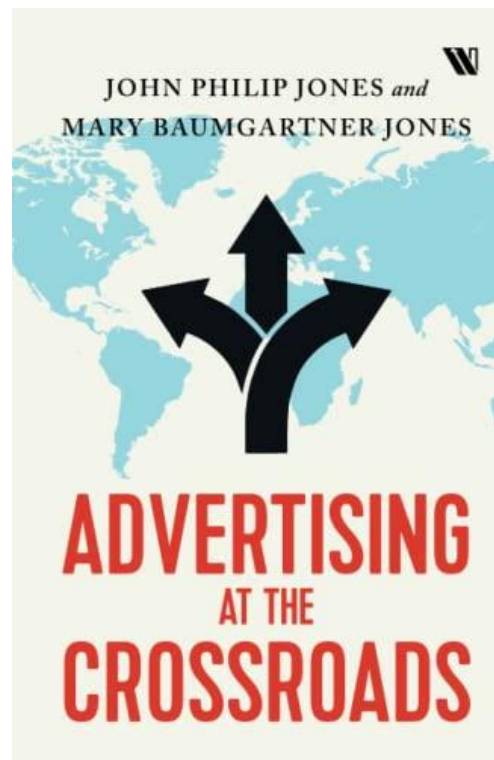


ISA is happy to inform that John Philip Jones and Mary Baumgartner Jones, the two marketing gurus have lauded ISA 's role (since 1952), in promoting new media and speaking for the advertising industry with government and other important industry bodies. Excerpt from the book....



“As mentioned at the beginning of the chapter, advertising in India has, for years, been carried out with professional skill and sophistication. As an example of this, a pioneering organisation was set up in 1952: the Indian Society of Advertisers (ISA), a body that strongly resembles the American Advertising federation (AAF) and the British Advertising Association (AA). The ISA represents 170 separate and independent companies: the most important advertisers, advertising agents and media organisations. It is governed by 19 senior executives, who are unpaid and carry out their independent jobs as well as supervise the many activities of the ISA.

The ISA is proactive. It has been instrumental in setting up state-of-the-art measurement of media audiences. It encourages the development of new media, especially online. It runs industry-wide seminars conducted by well qualified instructors. It speaks for the industry in negotiation with the government and other important organisations. One important contribution is that it disciplines everyone involved in advertising to ensure that everything they publish is truthful. Practitioners have long realized that misleading and dishonest advertising can be enormously damaging because it contributes to consumers' scepticism about the business as a whole.

In 1985, the ISA established a parallel organisation called The Advertising Standards Council of India (ASCI). It has more than three hundred members, representing advertisers, advertising agencies, media organisations and research companies. Eleven leading practitioners act as members of the Board and Consultative Committee. They give their time and talents as panel members to judge specific cases. The standards maintained by the ASCI require advertising to be truthful and honest (i.e., advertising claims should have factual support) and should not offend the public in any way. Advertising must not be used for harmful products and unsafe situations, and advertisements must be fair to the competition”.