



**ADVERTISING STANDARDS
AUTHORITY of SINGAPORE**

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MEDIA RELEASE

For immediate release

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ASAS sees rise in feedback on use of AI in advertising

The Advertising Standards Authority of Singapore (ASAS) received 379 pieces of advertisement feedback in 2025. Of these, seven concerned advertisements that involved the use of generative artificial intelligence (Gen AI) in 2025. This was more than double the number received in 2023 and 2024 combined (three).

As the use of AI in advertisement creation intensifies, ASAS calls on marketers and industry bodies to develop sector-appropriate ethical guidance to protect consumers and stakeholders.

Top five complained about industries in 2025

Of the 379 pieces of feedback received in 2025, ASAS received 38 pieces of feedback on telecommunications advertisements, followed by restaurant advertisements with 35 pieces of feedback received. Feedback on food and beverage, health and beauty advertisements rounded out the five most-complained-about sectors. Please see Annex A for the 2025 feedback statistics.

AI creates opportunities and risks in advertising

The use of AI has been gaining traction in many industries and advertising is no exception. According to a report by the Interactive Advertising Bureau, half of advertisers already using Gen AI in the creation of video advertisements.

Concerns have emerged among consumers over its use to create misleading advertisements. The feedback that ASAS received spanned various industries from interior design and investments to beauty and health. The most common concern was that the images and videos in the advertisements presented fictitious events or misleading claims.

In one example, a telemedicine company used Gen AI to create a video where a male character gave a first-person testimonial about their services. The complainants said the

advertisement gave the impression that it came from an actual individual when this was not the case. The advertiser acknowledged that the advertisement was inappropriate as it could be misinterpreted as describing a true personal experience. They ceased it and conducted an internal review to ensure it would not recur.

ASAS's position on the use of AI in advertising content

ASAS takes the view that the use of AI to create advertising content is not inherently objectionable. Gen AI is a good technological tool for the advertising industry, just like the image generation and manipulation tools that came before it. However, its responsible use for honest decent and legal ethical advertising is still paramount, and ASAS adopts a consistent approach that is independent of the tools used to create advertising content.

When ASAS receives feedback, it will approach the marketer for their explanation and substantiation, then assess the advertisement against the Singapore Code of Advertising Practice (SCAP). False and misleading advertisement content is unacceptable, regardless of the tools used or the disclosures added. These do not absolve marketers of the responsibility of ensuring their advertisements comply with the SCAP and national legislation.

The need for sector-specific guidance on AI use

While the guidelines of the SCAP apply to advertisements across all media platforms and industries, AI creates new opportunities and applications for marketers in each sector. ASAS's position is that indiscriminate and vague disclosures of AI usage are not useful, and they hinder rather than aid consumer discernment.

Instead, we recommend a risk-based approach that focuses labelling requirements and/or usage restrictions on applications where Gen AI usage has high potential to mislead. Hence, ASAS calls on marketers and industry bodies to develop guidance on its ethical use for the scenarios that are unique to their sector. This ensures consumers are appropriately informed of how AI is used in an advertisement and shielded from misleading and false presentations.

Should any industry bodies wish to seek ASAS's input on their proposed guidelines, they may contact the ASAS Secretariat at asas@case.org.sg. Marketers who seek clearance on whether their advertisements comply with the SCAP may also take up the copy advice service that ASAS offers. We look forward to working with all stakeholders through technological changes to foster trust in advertising in Singapore.

Bryan Tan
Chairman
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The Advertising Standards Authority of Singapore (ASAS):

The Advertising Standards Authority of Singapore (ASAS) is an Advisory Council to the Consumers Association of Singapore (CASE). It was set up in 1976 to promote ethical advertising in Singapore and is the self-regulatory body of the advertising industry. The ASAS Council comprises representatives from advertisers, advertising agencies, government agencies, media owners and other supporting organisations. CASE provides secretarial support for ASAS.

For more information on ASAS, please visit: www.asas.org.sg or follow us on Facebook: www.facebook.com/asasorgsg.

The Consumers Association of Singapore (CASE)

The Consumers Association of Singapore (CASE) is a non-profit, non-governmental organisation that is committed to protecting consumers' interest through information and education, and promoting an environment of fair and ethical trade practices. One of their key achievements is in lobbying for Consumer Protection (Fair Trading) Act (CPFTA), which came into effect on March 1, 2004.

For more information, please visit the CASE website at www.case.org.sg or follow us on Facebook: www.facebook.com/casesg

Annex A: Feedback received in 2025

The feedback includes requests for advertising advice and complaints that are consumer-to-business, government-to-business, or business-to-business in nature.

Year	Total Feedback Received
2024	432
2025	379

Top 5 industries for feedback in 2025. The feedback includes requests for advertising advice and complaints that are consumer-to-business, government-to-business, or business-to-business in nature.

No.	Industry	2024 Feedback	% of 2024 Feedback	Industry	2025 Feedback	% of 2025 Feedback
1	Telecommunications	53	12.2%	Telecommunications	38	10%
2	Food & Beverages*	38	8.7%	Restaurants*	35	9.2%
3	Restaurants*	37	8.5%	Beauty (includes hair and slimming)	32	8.4%
4	Electrical & Electronics	32	7.4%	Food & Beverages*	20	5.2%
5	Entertainment	27	5.8%	Health	15	3.9%

* "Food & Beverages" refers to packaged food and beverage products and food delivery services, while "Restaurants" refers to dining establishments that are not hawker stalls