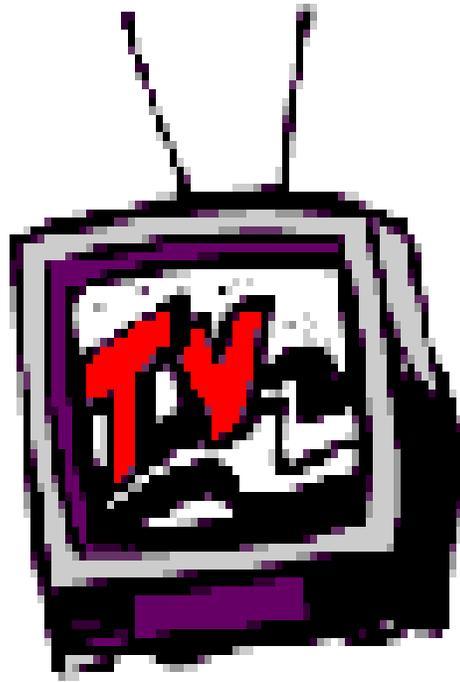


MODULE ON ADVERTISING



**Prepared by
VIEWERS' FORUM
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We all see ads with varying levels of concentration. Sometimes when the ad break comes at a crucial scene in a movie, we are irritated. At other times, it is an excuse to get up and raid the fridge. And sometimes, it is with irritation because it is crude and insensitive. Still other times, we casually watch while switching channels. Very often, we watch it with more interest, because the jingle is good, or because the information is interesting or because it is just a nicely done ad or because it is using a celebrity you adore.

So what assumptions do we make of the advertising we see on TV:-

- They are repetitive,
- They use very accepted and popular references; appeal, sometimes charm of a celebrity,
- With all that it achieves very strong association and recall in a few seconds,
- It tugs at your heart, arouses strong emotions and feelings in a multi-layered manner of physical, emotional, aesthetic, sensual, rational, humorous associations in the viewer,
- It makes the viewer feel important.
- It uses persuasions and charms to win you over.

In simpler words no matter what the level of distraction, advertising makes an impact on us. It is meant to grab the viewer and take notice. It hooks our attention as VIEWERS. And having grabbed our attention, tries to focus it on to the product as a CONSUMER.

Secondly, as every ad has to make an impact in exactly 30 seconds. Therefore, the way an advertising story-line is structured, the way a message is communicated and how the message is read and perceived by viewers are all very important elements for understanding this medium.

Objectives:

Thus, the Objectives of this media education module on advertising are:

- To locate the viewers' association with the product/ads.
- To make viewers aware of their role as consumers.
- To empower viewers to understand the so-called 'hidden persuasion' that the advertisements are intended to do.
- To make viewers conscious of their less apparent role as consumers as ads are not only meant to entertain but about selling products.
- Finally to get viewers to experience the "subtle" and "subliminal" influence of advertisements on themselves, on their children and the people around them.

A.PARAMETERS FOR DE-CONSTRUCTING ADVERTISEMENTS

Part 1

1.PRODUCT - What product is being advertised?

2. SETTING - Describe the setting / story-line of the ad.

Urban/Rural

Office/Home/Public place

Any other

3. CHARACTERS -Who is central character in the ad? Who are the other characters?

4.LIFESTYLE - What life-style does the ad promote?

5.TARGET GROUP -

Age group	Income Group	Male/ Female/ Family	Rural/urban
5-13	Elite	Young couple/Older couple	
13-19	Upper Middle	Children/Any Other	
20-30	Middle		
30-50	Poor		
Above 50			

6. INFORMATION -What does the ad tell you about the product/related information?

7. Can you recall any other advertisement of any of its rival products? Dou you see any similarity or differences in these advertisements?

