

ASCI COMPLAINTS ANALYSIS REPORT – Q3 FY (2020-21)

ASCI CLOCKS IN AN INITIATIVE DRIVEN, IMPACTFUL 3RD QUARTER, WITH SURGE IN NUMBER OF COMPLAINTS.



THE THIRD QUARTER OF THE FINANCIAL YEAR HAD A HIGH IMPACT AND WAS AN INITIATIVE LED QUARTER FOR ASCI. THE INITIATIVES FOCUSED ON GUIDANCES FOR THE INDUSTRY, CONSUMER EDUCATION AND STREAMLINING OF PROCESSES FOR EFFECTIVE SELF REGULATORY PRACTICES.

INITIATIVE TAKEN UP BY ASCI

Industry focused initiatives for consumer protection

In October 2020, ASCI introduced the [COVID-19 advisory](#) for advertisers, to protect consumers from being misled during the pandemic. Soon after, in November 2020, ASCI introduced [guidelines for online gaming](#) for “real-money winnings”, to protect audiences from risks associated with games involving real money. The guidelines received much appreciation and backing from the Ministry of Information and Broadcasting. Earlier in 2020 ASCI had also introduced [guidelines for usage of awards/rankings](#) in advertisements, by brands.

Early September, ASCI [expanded its national Advertising Monitoring Service \(NAMS\)](#) to add digital advertising to its suo motu screening; more than 3,000 digital platforms are being currently tracked. The ASCI brought in a thought leadership initiative; a study commissioned in partnership with the Indian Society of Advertisers (ISA) and conducted by NielsenIQ called [“The Trust in Advertising study: 2020”](#) to get a pulse of the consumer in terms of advertising and their trust in it.

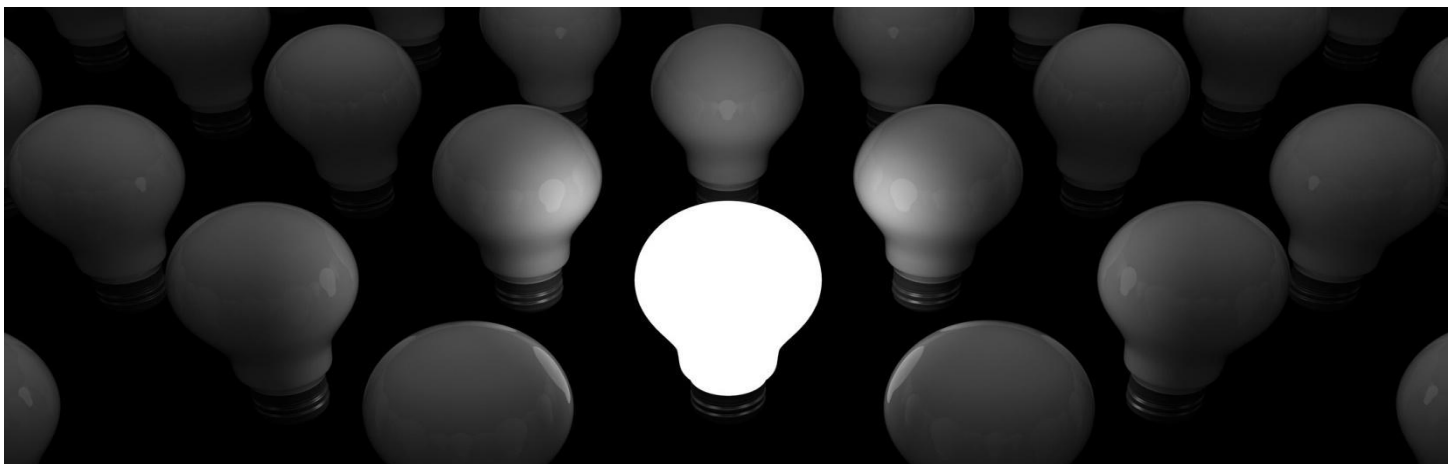


Figure 1

Impact

The initiatives drove a lot of conversations in the media, on social media and various other forums, which obviously drove consumer education and awareness. Another impact of the constant buzz on various channels was the increase in the number of complaints processed by ASCI in the quarter.



COVID-19 Advisory
236 COVID Violations in 2020



Guidelines for usage of Awards/ Ranking
295 Awards/ Ranking guideline violations



Guidelines for Qualification of Brand Extension
17 violations of the Guidelines

ANALYSIS OF COMPLAINTS



YTD numbers

6527 complaints processed against **3315** advertisements.



