

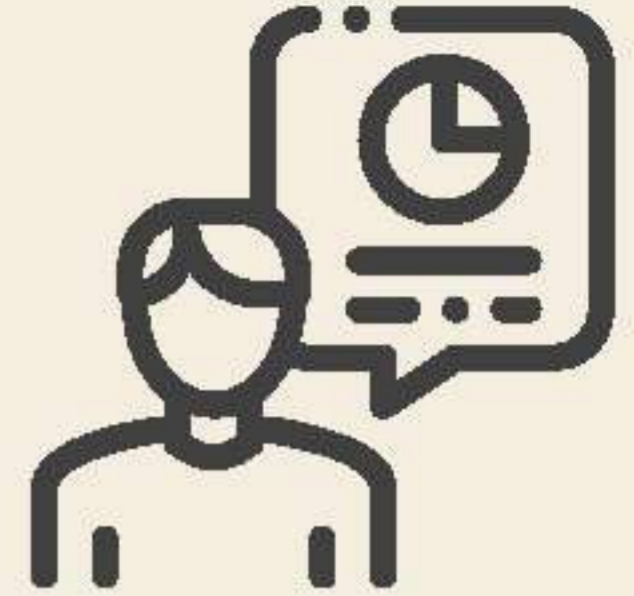
4th September- 11th September



**advertising
code & guidance**

[click for a detailed read](#)

statistically speaking



The need for setting strict regulations for advertising.



23% of consumers have zero trust in advertisements.



15% of consumers feel misled by ads of food products & supplements.



76% of consumers seek stipulation on surrogate advertising.



25% of consumers show an average amount of confidence in ads.



the altering ads landscape



The newly released guidelines will play a crucial role in shaping the curation of advertisements.



Manufacturers, service providers and celebrity endorsers will be liable for the spread of delusive information.



Digital platforms will be under constant surveillance, subjecting advertisers to responsibility.



Consumers will be safeguarded against all adversities of deceptive advertising.



disclaimer: follow these steps



It is important for disclaimers to be direct, distinguished and comprehensible.



Disclaimers must be the same font size and language as the claim in the ads.



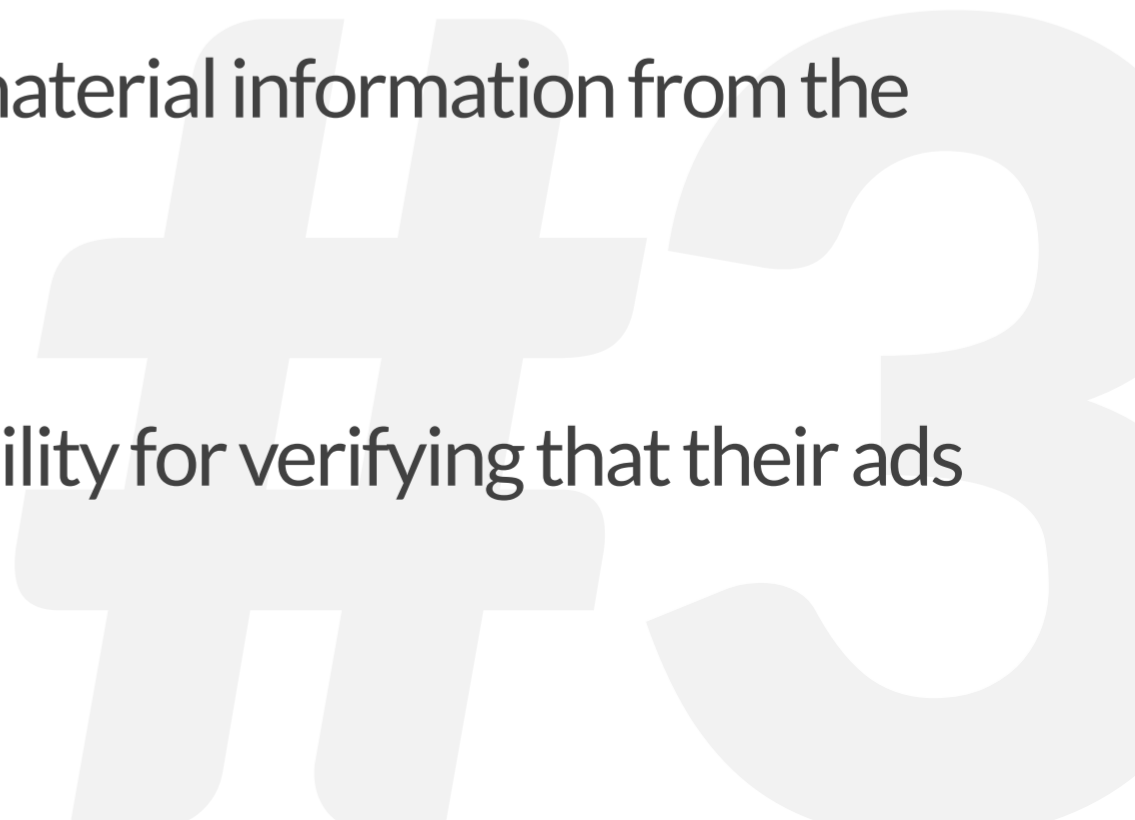
If the claim is in the form of a voiceover, the disclaimer must be presented alongside.



