

FOR IMMEDIATE RELEASE
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LBC TV ad recalled

Education Secretary Jesli Lapus today said the LBC television advertisement, which presented the spelling of “remittance” as “LBC” has been voluntarily withdrawn and is no longer aired on television.

“We appreciate the prompt response of the LBC in stopping the airing of a misleading advertisement before it creates confusion in the minds of our young viewers,” Lapus said.

In her letter to Lapus, Charmaine Canillas, chair of the Advertising Board of the Philippines, Inc. (ADBOARD) said “the advertiser company, LBC, has written the Ad Standards Council (ASC) saying that it is voluntarily withdrawing the material from media.” Canillas added that ASC has already recalled the “clearance to air” of the LBC television advertisement.

The letter of the ADBOARD to DepEd was in response to an earlier communication from Lapus requesting the regulatory body to look into the LBC television advertisement.

Canillas thanked the DepEd for its concern and assured their industry’s continued cooperation “in looking after the public’s welfare by continuing to promote the practice of self-regulation”.

“We recognize that LBC had no bad intention in their ad. We were more concerned about its possible adverse effect on the young viewers. It’s good the LBC had been very cooperative” Lapus said.

The issue stemmed from a TV ad showing a young contestant in a spelling contest whose answer was adjudged correct when he answered “LBC” in spelling the word “remittance.”

END

PRESS RELEASE