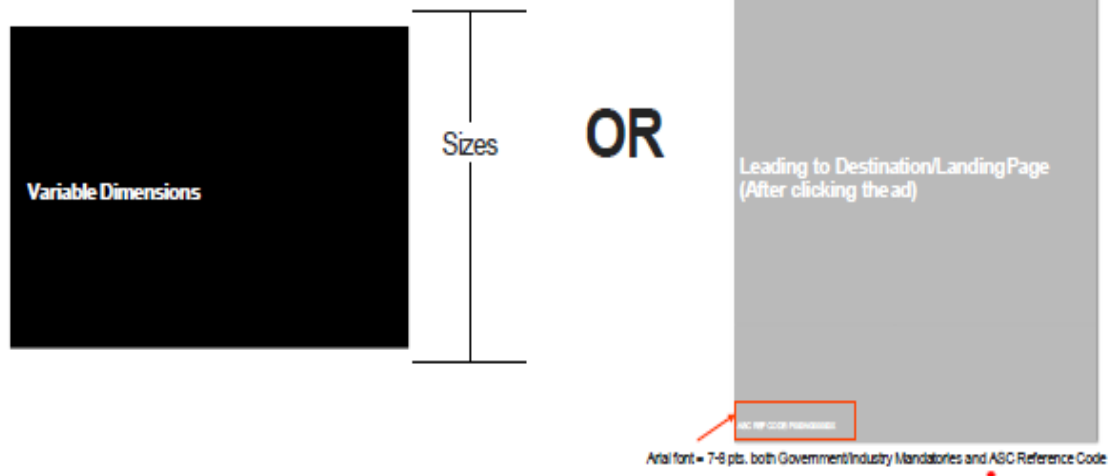
Pop Ups Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



Floating ad Execution of ASC Ref Code

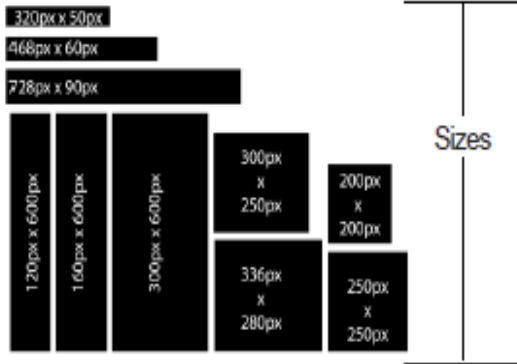
Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



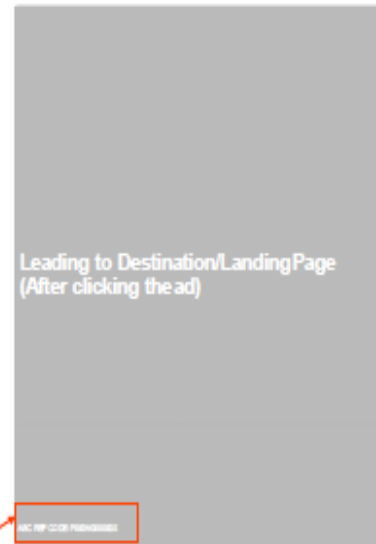
Lightbox Execution - Google Image ads

Lightbox Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



OR

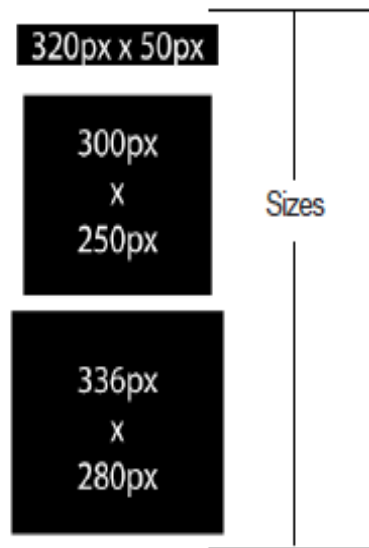


Arial font = 7-8 pts, both Government/Industry Mandatories and ASC Reference Code

Mobile/Tablet Execution - Google mobile ads

Mobile Image ad Execution of ASC Ref Code

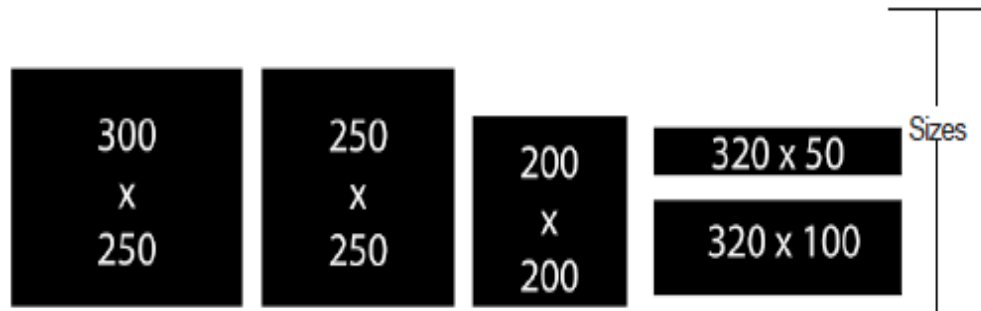
Placement: 8 px from the left and bottom, Arial font = 10 pts.



Mobile Image ad Execution of ASC Ref Code

Ads for High-end devices with full HTML browsers

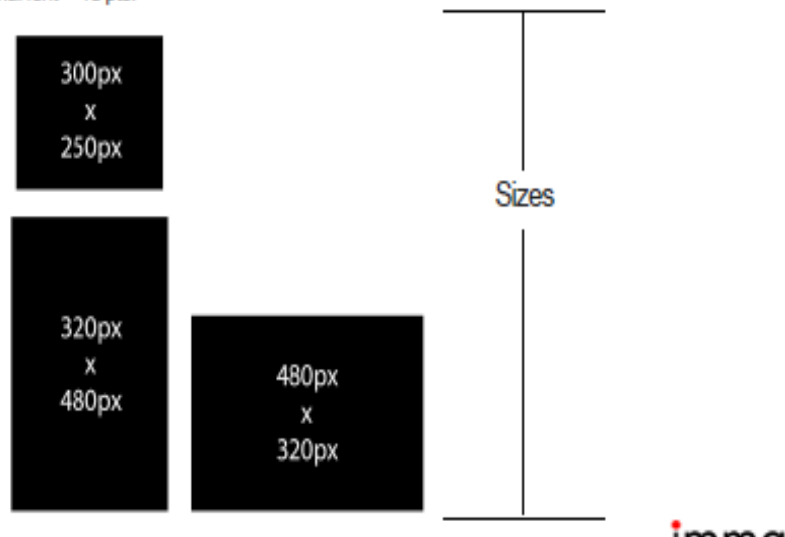
Placement: 8 px from the left and bottom, Arial font = 10 pts.



Mobile Interstitial ad Execution of ASC Ref Code

These are full-screen ads that tend to have higher clickthrough rates than banner ads, but may have a higher CPC. These appear as someone transitions between screens or pages in an app.

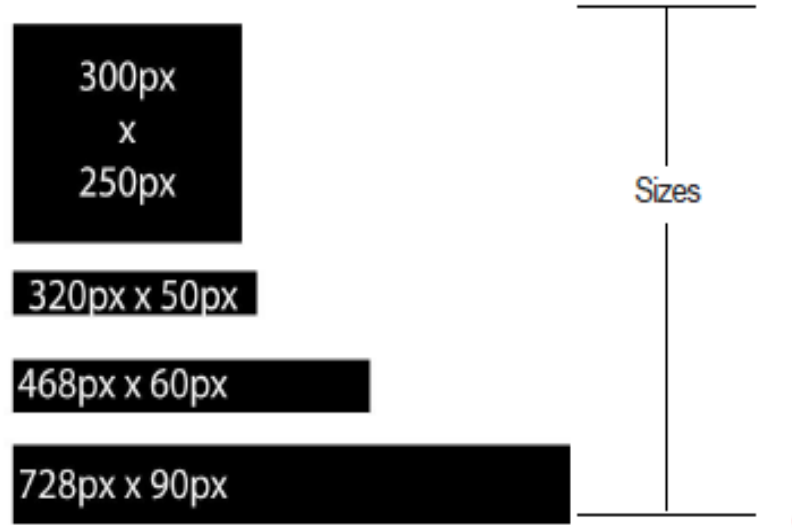
Placement: 8 px from the left and bottom, Arial font = 10 pts.



Mobile Banner ad Execution of ASC Ref Code

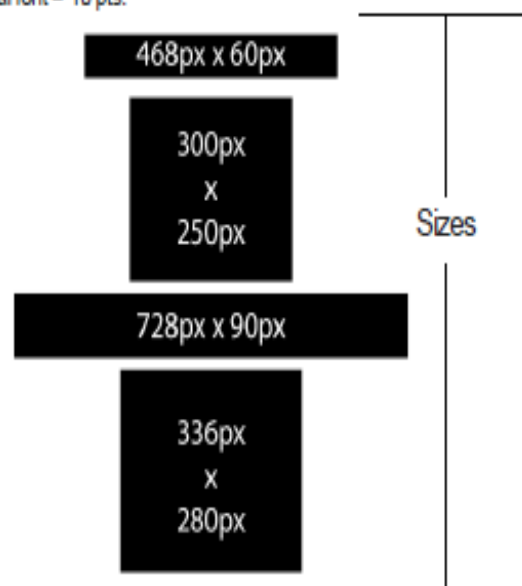
Banner ads appear as a small strip or "banner" across the top of an app page or screen. They're the most commonly used ad format for mobile.

Placement: 8 px from the left and bottom, Arial font = 10 pts.



Tablet Image ad Execution of ASC Ref Code

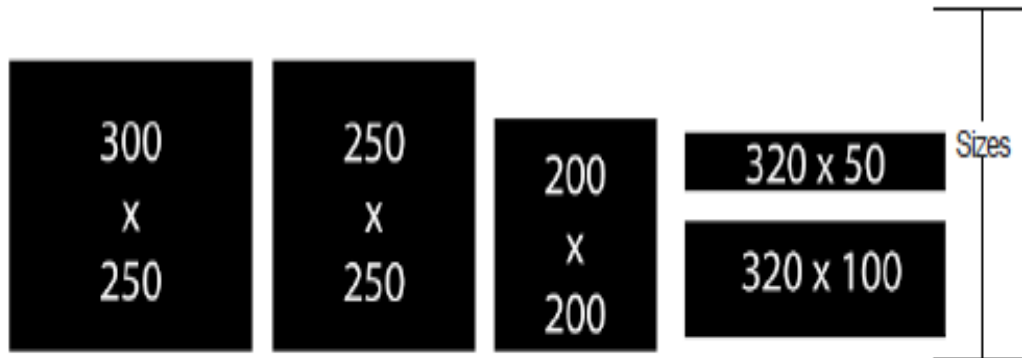
Placement: 8 px from the left and bottom, Arial font = 10 pts.



