

THE INDIAN SOCIETY OF  
**ADVERTISERS**  
Since 1952

# Objectives

- To promote, maintain and uphold ethical and economic discipline in advertising.
- To represent, protect, inform and guide advertisers in all matters related to advertising.
- To help formulate and promote laws, codes and standards.
- To monitor, measure and moderate the media in terms of cost, competition and viewership/readership/listenership.
- To encourage and support the development of new media

# ISA and Advertising Self-Regulation

- ISA is one of the founders of ASCI (Advertising Standards Council of India) that ensures truthfulness safeguard against misleading Representation & living to standards .
- ASCI Code prohibits use of advertising products or services hazardous to society.
- ASCI Code ensures the observance of fairness in competition & protects consumers' right for informed of choices in the market place.
- ISA has enunciated a code of ethical conduct for advertising in the outdoor medium, worked out in collaboration with Advertising Agencies, the Bombay Municipal Corporation and the Outdoor Media.
- As a member of the World Federation of Advertisers (WFA), the ISA engaged in global discussion on use of women and children in F & B and Online Behavior Advertising (OBA).
- During 2007, pro-actively got Ministry of Information and Broadcasting to incorporate in Cable TV Networks (Regulation) Act 1995 that the violation of the ASCI code will be seen as a violation of the very Act.

# ISA and Economic Discipline in Advertising



- Government of India attempted thrice ( 1965, 1978 and 1983) to impose a tax on advertising. ISA got it repealed every time.
- In 2001, the Government imposed a “service tax” on TV ads broadcasting channels, who tried to pass it on to the advertisers. ISA succeeded in blocking the same.
- In 2004, the ISA escalated the Broadcasting Service Taxation issue to the Finance Ministry, pointing out the cascading effect of this on consumer prices due to the double-taxation effect through CENVAT. The ISA got the Government to allow the set-off of all Service Tax paid on inputs like advertising, promotion, market research etc. against CENVAT payable on finished goods.
- Again in 2004, the ISA, dialogued with All India Radio, and got deferred the proposal to increase rates of commercial spots on AIR.
- In 2007 ISA won against the 25% ad hoc rate hike by IBF members.
- In 2009 ISA along with other related industry associations got the Maharashtra Government retract from levying Stamp Duty on advertising
- placed in Print, Radio and TV via filing a petition in the Mumbai High Court.

# Protecting Member Interest

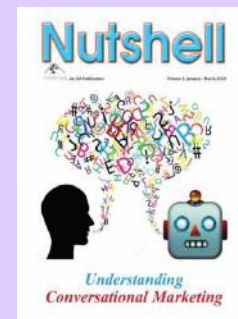
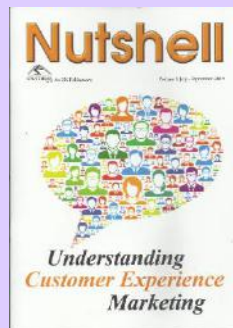
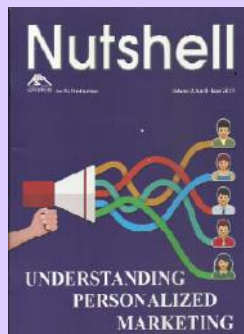
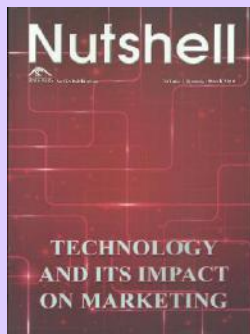
- ISA actively helped lift ban on all outdoor hoardings/bill boards in the metropolis in Delhi
- ISA achieved restraint of the move by the Advertising Agencies Association of India to oppose the outsourcing of media buying (1999) and in regulating the commissions to be paid to Agencies (1996).
- ISA rebutted attempt by some TV channels to commit the advertiser to underwrite terms between the Advertising Agency and the Channel. ISA stands to protect sanctity of the Principal-to-Principal nature of Agency/Advertiser relationship.
- In 2004, ISA got to negate the attempt by Government to allow airing of only the Health Ministry approved commercials of pharmaceutical products on DD.
- ISA restrained a move by the AAI to mandate pitching fees for speculative presentations by Agencies (2008) .
- ISA got NBA (News Broadcasters Association) to agree not to put commercial message ticker under TV ad and got Breaking News ticker size under TV ad restricted (2009).
- ISA along with AAI convinced I & B Ministry not to impose frequency change in TAM's TRP reporting from Weekly to Monthly, as was demanded of TAM by IBF & NBA (2011)

