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News Coverage of Press Release

“CCP SUPPORTS THE CODE FOR ADVERTISORS TO CURB DECEPTIVE MARKETING”

CCP supports PAS to encourage self- regulatory mechanism

RECORDER REPORT

ISLAMABAD: The Competition Commission of Pakistan (CCP) has extended its support to the Pakistan Advertisers Society (PAS) encouraging a self-regulatory mechanism that ensures compliance with the Competition Law by the PAS member organisations in their marketing practices.

PAS membership comprises of various leading local and international brands, representing various sectors of the economy including FMCG, banks, insurance, telecommunication, oil marketing, and electrical goods. This forum brings together marketing and advertising professionals with the objective of promoting good industry practices towards responsible marketing and advertising.

As part of CCP's advocacy strategy, in the latest engagement, the Commission reiterated its commitment to foster competition in all spheres of economic and commercial activities in Pakistan. The major development of this

engagement was CCP's support extended to the PAS's Code of Advertising Practice (COAP).

This is a significant step toward promoting a self-regulatory mechanism in ensuring responsible marketing and advertising activities with the least intervention needed from the Regulator. The CCP Officials highlighted that true and fair advertising is an important responsibility towards the consumers and the society at large.

The CCP supported the Code as it aims to promote the best professional and ethical practices in the field of advertising, besides CCP facilitated an enabling environment in the economy for commercial activities. The contents of the code are largely aligned with the provisions of the Competition law and are to be self-monitored and implemented by the PAS council. The main focus is to deter misleading and deceptive marketing toward consumers and ensure that best practices are in place.

In this latest engagement, it was also deliberated that false and misleading information on digital platforms particularly through AI, is an emerging challenge to be jointly addressed to protect the consumers. PAS officials apprised that they are expecting further expansion in their membership and would appreciate that trainings are also conducted for their member organizations including sector-specific trainings. CCP officials appreciated the role PAS is playing as a focal point in various aspects and its expansion is a confirmation of it.

The CCP delegation was led by Salman Amin (Member) accompanied by two DGs, Shahzad Hussain and Ahmed Qadir. The PAS was represented by Qamar Abbas, Executive Director, Afsheen Rizavi, GM whereas the two PAS council members who joined were Asif Aziz Chief Business Officer-Jazz and Syed Usman Qaiser, Head of Marketing, Jubilee Life Insurance Company Ltd.

CCP committed to foster competition in all spheres of economic, commercial activities

IMRAN ALI KUNDI
ISLAMABAD

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As part of CCP's advocacy strategy, in the latest engagement, the Commission reiterated its commitment to foster competition in all spheres of economic and commercial activities in Pakistan. The major development of this engagement was CCP's support extended to the PAS's Code of Advertising Practice (COAP). This is a significant step toward promoting a self-regulatory mechanism in ensuring responsible marketing and advertising activities with the least intervention needed from the Regulator. The CCP officials highlighted that true and fair advertising is an important responsibility towards the consumers and the society at large. CCP supports the Code as it aims to promote the best professional and ethical practices in the field of advertising besides, CCP facilitates an enabling environment in the economy for commercial activities. The contents of the code are largely aligned with the provisions of the Competition law and are to be self-monitored and implemented by the PAS council. The main focus is to deter misleading and deceptive marketing toward consumers and ensure that best practices are in place.

CCP supports code for advertisers to curb deceptive marketing

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As part of CCP's advocacy strategy, in the latest engagement, the Commission reiterated its commitment to foster competition in all spheres of economic and commercial activities in Pakistan. The major development of this engagement was CCP's support extended to the PAS's Code of Advertising Practice (COAP). This is a significant step toward promoting a self-regulatory mechanism in ensuring responsible marketing and advertising activities with least intervention needed from the Regulator. The CCP Officials highlighted that true and fair advertising is an important responsibility towards the consumers and the society at large. **PR**

CCP Endorses PAS Code To Counter Deceptive Marketing

ISLAMABAD: The Competition Commission of Pakistan (CCP) supports the Pakistan Advertisers Society (PAS) in endorsing a self-regulatory mechanism for member organizations, ensuring compliance with Competition Law in marketing practices. PAS, representing various sectors including FMCG, Banks, Insurance, Telecommunication, Oil marketing, and electrical goods, promotes responsible marketing and advertising practices.

As part of CCP's advocacy strategy, the Commission reaffirms its commitment to fostering competition in economic and commercial activities in Pakistan. A significant development is

CCP's endorsement of PAS's Code of Advertising Practice (COAP), a step toward self-regulation for responsible marketing with minimal regulatory intervention.

