

Client Alert

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ASAS Conducts Second Public Consultation on Interactive Marketing Communication & Social Media Advertising Guidelines Till 17 June 2016

The Advertising Standards Authority of Singapore ("**ASAS**") is conducting a second public consultation to seek input on the amended Interactive Marketing Communication and Social Media Guidelines ("**Amended Guidelines**"), which was formerly known as the draft Digital and Social Media Advertising Guidelines. This consultation will run from 18 May 2016 to 17 June 2016.

Please refer to our previous alerts in March 2015 ([link](#)) and December 2015 ([link](#)) on the Guidelines and the first public consultation conducted earlier this year.

The draft Amended Guidelines have been published for viewing. The finalised Amended Guidelines will feature as an Appendix to the Singapore Code of Advertising Practice, and references in the document have been amended for consistency. Other changes are tabulated alongside ASAS' specific comments - the full table of amendments can be accessed [here](#)

All interested parties may submit written comments on the Amended Guidelines to ASAS by 5 p.m. on **17 June 2016**.