Advertisement Analysis Competition - Unmasking Misleading Claims

The Advertisement Analysis Competition invites students from **Batch of 2030** to legally examine misleading advertisements and uncover their impact on consumers and markets. Participants will select a real or illustrative ad, analyze how it deceives the public, and present a detailed legal evaluation. The competition requires application of various laws, including but not limited to, the Consumer Protection Act, 2019, Advertising Standards Council of India, Food Safety and Standards Authority of India, or Insurance Regulatory and Development Authority of India. Through this competition, the Centre aims to build awareness of unfair trade practices while fostering critical legal thinking and ethical responsibility.

About Rajiv Gandhi National University of Law

The Rajiv Gandhi National University of Law (RGNUL), Punjab, was established by the State Legislature of Punjab by passing the Rajiv Gandhi National University of Law, Punjab Act, 2006 (Punjab Act No. 12 of 2006). The Act incorporated a University of Law of national stature in Punjab, to fulfill the need for a Centre of Excellence in legal education in the modern era of globalization and liberalization. In 2015, RGNUL became the first and the only NLU to have been accredited by the National Assessment and Accreditation Council (NAAC) with an 'A' grade. In 2018, RGNUL was amongst the four NLUs to have been granted an autonomous status by the University Grants Commission.

About the Centre for Competition and Consumer Protection Law

The Centre for Competition and Consumer Protection Law is a research centre dedicated to advancing understanding and promoting awareness of competition and consumer protection laws. This initiative is driven by a passionate group committed to ensuring a fair and competitive marketplace. Through their research and advocacy efforts, the centre aims to contribute to the development of sound legal frameworks that protect consumers and foster healthy competition. By engaging in academic research, policy analysis, and outreach activities, the centre will play a vital role in shaping the legal landscape and safeguarding the interests of both consumers and businesses.

Submission Guidelines

- Submissions must not be shorter than 500 words and no longer than 1000 words.
- Co-authorship is not allowed.
- Use Times New Roman Font Size 12, with Line Spacing of 1.5 and Paragraph Spacing of 6 above and 6 below.
- Maintain margins of 1.5 inches on the left, 1 inch on the right, 1 inch on the top, and 1 inch on the bottom.
- All references must be in the form of hyperlinks in the body of the submission. Hyperlinks should be provided to all supporting materials and legal texts for the convenience of the readers. Additionally, if required, authors may occasionally use footnotes in OSCOLA style. No borders are to be used in the submission.
- The Board reserves the right to add additional links to the sources relevant to the post. Additionally, the Board reserves the right to make certain editorial changes, wherever required, without changing the content of the submission.
- Submissions made only in a .doc/.docx format are accepted. The file name must be "**Title_CCCPL Manuscript**". The Title of the manuscript should not be more than 12 words. The Title, along with all the Headings, should be in Bold.
- The manuscript should not contain the name of the author, institutional affiliation, or any other identification mark.
- Submissions should be the original work of the author. All manuscripts will be checked for plagiarism and AI-detection by the Editorial Board. A similarity index of 12% will be strictly adhered to for all submissions.
- Authors must not use AI tools to generate or draft substantive parts of the manuscript.
- The author is responsible for the accuracy of facts, opinions, or views stated in the submitted manuscript. Any offensive, abusive, derogatory, or potentially defamatory submissions will be rejected.
- Submissions must only be made by filling out this [Google Form](#). Submissions made through any other medium will be rejected.
- Adhering to all the submission guidelines is mandatory.