Part 2

In each frame, look at the following

The positioning of the protagonist

Body language

The Image of the man

The image of the woman

Dress

Accessories

Ambience

Backdrops

Locale

MusicDialogue

Colour

Humour, irony, paradox (if any)

Sexual images

Now answer the following:

1. ATTITUDE - What attitude does the ad promote –

e.g Like in the Onida TV advertisement, the older women are shown doing something totally ex-generational. In the same manner

2. DIALOGUE - How do you rate the language / dialogue of the ad? What is the punch-line?

3. Culture, Values - Does the ad encourages any of these
Traditional prejudices / breaks new ground / encourages a copycat attitude.

4. Does it uses any of the traditional symbols like bindi, mangalsutra-

5. RELATIONSHIP -What power relationship is portrayed in the advertisement?

Man/Woman	Man/Man	Woman/Woman	Old/Young
Adult/Children	Expert/Layperson	Informed/Ignorant	Any other

For eg., in Everest Masala ad, the power relation between woman/woman are shown. In

B. Deconstruction Exercise - How the message plus the medium work together in converting a viewer into a consumer.

Everest Masala – Four Campaigns.

Campaign No. 1

A young Bahu is shown cooking Channa Masala in her moderate looking kitchen.

She is scared.

Her mother-in-law is roaming around in the room supervising her work.

The bahu is conscious of her presence.

She is grinding spices with her hand.

The mother-in-law authoritative fingers are shown speculating what the bahu has made.

Bahu is shown trying to put masala in the dish she is making. She puts her fingers in a box carrying different spices.

She can't decide what all to put.

The mother-in-law is disappointed.

Bahu tastes the channa she has made.

She screams as it tastes so bad.

And the pictures go haywire.

The whole assortment of spices are shown with Everest Masala very promptly placed above them.

The caption says: Everest Cholle Masala, 25 asli masalon ka sahi mishran. Everest Masala, na bhulein hain hum kuch na bhulenge aap yeh swad.”

Campaign No. 2

A young woman is shown entering the room.

The older woman is sitting on a sofa knitting.

The young woman puts her hand on the old woman's shoulders and inform her that she has already peeled off the potatoes and is going to make dum aloo.

She walks towards the kitchen.

The older woman asks her whether she knows that garam masala is a mixture of 12 precious spices.

The younger woman smiles.

She enters the kitchen.

She let's her hair loose.

She takes a swing and wears the apron.

`Azadi' is written on her apron.

She put her earplugs and places the walk-man in the apron's pocket.

She picks the masala pack from the cup-board.

She asks her mother-in-law what all she should put.

The older woman names some masala which has to be put.

The young woman dances with the music while holding the masala in her hand.

She picks the okhli and makes sound as if she is actually grinding the masala.

The older woman is impressed by all the efforts this young woman.

The older woman tastes the dish while the younger one is waiting for her reaction.

The older woman shows her appreciation.

The younger woman removes the ear plugs.

She is embarrassed that the mother-in-law must have noticed her ear-plugs.

The whole assortment of spices are shown with Everest Masala very promptly placed above them.

The caption says: Everest Garam Masala, 12 keemati masalon ka shreshta mishran. Everest Masala, na bhulein hain hum kuch na bhulenge aap yeh swad."

Q-What product is being advertised?

A -Everest Garam Masala

Q -Describe the setting - Urban/Rural, Office/Home/Public place, Any other

A- Urban, Home

Q- CHARACTERS -Who is central character in the ad? Who are the other characters?

The young woman.

Q.LIFESTYLE - What life-style does the ad promote?

A comfort loving carefree life. People having mutual respect for each other. Peaceful existence.

Q.TARGET GROUP -

Age group	Income Group	Male/ Female/ Family	Rural/urban
5-13	Elite	Young couple/Older couple	
13-19	Upper Middle**	Children/Any Other	
20-30 **	Middle		
30-50	Poor		

Q. What does the ad tell you about the product/related information?

A- Everest Garam Masala is made from fine mixture of twelve precious spices. The customer won't be able to forget the taste of it because the makers haven't forgotten to put any of the spices.

