



# AD ENCOUNTER

by Students of Rachana School



CONSUMER EDUCATION AND RESEARCH CENTRE  
AHMEDABAD

HELPLINE NO. 1800 233 0222  
Email : [cerc@cercindia.org](mailto:cerc@cercindia.org), [grahaksathi@cercindia.org](mailto:grahaksathi@cercindia.org)

# **Misleading Advertisements**

## **What is a Misleading Advertisement?**

Misleading advertising involves presenting information in a way that could deceive or mislead consumers. It might involve making false claims, omitting important details, manipulating visuals, or exaggerating product benefits. For instance, advertising a product as having certain features that it doesn't possess or making claims about its effectiveness without proper evidence could be misleading. This can lead consumers to make decisions based on false or incomplete information, impacting their purchasing choices and experiences.

## **What is role of CERC in controlling Misleading Advertisements?**

Over the years, CERC has made it a mission to curb the menace of misleading advertisements. We have reported them to Central Consumer Protection Authority (CCPA), Advertising Standards Council of India (ASCI), GAMA (Grievances Against Misleading Advertisements) and other Regulators, urging them to take strict action against the advertisers. Celebrities endorsing products with questionable claims have also been called out.

## **Awareness Programme for School Students**

Experts from CERC held an awareness programme on 'How to spot Misleading Advertisements' for 72 students from 8<sup>th</sup> standard of Rachana School. The objective of the session was to familiarize the students with the issue of False and Misleading advertisements. Students gained knowledge by observing CERC's advocacy efforts to combat misleading advertisements. At the end of the session, students were given an assignment to find advertisements which they thought to be questionable and report these to us. To our surprise, we have received some very interesting observations from the students.

## Colgate Strong Teeth



Anwita Bhatia saw an ad of **Colgate toothpaste** on YouTube and was curious to know how a toothpaste can provide nourishment to the teeth.

### **Student's comment**

“The ad shows us that this particular toothpaste provides nourishment to our teeth, which is misleading. The purpose of toothpaste is to maintain cleanliness of teeth and mouth so that damage to teeth and mouth can be avoided which is caused by retained food particles. Toothpaste can't provide nourishment to teeth.”

## Glow & Lovely



Anwita Bhatia saw an ad on YouTube and some hoardings of *Glow & Lovely* and was curious to know how as to how a cream potentially changes the complexion of skin.

### **Student's comment**

“This ad shows us that this cream helps change our complexion, which misleads people. The change of complexion of body is not possible by applying creams. Complexion depends on melanin pigment present in the individual's body.”

## Complan



Pratiksha Kushwah came across an ad of **Complan** which claimed to increase the height, and she found it odd to understand.

### Student's comment

“The ad claims that it helps in increasing the height. Which ingredient does it contain that helps to increase height?”



## Good Day Cashew Cookies



Moksh Chopra saw an ad of **Good Day Cashew Cookies** and when he saw the ingredient list he was surprised to know that the ratio of cashew is only 0.4% whereas ratio of almonds is 1.8%.

### **Student's comment**

“How can the cookies be claimed as full of cashews when the ratio of cashews is only 0.4%?”

## Kissan Hazelnut Choco Peanut Spread



**INGREDIENTS:** Roasted Peanuts# - 63%, Dark Chocolate Compound- 30% [Sugar, Edible Vegetable Oil (Palmolein, Palm Oil), Cocoa Solids, Hydrogenated Palm Fat, Emulsifier - E322 (i), Nature Identical Flavouring Substances (Hazelnut)], Sugar, Hydrogenated Palm Oil, Iodised Salt.

**Contain Peanuts.** May contain traces of Soya and Milk.

Moksh Chopra saw an ad of **Kissan Hazelnut Choco Peanut Spread** and questioned:

“How is the product a hazelnut spread when it does not consist of natural hazelnuts in the ingredient list?”

