

Date: 23-May-2024

**News Coverage of Press Release**

**“CCP TAKES NOTICE OF BEVERAGES ADS SANS DISCLAIMERS”**

## 'Dangerous stunts' in ads **CCP issues notices to beverage cos**

### RECORDER REPORT

• ISLAMABAD: The Competition Commission of Pakistan (CCP) has taken notice of extremely dangerous stunts performed in the TV Commercials (TVCs) of leading beverage manufacturers. These stunts promote soft and energy drinks without advising viewers not to attempt similar stunts independently on their own, as they have been performed by professional experts under proper safety arrangements and are fictional displays.

The Commission has issued letters to various beverages firms to explain their position vis-à-vis showcasing physical stunts with bikes, cars and other extraordinary performances enabled by or for a few sips of the advertised drinks.

While, screening of such stunts is not a violation of Pakistan's Competition Law, the absence of proper disclaimers advising viewers to avoid attempting such stunts amounts to withholding material information from their consumers, especially young adults.

CCP has warned these companies of their potential violation of Section 10(2) (b) of the Competition Act, 2010. This section prohibits the dissemination of false or misleading information to consumers. The non-disclosure of material information or relevant disclaimers also amounts to deceptive marketing practices and constitutes a violation of this section.

The Commission has explained that 'misleading information' refers to state-

ments that can give a wrong impression, lead to errors in conduct, thought or judgment, misinform due to vagueness or omission, and may not necessarily be deliberate. It further clarified that 'false information' includes statements that are contrary to truth or fact, imply conscious wrongdoing or culpable negligence, have stricter and stronger connotations, and are not readily open to interpretation.

The CCP has directed the companies to explain their non-compliance with the explicit provisions of Section 10 of the Competition Act, 2010, regarding the subject TV Commercials. The companies are required to furnish their explanations within seven days of the issuance of the Commission's letters.



## CCP takes notice of dangerous stunts in adverts of energy drinks

OUR STAFF REPORTER  
ISLAMABAD

The Competition Commission of Pakistan (CCP) has taken notice of extremely dangerous stunts performed in the TV commercials (TVCs) of leading beverage manufacturers.

These stunts promote soft and energy drinks without advising viewers not to attempt similar stunts independently on their own, as they have been performed by professional experts under proper safety arrangements and are fictional displays. The Commission has issued letters to various beverages firms to explain their position vis-à-vis showcasing physical stunts with bikes, cars and other extraordinary performances enabled by or for a few sips of the advertised drinks.

While, screening of such stunts is not a violation of Pakistan's Competition Law, the absence of proper disclaimers advising viewers to avoid attempting such stunts amounts to withholding material information from their consumers, especially young adults. CCP has warned these companies of their potential violation of Section 10(2) (b) of the Competition Act, 2010. This section prohibits the dissemination of false or misleading information to consumers. The non-disclosure of material information or relevant disclaimers also amounts to deceptive marketing practices and constitutes a violation of this section.

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The CCP has directed the companies to explain their non-compliance with the explicit provisions of Section 10 of the Competition Act, 2010, regarding the subject TV commercials. The companies are required to furnish their explanations within seven days of the issuance of the Commission's letters.

## CCP takes notice of beverage ads lacking disclaimers

■ *DANGEROUS STUNTS WITHOUT ADVISING VIEWERS NOT TO ATTEMPT SIMILAR STUNTS INDEPENDENTLY, SEEN AS POTENTIAL VIOLATION OF THE COMPETITION ACT*

ISLAMABAD

GHULAM ABBAS

The Competition Commission of Pakistan (CCP) has taken notice of dangerous stunts performed in the TV commercials (TVCs) of leading beverage manufacturers.

These stunts promote soft and energy drinks without advising viewers not to attempt similar stunts independently, as they are performed by professionals under proper safety arrangements and

are fictional displays.

The Commission has issued letters to various beverage firms, requesting them to explain their position regarding the showcasing of physical stunts with bikes, cars, and other extraordinary performances enabled by or for a few sips of the advertised drinks.

While screening such stunts is not a violation of Pakistan's Competition Law, the absence of proper disclaimers advising viewers to avoid attempting such stunts amounts to withholding material

information from consumers, especially young adults.

The CCP has warned these companies of their potential violation of Section 10(2)(b) of the Competition Act, 2010. This section prohibits the dissemination of false or misleading information to consumers. The non-disclosure of material information or relevant disclaimers also amounts to deceptive marketing practices and constitutes a violation of this section.

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The CCP has directed the companies to explain their non-compliance with the explicit provisions of Section 10 of the Competition Act, 2010, regarding the subject of TV commercials. The companies are required to furnish their explanations within seven days of the issuance of the Commission's letters.

