

FORMS OF UNTRUTHFUL ADVERTISING

- Exaggeration- tall claims of products ,FMCG , cold drinks ,Tooth pastes , cosmetics ,
- Misuse of Testimonials- popular personality , Film stars , sports stars , paid huge remuneration ,
- Misrepresentation- famous brand ,similar Brand names , made as USA , made in Japan , Jaipur, fool the customers,
- Pressure Tactics - gen. pressure on customers , hurry up , short stocks , last date ,
- False Statistics- Wrong data , false effects ,,300 CR on Box office
- Use of Promotions- free gifts ,heavy discounts , Buy 1 get 5 free , handsome prizes
- Poor Tests- No dieting ,Vulgar scenes ,double meaning , Rotomax- Sub Kuch Dikhata Hai ,(Ban by ASCI)
- Total Lies- ,no exercise ,within 2 week reduce weight , Body Building,
- Poor Tests- Surrogate Ads- back door Ads , Alcoholic drinks ,cigarettes ,Tobacco products ,