CCP officials emphasize the importance of truthful advertising as a responsibility to consumers and society. The Code aligns with Competition Law provisions, focusing on self-monitoring by the PAS council to prevent deceptive marketing and ensure best practices.

Discussion highlights the emerging challenge of false information on digital platforms, especially through AI, requiring joint efforts for consumer protection. PAS anticipates expanding its membership

and seeks training, including sector-specific sessions for member organizations. CCP commends PAS's role as a focal point and acknowledges its expansion.

The CCP delegation, led by Mr. Salman Amin (Member), along with DGs Mr. Shahzad Hussain and Mr. Ahmed Qadir, engaged with PAS represented by Mr. Qamar Abbas, Executive Director, and Ms. Afsheen Rizavi, GM. PAS council members Mr. Asif Aziz (Chief Business Officer at Jazz) and Syed Usman Qaiser (Head of Marketing, Jubilee Life Insurance Company Ltd) were also present.—RT

CCP Supports Code for Advertisers to Curb Deceptive Marketing

By ProPK Staff | Published Jan 23, 2024 | 8:09 pm



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The CCP Officials highlighted that true and fair advertising is an important responsibility towards the consumers and the society at large. CCP supports the Code as it aims to promote the best professional and ethical practices in the field of advertising besides, CCP facilitates an enabling environment in the economy for commercial activities.

The contents of the code are largely aligned with the provisions of the Competition law and are to be self-monitored and implemented by the PAS council. The main focus is to deter misleading and deceptive marketing toward consumers and ensure that best practices are in place. In this latest engagement, it was also deliberated that false and misleading information on digital platforms particularly through AI, is an emerging challenge to be jointly addressed to protect the consumers.

PAS officials apprised that they are expecting further expansion in their membership and would appreciate that trainings are also conducted for their member organizations including sector-specific trainings.

CCP officials appreciated the role PAS is playing as a focal point in various aspects and its expansion is a confirmation of it. The CCP delegation was led by Salman Amin (Member) accompanied by two DGs, Shahzad Hussain and Ahmed Qadir.

The PAS was represented by Qamar Abbas, Executive Director, Afsheen Rizavi, GM whereas the two PAS council members who joined were Asif Aziz Chief Business Officer-Jazz and Syed Usman Qaiser, Head of Marketing, Jubilee Life Insurance Company Ltd.

<https://propakistani.pk/2024/01/23/ccp-supports-code-for-advertisers-to-curb-deceptive-marketing/>

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Online



CCP supports the code for advertisers to curb deceptive marketing

The major development of this engagement was CCP's support extended to the PAS's Code of Advertising Practice (COAP).

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ISLAMABAD (Web News)

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<https://www.telecoalert.com/2024/01/24/ccp-supports-the-code-for-advertisers-to-curb-deceptive-marketing/>

کمپیشن کمیشن کا مارکیٹنگ کوڈ کی حمایت کا اعلان

فورم مارکیٹنگ اور ایڈورٹائزنگ کے پیشہ ور افراد کو ایک جگہ اکٹھا کرتا ہے، پی اے ایس

اسلام آباد (خصوصی رپورٹر) کمپیشن کمیشن پاکستان | تھام کیلئے ایڈورٹائزرز کیلئے کوڈ کی حمایت کا اعلان
(سی سی پی) نے دھوکہ دہی پر مبنی مارکیٹنگ کی روک | کر دیا۔ بتایا گیا ہے کہ سی سی پی (باقی صفحہ 7 نمبر 19)

کمپیشن کمیشن

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پی پاکستان ایڈورٹائزرز سوسائٹی (پی اے ایس) کیلئے
اپنی مزید حمایت کا اعلان کرتا ہے۔ پاکستان
ایڈورٹائزرز سوسائٹی ایسے سیلف ریگولیٹری میکانزم
کے فروغ کے لئے سرگرم عمل ہے جو اس کی ممبر تنظیموں
کی جانب سے مارکیٹنگ کے طریقوں میں کمپیشن
قانون کی تعمیل کو یقینی بناتا ہے۔

سی سی پی کا پی اے ایس کیلئے مزید حمایت کا اعلان

پی اے ایس کا ممبر تنظیموں کیلئے تربیت، رکنیت میں مزید توسیع کرنے کا اعادہ

سوسائٹی کے کوڈ آف ایڈورٹائزنگ پریکٹس کی بھی حمایت کرتا ہے کیونکہ اس کا مقصد ایڈورٹائزنگ کے شعبے میں بہترین پیشہ ورانہ اور اخلاقی طریقوں کو فروغ دینا ہے۔ اس کوڈ کے مندرجات بڑی حد تک کمپیٹیشن قانون کی دفعات کے ساتھ مطابقت رکھتے اور پاکستان ایڈورٹائزر سوسائٹی نے نا صرف اس کو لاگو کیا بلکہ ان کی نگرانی بھی کرتی ہے۔

