

ASC Circular: No. 2024-011

Date: October 15, 2024

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

Subject: UPDATED PROVISIONS REGARDING CLEARING OF PROMO ADS AND COLLATERALS

In line with the request to review the requirement to pre-screen all promo ads and collaterals, effective today, 15 October 2024, the ASC is announcing the implementation of the updated rules with regard to pre-screening of promo ads and collateral materials, as follows:

- A. Pre-screening of promo advertising materials will only be needed under the following circumstances:
1. If the promo ad material is for a product under the five must-screen categories. To reiterate, these are: Over-The-Counter Drugs or Home Remedies, Food Supplements, Alcohol Beverages, Milk under the Milk Code, Promo Fares of Transport services such as but not limited to Airlines, Shipping Lines, Bus Lines, TNVSS.
 2. If the promo ad material contains any of the five must screen claims. To reiterate, these are: No. 1 or Leadership claims, Absolute claims, Comparative claims, Exclusivity claims, Superiority claims.
 3. If the promo ad material will be implemented in any of the following must-screen media, namely: Broadcast (TV or Radio), or OOH (Out-of-Home materials excluding in-store merchandising materials).
 4. If the promo ad material presents a direct branded comparison or if it contains tone of sexiness or violence.

Beyond the above, advertising materials for promos will be generally post-screened.

- B. Pre-screening of collateral materials will only be needed under the following circumstances:
1. If the collateral material is for a product under the five must-screen categories. To reiterate, these are: Over-The-Counter Drugs or Home Remedies, Food Supplements, Alcohol Beverages, Milk under the Milk Code, Promo Fares of Transport services such as but not limited to Airlines, Shipping Lines, Bus Lines, TNVSS.
 2. If the collateral material contains any of the five must screen claims. To reiterate, these are: No. 1 or Leadership claims, Absolute claims, Comparative claims, Exclusivity claims, Superiority claims.
 3. If the collateral material presents a direct branded comparison or if it contains tone of sexiness or violence.

Beyond the above, collateral or in-store materials will be generally post-screened.

For collateral materials that are pre-screened with the ASC, these will have to undergo the complete process of s1 and s2 submission. At the same time, collateral materials, as a medium, will not be under Out-of-Home anymore and will be considered as In-store merchandising materials.

For your guidance.

Together, we will continue to work on a more robust and active self-regulation for the benefit of fair play by the industry and the ultimate protection of consumers.

Thank you very much.


Mr. Robbie A. Aligada
ASC Executive Director


Mr. Erwin O. Furagganan
Operations Manager

cc: ASC File