Tablet Image ad Execution of ASC Ref Code

Ads for High-end devices with full HTML browsers

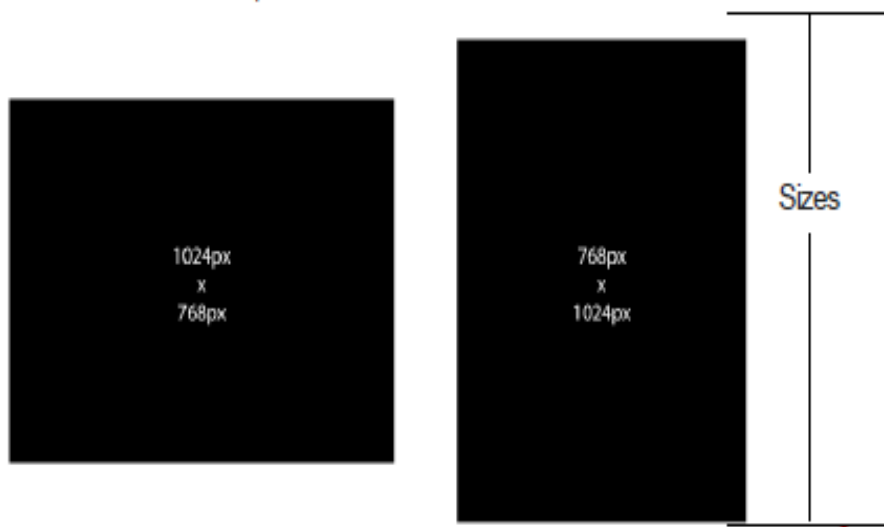
Placement: 8 px from the left and bottom, Arial font = 10 pts.



Tablet Interstitial ad Execution of ASC Ref Code

These are full-screen ads that tend to have higher clickthrough rates than banner ads, but may have a higher CPC. These appear as someone transitions between screens or pages in an app.

Placement: 8 px from the left and bottom, Arial font = 10 pts.

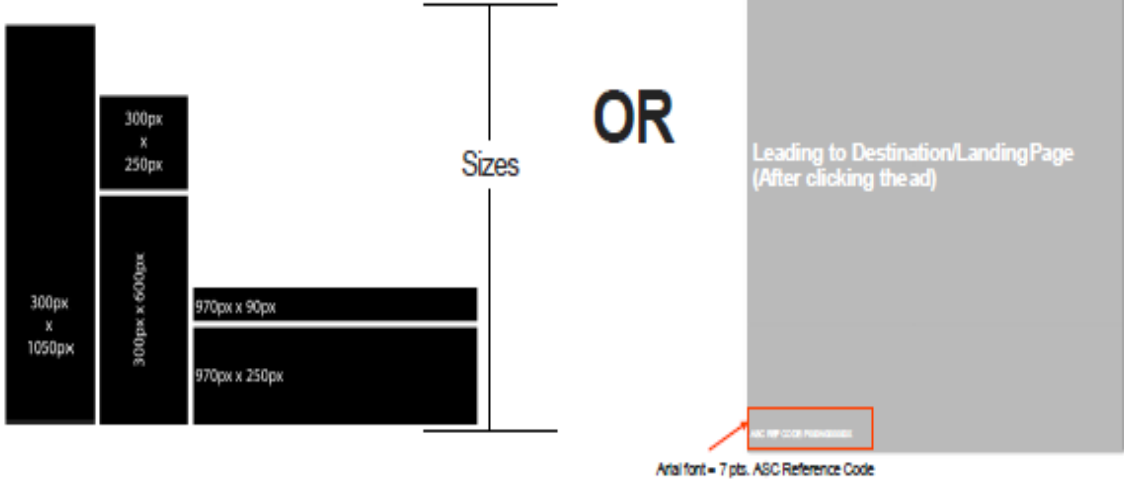


iab. Format Execution - Display and Mobile
Web Display -HTML5 - Display and Mobile

Rising Stars ad Execution of ASC Ref Code

Rising Stars ad units are designed to be the only rich media ad unit displayed on a webpage.

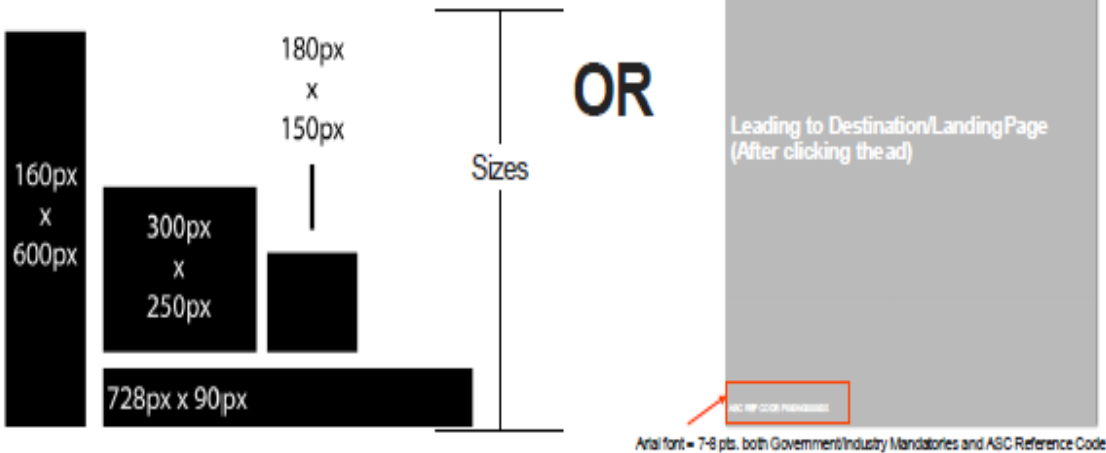
Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



Universal Package ad Execution of ASC Ref Code

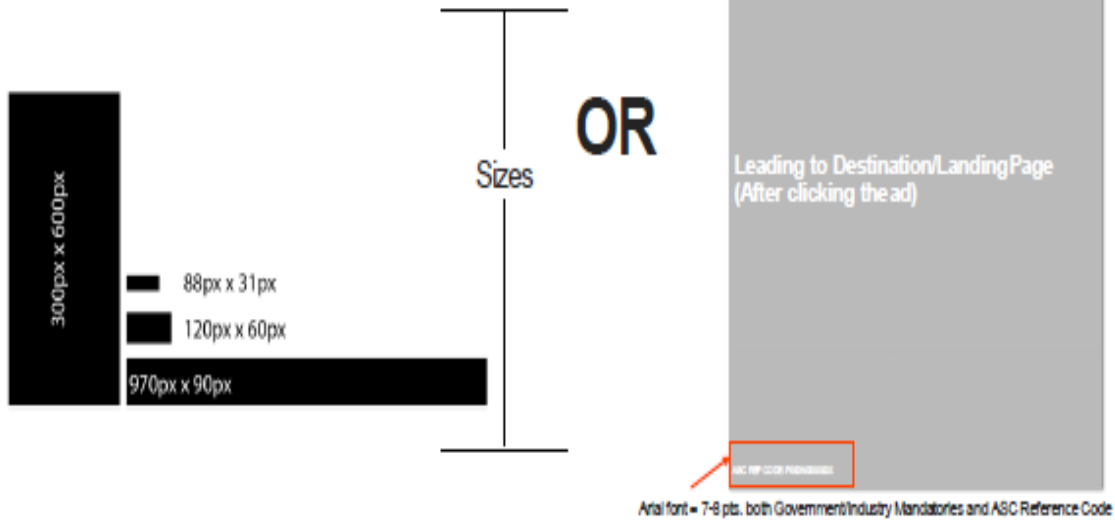
UAP ads are used collectively across the publisher's site.

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



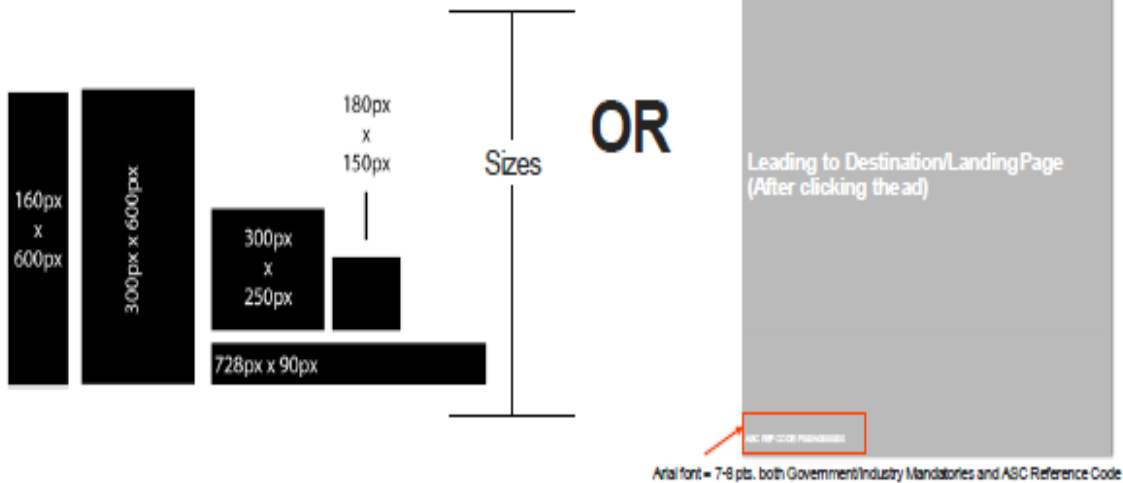
Other ad Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



In-banner video ad Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



mRising Stars ad Execution of ASC Ref Code

Placement: 8 px from the left and bottom, Arial font = 10 pts.