اسلام آباد (اوصاف نیوز) کمیشن آف پاکستان (سی سی پی) پاکستان ایڈورٹائزر سوسائٹی (پی اے ایس) کیلئے اپنی مزید حمایت کا اعلان کرتا ہے۔ سی سی پی کی ایڈوکیسی حکمت عملی کے تحت کمیشن پاکستان میں اقتصادی اور تجارتی سرگرمیوں کے تمام شعبوں میں کمپیٹیشن کو فروغ دینے کیلئے اپنے عزم کا اعادہ کرتا ہے اور اس سلسلے میں سی سی پی، پاکستان ایڈورٹائزر

سی سی پی کا ایڈورٹائزرز کے لئے کوڈ کی حمایت کا اعلان

دھوکہ دہی پر مبنی مارکیٹنگ کی روک تھام، سیلف ریگولیٹری میکانزم سرگرم عمل

اسلام آباد (نئی بات نیوز) کمپنیشن کمشن آف پاکستان، پاکستان ایڈورٹائزر سوسائٹی پی اے ایس کے لئے اپنی مزید حمایت کا اعلان کرتا ہے۔ پاکستان ایڈورٹائزر سوسائٹی ایسے سیلف ریگولیٹری میکانزم کے فروغ کے لئے سرگرم عمل ہے جو اس کی ممبر تنظیموں کی جانب سے مارکیٹنگ کے طریقوں میں سپیٹیشن قانون کی تعمیل کو یقینی بناتا ہے۔ پی اے ایس کی رکنیت مختلف سرکردہ مقامی اور بین الاقوامی برانڈز پر مشتمل ہے جو معیشت کے مختلف شعبوں کی نمائندگی کرتے ہیں جن میں ایف ایم سی جی، بینک، انشورنس، ٹیلی کمیونیکیشن، آئل مارکیٹنگ اور الیکٹریکل اشیاء شامل ہیں۔ یہ فورم مارکیٹنگ اور ایڈورٹائزرنگ کے پیشہ ور افراد کو ایک جگہ اکٹھا کرتا ہے جس کا مقصد زمرہ درانہ مارکیٹنگ اور تشہیر کی طرف صنعت کے اچھے طریقوں کو فروغ دینا ہے۔

دھوکہ دہی پر مبنی مارکیٹنگ CCP کا ایڈورٹائزنگ گروڈ کی حمایت کا انجیل

ڈیجیٹل پلیٹ فارمز پر، آرٹیفیشل انٹیلی جنس کے ذریعے گمراہ کن معلومات اور صارفین کے تحفظ جیسے چیلنج بھی موجود ہیں

صارفین کو دھوکہ دہی پر مبنی تشہیر سے بچانے کیلئے پاکستان ایڈورٹائزنگ سوسائٹی نے ناصر ف لاگو کیا بلکہ ان کی نگرانی بھی کی ہے

اسلام آباد (نامہ نگار خصوصی) کمپین کمشن آف پاکستان (سی سی پی) پاکستان ایڈورٹائزنگ سوسائٹی (پی اے ایس) کے لئے اپنی مزید حمایت کا اعلان کرتا ہے۔ پاکستان ایڈورٹائزنگ سوسائٹی ایسے سیلف ریگولیٹری میکانزم کے فروغ کے لئے سرگرم عمل ہے جو اس کی ممبر تنظیموں کی جانب سے مارکیٹنگ کے طریقوں میں مپیشن قانون کی تعمیل کو یقینی بناتا ہے۔ پی اے ایس کی رکنیت مختلف سرکردہ مقامی اور بین الاقوامی (باقی صفحہ 6 بقیہ نمبر 52)

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سی سی پی

بقیہ

برانڈز پر مشتمل ہے جو معیشت کے مختلف شعبوں کی نمائندگی کرتے ہیں جن میں ایف ایم سی جی، بینک، انشورنس، ٹیلی کمیونیکیشن، آئل مارکیٹنگ اور الیکٹریکل اشیا شامل ہیں۔ یہ فورم مارکیٹنگ اور ایڈورٹائزنگ کے پیشہ ور افراد کو ایک جگہ اکٹھا کرتا ہے جس کا مقصد ذمہ دارانہ مارکیٹنگ اور تشہیر کی طرف صنعت کے اچھے طریقوں کو فروغ دینا ہے۔