Timeline & Submission Form

- **Deadline for submission-** 15th October, 2025.
- **Declaration of Results –** 17th November, 2025.
- **Submission Form**- https://forms.gle/4PbbSnsbcjfPaB3G9

Scoring Criteria

Criterion	Description	Marks
Understanding of Advertisement & Issue Identification	Clarity in selecting and presenting the advertisement; accurate identification of misleading elements, including claims, visuals, or omissions.	10
Quality of Legal Analysis	Depth of legal reasoning using the Consumer Protection Act, ASCI, FSSAI, IRDAI, and other relevant laws; effective use of case laws and precedents.	15
Review of Existing Literature	Reliance on authoritative sources, regulatory guidelines, and credible references with proper hyperlinks/footnotes.	5
Originality & Critical Thinking	Innovative approach, independent reasoning, and ability to critically evaluate the advertisement.	5
Language, Coherence & Adherence to Guidelines	Use of lucid and clear language, correct grammar, structural coherence. Adherence to the formatting guidelines, word limits, and other submission rules.	10

Suggestions

- Always provide the link and screenshot of the advertisement being analysed to aid clarity and verification.
- Follow the relevant regulatory frameworks while conducting the legal analysis, such as guidelines by ASCI (Advertising Standards Council of India), FSSAI (Food Safety and Standards Authority of India), IRDAI (Insurance Regulatory and Development Authority of India), or other sector-specific regulators.
- Use authoritative references for identifying and confirming the misleading nature of the advertisement. Participants should rely on established consumer law principles and regulatory precedents.
- Clearly explain how the advertisement misleads consumers, addressing specific claims, visual or verbal misrepresentations, or omissions that might deceive the audience.
- Incorporate scientific data and studies to support arguments, using hyperlinks and citations directing readers to credible sources for validation.
- Strengthen the legal analysis by referencing landmark case laws related to misleading advertisements and consumer protection to illustrate the application of statutes and judicial interpretation.
- Perform a thorough, evidence-based, and legally grounded analysis that highlights the practical implications of consumer protection laws.

Rewards

The top 3 entries will be published on the CCCPL website and forwarded as a representation to the Advertising Standards Council of India (ASCI) for their consideration.

References

Provided below are some sample advertisements created solely for educational purposes that demonstrate common traits of blatantly misleading advertisements. These images highlight exaggerated claims, false promises, and deceptive visuals often found in misleading marketing. Participants are encouraged to refer to these examples to better understand how to identify and critically analyze such advertisements in their submissions. These illustrative advertisements represent typical legal violations under consumer protection and industry regulations.

The ad makes a misleading health claim by asserting COVID-19 protection without substantiated evidence or regulatory approval, violating advertising and consumer protection laws.
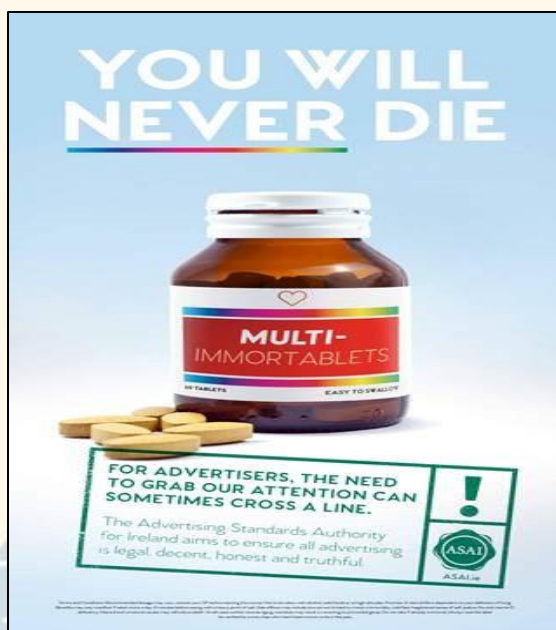
The ad violates consumer law by making a false and misleading representation about the product's efficacy, deceiving consumers with an impossible claim of immortality.

The ad makes deceptive claims of guaranteed skin improvement and brightness without scientific substantiation, violating advertising standards against misleading representations

The ad misleads consumers by branding the product as 'Fresh Tomato Ketchup' while a disclaimer admits this is only a trademark, not a factual claim. This discrepancy exploits consumer trust and may amount to deceptive advertising in violation of consumer protection law.

The ad promises '100% placement or full course fee refund if no offer is received,' projecting an unrealistic certainty of employment. Such claims risk exploiting aspirants' career anxieties and may constitute deceptive advertising.

For any further queries, please reach out to:

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