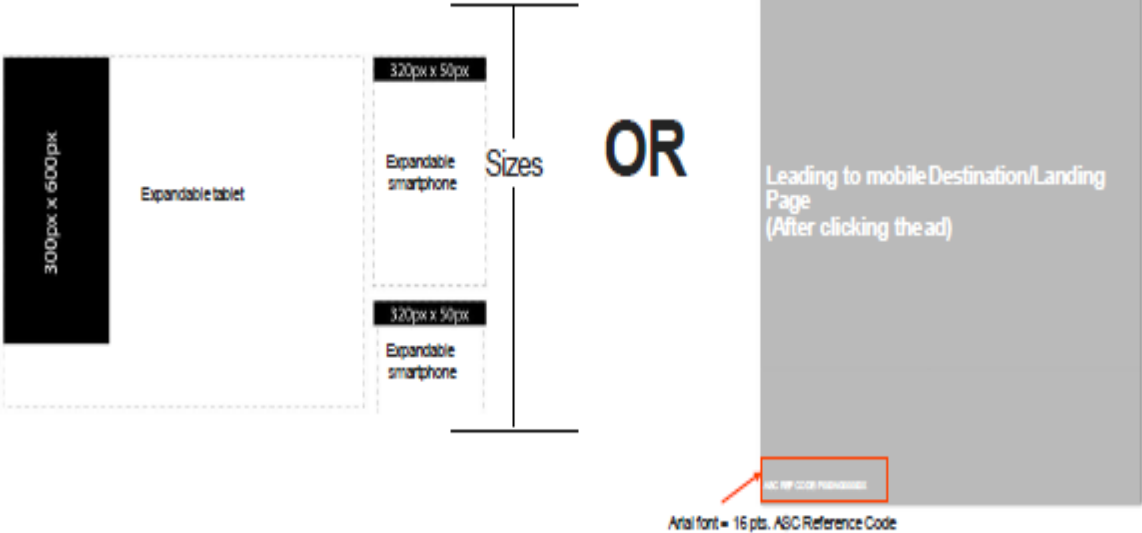
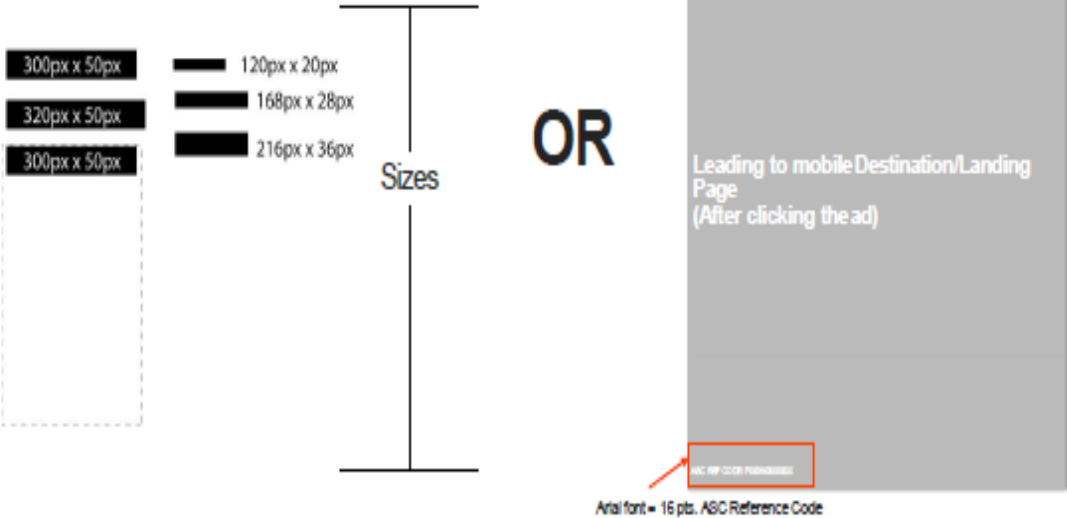


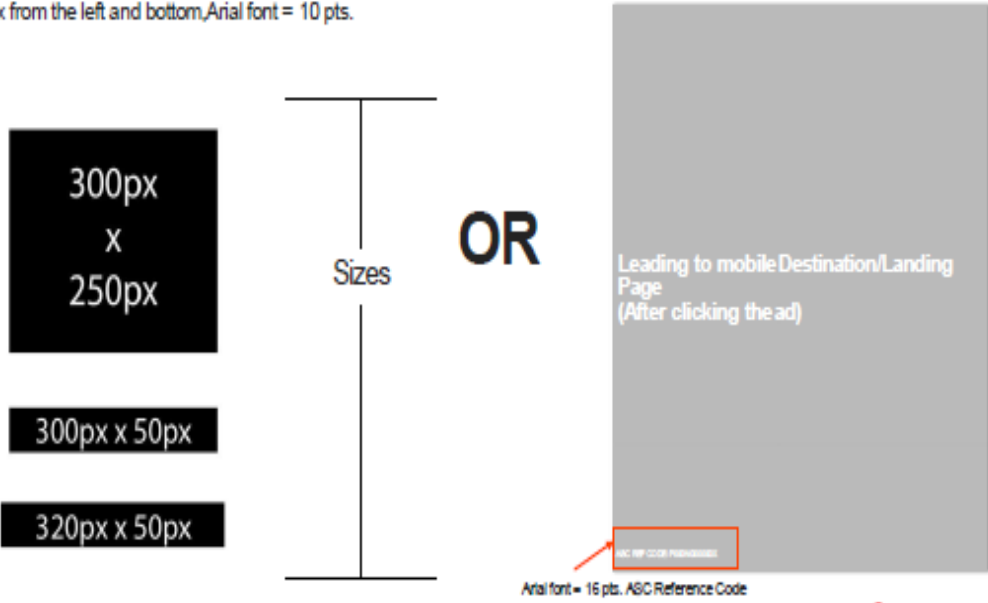
Image ad Execution of ASC Ref Code

Placement: 8 px from the left and bottom, Arial font = 10 pts.



mRich Media ad Execution of ASC Ref Code

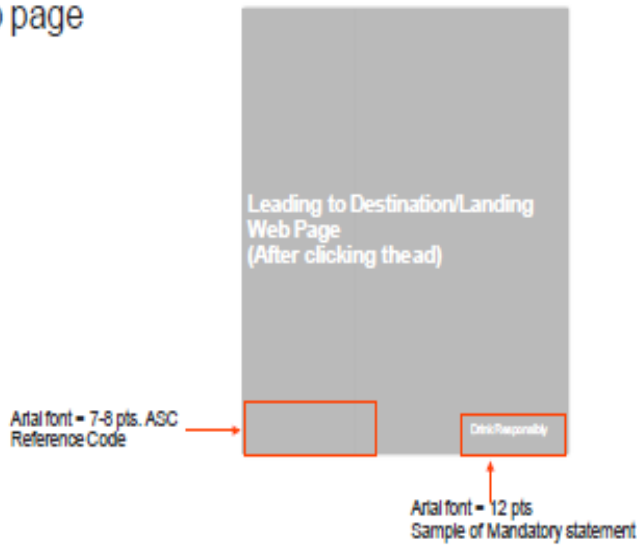
Placement: 8 px from the left and bottom, Arial font = 10 pts.



Execution of Mandatory Statement/Copy
Landing Page Execution – Mandatory landing applies to all Rich Media, text and small ad sizes (below 580px width)

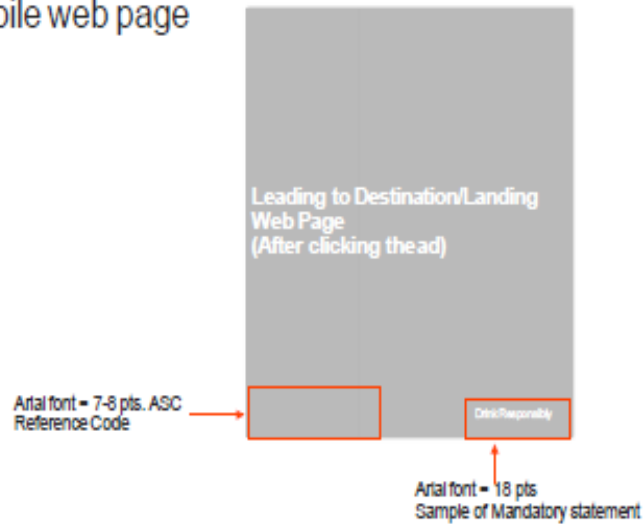
Execution of Mandatory Statement/Copy

Leading to a web page



Execution of Mandatory Statement/Copy

Leading to a mobile web page



Digital Video Execution - Youtube

Execution of Mandatory Statement/Copy

Option 1 for Youtube video – Mandatory Statement/Copy + ASC Ref Code at the end frame.



Visual Description: 1 second mandatory exposure
SUPERS: PROMO DURATION JAN TO DEC.
PER DT1 PERMIT NUMBER XXXX S. 2016
ASC REF CODE: P000ND000000X

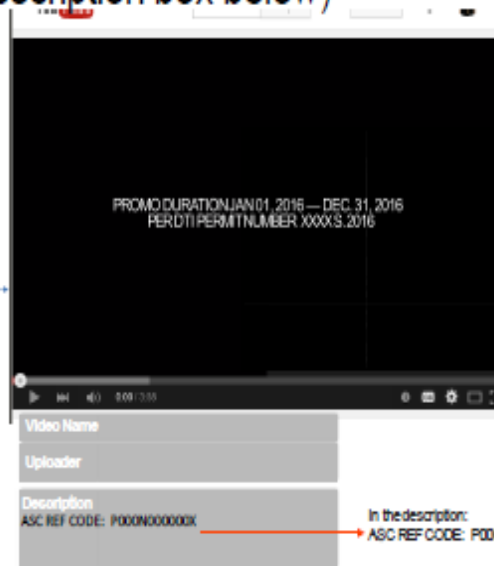
(mandatory exposure)

Execution of Mandatory Statement/Copy

Option 2 for Youtube video – Mandatory Statement/Copy at end frame.
ASC Ref Code at description box below)

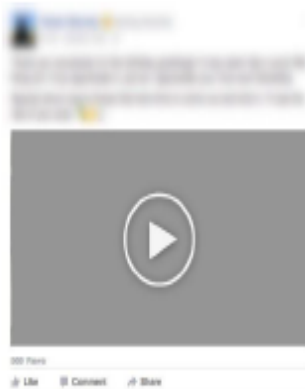
When on the video link

Visual Description: 1 second mandatory exposure
SUPERS: PROMO DURATION JAN TO DEC.
PER DTI PERMIT NUMBER XXXX'S. 2016
(mandatory exposure)



Execution of Mandatory Statement/Copy

Option 1 for Facebook video - Mandatory Statement/Copy + ASC Ref No. at the end frame.



Visual Description: 1-second mandatory exposure
Mandatory Statement & ASC Ref Code at end frame.