Q3 numbers

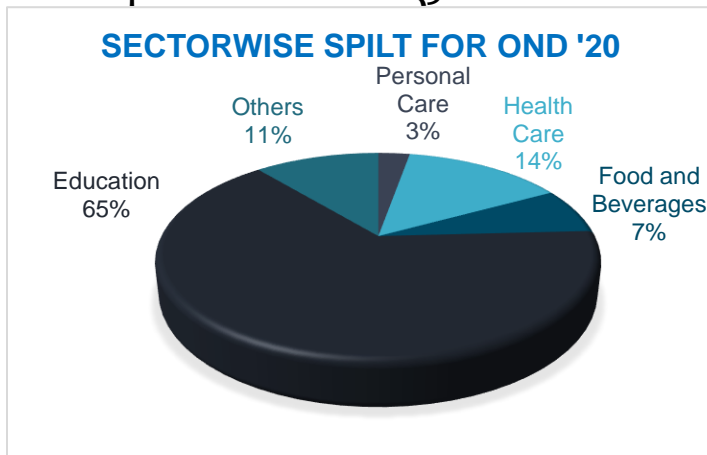
1885 complaints were processed against **1,230** advertisements. **902** cases upheld.



Top list

Education remains at top of the category violations leaderboard (**582** ads, followed by Healthcare **128** ads)

Our Complaints numbers for Q3



Between October and December, the ASCI team looked into 1885 complaints originating from 1,230 advertisements. On receipt of communication from ASCI, 251 of these advertisements were withdrawn/ amended by the advertisers. From the remaining advertisements, ASCI's independent Consumer Complaints Council (CCC) upheld complaints against 902 advertisements – 582 were from the education sector, 128 from healthcare, 64 from food and beverages, 25 from personal care, 99 from other categories and 4 that amounted to surrogate advertising; complaints against 77 advertisements were not upheld as these advertisements were not found to be in violation of the ASCI code.

Some of the themes that emerged during the quarter October-December were: education (job guarantees, placements, etc.)

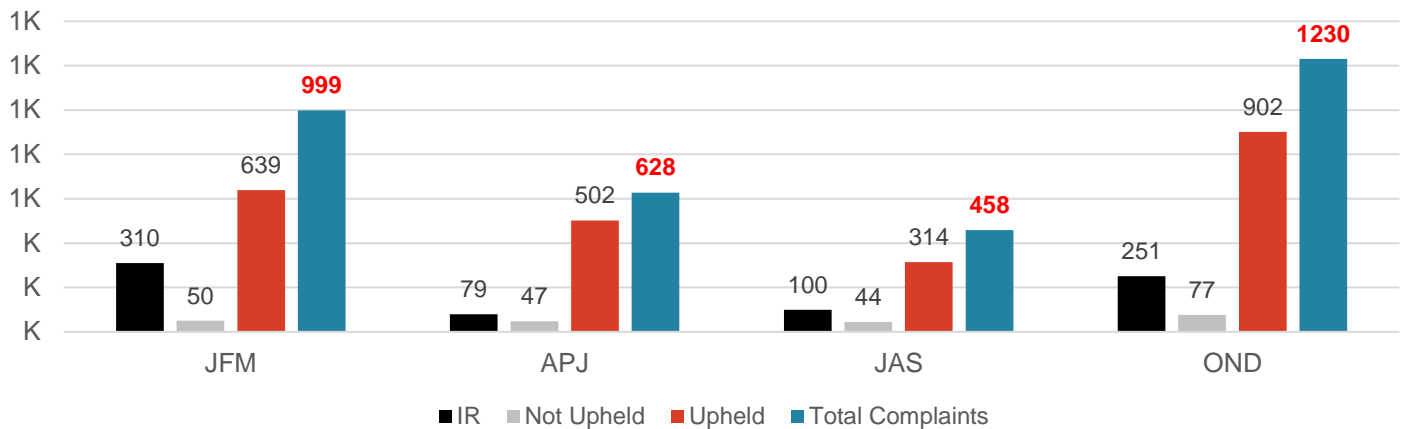
and healthcare (false claims about COVID-19 cures and preventions) advertising. Other complaints included those against brands issuing comparative advertisements while prominent cases against honey brands were also in the spotlight. During the third quarter, complaints regarding surrogate advertising also picked up post the IPL.

Advertisements Complained Against	Direct	Suo Motu	Total
Education	2	580	582
Healthcare	8	118	128
Food & Beverage	9	55	64
Personal Care	8	17	25
Others	24	75	99
Brand Extension violation	1	3	4

QUICK RECAP OF 2020 COMPLAINTS NUMBERS

Overall, in 2020, ASCI looked into **6527** complaints that were registered against **3,315** advertisements, of which **2,357** were upheld. Education (**1062**) and healthcare (**827**) topped the list for the year as well. Some of the numbers for other categories, **117** food and beverage advertisements were complained, **63** against personal care, **17** violations of guidelines for brand extension, **22** against real estate, **10** against visa and immigration services and **239** against ads from other categories.

202 Snapshot of Advertisements Complained Against



Ms. Manisha Kapoor, Secretary General ASCI quotes: “The third quarter of the financial year involved initiatives leading to positive impact on the industry and stakeholders. The quarter recorded the highest numbers in terms of complaints processing, compared to the previous two quarters which were a direct outcome of the pandemic. We hope to continue this momentum in the year ahead.”

Please see [Link to the Consumer Complaints Council Recommendations](#):

[October CCC Recommendations](#), [November CCC Recommendations](#), [December CCC Recommendations](#)

[Brand-wise List of Advertisements Complained Against](#)