Q. Can you recall any other advertisement of any of its rival products? Do you see any similarity or differences in these advertisements?

A- MDH and Ramdev. Both of them show the usefulness of their product when there is a party or when you are eating something special. But, none of them emphasis on the daily use of the product.

Q- What is the main protagonist in the advertisement wearing?

A- She is wearing a simple salwar suit. None of the traditional symbols like bindi, mangal sutra re visible. Even her face is not made up.

Q- What does the young woman's body language suggests:

A- She is confident. She is no longer just a "bahu" but a "household manager"...someone who no longer bows to her mother-in-law's dictates. She does things in her own way.

Q: What culture/values does the ad reflect/promote?

A- This ad reflects that changing equation in the family roles – the shifting power of balance from the mother-in-law to the daughter-in-law. The apron clearly says "azaadi" and yet at the same time the daughter-in-law wants her way without totalling upsetting her mother-in-law and therefore the subterfuge.

Q: What does the ambience or the backdrop of the ad suggests?

Upper middle Class for:

1. The kitchen – it is an urban, upper middle class kind of kitchen.
2. The Apron – it is a very western concept (most Indian housewives don't normally wear an apron while cooking). So it again tells you it is an upper middle class family.

Q – What does the music suggest?

A – The music rhymes with the actions of the young woman. It appears that the music which she is listening while cooking. But the music is very jolly and suggests that this young woman is enjoying herself while cooking.

Campaign No. 3

A wedding scene is shown.

The newly wed are all set to go.

The newly wed are shown touching feet of their respective mothers.

Both the fathers are shown in the background with rest of the Baratis.

The groom is crying ma..ma while the bride is calm and smiling.

The bride puts her hand on his shoulders and tries to console him but he wants to go back to his mother.

She pushes him forward.

He sets himself free and goes back running in his mother's arms.

He asks his mother, “ Main Apke haath ke khane ke bina kaise rahoonga”.

The mother consoles him.

The wife pats on his shoulder and while showing him a tray full of Everest Masala assures him 'koi baat nahin Everest Masala hai na' and call him with facial gestures.

The mother and the groom looks at her with surprise.

The groom leaves his mother's arm and goes with his wife after making his helplessness apparent to her.

The mother cries in distress.

The couple leaves the place in a car waving to all.

The spices are shown with the punch-line '*Everest Shudh Masale, sampurn swad hamesha rahegi ma ki yaad*'

Campaign No. 4

A young woman is cooking pau bhaji (the viewer can see pau displayed on a plate near stove and many vegetables lying around).

The pack of Everest Masala is shown in her hand.

The husband enters the room while the phone rings.

He picks up the phone and this woman (his wife) looks at him curiously.

The young man's mother is on the phone.

She tells him that she is making pau bhaji and pleads him to come.

This young woman makes funny faces as if she is making fun of their mother-son talk.

The son expresses his inability to come because the day being Sunday.

He seems to be tempted towards going to his mother's place.

Listening to all this conversation between the son and the mother, the young woman tries to lure him both with the help of the pau bhaji she has made and with her bodily gestures.

He tells his mother that his mouth is watering.

He gives in.

Leaves the phone hanging loose and follows his wife after giving his mother an abrupt excuse 'Who kya hai Ma mujhe aaj ek bahut important meeting mein jana hai'.

All kinds of spices are shown with the pack of Everest Masala placed promptly on the table.

The caption says: '*Pau Bhaji Masala, Shudh Sampurn swad, hamesha rahegi ma ki yaad*'

◆ Criteria for media selection by the advertisers

Exercise:

Do Different Types of Programmes advertise different kinds of products?

Listed below are the advertisements which appeared in these specific types of programme:

Do you notice any difference? Can you tell why?

Zee News at 9.00p.m.

Modiguard Float Glass, Asian Paints, Hindustan Petroleum, BSL Suiting, Samson Metallia TV, Vimal Suitings, Berger Paints, ford Ikon, Nerolac Excel, American Express Cards.