(mandatory exposure)

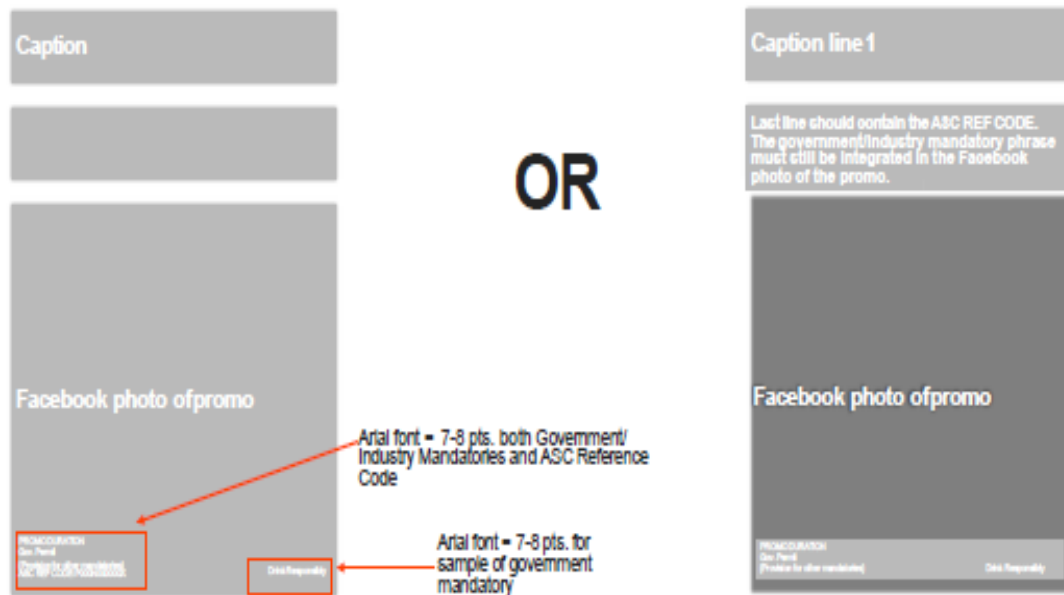
Execution of Mandatory Statement/Copy

Option 2 for Facebook video - Mandatory Statement/Copy at end frame. ASC Ref Code at caption box)

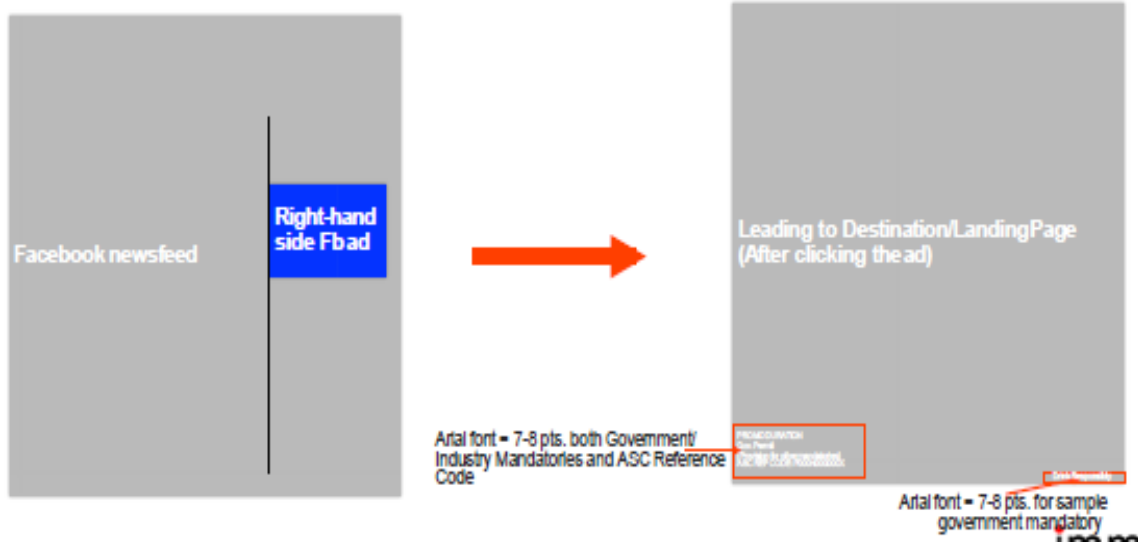


Facebook Execution – Newsfeed and right-hand column

On Mandatory Statements - Facebook

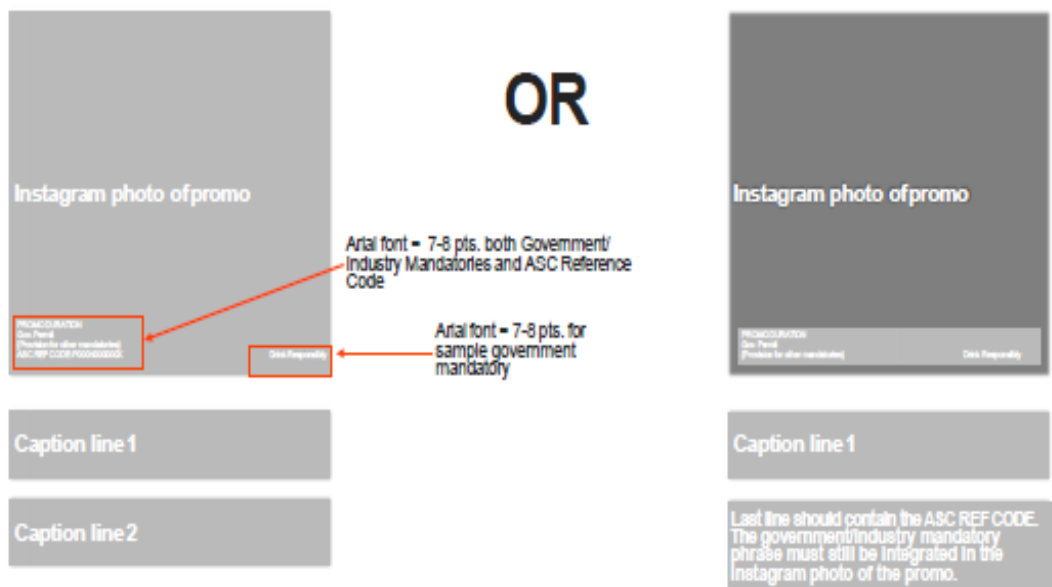


On Mandatory Statements - Facebook (right-hand side)

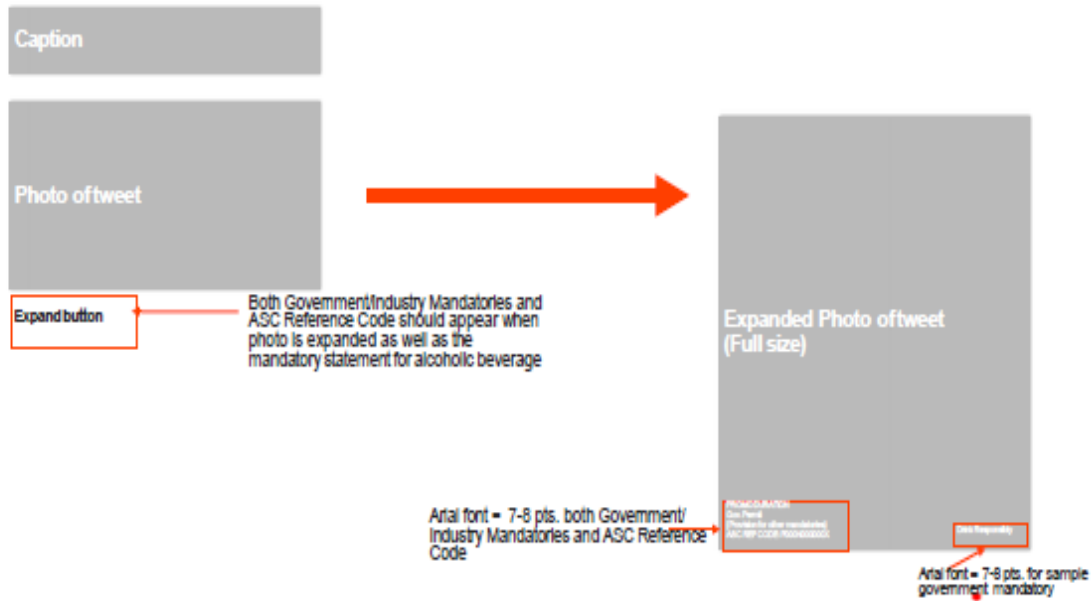


Instagram Execution

On Mandatory Statements - Instagram



On Mandatory Statements - Twitter (Photo)



On Mandatory Statements - Twitter (Tweet only)



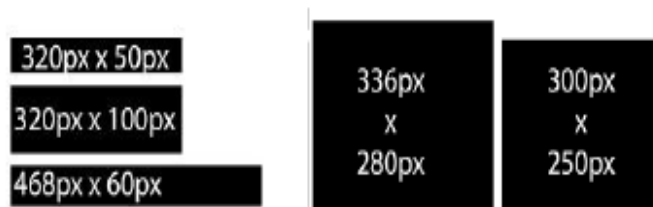
Non-animated Execution of mandatory statements

Placement: 4 px from the right and bottom, Arial font = 6-7 pts.



Formats requiring Landing/Destination pages

Qualifiers to have 50% of the font size of the claim on all types except for theff:

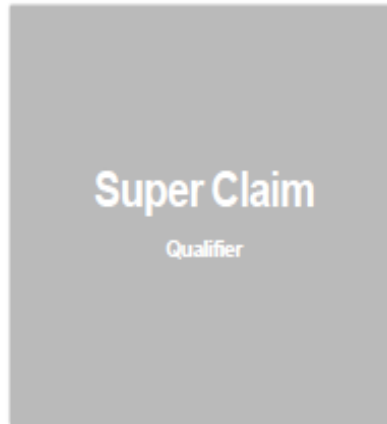


or all digital ad executions less than 728px width.

Landing Page Execution – Mandatory landing applies to all small ad sizes (below 780px width)

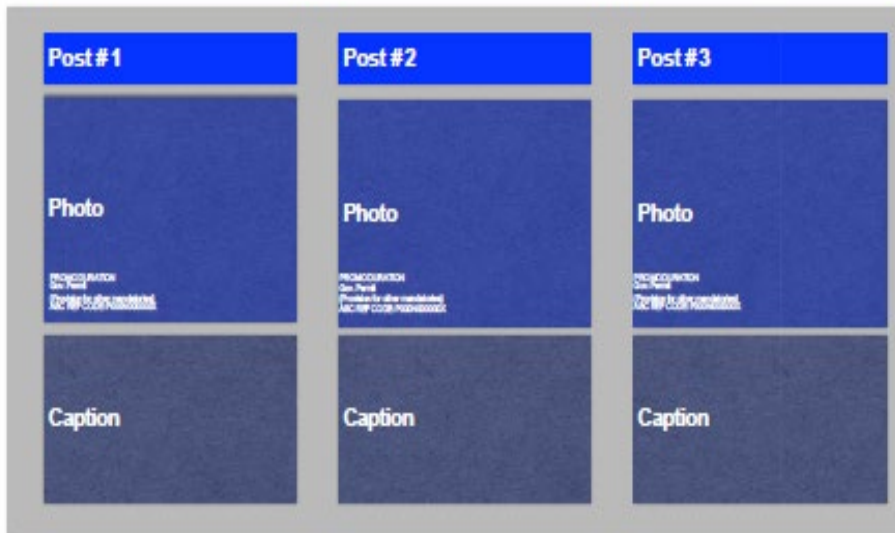
On Qualifiers - Leading to a landing page