# Cost Competition & Viewership/Readership Monitoring, Measuring, Moderating Media

- ISA helps members to make “hard-data” based assessments of media, for the most cost effective utilization of advertising moneys.
- ISA was instrumental in organizing the first National Readership Survey in India and has contributed to building a methodology that provides robust data for the benefit of all advertisers.
- ISA took the lead in establishing a Joint Industry Body (JIB) to set up the first continuous TV audience measurement survey with TAM . It has seeded a Technical Committee, which continues to drive improvements in sampling procedures, confidentiality of the sample panels, auditing of reported data and width of coverage.
- ISA was responsible to ensure that such national media research costs are borne primarily by the media.
- ISA has actively worked for formation of Broadcasting Audience Research Council (BARC) in Oct 2012 with IBF and AAI and has stake in it (unlike in other countries) as per ratio of 60:20:20 respectively and 2 of EC members of ISA in BARC’s Board.

# Encouraging New Media

- ISA is constantly at enhancing and exploiting available sources and encourages new media for benefit of advertisers.
- ISA played crucial role with Government to allow commercial broadcasting on Radio and Television in days when there were Government Controlled/owned mediums.
- ISA Publishes: Nutshell”, a quarterly that carries articles of contemporary and futuristic business importance.
- Through articles in its quarterly publication - NUTSHELL - provides valuable valuable information about media and opportunities of marketing and advertising .



# Information And Guidance To Advertisers



- Being a member of the World Federation of Advertisers (WFA), ISA has access to developments across the world in the field of advertising. It is therefore in a position to guide advertisers on issues like:
  - Advertising Briefing Procedures
  - Advertising Research Procedures
  - Agency Compensations and Contract
  - Codes of Advertising
  - Media Selection and Planning



# Training Programs, Workshops and Seminars For Advertisers

- **ISA runs intensive training courses, seminars and workshops on different aspects of advertising:**
- 40th Annual Conference of the WFA - “Advertising and the Quality of Life” - Delhi, March 1992.
- 8th All India Advertising Conference - “Indian Advertising - The Global Challenge” - Mumbai, November 1994.
- 9th All India Advertising Conference - “Advertising: The Competitive Advantage” - Bangalore, October 1998
- ADMAN VIII Course - Mumbai 1999.
- Brand Management Seminar, Delhi 2000.
- Marketing Management Seminar, Bangalore 2001.



# Training Programs For Advertisers



- Retail Management Seminar, Chennai 2001
- Media Planning Workshop, Mumbai 2002
- Brand Building through Non-Traditional Communications, Kolkata – March 2003
- Brand Building through Non-Traditional Communications, Mumbai – July 2003
- Creating Effective Advertising & Measuring Advertising Effectiveness, Mumbai - October 2004
- Creating Effective Advertising & Measuring Advertising Effectiveness, Bangalore – May 2005
- National Seminar - Building Global Brands Out of India, Mumbai - April 2006



# Training Programs For Advertisers

- National Seminar - Building Global Brands Out of India, Mumbai – April 2006
- WFA-ISA Global Summit “Effective Consumer Engagement” Mumbai - March 2008
- Social Media and Consumer/Community-Driven Marketing - Mumbai - November 2008
- Client & Agency Relationship: Creating A Winning Partnership – Mumbai – Jan 2010
- Media Audit - Moving Towards Process-driven Advertising & MarComm Depts - Mumbai April 2010



# Training Programs For Advertisers

- Advertising & the Rise of Social Media - Mumbai March 2011
- Sustainability Marketing Perspectives - Mumbai Dec.2011
- Seminar on 'Understanding Marketing ROI' - August 2012
- Seminar on 'Harnessing the Power of Digital Advertising' - May, 2013
- Global CEO Conference on 'Navigating a VUCA world' - October 2013
- Leadership talk by Globally renowned Ravi Chaturvedi - Mumbai February 2015
- Client- Agency relationship enhancement - Mumbai March 2015
- Client – Agency relationship enhancement – Delhi March 2015
- Intensive Workshop on Developing Consumer Insights - Mumbai Dec. 2015
- Digital Measurement – Arriving at Appropriate Currencies - Gurgaon April 2016
- Digital Measurement – Arriving at Appropriate Currencies - Bangalore September 2016