(It is generally believed that this genre of programming is watched by men and not much by woman and families. Thus, one finds ads of men attire or cars or credit cards)

An afternoon soap like *Yeh Nazdekeian*

Cerelac Wheat, Clean and Clear face wash, Aqua fresh Tooth Brush, Milkmaid Gulab Jamun Mix, Whirlpool Ice Magic, Kargil Nature Fresh Atta, MDH Masala, Nestle Kitkat, Pond's Deo Talc, Vaseline Lip Guard, Aquafresh, Nescafe, Annie French Hair Remover, Ghadi, Sualin, Pond's Fresh Lime, Bar One, Limca, Elle 18.

(Afternoon is the ideal time for women specially housewives to watch TV. Husbands and children are away. And the advertiser knows this too. Thus, one finds advertisements of all kind of groceries, cosmetics and drinks.)

A game show like *Kaun Banega Crorepati*

Dettol, Kawasaki Bajaj, Colgate fresh Energy Gel, Pest Control-Yellow Pages, Amritanjan Balm, Sweekar Oil, New Godrej Fair Glow, New Kellogs Chocos, Fair and Lovely, Bajaj Legend, Colin, Stayfree Napkins, GE Lamps, Wagnor Car, Parashute Dandruff Solution Coconut Hair Oil, Montex Gel Ink Pen, Medimix Ayurvedic Soap, Goodnight Jumbo Coil, Colgate Toothpaste, LG Refrigerator, Amul Taza Milk Powder, Ujala Supreme, Cello Gripper Pens, Chandrika Soap, LG Golden Eye TV, LG Washing Machine, Hero Cycle, Maruti Zen, Johnson Baby Powder, Godrej Hair Dye, Saffola, LG Maestro TV.

(This is a programme watched by men/women/chidren/old/young. Thus one finds assortment of different kinds of products like cosmetics, cars, bikes, grosseries, stationery, TVs, washing machines etc.)

Media selection is one of the most important functions of an ad agency. The client allocates an advertising budget – television advertising is a significant part of this budget. Based on the size of the budget, the advertising brief and objectives set therein, the media planning department of the advertiser's agency goes about identifying the channels and the programmes where the money will be spent to advertise the brand.

Selecting the channel: Depending on the profile of the brand, the channel would be selected. For instance, if it is a mass-marketed, downmarket product where the brand needs to be advertised to the widest possible segment of consumers, media planners would suggest a mix of Doordarshan 1 and 2. If a brand is upmarket, the skew would be towards satellite channels.

Selecting the programme: Viewership data is analysed – particularly from databases such as TAM and INTAM which track programmes and can even give viewership data of ads, apart from viewership of programmes.

Working out the cost-efficiency of programmes: Based on rating points and the cost of placing a spot on that particular programme, media planners work out the cost-efficiency of the programme-- which translates into cost per rating point (or CPRP). Cost-efficiency improves dramatically for bulk buyers (like HLL, Colgate, Nestle) who can get massive discounts if they commit to buying spots/sponsor the programme for a 12-week-period or more. Therefore the cost-efficiency of the same programme would differ from client to client, depending on the deal that he has managed to strike with the channel. Also, the time when the programme is telecast attracts different types of rates. For instance, an afternoon programme would have a lower rate than a 9pm serial, particularly because it has a smaller viewing segment (particularly housewives). But if LG wants to sell its microwave ovens, it would rather take up sponsorship of a Good Food Guide at this time rather than go for a 9pm programme sponsorship.

Dealing with clutter levels: Media planners resort to sophisticated software packages – like the Optimizer – to deal with advertising clutter. For instance, Saans which is among the top rated serials today has tremendous clutter. With so many spots crammed into the ad breaks, the chances are that even if it might be cost-effective for an advertiser, ultimately, the sheer clutter of ads may diminish the efficiency of the programme in terms of delivering viewership for the ad. It is not surprising therefore that advertisers resort to innovative ways to ensure that their ads reach out to the maximum number of its target audience.