All ads with less 780px width are required to have landing pages so that both can be read together as one complete thought. Qualifiers must be in close proximity to the claim itself. Font size of the qualifier must be 50% of the font size of the claim seen on landing page



On Content Calendars – Pre-screening For Social Execution

On Content Calendars - For Social Execution



Option 1 - for posts with required promo statements + ASC code inside photo

Pre-screened content calendars must show the correct placement of ASC code (photos on lower left, last line if in the caption)

On Content Calendars - For Social Execution



Option 2 - for posts requiring ASC code

Last line of caption of each post found in the content calendar must show the ASC code

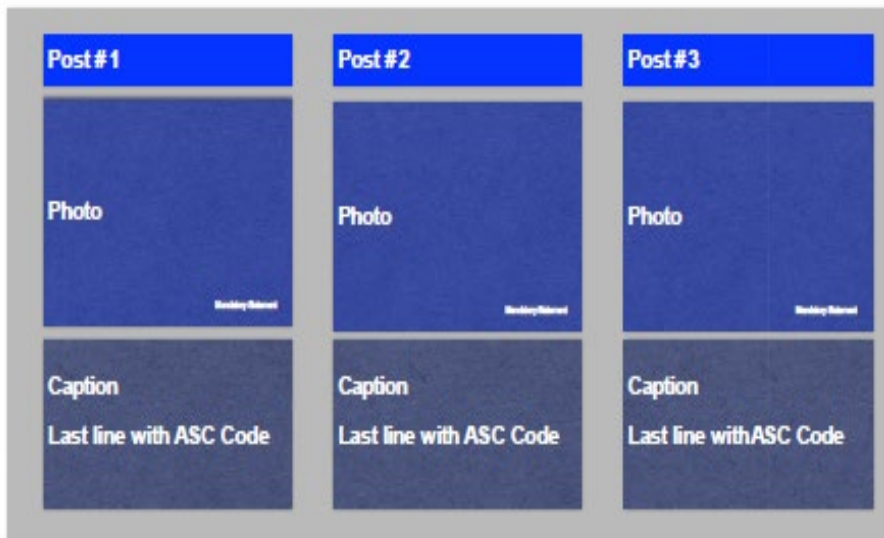
On Content Calendars - For Social Execution



Option 1 - for posts with required mandatory statement + ASC Code inside photo

Pre-screened content calendars must show the correct placement of ASC code as well as the mandatory statement on the lower-right

On Content Calendars - For Social Execution



Option 2 - for posts with required mandatory statement inside photo + ASC Ref Code inside caption box

Last line of caption of each post found in the content calendar must show the ASC Reference Code

ANNEX 5
GENERALLY UNACCEPTABLE OTC DRUGS ADVERTISING CLAIMS



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION



18 July 2016

BOARD OF DIRECTORS (BOD)

Ad Standards Council
6th Floor, LTA Building, 118 Perea Street
Legaspi Village, Makati City

Dear Members of the Board,

As part of our on-going partnership in ensuring advertising activities are compliant with the Food and Drug Administration's (FDA's) and Ad Standards Council's (ASC's) existing rules and regulations, the following general guidelines are recommended to be used in screening advertisements of drug products:

I. Generally Unacceptable Advertising Claims

- A. Claims that may be misleading, deceptive or exaggerated, such as:
- containing the words "true", "real" (e.g. "real relief for xx condition")
 - with special technology (e.g. "this product has special technology to xx")
 - with special formulation of a generic product (e.g. "this product is the only one approved to xx")
 - pure or 100% (e.g. "this product is 100% pure xx")
 - holistic or complete (e.g., this product provides complete protection; this product is all-in-one)
- B. Claims that are false, such as:
- outside of its approved therapeutic indication (e.g. anti-aging)
 - outside of its pharmacological activity (e.g. fights off bacteria when the product is not an anti-bacterial)
 - product purports to have no/less adverse effect (e.g. no drowse when the product has drowsiness as part of its label)
- C. Claims of safety/safe (e.g., safety-tested; clinically proven safe)
- D. Claims of effectivity/effective (e.g., effective pain relief; very effective)
- E. Claims by endorsement
- By doctors and personalities appearing as doctors (e.g., doctor-recommended)
 - By health institutions or associations (e.g., FDA-recommended/approved)

II. Claims Requiring Proof/Justification

- A. Vague claims (e.g., long-lasting; dissolves quickly)
- B. Superiority of product (e.g., World's Number 1; most prescribed; fastest, better than)

Civic Drive, Filinvest City, Alabang 1781 Muntinlupa, Philippines
Trunk Line +63 2 857 1900 Fax +63 2 807 0751
Website: www.fda.gov.ph Email: info@fda.gov.ph



The guidelines provided herein are consistent with Section 2, Article V: Advertisements, Promotions, Sponsorship, and other Marketing Activities, Book II of the Implementing Rules and Regulations of Republic Act No. 9711, otherwise known as the FDA Act of 2009.

Any violations the ASC has observed should be referred to our Office for review and investigation, and where applicable the enforcement of appropriate regulatory action consistent with Section 2 of the abovementioned law.

The FDA and the ASC will always be partners at protecting the consumers against misleading, deceptive or false advertisements. Through vigilant and dynamic regulatory processes, we hope this goal can be achieved.

Very truly yours,


MELODY M. ZAMUDIO, RPh, MGM-ESP
Officer-in-Charge
Center for Drug Regulation and Research

135/229



20160712160648

ANNEX 6

ASEAN COSMETIC CLAIM GUIDELINE

1. Introduction

The evaluation of product claims cannot be separated from the consideration of whether a product is a cosmetic or not. Whether a product can be considered to be a cosmetic product depends on several factors, claims are an important element of this process. This guideline provides a simple 5-step decision-making process that helps to identify products and claims which can be considered to be cosmetics. The document also provides some examples of unacceptable claims for cosmetic products. However, it is not to be taken as the final authority nor as an exhaustive list.

2. Decision Process to identify cosmetic products and allowable claims (See summary chart below)

a. Composition of cosmetics

The product should contain only ingredients that comply with the annexes of ASEAN Cosmetic Directive (ACD), and does not contain ingredient/s that are banned in the ACD (ASEAN Cosmetic Directive).

b. Target site of application of cosmetics

The product should be intended to be placed in contact with the various **external parts** of the human body (epidermis, hair system, nails, lips, and external genital organs) or with the teeth and the mucous membranes of the oral cavity.

Products that are intended to be ingested, injected, or placed in contact with other parts of the human body e.g., the mucous membranes of the nasal passage or the internal genitalia cannot be considered to be cosmetic products.

c. Intended main function of cosmetics

The product should be applied to the permitted parts of the human body with a view exclusively or mainly to clean them, perfuming them, changing their appearance and/or correcting body odors and/or protecting them, or keeping them in good condition.

Note that products may have a secondary, minor function that is outside the above scope.

Some examples of acceptable secondary claim areas are given below. Note that this is not an exhaustive list.

- Dandruff
- Cellulite
- Bust contouring
- Anti-bacterial
- Caries
- Hair loss
- Acne
- Mouth wash

d. Product presentation of cosmetics

The product should not be presented as treating or preventing disease in human beings. The following features of the product should be taken into account:

- i. Product claims and the context in which the claims are made
- ii. Labeling and packaging/packaging inserts (including graphics)
- iii. Promotional literature, including testimonials and literature issued by third parties on behalf of the supplier
- iv. Advertisements
- v. The product form and the way it is to be used e.g., capsule, tablet, injection, etc.
- vi. Particular target of the marketing information e.g., specific population groups with, or particularly vulnerable to, specific diseases or adverse conditions.

e. Physiological effects of cosmetics

Every product that has an effect on the functioning of the body also has an effect on its metabolism. Cosmetic products typically have effects that are not permanent, and have to be used regularly to maintain their effects.

As a first point of guidance, claims that can be reasonably expected for product types given in the Illustrative List of Cosmetic Products (Annex 1 ACD) can be considered to be cosmetic in nature.

Section 3. Below are some examples of unacceptable claims for cosmetic products. Note that it is not an exhaustive list.

Product Type	Unacceptable claims
Hair care products	<ul style="list-style-type: none"> • Eliminates dandruff permanently • Restores hair cells • Hair loss can be arrested or reversed • Stimulates hair growth
Depilatories	<ul style="list-style-type: none"> • Stops/retards/prevents hair growth
Nail products	<ul style="list-style-type: none"> • Reference to growth resulting from nourishment
Skin products	<ul style="list-style-type: none"> • Prevents, reduces or reverses the physiological changes and degeneration conditions brought about by aging • Removes scars • Numbing effect • Prevents, heals, treats or stops acne • Treatment of cellulite • Lose centimetres • Reduces/controls swelling/oedema • Removes/burns fat • Fungicidal action • Virucidal action
Oral or dental hygiene products	<ul style="list-style-type: none"> • Treatment or prevention of dental abscess, gumboils, inflammation, mouth ulcers, periodontitis, pyorrhoea, periodontal disease, stomatitis, thrush or any oral diseases or infections
	<ul style="list-style-type: none"> • Whitens tetracycline-induced stains
Deodorants & Anti-perspirants	<ul style="list-style-type: none"> • Completely prevents sweating/perspiration
Perfumes/fragrances/colognes	<ul style="list-style-type: none"> • Aphrodisiac or hormonal attraction

Note that claims can be softened i.e., made less functional and more cosmetic in nature by the use of modifiers. An example of this would be a claim for removing all oil from skin. This claim could be softened as follows:

- Helps to remove oil from skin
- Reduces the shine of oily skin
- Suitable for oily skin types
- Makes your skin feel less oily

ANNEX 7
BANGKO SENTRAL NG PILIPINAS REGULATIONS ON
FINANCIAL CONSUMER PROTECTION
SECTION II.a.2 (Circular No. 857, Series of 2014)

Advertising and Promotional Materials

- 2.1. Ensures that advertising & marketing materials do not make false, misleading, or deceptive statements that may materially and/or adversely affect the decision of the customer to avail of a service or acquire a product.
- 2.2. Ensures that advertising and promotional materials are easily readable and understandable by the general public. It should disclose clear, accurate, updated, and relevant information about the product or service. It should be balanced/proportional (reflecting both advantages and risks of the product or service); visible/audible; key information is prominent and not obscured; print is of sufficient size and clearly legible.

- 2.3. Ensures that promotional materials are targeted according to the specific groups of consumers to whom products are marketed and the communication channels employed for marketing financial services.
- 2.4. Ensures that all advertising and promotional materials disclose the fact that it is a regulated entity and that the name and contact details of the regulator are included.

All ads must have the mandatory phrase:” Regulated by the Bangko Sentral ng Pilipinas.”

