

18 May 2016

Second Public Consultation on Interactive Marketing Communication & Social Media Guidelines

Aim

The Advertising Standards Authority of Singapore (ASAS), an advisory council to the Consumers Association of Singapore (CASE), is now seeking public inputs for the amended Interactive Marketing Communication and Social Media Guidelines. The period of consultation is from 18 May 2016 to 17 June 2016.

Background

All advertisements that appear in Singapore are required to comply with the Singapore Code of Advertising Practice (SCAP), regardless of the media that they appear in. To address new issues in advertising that are not covered by the Code, ASAS drew up draft Digital and Social Media Advertising Guidelines. Comments were sought via a public consultation exercise that was held from 7 December 2015 to 8 January 2016.

Based on the comments that were received, ASAS has made amendments to the guidelines. They have also been renamed Interactive Marketing Communication and Social Media Guidelines to better reflect the scope.

A copy of the amended guidelines (Annex A) and a table of the amendments and comments (Annex B) is appended for reference. They may also be viewed on the ASAS website at www.asas.org.sg.

Request for comments

ASAS hereby invites interested parties to submit written comments on the draft Guidelines. All submissions should be clearly and concisely written, and should provide a reasonable explanation for any proposed revisions.

Submissions should reach ASAS no later than 5:00 p.m., 17 June 2016. They may be sent via post or e-mail to the following addresses:

Mail: The Secretariat
Advertising Standards Authority of Singapore
170 Ghim Moh Road
Ulu Pandan Community Building
#05-01
Singapore 279621

E-mail: asas@case.org.sg

About the Advertising Standards Authority of Singapore (ASAS)

The Advertising Standards Authority of Singapore (ASAS) is an advisory council to the Consumers Association of Singapore (CASE). It was set up in 1976 to promote ethical advertising in Singapore and is the self-regulatory body of the advertising industry.

ASAS aims to put in place a framework of self-regulation which means the responsibility of ensuring truthful advertising lies with both advertisers and consumers. This works in the interest of both advertisers and consumers because it ensures that through fair play, there is a balance of trust and responsibility between them.

For more information on ASAS, please visit www.asas.org.sg.