One of such measures is the Roadblock: which means that the same ad is viewed simultaneously in a given time band across channels. So that whether you are watching Saans on Star Plus or some other programmes on Star Movies or Zee TV at the same time, that ad is bound to get you.

There is the **Run on Day Part (RODP) placement** whereby the advertiser's spot gets viewed several times during a certain time band but at a discounted rate – across several channels. For instance if an advertiser has a RODP deal with the Star Network for the time band 7 to 8 pm, then his spot could be viewed at the same time across all the channels of Star – thereby ensuring greater viewership for the ad. Or some advertisers may choose to dominate during a particular part of the week – like say weekends when TV watching is presumed to be higher and a family thing – so that viewers are almost assaulted by the brand's ads across several channels during the weekend whereas frequency of advertising during the weekdays might be low.

Cross-promos are another great advantage for advertisers: for instance, LG is sponsoring LG Is Duniya Ke Sitare. The company gets free publicity during other shows and therefore increasing the recall of the brand-association with the programme in the viewers' mind.

Where a Viewer can go with his complaints:

Options available to the Viewers Forum:

1. **Signature Protest:** Mobilise your friends, relatives, neighbours, colleagues, and acquaintances to sign a letter of protest and send it to the offending advertiser or agency and the channel that is running the ad. With a copy of the letter to the local newspaper.
2. **Lodge a Complaint:** with the Advertising Standards Council of India, Doordarshan and the Monopolies & Restrictive Trade Practices Commission (MRTPC).
3. **Trade Associations:** Every industry has a trade association – which could be notified and sensitised to the need for responsible advertising.

CODES RELATED TO ADVERTISING

There are three codes of advertising that are laid down. They are

The Code of Commercial Advertising on All India Radio

The Code of Commercial Advertising on Doordarshan

The Code of Advertising Practice

As the titles suggest the first two are the codes that are applicable for any advertiser wishing to advertise on the radio and the television. The third code applies to the general standards of advertising practice that must be followed by any advertiser regardless of the medium that he wishes to advertise on.

THE CODE FOR COMMERCIAL ADVERTISING ON DOORDARSHAN

WHAT DO THE RULES OF ADVERTISING FOR DOORDARSHAN STATE

- ε Advertisements shall conform to the laws of the country in force
- ε The following advertisements shall not be permitted. Those which deride any race, caste, colour, creed and nationality; are against any of the directive principles, or any other provision of the Constitution of India; tend to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way; presents criminality as desirable; adversely affect friendly relations with foreign States; exploit the national emblem, or any part of the Constitution or the person or personality of a national leader or State Dignitary; relate to or promotes cigarettes and tobacco products, liquor wines and other intoxicants; In its depiction of women violates the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The portrayal of men and women should

not encourage mutual disrespect between the sexes. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic and is within the well-established norms of good taste and decency. Advertising is not to be presented as news.

- ε Advertisements of a religious or political nature or having reference to an industrial dispute are not allowed.
- ε Advertisements of the following services are not allowed Money lenders, Chit funds, Saving schemes, lotteries not of the government, Matrimonial agencies, Unlicensed employment agencies, Fortune tellers, Foreign goods and banks, Betting tips or guides related to them.
- ε Items which suffer from any deficiency as per the Consumer Protection Act shall not be advertised
- ε Any advertisement referring to a product having some magical qualities are prohibited.
 - ε Advertisement shall not contain the word “ guarantee (d)” unless the terms of the guarantee are inspected by the Director General of Doordarshan. In all cases the remedies open to the purchaser must be specified.
 - ε Scientific data and terms should not be used to make claims that the product does not possess.
 - ε Advertisements should not be derogatory to any product or service
 - ε Imitations which can confuse the viewer should be avoided
 - ε Testimonials should be true and used in a manner that does not confuse the viewer
 - ε Advertisements of jewellery and precious stones are to be avoided
 - ε Accurate information on weight and quality should be given
 - ε Picture and the audible quality should not be loud in order to ensure that there is smooth changeover from the programme to the advertisement.
 - ε Advertisements that use effects to startle the viewer are prohibited. These effects are in the form of Rapid gunfire/ rifle shots, Sirens, Bombardments, Screams, Raucous laughter and the like