Disclaimers must not withhold material information from the consumer.



Advertisers must take responsibility for verifying that their ads meet all legal requirements.



coming up next



The guidelines will remain susceptible to changes in order to match the constantly shifting social scenario.



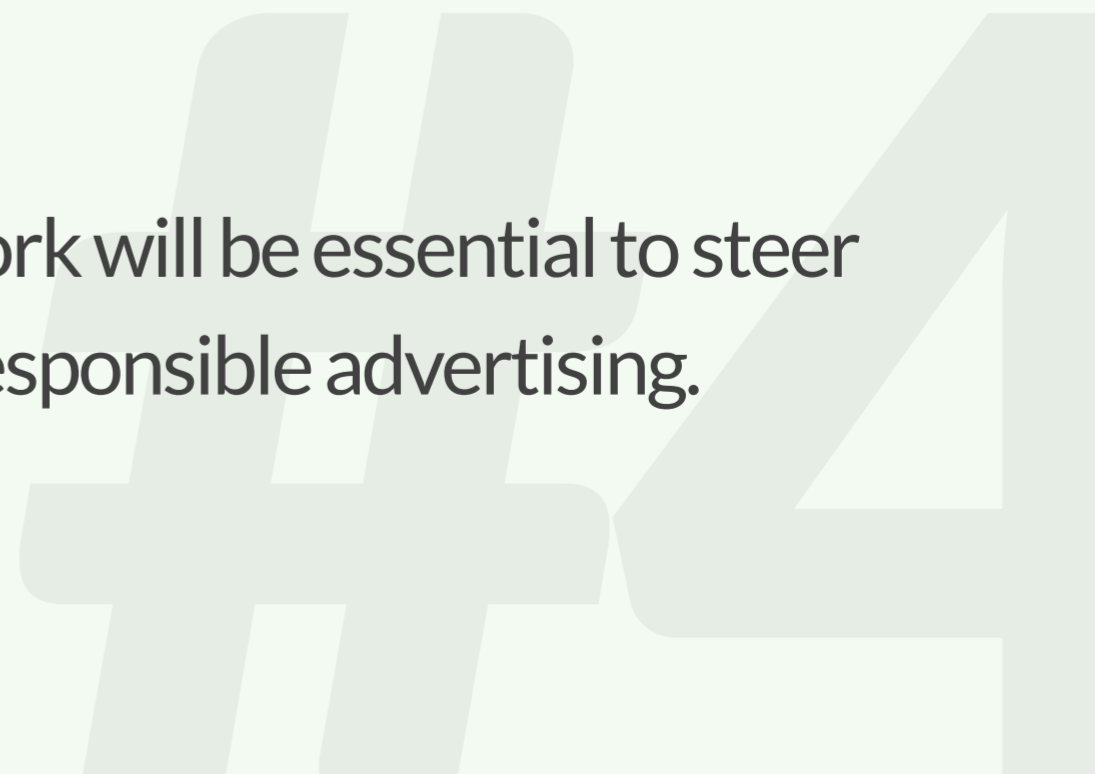
Digital platforms will be monitored extensively, in addition to already tracked media.



Potential threats of exploitation of the consumer's interest will be identified and deflected.



The creation of a robust framework will be essential to steer the industry narrative towards responsible advertising.





Digital Transformation Partner

Digital
Consulting

Digital
Marketing

Influencer
Marketing

Public
Relations

Technology
Development

armworldwide.com

In the Cloud from Home