

8. CLAIMS

Guidelines

Reference

a. Qualitative Superlatives

These superlatives are likely to be advertising puffs. They are subjective and are not easily measurable. As such, no substantiation is required.

Examples of Qualitative Superlatives

- Best package
- Best quality
- Best bargains
- Best deals
- Best choice
- Best buy
- Unbeatable prices
- Most powerful
- Most popular
- Most reputable
- Lowest prices
- Fastest selling handphones
- Largest range

b. Quantitative Superlatives

These superlatives are measurable and specific and thus, should be substantiated with relevant information.

Examples of Quantitative Superlatives

- Highest sales
- Highest volume sold
- Singapore's No. 1 choice
- The only provider in Singapore
- XXX brand: The Best Seller
- The Lowest Price for XXX brand
- XXX brand item: The No. 1 Selling item

9. COMPARATIVE ADVERTISEMENTS

Guidelines

Reference

- Advertisements containing comparisons should not violate the principles of fair competition
- 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.
- 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.

*SCAP
Section iii (9)*