THERE ARE RULES OF ADVERTISING THAT APPLY IN RELATION TO CHILDREN

- ⇔ Any advertisement that suggests that unless children buy the product they will be failing in their duty to the organisation or any person.
- ⇔ Any advertisement that suggests that unless the child owns the product he will be inferior to others
- ⇔ Any advertisement which endangers the safety of the children or creates in them interest in any unhealthy practices - playing on the road, leaning dangerously out of the window, playing with matches
- ⇔ Any advertisement showing children in a derogatory manner.

ENFORCING THE CODE

- ❖ Any complaint made to the Doordarshan can be first referred to the Advertiser's Association concerned for suitable action
- ❖ If the advertiser is outside any Association then the Director General will draw attention of the party to the nature of the complaint and then he may take action on his own.
- ❖ Both the codes for All India Radio and Doordarshan also follow the code of ethics for advertising in India, which is issued by the Advertising Council of India.

CODE OF ADVERTISING PRACTICE OF THE ADVERTISING STANDARDS

COUNCIL OF INDIA

To Ensure the Truthfulness and Honesty of representations and claims made by Advertisements and to safeguard against misleading Advertisements.

1. All descriptions, and comparisons, which relate to matters ascertainable fact should be truthful. Advertising agencies are required to produce such substantiation when called upon to do so by the Advertising Standards Council of India.
2. Where advertising claims are expressly stated to be based on independent research, the source and date of this should be indicated in the advertisement.
3. Advertisements should not contain any reference to any person, firm or institution without due permission, nor should a picture of any generally unidentifiable person be used in advertising without due permission.
4. Advertisements shall not distort facts nor mislead the consumer by means of implications or omissions. Advertisements shall not contain statements or visual presentations which directly or by implication are likely to mislead the consumer about the product advertised or the advertiser etc.
5. Advertisement shall not abuse the trust of consumers or exploit their lack of experience or knowledge. No advertisement shall be permitted to contain any claim so exaggerated as to lead to disappointment in the minds of consumers. E.g.
 - (a) Products shall not be described as "free" where there is any direct cost to the consumer other than the actual cost of any delivery, freight or postage. Where such costs are payable by the consumer a clear statement that this is the case shall be made in the advertisement.
 - (b) Where a claim is made that if one product is purchased another product will be provided free the advertiser is required to show as and when called upon by the Advertising Standards Council of India that the price paid by the consumer for the product which is

offered for purchase with the advertised incentive is no more than the prevalent price of the product without the advertised incentive.

- (c) Claims which use expressions such as Up to five years guarantee or Price from as low as Y' are not acceptable if there is a likelihood of the consumer being misled as to the extent of the availability or the applicability of the benefits offered.
 -
 - (d) Special care and restraint has to be exercised in advertisements addressed to those suffering from weakness, any real or perceived inadequacy of physical attributes such as height or bust development, obesity, illness, impotence, infertility, baldness etc. to ensure that claims, do not exceed what is considered prudent by accepted standards of medical practice and the actual efficacy of the product.
 - (e) Advertisement inviting the public to invest money shall not contain statements which may mislead the consumer in respect of the security offered, or change in existing conditions, or any other assumptions, such conditions or assumptions must be clearly indicated in the advertisements.
 - (f) Advertisements inviting the public to take part in lotteries or prize competitions permitted under the law or which hold out the prospects of gifts shall state clearly all material conditions so as to enable the consumers to obtain a true and fair view of their prospects in such activity. Further, such advertiser shall make adequate provisions for the judging of such competitions, announcement of the results and the fair distributions of prizes or gifts according to the advertised terms and conditions within a reasonable period of time. With regard to the announcement of result, it is clarified that the advertiser's responsibility under this section of the Code is discharged adequately if the advertiser publicizes the main results in the media used to announce the competition as far as is practicable, and advises the individual winners by post.
6. Obvious untruths or exaggerations intended to amuse or to catch the eye of the consumer are permissible, provided that they are clearly to be seen as humorous or hyperbolic and not likely to be understood as misleading claims for the advertised product.