ANNEX 8: DIGITAL GUIDELINES FOR NON-REGULATED AND REGULATED CATEGORIES

		Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)	
		Non-Regulated Categories	Regulated Categories
<p>PAID</p> <p>- An advertising or communication material that is commissioned by an Advertiser/ Agency and is paid for a commercial purpose or goal, and placed on a 3rd party site.</p> <p>Payment may be in cash or kind, direct or indirect.</p> <p>Examples: ads paid in Google Adwords, FB banners, etc</p>	<p>Post-Screened</p> <p>Digital ads are generally post screened</p> <p>Digital ads for consumer promotions do not require pre-screening.</p> <ul style="list-style-type: none"> • Promotions without DTT/FDA permit – no need to clear • Promotions with DTT/FDA permit – post screened. However, if a complaint is filed against said promo ad material or if the material is monitored by ASC (<i>in situ</i> propio), then ASC will refer complaint to DTT/FDA for review and appropriate action. (Rule V, Sec 1 & Rule VII, Sec 2.2.4) 	<p>Pre-Screened</p> <p>a. With No. 1 claim (volume/value based on immediate past 12 months' cumulative data)</p> <p>b. With the following product or service claim/s that need/s to be substantiated:</p> <ol style="list-style-type: none"> With exclusivity claim With comparative claim With superiority claim With absolute claim <p>c. With direct/ brand-identified comparison on categories where such comparison is allowed:</p> <ol style="list-style-type: none"> Automotive vehicles Consumer durables such as but are not limited to appliances, audio-visual equipment, electronic gadgets Airline and Shipping Lines Musical instrument equipments, entertainment equipment Mobile products like cellular handsets, tablets, laptops and notebooks <p>d. With sexy tones, exposure of human body/ parts, similar subject or execution (refer to Annex 3 Technical Guidelines, Art. 1, Sec. 4)</p> <p>e. With tones of violence or similar subject or execution such as but are</p>	<p>Post-Screened</p> <p>1. Greetings with brand mention provided these follow /are compliant with government regulations and have no product claims</p> <p>2. Countdowns and time checks with brand mention provided these follow /are compliant with government regulations and have no product claims</p> <p>3. Announcements of concerts or special events with brand mention provided these follow/are compliant with government regulations and have no product claims</p> <p>4. Promotions without DTT/FDA permit – post screened. However, if a complaint is filed against said promo ad material or if the material is monitored by ASC (<i>in situ</i> propio), then ASC will refer complaint to DTT/FDA for review and appropriate action (Rule V, Sec 1 & Rule VII, Sec 2.2.4)</p>
	<p>Pre-Screened</p> <p>a. With No. 1 claim (volume/value based on immediate past 12 months' cumulative data)</p> <p>b. With the following product or service claim/s that need/s to be substantiated:</p> <ol style="list-style-type: none"> With exclusivity claim With comparative claim With superiority claim With absolute claim <p>c. With direct/ brand-identified comparison on categories where such comparison is allowed:</p> <ol style="list-style-type: none"> Automotive Vehicles Consumer durables such as but are not limited to appliances, audio-visual equipment, electronic gadgets Airline and Shipping Lines Musical instrument Equipments, Entertainment Equipment Mobile products like Cellular handsets, Tablets, Laptops and Notebooks <p>d. With sexy tones, exposure of human body/ parts, similar subject or execution (refer to Annex 3 Technical Guidelines, Art. 1, Sec. 4)</p> <p>e. With tones of violence or similar subject or execution such as but are</p>	<p>(5 Categories: Alcohol Beverages; OTC Drugs and Home Remedy Products; Food/Health/Dietary/Herbal Supplements; Products Under the Milk Code; Airline & Other Carriers Promo Fares)</p>	

Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)

<p>Notes on Post-Screening of Ads:</p> <ol style="list-style-type: none"> 1. There is no prescription period for complaints on post-screened ads. 2. The post-screening panel can question any claim/s or element/s outside of those complained on. 3. If in the process of post-screening, the material was found to be in violation, a CDO will be issued. If the material should have been pre-screened but was not cleared with ASC, corresponding penalty will be imposed (refer to Annex 5 ASC Penalties) 4. The Advertiser has the ultimate and final responsibility, as well as ownership of the material in question 5. Complaint can be filed on a digital advertising material by a direct or indirect competitor or any party of interest, including ASC (motu proprio). A party of interest should be individuals who do not have direct dealings with or business interest in the brand 	<p>not limited to explosives and other dangerous products (Art. 1, Sec. 5)</p> <p>Above-the-line (ATL) materials like TV, radio, print and non-broadcast materials as outdoor, cinema ads which have been given clearance to air/publish/display can be used in the digital space and will not require separate application/clearance, under the following conditions:</p> <ol style="list-style-type: none"> 1. The identical material is posted or used on digital media; 2. The posting of the approved ATL material in digital media is within the ATL material's validity period. 3. The ATL's ASC Reference Number is included in the digital post (either in caption or description box) 4. For static digital material which is not identical to original ATL material in terms of lay-out, but makes use of copy and visuals of said previously-approved print/OOH/collateral material, and the new static digital material does not contain any other new claims that require pre-screening 	<p>Notes on Post Screening of Ads:</p> <ol style="list-style-type: none"> 1. There is no prescription period for complaints on post-screened ads. 2. The post-screening panel can question any claim/s or element/s outside of those complained on. 3. If in the process of post-screening, the material was found to be in violation, a CDO will be issued. If the material should have been pre-screened but was not cleared with ASC, corresponding penalty will be imposed (refer to Annex 5 ASC Penalties). 4. The Advertiser has the ultimate and final responsibility, as well as ownership of the material in question 5. Complaint can be filed on a digital advertising material by a direct or indirect competitor or any party of interest, including ASC (motu proprio). A party of interest should be individuals who do not have direct dealings with or business interest in the brand 	<p>not limited to explosives and other dangerous products (Art. 1, Sec. 5)</p> <ol style="list-style-type: none"> f. With product or service performance claims (ingredient, action, benefit/promise) g. Promotions with DTI/FDA/CAB permit have to be cleared with ASC <p>Above-the-line (ATL) materials like TV, radio, print and non-broadcast materials as outdoor, cinema ads which have been given clearance to air/publish/display can be used in the digital space and will not require separate application/clearance, under the following conditions:</p> <ol style="list-style-type: none"> 1. The identical material is posted or used on digital media; 2. The posting of the approved ATL material in digital media is within the ATL material's validity period. 3. The ATL's ASC Reference Number is included in the digital post (either in caption or description box) 4. For static digital material which is not identical to original ATL material in terms of lay-out but makes use of copy and visuals of said previously-approved print/OOH/collateral material, and the new static digital material does not contain any other new claims that require pre-screening
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Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)

OWNED	Non-Regulated Categories		Regulated Categories	
	Post-Screened	Pre-Screened	Post-Screened	Pre-Screened
<p>An advertising or communication material created for/by the advertiser and posted on a site that is owned and/or controlled by the brand or advertiser.</p> <p>Examples: eBooks, free whitepapers, blog posts, other social media sites.</p> <p>Refers to materials directed to general audience or public and not to specific trade or professional group.</p>	<p>Digital ads are generally post-screened</p> <p>Digital ads for consumer promotions do not require pre-screening.</p> <ul style="list-style-type: none"> • Promotions without DTI/FDA permit – no need to clear • Promotions with DTI/FDA permit – post screened. However, if a complaint is filed against said promo ad material or if the material is monitored by ASC (motu proprio), then ASC will refer complaint to DTI/FDA for review and appropriate action. (Refer to Rule V, Sec 1 & Rule VII, Sec 2.2.4) 	<p>a. With No. 1 claim (volume/value)</p> <p>b. With the following product or service claim/s that need/s to be substantiated:</p> <ul style="list-style-type: none"> i. With exclusivity claim ii. With comparative claim iii. With superiority claim iv. With absolute claim <p>c. With direct/ brand-identified comparison on categories where such comparison is allowed:</p> <ul style="list-style-type: none"> i. Automotive vehicles ii. Consumer durables such as but are not limited to Appliances, Audio-visual Equipment, Electronic Gadgets iii. Airline and Shipping Lines iv. Musical Instruments, Entertainment Equipment v. Mobile products like Cellular handsets, tablets, laptops and networks <p>d. With sexy tones, exposure of human body/ parts, similar subject or execution (refer to Annex 3 Technical Guidelines, Art. 1, Sec. 4)</p> <p>e. With tones of violence or similar subject or execution such as but are not limited to explosives and other dangerous products (Art. 1, Sec. 5)</p>	<p>1. Greetings with brand mention provided these follow /are compliant with government regulations and have no product claims</p> <p>2. Countdowns and time checks with brand mention provided these follow /are compliant with government regulations and have no product claims</p> <p>3. Announcements of Concerts or Special Events with Brand Mention provided these follow /are compliant with government regulations and have no product claims</p> <p>4. Promotions without DTI/FDA permit – post screened. However, if a complaint is filed against said promo ad material or if the material is monitored by ASC (motu proprio), then ASC will refer complaint to DTI/FDA for review and appropriate action (Rule V, Sec 1 & Rule VII, Sec 2.2.4)</p>	<p>a. With No. 1 claim (volume/value)</p> <p>b. With the following product or service claim/s that need/s to be substantiated:</p> <ul style="list-style-type: none"> i. With exclusivity claim ii. With comparative claim iii. With superiority claim iv. With absolute claim <p>c. With direct/ brand-identified comparison on categories where such comparison is allowed:</p> <ul style="list-style-type: none"> i. Automotive Vehicles ii. Consumer durables such as but are not limited to Appliances, Audio-Visual Equipment, Electronic Gadgets iii. Airline and Shipping Lines iv. Musical Instruments, Entertainment Equipment v. Mobile products like Cellular handsets, Tablets, Laptops and Networks <p>d. With sexy tones, exposure of human body/ parts, similar subject or execution (refer to Annex 3 Technical Guidelines, Art. 1, Sec. 4)</p> <p>e. With tones of violence or similar subject or execution such as but are not limited to explosives and other dangerous products (Art. 1, Sec. 5)</p> <p>f. With product performance claims</p>
			<p>(5 Categories: Alcohol Beverages; OTC Drugs and Home Remedy Products; Food/Health/Dietary/Herbal Supplements; Products Under the Milk Code; Airline & Other Carriers Promo Fares)</p>	

Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)