## CCP takes notice of beverages ads sans disclaimers

22/05/2024

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ISLAMABAD, MAY 22, /DNA/ – The Competition Commission of Pakistan (CCP) has taken notice of extremely dangerous stunts performed in the TV Commercials (TVCs) of leading beverage manufacturers. These stunts promote soft and energy drinks without advising viewers not to attempt similar stunts independently on their own, as they have been performed by professional experts under proper safety arrangements and are fictional displays.

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The CCP has directed the companies to explain their non-compliance with the explicit provisions of Section 10 of the Competition Act, 2010, regarding the subject TV Commercials. The companies are required to furnish their explanations within seven days of the issuance of the Commission's letters.

<https://islamabadpost.com.pk/ccp-takes-notice-of-beverages-ads-sans-disclaimers/>

سی سی پی کا انرجی ڈرنگس اسٹنٹ پر نوٹس

لاہور (سوہی) کونٹریبن کونٹریبن آف پاکستان (سی سی پی) نے انتہائی خطرناک اسٹنٹ کا نوٹس لیا ہے۔  
یہ اسٹنٹس سافٹ اور انرجی ڈرنگس کو فروغ دینے کے  
لئے دکھائے جاتے ہیں۔



# عوامي آواز

(Sindhi)

23-May-2024

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## سي سي پي طرفان مشهور شريت ناهيندڙ ڪمپنين جي ٽي وي آئينهارن جو نوٽيس

ڪمپنن طرفان شريت ناهيندڙ ڪمپنين کي خط جاري پوزيشن واضح ڪرڻ جي هدايت

اسلام آباد (پ ر) ڪمپنن جي اسٽنٽس جي ڪوشش نه ٿيڻ ۽ چونڊ هي اسٽنٽس پيش ور ماهرن مناسب علائقي انتظامن جي تحت ڪيا آهن ۽ اهي فرضي ڊسپلن آهن . ڪمپنن مختلف شريت ناهيندڙ ڪمپنين کي خط جاري ڪيا آهن ته جيئن بائنيڪس ۽ ڪارن مان گڏ جساني اسٽنٽ جي نمائش جي باري ۾ انهن جي پوزيشن واضح ڪئي وڃي

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# سی سی پی کا بغیر ڈسکلیمر مشروبات کے اشتہارات کا نوٹس

ویب ڈیسک

May 22, 2024



سی سی پی نے معروف مشروبات بنانے والی کمپنیوں کے ٹی وی اشتہارات (ٹی وی سیز) میں کیے جانے والے انتہائی خطرناک اسٹنٹس کا نوٹس لے لیا ہے۔

سی سی پی کا کہنا ہے یہ اسٹنٹس سافٹ اور انرجی ڈرنکس کو فروغ دینے کے لئے دکھائے جاتے ہیں۔ ان اسٹنٹس کے ساتھ ناظرین کو ہدایت نہیں کی جاتی کہ وہ گھر میں اس طرح کے اسٹنٹس کی کوشش نہ کریں، کیونکہ یہ اسٹنٹس پیشہ ور ماہرین نے مناسب حفاظتی انتظامات کے تحت کیے ہیں۔

کمیشن نے اس سلسلے میں مختلف کمپنیوں کو خطوط جاری کئے ہیں، خطوط میں ان کمپنیوں سے یہ وضاحت مانگی گئی ہے کہ کیسے یہ غیر معمولی پرفارمنس مشہور مشروبات کے چند گھونٹ پینے سے دکھائی دیتی ہیں۔

ناظرین کو ایسے اسٹنٹس کی کوشش سے بچنے / مشورہ دینے والے مناسب ڈسکلیمر کی عدم موجودگی اپنے صارفین، خاص طور پر نوجوان طبقے سے میٹیریل انفارمیشن چھپانے کے مترادف ہے۔

میٹیریل معلومات یا متعلقہ ڈسکلیمر کا انکشاف نہ کرنا بھی دھوکہ دہی پر مبنی مارکیٹنگ کے طریقوں ہی کے مترادف ہے۔

سی سی پی نے کمپنیوں کو ہدایت کی ہے کہ ان ٹی وی اشتہارات کے بارے میں وہ کمپنیشن ایکٹ 2010 کے سیکشن 10 کی واضح شقوں کے ساتھ عدم تعمیل کی وضاحت کریں۔

کمپنیوں کو کمیشن کے خطوط کے اجراء کے سات دنوں کے اندر اپنی وضاحتیں پیش کرنے کی ہدایت کی گئی ہے۔



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## *CCP takes notice of beverages ads sans disclaimers*

 PPA

ISLAMABAD: The Competition Commission of Pakistan (CCP) has taken notice of extremely dangerous stunts performed in the TV Commercials (TVCs) of leading beverage manufacturers. These stunts promote soft and energy drinks without advising viewers not to attempt similar stunts independently on their own, as they have been performed by professional experts under proper safety arrangements and are fictional displays.