Ensure that Advertisements are not offensive to accepted standards of public Decency.

Advertisements should contain nothing indecent, vulgar or repulsive which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.

To Safeguard against the indiscriminate use of Advertising for the promotion of products which are regarded as Hazardous to society or to Individuals to a degree which is unacceptable to Society.

- 1. No advertisement shall be permitted which:
 - (a) Tends to incite people to crime or to promote disorder and violence or intolerance.
 - (b) Derides any race, caste, colour, creed or nationality.

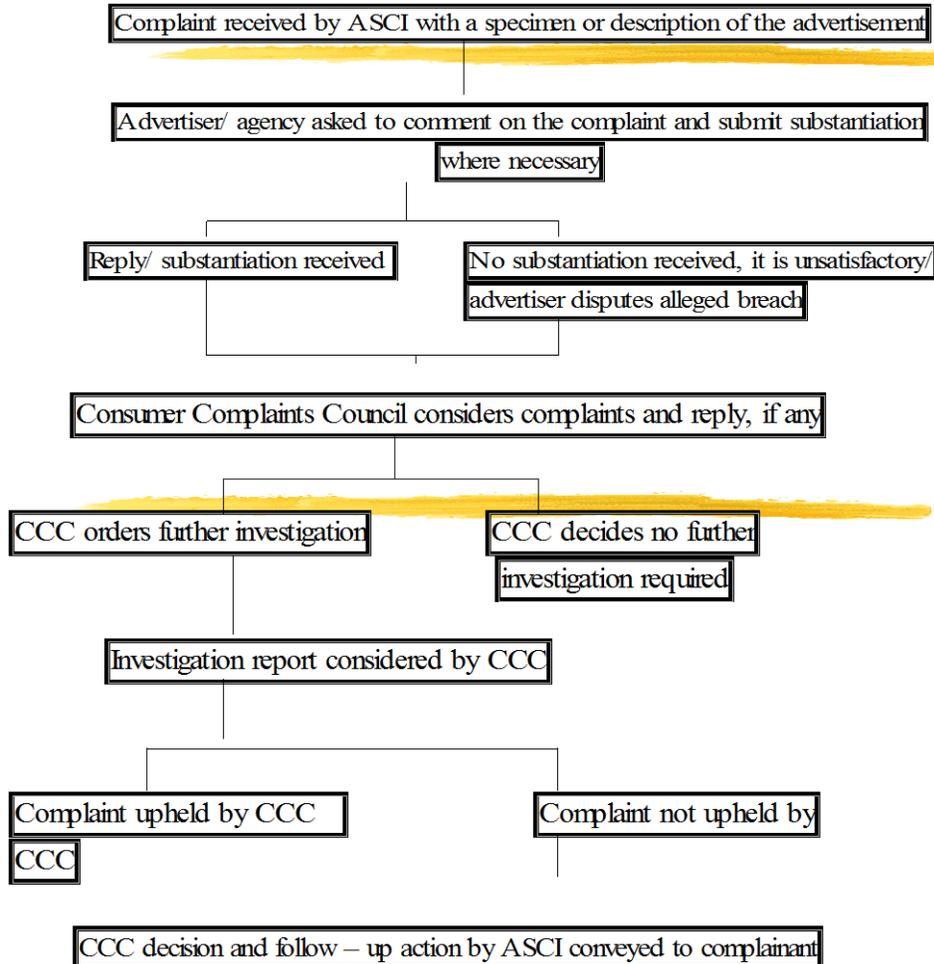
- (c) Presents criminality as desirable or directly or indirectly encourages people-particularly children-to emulate it or conveys the modus operandi of any crime.
 - (d) Adversely affects friendly relations with a foreign state.
2. Advertisement address to children shall not contain anything whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability. For example, no advertisement:
 - (a) Shall encourage children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like.
 - (b) Should depict children leaning dangerously outside windows, over bridges or climbing dangerous cliffs and the like.
 - (c) Should show children climbing or reaching dangerously to reach products or for any other purpose.
 - (d) Should show children using or playing with matches or any inflammable or explosive substance or playing with or using sharp knives, guns or mechanical or electrical appliances, the careless use of which could lead to their suffering cuts, burns, shocks or other injury.
 - (e) Shall feature minors for tobacco or alcohol based products.
 3. Advertisements shall not, without justifiable reason, show or refer to dangerous practices or manifest a disregard for safety or encourage negligence.
 4. Advertisements should contain nothing, which is in breach of the law, or omit anything, which the law requires.
 5. Advertisements shall not propagate products, the use of which is banned under the law.