	<p>Notes on Post Screening of Ads:</p> <ol style="list-style-type: none"> 1. There is no prescription period for complaints on post-screened ads. 2. The post-screening panel can question any claim/s or element/s outside of those complained on. 3. If in the process of post-screening, the material was found to be in violation, a CDO will be issued. If the material should have been pre-screened but was <u>not</u> cleared with ASC, corresponding penalty will be imposed (refer to Annex 5 ASC Penalties) 4. The Advertiser has the ultimate and final responsibility, as well as ownership of the material in question 5. Complaint can be filed on a digital advertising material by a direct or indirect competitor or any party of interest, including ASC (<i>motu proprio</i>). A party of interest is an individuals who may or may not have direct dealings with or business interest in the brand 	<p>Above-the-line (ATL)/broadcast materials like TV, radio, print and non-broadcast materials like outdoor and cinema ads that have been previously given clearance to air/publish/display can be used in digital media and will not require separate application/clearance, under the following conditions:</p> <ol style="list-style-type: none"> 1. The identical advertising material is posted on digital media; 2. The posting of the approved ATL material in digital media is within the ATL material's validity period. 3. The ATL's ASC Reference Number is included in the digital post (either in caption or description box) 4. For static digital material which is not identical to original ATL material in terms of lay-out but makes use of copy and visuals of said previously-approved print/OOH/collateral material, and the new static digital material does not contain any other new claims that require pre-screening 	<p>Notes on Post Screening of Ads:</p> <ol style="list-style-type: none"> 1. There is no prescription period for complaints on post-screened ads. 2. The post-screening panel can question any claim outside of those complained on. 3. If in the process of post screening, the material was found to be in violation, a CDO will be issued. If the material should have been pre-screened but was <u>not</u> cleared with ASC, corresponding penalty will be imposed (refer to Annex 5 ASC Penalties). 4. The Advertiser has the ultimate and final responsibility and ownership of the material in question 5. Complaint can be filed on a digital advertising material by a direct or indirect competitor or any party of interest, including ASC (<i>motu proprio</i>). A party of interest should be individuals who do not have direct dealings with or business interest in the brand 	<p>(Ingredient, action, benefit/promise)</p> <p>g. Promotions with DTI/FDA/CAB permit have to be cleared with ASC</p> <p>Above-the-line (ATL)/broadcast materials like TV, radio, print and non-broadcast materials like outdoor and cinema ads which have been previously given clearance to air/publish/display can be used in digital media and will not require separate application/clearance, under the following conditions:</p> <ol style="list-style-type: none"> 1. The identical advertising material is posted on digital media; 2. The posting of the approved ATL material in digital media is within the ATL material's validity period. 3. The ATL's ASC Reference Number is included in the digital post (either in caption or description box) 4. For static digital material which is not identical to original ATL material in terms of lay-out but makes use of copy and visuals of said previously-approved print/OOH/collateral material, and the new static digital material does not contain any other new claims that require pre-screening
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Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)

Corporate or Brand Websites	1. Corporate or brand websites do not require pre-screening from ASC.	1. Corporate or brand websites do not require pre-screening from ASC.
	<p>2. However, the following ads if placed on website, must be pre-screened with the ASC:</p> <p>a) Mandatory categories</p> <ul style="list-style-type: none"> - OTC drugs and HR products - Food and dietary supplements - Alcohol beverages - Products under the Milk Code - Airline and shipping lines promo fares <p>b) With claims that require 3rd party substantiation</p> <ul style="list-style-type: none"> - Number 1/ Leadership - Absolute claim - Exclusivity claim - Comparative claim - Superiority claim <p>c) With testimonial that includes specific claims regarding product or service performance that must be supported with independent evidence on the accuracy of, or consistent with, the actual product or service</p> <p>d) With direct/ brand-identified comparison on categories where such comparison is allowed:</p> <ol style="list-style-type: none"> 1) Automotive Vehicles excluding Automotive Products 2) Consumer durables like Appliances, Audio-Visual Equipment, Electronic Gadgets 3) Airline and Shipping Lines 4) Musical Instruments, Entertainment 5) Mobile products like Cellular handsets, Tablets, 6) Laptops, and Notebooks <p>e) With sexy tones, exposure of human body/ parts, similar subject or execution (refer to Annex 3 Technical Guidelines; Art. 1, Sec. 4)</p>	<p>2. However, the following ads if placed on website, must be pre-screened with the ASC:</p> <p>a) Mandatory categories</p> <ul style="list-style-type: none"> - OTC drugs and HR products - Food and dietary supplements - Alcohol beverages - Products under the Milk Code - Airline and shipping lines promo fares <p>b) With claims that require 3rd party substantiation</p> <ul style="list-style-type: none"> - Number 1/ Leadership - Absolute claim - Exclusivity claim - Comparative claim - Superiority claim <p>c) With testimonial that includes specific claims regarding product or service performance that must be supported with independent evidence on the accuracy of, or consistent with, the actual product or service</p> <p>d) With direct/ brand-identified comparison on categories where such comparison is allowed:</p> <ol style="list-style-type: none"> 1) Automotive Vehicles excluding Automotive Products 2) Consumer durables like Appliances, Audio-Visual Equipment, Electronic Gadgets 3) Airline and Shipping Lines 4) Musical Instruments, Entertainment 5) Mobile products like Cellular handsets, Tablets, 6) Laptops, and Notebooks <p>e) With sexy tones, exposure of human body/ parts, similar subject or execution (refer to Annex 3 Technical Guidelines; Art. 1, Sec. 4)</p>

Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)

	<p>f) With tones of violence or similar subject or execution such as but are not limited to explosives and other dangerous products (Art. 1, Sec. 5</p> <p>(NOTE: Violators will be automatically issued a Cease & Desist Order (CDO) and given a penalty of PESOS ONE HUNDRED THOUSAND (P100,000.00) for a pre-screening violation)</p> <p>3. Congratulatory press releases from award-giving organizations or institutions are not subject to pre-screening if posted at the corporate or brand website, or released to any print media, if said awards are not related to product or service performance. However, if the award will be turned into an ad material or a copy claim, it will be subject to pre-screening, regardless of where the ad will be placed.</p> <p>Moreover, if the award is related to product or service performance, when used in an ad or a copy claim, it should be pre-cleared with ASC.</p>	<p>f) With tones of violence or similar subject or execution such as but are not limited to explosives and other dangerous products (Art. 1, Sec. 5</p> <p>(NOTE: Violators will be automatically issued a Cease & Desist Order (CDO) and given a penalty of PESOS ONE HUNDRED THOUSAND (P100,000.00) for a pre-screening violation)</p> <p>3. Congratulatory press releases from award-giving organizations or institutions are not subject to pre-screening if posted at the corporate or brand website, or released to any print media, if said awards are not related to product or service performance. However, if the award will be turned into an ad material or a copy claim, it will be subject to pre-screening, regardless where the ad will be placed.</p> <p>Moreover, if the award is related to product or service performance, when used in an ad or a copy claim, it should be pre-cleared with ASC.</p>
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Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)

USER /3 rd PARTY GENERATED CONTENT (e.g. ABS-CBN, Coconuts, <u>Ragoler</u>), FB posts by consumers/ KEY ONLINE INFLUENCERS (KOL)	Non-Regulated Categories		Regulated Categories	
	Post-Screened	Pre-Screened	Post-Screened	Pre-Screened
	<p>UGCs do not require pre-screening.</p> <p>I. Facebook posts by consumers (with or without claims)</p> <ul style="list-style-type: none"> - No need to clear with ASC if: <ol style="list-style-type: none"> a. Shared by Brand AS IS, with the name of the consumer who made the comment shown. b. Copied and pasted on the brand/company website AS IS, with the name of the consumer who made the comment shown - Needs to clear with ASC if: <ol style="list-style-type: none"> a. Comment/post is turned into an ad by the brand b. Boosted by the brand <p>II. Bloggers</p> <ul style="list-style-type: none"> - Note: It is the responsibility of the Brand Group/ Ad Agency to: <ol style="list-style-type: none"> a. Provide bloggers with truthful facts about the brand, which include claims that are substantiated. b. Forewarn the bloggers from writing exaggerated claims about the brand. 		<p>UGCs do not require pre-screening.</p> <p>I. Facebook posts by consumers (with or without claims)</p> <ul style="list-style-type: none"> - No need to clear with ASC if: <ol style="list-style-type: none"> a. Shared by Brand AS IS, with the name of the consumer who made the comment shown. b. Copied and pasted on the brand/company website AS IS, with the name of the consumer who made the comment shown - Needs to clear with ASC if: <ol style="list-style-type: none"> a. Comment/post is turned into an ad by the brand b. Boosted by the brand <p>II. Bloggers</p> <ul style="list-style-type: none"> - Note: It is the responsibility of the Brand Group/ Ad Agency to: <ol style="list-style-type: none"> a. Provide bloggers with truthful facts about the brand, which include claims that are substantiated. b. Forewarn the bloggers from writing exaggerated claims about the brand. 	

Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)

<p>- Blogs are post-screened. However, competitors, concerned citizens, the ASC and respective government regulatory body under which the brand falls, can complain about the post.</p>	<p>- Blogs are post-screened. However, competitors, concerned citizens, the ASC and respective government regulatory body, under which the brand falls, can complain about the post.</p>	<p>- Blogs are post-screened. However, competitors, concerned citizens, the ASC and respective government regulatory body, under which the brand falls, can complain about the post.</p>	
<p>For complaints lodged by competitors, concerned citizens and by ASC, a post-screen hearing will be conducted. If found in violation, a CDO will be issued and appropriate penalty will be imposed.</p>	<p>For complaints lodged by competitors, concerned citizens and by ASC, a post-screen hearing will be conducted. If found in violation, a CDO will be issued and appropriate penalty will be imposed.</p>	<p>For complaints lodged by competitors, concerned citizens and by ASC, a post-screen hearing will be conducted. If found in violation, a CDO will be issued and appropriate penalty will be imposed.</p>	
<p>For complaints raised by the respective government regulatory body, and a CDO is issued by said body, ASC will automatically issue a CDO for the material without the benefit of a hearing and appropriate penalty will be imposed. (Refer to Rule V, Sec 1 & Rule VII, Sec 2.2.4)</p>	<p>For complaints raised by the respective government regulatory body, and a CDO is issued by said body, ASC will automatically issue a CDO for the material without the benefit of a hearing and appropriate penalty will be imposed. (Refer to Rule V, Sec 1 & Rule VII, Sec 2.2.4)</p>	<p>For complaints raised by the respective government regulatory body, and a CDO is issued by said body, ASC will automatically issue a CDO for the material without the benefit of a hearing and appropriate penalty will be imposed. (Refer to Rule V, Sec 1 & Rule VII, Sec 2.2.4)</p>	
<p>Notes on Post Screening of Ads: 1. There is no prescription period for complaints on post-screened ads. 2. The post-screening panel can question claim/s or element/s outside of those complained on.</p>	<p>Notes on Post Screening of Ads: 1. There is no prescription period for complaints on post-screened ads. 2. The post-screening panel can question any claim/s or element/s outside of those complained on.</p>	<p>Notes on Post Screening of Ads: 1. There is no prescription period for complaints on post-screened ads. 2. The post-screening panel can question any claim/s or element/s outside of those complained on.</p>	

Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)