The Commission has issued letters to various beverages firms to explain their position vis-à-vis showcasing physical stunts with bikes, cars and other extraordinary performances enabled by or for a few sips of the advertised drinks.

While, screening of such stunts is not a violation of Pakistan's Competition Law, the absence of proper disclaimers advising viewers to avoid attempting such stunts amounts to withholding material information from their consumers, especially young adults. CCP has warned these companies of their potential violation of Section 10(2) (b) of the Competition Act, 2010.

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# Extremely dangerous stunts performed in the TVCs by CCP

Ⓢ DTD- ⌚ May 22, 2024



## CCP TAKES NOTICE OF BEVERAGES ADS SANS DISCLAIMERS

Islamabad: The Competition Commission of Pakistan (CCP) has taken notice of extremely dangerous stunts performed in the TV Commercials (TVCs) of leading beverage manufacturers. These stunts promote soft and energy drinks without advising viewers not to attempt similar stunts independently on their own, as they have been performed by professional experts under proper safety arrangements and are fictional displays.

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CCP has warned these companies of their potential violation of Section 10(2) (b) of the Competition Act, 2010. This section prohibits the dissemination of false or misleading information to consumers. The non-disclosure of material information or relevant disclaimers also amounts to deceptive marketing practices and constitutes a violation of this section.

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The CCP has directed the companies to explain their non-compliance with the explicit provisions of Section 10 of the Competition Act, 2010, regarding the subject TV Commercials. The companies are required to furnish their explanations within seven days of the issuance of the Commission's letters.

<https://dailythdestination.com/extremely-dangerous-stunts-performed-in-the-tvcs-by-ccp/>

## CCP Takes Notice of Dangerous Stunts in Adverts of Energy Drinks

By ProPK Staff | Published May 22, 2024 | 8:20 pm



The Competition Commission of Pakistan (CCP) has taken notice of extremely dangerous stunts performed in the TV Commercials (TVCs) of leading beverage manufacturers.

These stunts promote soft and energy drinks without advising viewers not to attempt similar stunts independently on their own, as they have been performed by professional experts under proper safety arrangements and are fictional displays.

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The CCP has directed the companies to explain their non-compliance with the explicit provisions of Section 10 of the Competition Act, 2010, regarding the subject TV Commercials. The companies are required to furnish their explanations within seven days of the issuance of the Commission's letters.

<https://propakistani.pk/2024/05/22/ccp-takes-notice-of-dangerous-stunts-in-adverts-of-energy-drinks/>

## CCP issues letters to beverage giants over dangerous TV commercial stunts



**May 23, 2024 (MLN):** The Competition Commission of Pakistan (CCP) has taken notice of extremely dangerous stunts performed in the TV commercials (TVCs) of leading beverage manufacturers and has issued them letters demanding an explanation regarding the showcasing of these physical stunts.

These stunts promote soft and energy drinks without advising viewers not to attempt similar stunts independently on their own, as they have been performed by professional experts under proper safety arrangements and are fictional displays.

While screening of such stunts is not a violation of Pakistan's Competition Law, the absence of proper disclaimers advising viewers to avoid attempting such stunts amounts to withholding material information from their consumers, especially young adults.

CCP has warned these companies of their potential violation of Section 10(2) (b) of the Competition Act, 2010.

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The CCP has directed the companies to explain their non-compliance with the explicit provisions of Section 10 of the Competition Act, 2010, regarding the subject TV Commercials.

The companies are required to furnish their explanations within seven days of the issuance of the Commission's letters.

<https://mettisglobal.news/ccp-issues-letters-to-beverage-giants-over-dangerous-tv-commercial-stunts/>



# CCP takes notice of beverages ads sans disclaimers

The Commission has issued letters to various beverages firms



The Competition Commission of Pakistan (CCP) has taken notice of extremely dangerous stunts performed in the TV Commercials (TVCs) of leading beverage manufacturers. These stunts promote soft and energy drinks without advising viewers not to attempt similar stunts independently on their own, as they have been performed by professional experts under proper safety arrangements and are fictional displays.

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The CCP has directed the companies to explain their non-compliance with the explicit provisions of Section 10 of the Competition Act, 2010, regarding the subject of TV commercials. The companies are required to furnish their explanations within seven days of the issuance of the Commission's letters.

<https://www.samaa.tv/2087315219-ccp-takes-notice-of-beverages-ads-sans-disclaimers>