

## 8. CLAIMS

| Guidelines  | Reference |
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| <p>Taking into consideration the self-regulating spirit and principle in advertising, our approach is to accept in good faith all claims made in advertisements. As per the Singapore Code of Advertising Practice (SCAP), the responsibility of observing the advertising codes rests primarily with the advertiser.</p> <p><b>1. Qualitative Superlatives</b></p> <p>These superlatives are likely to be advertising puffs. They are subjective and are not easily measurable. As such, no substantiation is required.</p> <p><b>Examples of Qualitative Superlatives</b></p> <ul style="list-style-type: none"> <li>• Best package</li> <li>• Best quality</li> <li>• Best bargains</li> <li>• Best deals</li> <li>• Best choice</li> <li>• Best buy</li> <li>• Unbeatable prices</li> <li>• Most powerful</li> <li>• Most popular</li> <li>• Most reputable</li> <li>• Lowest prices</li> <li>• Fastest selling handphones</li> <li>• Largest range</li> </ul> <p><b>2. Quantitative Superlatives</b></p> <p>These superlatives are measurable and specific and thus, the advertiser should be able to provide the relevant substantiation should there be challenges after publication.</p> <p><b>Examples of Quantitative Superlatives</b></p> <ul style="list-style-type: none"> <li>• Highest sales</li> <li>• Highest volume sold</li> <li>• Singapore’s No. 1 choice</li> <li>• The only provider in Singapore</li> <li>• XXX brand: The Best Seller</li> <li>• The Lowest Price for XXX brand</li> <li>• XXX brand item: The No. 1 Selling item</li> </ul> |           |

## 9. COMPARATIVE ADVERTISEMENTS

| Guidelines   | Reference   |
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| <ol style="list-style-type: none"> <li>1. Advertisements containing comparisons should not violate the principles of fair competition</li> <li>2. Where a comparison is made between the respective cash values or prices of goods which are not identical, the advertiser should clearly indicate that this is the case.</li> <li>3. All comparative advertisements should be so designed that they are clear and fair, and there is no likelihood of the consumer being misled as a result of the comparison. The basis of comparison should be the same for the products being compared and the list of items used in the comparison should not be so chosen to provide an unfair advantage to the product advertised.</li> </ol> | <p style="text-align: right;"><i>SCAP<br/>Section iii (9)</i></p> |