<p>3. If in the process of post-screening, the material was found to be in violation, a CDO will be issued. If the material should have been pre-screened but was not cleared with ASC, corresponding penalty will be imposed (refer to Annex 5 ASC Penalties)</p> <p>4. Article V Section 4-g: <i>“Testimonials based solely on subjective judgement are allowed provided that they are not presented as statements of fact. When such testimonials include specific claims regarding product or service performance, these claims should be supported with independent evidence on the accuracy of, or consistent with, the actual product or service performance.”</i></p> <p>5. Article V Section 4-h.2 <i>“Testimonials shall not be used to circumvent the requirement for substantiation other than the testimony itself.”</i></p>		<p>3. If in the process of post-screening, the material was found to be in violation, a CDO will be issued. If the material should have been pre-screened but was <u>not</u> cleared with ASC, corresponding penalty will be imposed (refer to Annex 5 ASC Penalties)</p> <p>4. Article V Section 4-g: <i>“Testimonials based solely on subjective judgement are allowed provided that they are not presented as statements of fact. When such testimonials include specific claims regarding product or service performance, these claims should be supported with independent evidence on the accuracy of, or consistent with, the actual product or service performance.”</i></p> <p>5. Article V Section 4-h.2 <i>“Testimonials shall not be used to circumvent the requirement for substantiation other than the testimony itself.”</i></p>	
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Digital Guidelines for Non-Regulated Categories and Regulated Categories (Revised Version – March 2019)

<p>3. If in the process of post-screening, the material was found to be in violation, a CDO will be issued. If the material should have been pre-screened but was not cleared with ASC, corresponding penalty will be imposed (refer to Annex 5 ASC Penalties)</p>		<p>3. If in the process of post-screening, the material was found to be in violation, a CDO will be issued. If the material should have been pre-screened but was not cleared with ASC, corresponding penalty will be imposed (refer to Annex 5 ASC Penalties)</p>	
<p>4. Article V Section 4-g: <i>“Testimonials based solely on subjective judgement are allowed provided that they are not presented as statements of fact. When such testimonials include specific claims regarding product or service performance, these claims should be supported with independent evidence on the accuracy of, or consistent with, the actual product or service performance.”</i></p>		<p>4. Article V Section 4-g: <i>“Testimonials based solely on subjective judgement are allowed provided that they are not presented as statements of fact. When such testimonials include specific claims regarding product or service performance, these claims should be supported with independent evidence on the accuracy of, or consistent with, the actual product or service performance.”</i></p>	
<p>5. Article V Section 4-h.2 <i>“Testimonials shall not be used to circumvent the requirement for substantiation other than the testimony itself.”</i></p>		<p>5. Article V Section 4-h.2 <i>“Testimonials shall not be used to circumvent the requirement for substantiation other than the testimony itself.”</i></p>	

Frequently Asked Questions

What is the Ad Standards Council?

The Ad Standards Council (ASC) is the self-regulatory body of the local ad industry established last March 31, 2008 by the Kapisanan ng mga Brodkaster ng Pilipinas (KBP), Philippine Association of National Advertisers (PANA), and Association of Accredited Advertising Agencies of the Philippines (4AsP) to handle screening of advertising content and settlement of disputes regarding advertising content.



This tripartite represents the major stakeholders of the advertising industry. The ASC is a non-stock, non-profit organization, which aims to promote self-regulation of advertising content. Its primary role is screening ads for Truth and Fairness.

In 2013, two (2) more associations were inducted into the partnership, namely the Media Specialists Association of the Philippines (MSAP) and the Internet and Mobile Marketing Association of the Philippines (IMMAP). And in 2014, the print media sector, represented by the United Print Media Group (UPMG), joined the ASC



What are the Principles of ASC?

To achieve its objectives, the ASC believes in the following principles:

1. Paramount consideration is consumer protection
2. Content regulation safeguards truth in advertising
3. Rules and procedures facilitate the production and placement of advertisements
4. We are guided by the Laws of the Land

What is the ASC's Basis of Regulation?

Per Implementing Rules and Regulation of the Consumer Act of the Philippines (R.A.7394), all advertising materials within the context of the IRR shall conform to the Code of Ethics of the Advertising Board of the Philippines (AdBoard). (*Advertising content review of the AdBoard was taken over by the Ad Standards Council (ASC) effective March 31, 2008.*)

The ASC Code of Ethics is the basis for its regulation. This Code is comprehensive and relevant to the current advertising and communication environment. It is updated regularly in response to industry developments. It was first released on March 1, 2008, the 2nd updated version was released on August 1, 2011, 3rd updated version on July 1, 2016 and latest version on March 1, 2018.

What does the ASC Code cover?

The ASC Code of Ethics and Manual of Procedures apply to members and non-members of PANA, 4As, KBP, MSAP, IMMAP, and UPMG and other advertising industry associations and all advertising materials

that are owned, coursed through, handled, or placed with them. The screening of advertising materials shall be with respect to content of said materials.

What are the General Standards covered by the ASC Code?

- Respect for Country and the Law
- Philippine Standards and Symbols, Respect for Religion, Filipino Culture and Traditions
- Sex, Profanity, Obscenity, and Vulgarity
- Crime, Violence, and Morbidity

What are the Specific Standards covered by the ASC Code?

- Standards for Consumer Protection and Safety
- Standards for the Protection of Children
- Standards on Comparison Advertising & Disparagement
- Standards on Product Claims
- Standards on Environmental Claims
- Standards on Non-Prescription Drugs and other Regulated Products
- Standards on Special Products & Services
- Standards on Price Advertising
- Standards on Digital Marketing
- Standards on Contests & Promotions

What are the materials covered by the ASC Rules?

1. Broadcast Ads (TV and Radio)
2. Cinema Ads
3. Print Ads
4. Out-of-Home Ads
5. Point-of-Sale and Merchandising Materials
6. Digital & Mobile Ads

What are the materials not covered by the ASC Rules?

1. Political Ads whose central focus is the marketing of ideas, attitudes, and concerns about political issues, including political concepts, and political candidates.
2. Ad materials from religious organizations, except concerts, shows, special events that are not directly related to the organization's essence, objective, or main function or those supported with a brand, product, or company.
3. Emergency public service advertising materials of utility companies, e.g., water shortage and electricity shortage announcements. However, corporate and other image building ads of these utility companies shall be subject to the rules of the ASC.
4. National and line agencies and local government's advertising materials coursed through the Philippine Information Agency (PIA).
5. Movie trailers, station, and network merchandising plugs.
6. Non-profit organizations or associations, NGOs, and Foundations.

Once the above-mentioned advertising materials are supported by an Advertiser and the Advertiser's brand is featured, the materials are considered branded and need to be cleared with ASC.

What materials require pre-screening?

1. Broadcast Materials (TV and Radio)
2. Cinema Ads
3. Out-of-Home Ads

4. Print, Merchandising and Digital Materials of the Following Mandatory Categories:
 - a. Over-the-Counter (OTC) Drugs and Home Remedy (HR) products
 - b. Food/Dietary/Health/Herbal Supplements
 - c. Products, brands, services covered by the Milk Code, Implementing Rules and Regulations of the Milk Code
 - d. Alcohol Beverages in compliance with WHO directive and as agreed with alcohol beverage companies in 2010
 - e. Airlines and other transport services with promotional fares
5. Print, Merchandising and Digital Materials with the Following Claims:
 - a. No. 1 claim
 - b. With exclusivity claim
 - c. With absolute claim
 - d. With comparative claim
 - e. With superiority claim
(See Glossary for definition)
6. Print, Merchandising and Digital Materials with testimonial that includes specific claims regarding product or service performance that must be supported with independent evidence on the accuracy of, or consistent with, the actual product or service.
7. Print, Merchandising and Digital Materials with direct/ brand-identified comparison on categories where such comparison is allowed:
 - a. Automotive Vehicles excluding Automotive Products
 - b. Consumer durables like Appliances, Audio-Visual Equipment, Electronic Gadgets
 - c. Airline and Shipping Lines
 - d. Musical instruments, Entertainment
 - e. Mobile products like Cellular handsets, Tablets, Laptops, and Netbooks
8. With sexy tones, exposure of human body/ parts, similar subjects, or executions
9. With tones of violence or similar subject or execution such as, but are not limited to, explosives and other dangerous products

Print ads, merchandising materials and internet, digital and mobile ads are post-screened except in the above-mentioned conditions:

Where does the ASC draw its procedures?

The ASC Manual of Procedures is the basis for the screening and hearing processes. This is a comprehensive and detailed compilation of regulations that governs the ASC system. The Manual is updated when necessary in response to industry needs and for process efficiency.

What are some of the supporting documents required or needed when applying for ASC Clearance?

- Certificate of Product Registration (CPR) issued by appropriate government agency
- Certificate of Product Notification for cosmetic products
- DOLE Permit for the use of minor-aged talents
- FDA Approved Labels / Packaging
- NMIS Clearance/Permit
- 3rd party support for No.1 Claim or Leadership Claim
- Certificate of New Claim
- Bangko Sentral ng Pilipinas Permit for the use of Philippine Currency
- DTI or FDA Permit for promotional campaigns
- Third Party Research Data
- Dialect Certificate
- National Telecommunications Commission (NTC) Permit

- Signed and Notarized Testimonial Affidavit for Endorsers
- DOH-IAC Permit
- Civil Aeronautics Board (CAB) Permit for airline promos
- Music License
- National Historical Commission of the Philippines (NHCP) Permit for the use of the Philippine Flag and other heraldic symbols
- HLURB License to Sell and Approval for Advertisement
- PAGCOR Permit

What are ASC's working schedules?

Submission of S1 Application:

- 8am to 9:30am, Monday to Friday for Presenters for same-day release
- 8am to 11am, Monday to Friday for Regular Applications for same-day release

Submission of S2 Final Materials:

- 8am to 11am, Monday to Friday for same-day release.
- 11:01am to 4:00pm, Monday to Friday for next day release (Friday submission for release on Monday)

Release of Decisions / Clearance for Airing/Publication/Display/Posting:

- 3pm to 5pm, Monday to Friday

NOTE: Online application follows offline schedules

Screening by Professional Screeners:

- 8am to 3pm, Monday to Friday

Where can I get a copy of the ASC Code of Ethics and ASC Manual of Procedures?

You can download these from the ASC website: www.asc.com.ph

Where do I file a complaint?

For Consumer Complaint:

Complainant must indicate complete contact details such as postal address, email address and phone numbers to be able for ASC to respond accordingly.

Address complaint letter to the Executive Director, and send to:

AD STANDARDS COUNCIL
 6/F LTA Building, 118 Perea Street
 Legaspi Village, Makati City 1229
 Tel. Nos.: (02) 893-8103, (02)750-0047
 Fax No.: (02) 817-7287
 Website: www.asc.com.ph

For any queries, please send an email to: inquiry@asc.com.ph

Compelling.
Creative.
Engaging.

But above all, it must be

Truthful and Fair.



For Responsible Advertising