# Training Programs For Advertisers

- Global specialists Firm Decisions on "Global Impact of ANA Study on Marketers" & a roundup of India Implications – Mumbai March 2017
- Global specialists Firm Decisions on "Global Impact of ANA Study on Marketers" & a roundup of India Implications – Gurgaon July 2017
- The ISA CEO Conference on "The Connectedness Paradox" on March 18, 2019 in ITC Maratha, Mumbai
- Full tech stack marketing options: Players in the market; Pros n Cons; How it can influence at each point of consumer journey” followed by a Q & A session, September 18, 2019
- ISA's special interactive session on November 27, 2019 on 'How to think differently?' by Mr. R. Sridhar, former Director, Ogilvy India
- An ISA & ZEUS webinar on zoom on “IDEAS to live & work with Covid-19” by Mr. Ravi Santhanam, Leadership Coach, Former MD & CEO May 20, 2020
- ISA's Session on "Decoding the New Normal in Media & Communication" : July 23, 2020
- The ISA's Knowledge Series session on “Influencer Marketing - The Big Revolution : September 04, 2020



# Webinar from WFA through ISA

- Invitation to Reciprocity: the future of communications planning? - 02.09.2015
- Generating actionable insights from online communities - 18.07.2016
- Driving digital transformation through social newsrooms - 13.05.2016
- How to Raise your Game and Win in Programmatic - 09.08.2016
- The Integrated Agency of the Future – 22.01.2017
- Accelerating your start-up program – 27.01.2017

# Webinar from WFA through ISA

- What is the Future of Insights?“ - 31.08.2016
- Programmatic 2.0 - how are clients improving control & transparency in the programmatic space-10.03.2017
- Keeping the brand tracking love alive - 08.05.2017
- Turning uncertainty to advantage – 08.06.2017
- Navigating the Changing Status Quo in Asia - 23.06.2017
- Keeping the brand tracking love alive - 28.06.2017

Contd.

# Webinar from WFA through ISA

- Reducing fraud in programmatic with Ads.txt - Authorised Digital Sellers" – 07-09-2017
- "Agency evaluation" – 21-09-2017
- "Total View Attribution" – 22-11-2017
- "The Future of Programmatic Media" – 25-01-2018
- "Exploring the world of Independent Media Advisors"  
on 26-04-2018

Contd.



# Webinar from WFA through ISA

- GDPR for marketers: What do you need to know and how are other brands preparing? - 03-05-2018
- A Strategic Global Approach to Influencer Content Production – 20-06-2018
- Digital Advertising to Children under GDPR – 09-10-2018
- Pressures on food marketing around the globe -19-10-2018
- #Unstereotype. Progressive gender portrayals in advertising - 08-11-2018
- Brazil's new data privacy regulation: what is it and what does it mean for marketers? 14-11-2018
- "CONTROLLING THE CHAOS: Content Production Strategy Framework"- 12-12-2018

Contd.

# Webinar from WFA through ISA

- The new frontier for ad fraud“
- "More effective global agency management“
- "Cannes Deconstructed“
- "Gaming Demystified“
- Understanding the Coalition for Better Ads' "Better Ads Standards“  
and what they mean for marketers
- Proliferation of kids privacy regulations
- Managing your Sponsorship and Experiential Marketing Initiatives  
during and after the COVID-19 Crisis
- The case of greater diversity and inclusion in Marketing
- How transaction can give a local edge to global messages

# Webinar from WFA through ISA

- GDPR and online advertising: what next?
- In search of the unicorn marketer?
- Client-agency performance evaluations: the agency view
- In search of the unicorn marketer (Asia-Pacific Perspectives)
- Client-agency performance evaluations: the agency view
- Navigating global media pricing in 2020

# The ISA's Media Forum

- It has a cross-industry strength of around 80 Members. It meets at regular frequency alternating by face-to-face and Conference Call meetings.
- Some of the issues deliberated by Media Committee in recent years:
  - Net / Gross billing
  - HD separate buying - Advisory and guidelines
  - 10 + 2 regulation by TRAI
  - Corporate Guarantees by top advertisers for BARC funding
  - Transition from TAM to BARC data
  - Close track of BARC data and update measures

# The ISA's Media Forum



- FSSAI's proposed ban on all forms of advertising to children of food & beverages containing high in fat, sugar and salt - 23 April 2018
- IRS report 2017 by MRUC's CEO and his team in presence of some MRUC board members - Wednesday, May 09, 2018
- A Webex session by BARC on project of Val-ID for TV : 12 noon to 12.45 p.m on Thursday June 28, 2018
- Presentation by Praveen Tripathi on 'new Indian Socio Economic Classification system' developed under the auspices of the Market Research Society of India - Tuesday, December 4, 2018

