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MEDIA RELEASE

ASAS' ANNOUNCEMENT OF AMENDMENTS TO SINGAPORE CODE OF ADVERTISING PRACTICE

The Advertising Standards Authority of Singapore (ASAS) which is an advisory council set up to promote truthful, decent, honest and legal advertising in Singapore is announcing amendments to the Singapore Code of Advertising Practice (SCAP). This is the third edition of SCAP and like the previous codes; advertisers are expected to adhere to the guidelines in it. The objective of the amendments is to capture the changes in the advertising scene so as to stay abreast of the fast changing advertising industry practices.

In keeping up to date with the changes, ASAS and CASE would like to announce that there have been amendments to SCAP with regards to the legibility of disclaimers, how people can be portrayed and how condoms, moneylenders and matchmaking services can be advertised.

Legibility of Disclaimers (page 19)

Disclaimers have to be legible to the unaided eye of the target viewer. As a general rule of thumb, disclaimers should not be in a font size smaller than the smallest font used to make affirmative claims in an advertisement, subject to a minimum font size of 8.

According to this amendment, it means that the font size for advertisements will at least have to be a minimum font size of 8 and legible to the reader.

Misleading advertisements are sometimes the crux of consumers' dispute and vendors are expected to practise transparency, and state all prices upfront. In cases whereby the advertisement fonts are barely readable, the vendor would have breached one of the unfair practices stated under the Consumer Protection (Fair Trading) Act.

Following concerns received, the following amendments have also been made.

Portrayal of persons and Matchmaking advertising (page 12 and 57 respectively)

All persons should be portrayed in a manner respectful of their dignity. No person should be commoditised.

Matchmaking

1. Advertisements should not guarantee marriages.
2. Advertisements will be restricted to the classified section in print publications.
3. Advertisements should not contain visuals.

4. Exemption

4.1. Dating agencies accredited with the Ministry of Community, Youth and Sports are exempt from clause 4.2 and 4.3 above. ASAS also will consider, at its discretion, granting exemptions from clause 4.2 and 4.3 on a case-by-case basis.

Condom advertising (page 32)

Condom advertisements should also adhere to the following:

- (a) Should be in good taste
- (b) Should not promote promiscuity
- (c) May include pack shots provided they are not suggestive or offensive
- (d) Should not have erotic settings
- (e) Should not include superlative claims
- (f) Should focus on the protective function rather than the pleasure-enhancing aspect of condoms

Moneylender advertisements (page 51)

1. Advertisers submitting loan advertisements must provide a copy of their Moneylender's Licence issued by the Registrar of Moneylenders to the advertising department of the relevant media owner.
2. Advertisements must carry the name of the moneylending business/company.

SCAP is available online at <http://www.case.org.sg/downloads/asas/SCAP%202008.pdf>

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