

**ASC Circular** : **No. 2024-006**

**Date** : **May 13, 2024**

**To** : **4As / PANA / KBP / MSAP/ UPMG / DMAP/ OHAAP / Other ASC Clients**

**Subject** : **MORATORIUM ON THE IMPLEMENTATION OF ASC PRE-SCREENING OF DIGITAL PROMO MATERIALS**

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Due to the request of the Philippine Association of National Advertisers (PANA) to defer the implementation of the new guidelines on the pre-screening of digital materials of all promotions with permits issued by the concerned government regulatory bodies, the Ad Standards Council (ASC) is announcing a moratorium in the implementation on the rules on pre-screening of digital promotional materials, as well as the implementation of penalties, **effective Monday, May 13, 2024** pending the submission of a position paper.

**However**, the ASC will maintain the **status quo** on the implementation of the rules governing pre-screening of digital promotional materials for:

1. Brands falling under the five (5) mandatory categories, namely:
  - Over-the-Counter Drugs (OTC) and Home Remedy (HR) Products
  - Food Supplements
  - Products falling under the Milk Code
  - Alcohol Beverages
  - Transport Promo Fares (e.g., airlines, TNVS, etc.)
  
2. Promo materials with any of the five (5) MUST SCREEN claims:
  - Leadership or Number 1 claim
  - Absolute Claim
  - Comparative Claim
  - Exclusivity Claim
  - Superiority Claim
  
3. Promo materials with sexy tones or tones of violence.
  
4. Promo materials with direct (brand specified) comparison.
  
5. Promo materials to be implemented in must-screen media (Broadcast and OOH).

Brands which will implement digital materials falling under any of the five (5) aforementioned situations, **WITHOUT ASC pre-screening**, and which will be reported by competitors or monitored by the ASC through its motu proprio authority, will be issued a Notice to Explain why the advertiser/brand owner should not be penalized.

Once the PANA's position paper has been reviewed by the ASC Technical Committee and an agreement has been reached on the pre-screening guidelines of digital materials of all promotions with permit issued by the concerned government regulatory bodies, a new circular will be released by ASC for the information of the various sectors of the Advertising industry.

For your guidance and strict compliance.

Thank you.



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Executive Director



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