# The Executive Council That Governs the ISA



**Chairman : Mr. Sunil Kataria, Chief Executive Officer–India & SAARC, Godrej Consumer Products**

## **Other Members of the Executive Council:**

**Mr. Bharat V. Patel**  
Independent Director  
Aditya Birla Sun Life AMC Ltd

**Mr. Narendra Ambwani**  
Director  
Agro Tech Foods Limited

**Mr. Ravi A. Desai**  
Director - Mass & Brand Marketing  
International  
Amazon Seller Services Pvt. Ltd.

**Mr. Anuj Poddar**  
Executive Director  
Bajaj Electricals Limited

**Mr. Ram Raghavan**  
Managing Director  
Colgate-Palmolive (India) Limited

**Mr. Subhadip Dutta Choudhury**  
Chairman and Chief Executive Officer  
Hawkins Cookers Limited

**Mr. Amit Tiwari**  
Vice President – Marketing  
Havells India Ltd

**Mr. Gauravjeet Singh**  
General Manager – Media Head  
(South Asia)  
Hindustan Unilever Limited

**Mr. Sandeep Kaul**  
Divisional Chief Executive – India  
Tobacco Divn.  
ITC Limited

**Mr. R. Ramakrishnan**  
Advisor  
J. K. Enterprises

**Mr. Sanjeev Handa**  
Sr. Vice President - Corporate  
Communications  
Maruti Suzuki India Limited

**Mr. Girish Kalyanaraman**  
Senior Director Brand Operations  
Procter & Gamble Hygiene and Health  
Care Ltd

**Mr. Atul Agrawal**  
Sr. Vice President – Corporate Brand  
and Marketing  
Tata Services Limited

**Mr. Abraham Alapatt**  
President and Group Head–Marketing,  
Service Quality, Financial Services &  
Innovation  
Thomas Cook (India) Limited

**Mr. Chandru Kalro**  
Managing Director  
TTK Prestige Limited

**Mrs. Paulomi Dhawan**  
Independent Director  
Whistling Woods International Ltd

# List of Members

Abbott India Limited  
 Adjavis Venture Limited  
 Aditya Birla Fashion & Retail  
 Aditya Birla Sun Life Asset Mgmt. Co. Ltd.  
 Aditya Birla Sunlife Insurance Co. Ltd.  
 AFL Private Limited  
 Agro Tech Foods Limited  
 Amazon India  
 Ambuja Cements Limited  
 Anant Healthcare Technology Sol (P) Ltd.  
 Asian Paints (India) Limited  
 Axis Bank Limited  
 Ayurved Sumshodhanalaya (Pune) .  
 Bacardi India Pvt. Ltd.  
 Bajaj Consumer Care Limited  
 Bajaj Electricals Limited  
 Bausch & Lomb Eyecare (India)  
 Bayer Group of Companies in India  
 Bengal Aerotropolis Projects Ltd.  
 Berger Paints India Limited  
 Bharat Petroleum Corporation Ltd  
 Bharti Airtel Limited  
 Bosch Limited  
 Britannia Industries Limited  
 CADD Centre India Pvt Ltd  
 Castrol India Limited  
 Cavinkare Private Limited  
 Citibank N.A.  
 Coca-Cola India Inc.  
 Colgate-Palmolive (I) Limited  
 CG Power and Industrial Solutions Ltd.  
 Crompton Greaves Consumer Electricals Ltd.  
 Cummins India Limited  
 Dabur India Limited  
 Datamatics Global Services Ltd.  
 Duncans Tea Limited  
 Dyson Technology India Pvt. Ltd.  
 EIH Limited  
 Emami Limited  
 Enterprise For New Directions Inc.  
 Essar Services India Ltd.  
 Eureka Forbes Limited  
 Fermenta Biotech Ltd.  
 Flipkart Internet Pvt. Ltd.  
 G.M. Pens International Pvt. Limited  
 General India Pvt. Ltd

