

ASCI joins the ICAS Global Think Tank to Advance Responsible Advertising:

Mumbai, September 19th, 2024: The Advertising Standards Council of India (ASCI) is proud to be a founding member of the recently launched Think Tank of the The International Council for Advertising Self-Regulation (ICAS). This initiative is dedicated to fostering self-regulatory engagement, critical thinking, and research to advance responsible advertising worldwide.

The launch event, held in New York yesterday, marked the beginning of a new platform whose goal is to ensure that a wide range of stakeholders - advertising standards bodies (self-regulatory organisations), industry leaders, academic institutions, and other key players - can have a voice and participate in a collective effort to improve advertising practices. Initially, the Global Think Tank will focus on pressing issues like sustainability and the responsible use of AI, with plans to address additional topics as the Think Tank grows in capacity and becomes fully operational.

As digital technologies, including AI, continue to reshape the advertising landscape, and environmental and societal challenges increasingly influence media, marketing, and communities, there is a growing need for advertising that works better - not just for individuals, but also for the industry, communities, and society at large.

ICAS President, Guy Parker, stated: *"We're truly excited to launch the ICAS Global Think Tank. We're confident it will provide the platform we need to address some of the most pressing issues facing the advertising sector today, generating insights that will help inform evidence-based policymaking, elevate ad standards and ultimately benefit people and communities worldwide. We are delighted that many associations and companies have already committed to supporting this initiative, and we look forward to welcoming even more members and stakeholders to the Think Tank in the months and years ahead."*

Ms. Manisha Kapoor, CEO & Secretary General, ASCI and ICAS Vice President stated: *"ASCI via its ASCI Academy is very honored to be a founding member of the ICAS Global Think Tank. As issues around advertising regulation get more complex, it is important that we all put together our minds and resources to support this initiative. We look forward to meaningful discussions and outcomes that will help build consumer trust and confidence in brands and advertising."*

This initiative is aligned with ASCI Academy's work on thought leadership. The other founding members and supporters of the Global Think Tank, include self-regulatory organisations, industry associations and industry members such as:

- Ad Standards, Australia
- Advertising Association (AA UK)
- Advertising Standards Authority (ASA UK)
- Advertising Standards Authority Ireland (ASA Ireland)
- Advertising Standards Council of India (ASCI)
- Asociación para la Autorregulación de la Comunicación Comercial (AUTOCONTROL), Spain
- Associação Brasileira de Anunciantes (ABA)
- European Advertising Standards Alliance (EASA)
- Google

ASCI will work with other partners to discuss and debate new ideas and best practices that will prove beneficial to the industry and strengthen consumer protection.

About The International Council for Advertising Self-Regulation (ICAS) -

The International Council on Ad Self-Regulation (ICAS) was set up in 2008 by the European Advertising Standards Alliance (EASA) to provide a forum for facilitating information exchange and discussion of best practices between advertising Self-Regulatory Organizations (SROs) around the world. In 2016, ICAS members formalised their cooperation to establish a new, independent platform, with dedicated resources and staff. Founding members agreed that the new platform would unite national SROs, regional SRO associations and international industry associations to form a powerful Council with the aim of not only of sharing best practices, but also of facilitating the establishment of new SROs in emerging markets and of working on solutions to the global challenges faced by the advertising industry.

About the Advertising Standards Council of India (ASCI) -

The ASCI, established in 1985, is committed to the cause of self-regulation in advertising, ensuring the protection of consumer interests. ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation, which requires advertisements to be legal, decent, honest, and truthful and not hazardous or harmful while observing fairness in competition. ASCI looks into complaints across all media, such as Print, TV, Radio, hoardings, SMS, Emailers, Internet/website, product packaging, brochures, promotional material, point of sale material, etc. ASCI has collaboratively worked with various government bodies, including the Department of Consumer Affairs (DoCA), the Food Safety and Standards Authority of India (FSSAI), the Ministry of AYUSH, and the Ministry of Information and Broadcasting (MIB). In August 2023, the ASCI Academy, a flagship program of ASCI, was launched to build the capacity of all stakeholders to create responsible and progressive advertising. ASCI Academy aims to raise standards of advertising content through training, education, outreach, and research on the preventive aspects of advertising self-regulation.

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