

Reminder for code submissions - ASA

The closing date to submit suggestions for changes or additions necessary to update the Code of Advertising Practice is 28 February 2011. The code updating process of the Advertising Standards Authority of South Africa (ASA) takes place annually, in order to reflect societal changes in South Africa as well as evolving advertising practices worldwide.

Well motivated proposals are invited from the public as well as consumer organisations and members of the advertising and marketing industry. While the association coordinates the code revision process, input will shape the rules that it will apply. A task team will consider all proposals for change and will make recommendations which will finally be approved at the its AGM.

For the full code go to www.asasa.org.za.

For more, visit: <https://www.bizcommunity.com>