



MEDIA RELEASE

For Immediate Release

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Consumers Gave the Most Feedback on Electrical & Electronics and Entertainment Advertisements in 2017

The Advertising Standards Authority of Singapore (ASAS) received a total of 269 feedback in 2017 and observed an increase in feedback about advertisements for electrical and electronic products and entertainment establishments.

Please view the total feedback that ASAS received and the top five most-complained industries in **Annex A**.

Advertisements for electrical and electronic products drew the most feedback

ASAS received a total of 29 feedback about advertisements for electrical and electronic products in 2017, compared to 20 in 2016 and seven in 2015. In particular, seven feedback in 2017 were about advertisements in the tradeshow flyers and press that featured one product image and description but multiple model numbers and types of prices, such as 'usual price', 'sale price' and 'show price', in each listing.

Consumers reported these advertisements to ASAS because they felt that the actual price of each model advertised was ambiguous. Even though they did not make any purchases, ASAS recognised the potential for consumers to be misled and thus informed the retailers concerned to be clearer in their advertisements, so that in future advertisements, each product listing featured only one model number and one price. The electrical and electronic retailers concerned have since amended their advertisements to make the price and product claims in the flyers clearer.

Feedback on entertainment advertisements, including those for Halloween, took second place

ASAS also noted a large increase in feedback about advertisements by entertainment establishments. It received 26 such feedback in 2017 compared with seven in 2015 and 16 in 2016.

Of the 26 feedback, 12 were about advertisements for Halloween-themed events by entertainment centres that members of the public found distasteful, in particular, one that resembled a cenotaph and another that depicted self-harm. ASAS received two such feedback in 2015 and one in 2016. The increase in feedback in 2017 suggests that consumers are less willing to accept distasteful and extremely scary advertisements, or that advertisements are beginning to cross the limits of what the public deems acceptable. The remaining 14 feedback in 2017 were about advertisements for concerts and film trailers, amongst others.

ASAS informed the advertiser who created the advertisement that depicted self-harm during Halloween, that it had breached the Singapore Code of Advertising Practice (SCAP) guidelines on violence and influence to children and young people. As the feedback was received at the end of the advertisement's run, the advertiser agreed to take ASAS's feedback into consideration for future Halloween events. Advertisers are reminded that advertisements addressed to or likely to influence children and young people should not contain anything that might influence them to harm themselves mentally, morally or physically.

What consumers and advertisers can do

Should consumers encounter advertisements that are not legal, decent, honest or truthful, they are encouraged to write to ASAS. They can complete the feedback form on the ASAS website (www.asas.org.sg/onlinecomplaint) with a clear copy of the advertisement and details on where they accessed or received it.

Advertisers and stakeholders may consider seeking ASAS's paid advice on copy advertising that may be controversial. The advertising copy should be submitted early so that the ASAS Council has sufficient time to review it. More details on the fees and turnaround time required are available on the ASAS website at <https://asas.org.sg/advertising-advice>.

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Annex A: Feedback received in 2017

Total amount of feedback from 2015 to 2017. The feedback includes requests for advertising advice and complaints that are either consumer-to-business or business-to-business in nature.

Year	Total Feedback Received
2015	272
2016	284
2017	269

Top 5 industries for feedback from 2015 to 2017. The feedback includes requests for advertising advice and complaints that are either consumer-to-business or business-to-business in nature.

No	2015	Feedback	% of Total Feedback
1	Beauty (Includes Hair & Slimming)	54	19.9%
2	Food & Beverage	31	11.3%
3	Health	19	6.9%
4	Finance	17	6.2%
5	Travel	13	4.8%

2016	Feedback	% of Total Feedback
Health	28	9.8%
Beauty (Includes Hair & Slimming)	25	8.8%
Food & Beverage	24	8.4%
Electrical & Electronics	20	7.0%
Telecommunications	19	6.7%

2017	Feedback	% of Total Feedback
Electrical & Electronics	29	10.7%
Entertainment	26	9.5%
Beauty (Includes Hair & Slimming)	21	7.7%
Food & Beverage	19	7.0%
Telecommunications	18	6.6%