Ensure the Advertisements observe Fairness in Competition such that the Consumer' need to be informed on choices in the market-place and the canons of accepted competitive behaviour in Business are both served.

1. Advertisements containing comparisons with other manufacturers or supplier or with other products, including those where a competitor is named, are permissible in the interests of vigorous competition and public enlightenment, provided.
 - (a) It is clear what aspects of the advertiser's product are being compared with what aspects of the competitor's product.
 - (b) The subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case.
 - (c) The Comparisons are factual, accurate and capable of substantiation.
 - (d) There is no likelihood of the consumer being misled as a result of the comparison, whether about the product advertised or that with which it is compared.
 - (e) The advertisement does not unfairly denigrate, attack or discredit other products, advertiser or advertisements directly or by implication.

2. Advertisements shall not make unjustifiable use of the name or initials of any other firm, company or institution, nor take unfair advantage of the goodwill attached to the trade mark or symbol of another firm or its product or the goodwill acquired by its advertising campaign.
3. Advertisements shall not be so similar to other advertisements in general layout, copy, slogans, visual presentations, music or sound effect as to be likely to mislead or confuse consumers.

PROCESSING A CONSUMER COMPLAINT



EXERCISE 2

The participants are informed about the ASCI code and the complain process and are shown certain advertisements. Later they are divided into different groups and asked to give a presentation to the ASCI (which in this case are other groups) pleading their case while complaining against an advertisement.

For example, the latest advertisement of Kawasaki Bajaj. It shows us some men who don't want to get down from their Kawasaki Bajaj and thus get only one shoe polished from the shoe polish children sitting on the road side. In order to get the other polished they go on the other side of the road and get it polished from some other boy.

Aesthetically, the ad is beautifully executed but...it shows child labour as these men are getting their shoes polished from small children sitting at the road side.

Sanro

Cinthol Deodrant

D. Recall Test

What are the basic products you use in your homes? What introduced you to that product? Can you recall?

E. Advertising as information base

How much information that you have about a product comes from advertising especially in the case of cosmetics and health drinks?

(choose any advertisement which gives some specific information like on health, deconstruct the ad pick on the information provided by the ad, what information is available with the viewer regarding the issue)

F. Debate

Do the Advertisements for Sanitary Napkins make you uncomfortable?

Four different types of ads are shown for sanitary napkins. The level of comfort for each is judged from them with the help of an exercise.

In the **annexure, we have to include:**

- ◆ Recent judgements of ASCI
- ◆ Rate cards of different channels
- ◆ Recent TRP ratings
- ◆ Names and address of some of the major advertising companies and their clients.