

NOTE

From Autocontrol's General Code of Advertising Practice [EN](#) / [ES](#)
Section II. Ethical rules. A. Basic Principles. Clause 3

3. Interpretation of advertising:

- Advertisements and advertising claims must be analysed as a whole, without breaking down their integral parts, and taking into account the overall impression generated in the mind of the consumer (3.1)
- Notwithstanding the above, those parts of advertisements which are particularly prominent and immediately capture consumers' attention shall be subjected to specific analysis (3.2)
- In any case, where an advert contains a clearly highlighted message within the meaning of the previous point, the advertiser must take all the measures necessary to ensure that the rest of the advertisement is clearly comprehensible, and must not introduce qualifications and restrictions relevant to the main message (3.3)
- When analysing an advertisement, the Jury might take into account related or even external aspects, provided that such aspects could influence the interpretation of the message by consumers. In particular, the Jury may analyse the influence that the following factors may have on the interpretation of the message: the time when the message is broadcast; the media used; the channels and ways of marketing the product; or other previous or current advertising campaigns, in that or other media, related to the message analysed (3.4)
- When analysing an advertisement, the Jury will take into account the perspective of an average consumer, who is reasonably well informed and reasonably observant and circumspect, within the group of recipients to whom the advertising is directed/ targeted (3.5)

.....