## Himalaya Purifying Neem Face Wash



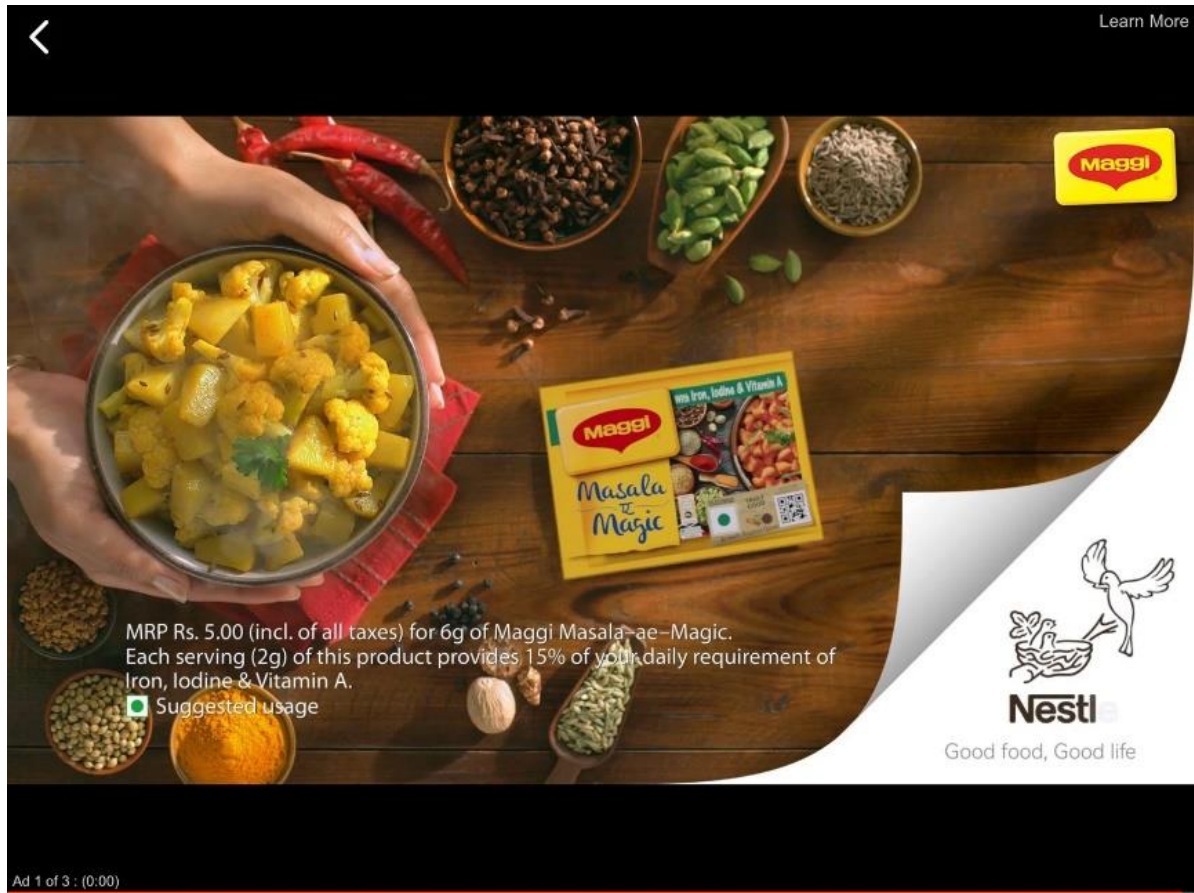
Ashvi saw an advertisement for **Himalaya Purifying Neem Face Wash** on TV and YouTube. She was curious about how does a product prevent pimples?

### Student's comment

“The content which I feel is misleading in this advertisement is that Himalaya Neem Face Wash can prevent pimples and is an original solution for pimples. Pimples are caused by over secretion of oil and sebum in our body. We can clean our face using this face wash but how can it help to prevent pimples?”



## Maggi Masala-E-Magic Ad



Leher Mittal noticed an ad of **Maggi Masala E Magic** which she strongly opposes because according to her the ad is falsely claiming certain items of the product.

### Student's comment

“Claiming that it has 10 different spices out of which just 2g provides our daily requirement of minerals and vitamins in only Rs. 5, I think is falsely claimed.”

## Complan



Ashvi saw an advertisement on television; she observed that the package of **Complan** included information which stated that it helps in boosting the growth of a child.

### Student's comment

“The content which I feel is misleading in this Complan advertisement is that it is showing that Complan boosts the growth of a child by 2X, supports concentration and memory and provides 34 vital nutrients and boosts immunity. Complan is only a milk flavouring substance, how can it provide all this? ”

# Conclusion

From vacation choices to car purchases to meal selections, children play a crucial role in initiating the buying process and influencing the final decision for various products and services. They are not interested in the search and evaluation process but have a high influence on the final decision.

Therefore, it is our duty to make them aware about the misleading and false advertisements which are growing rapidly in the market. If they are aware, they can make safe choices and will buy the right product according to their need.

As a consumer, you should also raise your voice against Misleading Advertisements and Claims whenever you come across such advertisements. If you have been cheated or misled by an advertisement, write to us with details on [grahaksathi@cercindia.org](mailto:grahaksathi@cercindia.org). We will help you get justice.

Also, if you have seen an advertisement that seems to make exaggerated or false claims, bring it to our notice. Send us a copy of any misleading advertisement – either in newspapers, magazines, websites, social media, or on television. Give details of when and where it was published or the TV Channel date and time. Tell us what you find objectionable in the advertisement.

## **CERC Team**

**CEO and Executive Editor**

Uday Mawani

**Associate Editors**

Anusha Iyer, Rashmi Goyal

# About CERC

Consumer rights protection and justice for consumers have been the focus of Consumer Education and Research Centre (CERC) since its inception in 1978. Each activity undertaken is backed with in-depth research by our Advocacy and Testing Laboratory teams. CERC is India's only Consumer Rights Organisation that provides 360 degree service to the consumer in terms of Education, Empowerment and Protection.

A broad range of activities are undertaken in the organization – grievance redressal through mediation and litigation, consumer education and awareness building through various publications and outreach activities, testing and analysis of consumer products in our in-house product testing laboratories, advocacy for laws and regulations that better protect consumers, as well as a number of projects executed in various areas pertinent to consumer protection and empowerment.

Promoting sustainable consumption too is a major area of activity at CERC

**Grahak Sathi** - Your weekly e-magazine is available in English, Gujarati, Hindi, Marathi, Malayalam, Bengali and Tamil. If you want to receive a free copy, write to us at [grahaksathi@cercindia.org](mailto:grahaksathi@cercindia.org)

**Consumer Education and Research Centre**

Email - [cerc@cercindia.org](mailto:cerc@cercindia.org)

**Toll Free Helpline: 1800 233 0222**