Glaxo Smithkline Consumer Healthcare  
 Global Consumer Products Ltd.  
 Godfrey Phillips India Limited  
 Godrej Consumer Products Ltd.  
 Greaves Cotton Limited  
 Gujarat Co.op. Milk Mktg. Federation Ltd.  
 Hamdard (Wakf) Laboratories  
 Hardcastle Restaurants (McDonald's)  
 Hatsun Agro Product Limited  
 Havells India Limited  
 Hawkins Cookers Limited  
 HCL Corporation Limited  
 HDFC Life Insurance Co. Ltd.  
 Hero MotoCorp Limited  
 Hindalco Industries Limited  
 Hindustan Unilever Limited  
 Hindustan Pencils Limited  
 Hindustan Petroleum Corporation Ltd.  
 Honeywell Elect Devices & Systems India  
 Hongkong and Shanghai Banking Corpn.  
 Hygienic Research Institute Pvt. Ltd.  
 Hyundai Motor India Limited  
 ICICI Bank Limited  
 ICICI Prudential Life Insurance Co. Ltd.  
 ICICI Securities Limited  
 Inbisco India Pvt. Ltd.  
 Indian Oil Corporation Ltd.  
 Indigo Paints Pvt. Ltd.  
 Ion Exchange (India) Limited  
 ITC Limited  
 J.K. Cement Limited  
 J.K. Enterprises  
 J.L. Morison (India) Ltd  
 Johnson & Johnson Limited  
 Kansai Nerolac Paints Limited  
 Kellogg India Pvt. Limited  
 Kirloskar Brothers Limited  
 Kodak India Pvt. Limited  
 Kokuyo Camlin Limited  
 Kotak Mahindra Bank Ltd.  
 Lenovo India Pvt Limited  
 Life Insurance Corporation of India  
 L'OREAL India Pvt. Ltd.  
 3M India Ltd.  
 Mahindra & Mahindra Limited  
 Mahindra & Mahindra Ltd - FES, Swaraj

Marico Limited  
 Maruti Suzuki India Limited  
 Matrimony.com Pvt. Limited  
 Max Life Insurance Co. Ltd.  
 Medlife International Pvt. Limited  
 Microsoft India Pvt. Limited  
 Mondelez India Foods Pvt. Limited  
 Monginis Foods Pvt. Ltd.  
 Mother Dairy Fruti & Vegetables Pvt. Ltd.  
 MRF Limited  
 MTR Food Pvt. Ltd.  
 Mudra Institute of Comns, Ahmedabad  
 Nestle India Limited  
 Nivea India Pvt. Limited  
 Orient Cement  
 Parag Milk Foods Limited  
 Parle Products Private Limited  
 Pepsico India Holdings Private Ltd.  
 Perfetti Van Melle India Pvt. Limited  
 Pernod Ricard India (P) Limited  
 Pfizer Limited  
 Philips Electronics India Ltd.  
 Pidilite Industries Limited  
 Piramal Enterprises Limited  
 Polycab Wires Pvt. Ltd.  
 Procter & Gamble Hygiene & Health Care  
 Rallis India Limited  
 Ranbaxy Laboratories Limited (Sun Pharma)  
 Raymond Limited  
 RB India Pvt. Limited  
 Red Bull India Pvt. Ltd.  
 Reliance Industries Ltd (RIL) & RIL Group  
 Companies & Brand  
 RSPL Limited  
 RSWM Limited Fabric Divn Mayur  
 S. Kumars Nationwide Limited  
 S.C. Johnson Products Pvt. Limited  
 Saint-Gobain Glass India Ltd.  
 Sandu Brothers Pvt. Ltd.  
 Saregama India Limited  
 Shalimar Paints Limited  
 SOTC Travel Services Pvt. Ltd.  
 SVKM's NMIMS University  
 Tata Consumer Products  
 Tata Coffee Limited  
 Tata Consultancy Services

Tata Motors Ltd.  
 Tata Services Limited  
 Tata Steel Limited  
 Tata Teleservices Limited  
 The Himalaya Drug Company  
 The Indian Hotels Company Limited  
 The Peerless Gen. Fin & Investment  
 Thomas Cook (India) Limited  
 Titan Company Limited  
 Tractors and Farm Equipment Ltd.  
 TTK Healthcare Limited  
 TTK Prestige Limited  
 TVS Motor Company Limited  
 UltraTech Cement Limited  
 Unitech Limited  
 United Breweries Limited  
 United Spirits Limited  
 upGrad Education Pvt. Limited  
 UTI Asset Management Co. Ltd.  
 V.P. Bedekar and Sons Pvt. Ltd.  
 Videocon Industries Limited  
 VIP Clothing Ltd.  
 VIP Industries Limited  
 Vodafone Idea Limited  
 Voltas Limited  
 Whistling Woods International Ltd.  
 Wipro Enterprises Limited  
 Wockhardt Limited  
 Yes Bank Limited  
 Zydus Wellness Products Limited

# Partnering Associations:

ISA is a founder member of WFA and partners with Other such associations to service its members

