



CHECKLIST TO **GOOD** ADVERTISING

PAKISTAN ADVERTISERS SOCIETY

CHECKLIST TO GOOD ADVERTISING



- Advertising is not false, misleading (visual or verbal) or ambiguous.
- The advertisement does not exploit the lack of knowledge or inexperience of consumers.
- The advertisement does not exploit children or encourage nagging behavior, nor does it undermine parental influence.
- Advertising to children encourages moderation, healthy dietary habits and physical activities.
- Product claims are sufficiently supported.
- The advertisement is not defaming, denigrating nor exploiting the goodwill of competitors or any other business entity.
- The advertisement does not closely resemble any other transmitted or published material causing confusion. The subject matter should not be chosen in such a way to give unfair advantage.
- The advertisement is not distorting the true meaning or practicable application of statements made by professional or scientific authority.
- Advertising is not exaggerating the value of practical usefulness of the products/ services.
- The matter of opinion is not presented as generally or universally agreed fact.
- Testimonials are reflecting the real opinions of individuals involved.
- Price claims are clear and not misleading.
- Statements, suggestions, pictures and the overall content are not offensive to public decency or minority segments of the population.
- The advertisement does not contain anything that breaks the law or incites anyone to do so.
- Disclaimers, if present, are clearly visible & legible in terms of font size, placement and the duration for which it appears. Also, the disclaimer does not contradict the more prominent aspect of the message.
- Free offers and prize competitions is in alignment with the Code
- The advertisement distinguishes itself from the editorial content.
- The advertisement should be placed on legal and licensed content only.

