

ALPHA TEST – FEED BACK | FIRST WEEK

BONNIE & ANDREA (ADSPE)

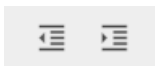
1. Dapat makita talaga decision kasi yung mga sa collaterals na need bigyan ng clearance
2. As mentioned in the previous feedbacks, dapat lumabas sa “()” yung mga inilagay sa others. Kasi ganito ang lumalabas lang sa decision form “Others ()”.
3. Sa “Type of Medium/Length”, dapat lumabas yung execution at length. Gaya nito na “Radio-Live DJ Discussion 60s” siya pero hindi lumalabas sa decision form.

REFERENCE CODE	
SCREENER'S CLEARANCE FOR PRODUCTION DECISION FORM	
CLIENT'S INFORMATION	
ADVERTISER: SAN MIGUEL BREWERY, INC.	BRAND: SAN MIGUEL BEER
MEMBER: PANA (PHILIPPINE ASSOCIATION OF NATIONAL ADVERTISERS)	PRODUCT: SAN MIGUEL PALE PILSEN CATEGORY: ALCOHOL BEVERAGES
PRESENTOR INFORMATION:	
NAME: GIAN KARLO ABANILLA	MOBILE NO.: 09178663265
COMPANY: SAN MIGUEL BREWERY, INC.	EMAIL: glabanilla@smb.sanmiguel.com.ph
ADDRESS: 4/F SAN MIGUEL H.O. COMPLEX 40 SAN MIGUEL AVE. MANDALUYONG CITY	TEL. NO.: -
MEMBER: PANA (PHILIPPINE ASSOCIATION OF NATIONAL ADVERTISERS)	
INFORMATION ON MATERIAL TO BE SCREENED:	
AD TITLE: 2023 SMPP LAUNCH GUIDE SCRIPT	
DECISION: APPROVED FOR PRODUCTION	
MAIN DOCUMENTS: RADIO SCRIPT / COPY	
TYPE OF MEDIUM / LENGTH: RADIO	REF. CODE FOR PREVIOUSLY APPROVED MATERIAL
SUPPORT DOCUMENTS: FDA (CPR/CPN) (2024-05-05), OTHERS (), OTHERS (), OTHERS ()	
COMMENTS:	

4. Ito yung nilagay ko sa mga nakaraang San Miguel Beer apps pero di lumalabas sa decision form.

REMARKS
N/A
320ml Bottle; 1-L Bottle (Grande), 330ml Bottle; 330 ml Can

5. Di gumagana



6. Di makita yung dating decision form kaya di naming alam kung na address ba ung reason of disapproval.

7. date of submission dapat di nag babago, first application is 01-18-2023, nung na approved nung compliance naging - 1-19-2023 na dapat yung date of release lang ang nababago yung nasa ibaba na DATE

8. There were no information reflected in the support documents tab but input support docs when processing the app.

MAIN DOCUMENT/S:	
TYPE OF MEDIUM / LENGTH:	DIGITAL VIDEO
SUPPORT DOCUMENTS:	REF. CODE FOR PREVIOUSLY APPROVED MATERIAL

9. IISA LANG NG FILE ANG NAKAPALOOB SA MGA TABS NA ITO:

Main Docs File Path	Support Docs File Path	Decision File Path
bc39649f85c15813934acf19644bc713.pdf	ec7986a4675385eee1c40c96a2a9b8f3.pdf	asc-decision-form-report/ASC-Decision-Form-J0013P011723J.pdf

10. Magkaron npo ng Product name in order for us to identify sino naghahandle. Medyo nakakalito kasi kapag brand lang tapos biglang omnibus pala,

11. FOR APPROVED FOR CAUTION, THERE SHOULD BE AN OPTION TO SEND THE MATERIAL TO SCREENER.

12. Dapat makita yung product name kasi iba ibang adspe ang naghahawak ng product.

REFERENCE CODE	TYPE OF APPLICATION	COMPANY NAME	BRAND	TYPE OF MEDIUM	INTERNAL STATUS
S0011P012023S	REGULAR	SAN MIGUEL BREWERY, INC.	SAN MIGUEL BEER	COLLATERALS	S1 APPLICATION REVIEWED BY: ERWIN FURAGGAN

- Yung music license and talent contract dapat optional yung with expiration
- final decision path and stamped material path dapat meron din sa s1 compliance para makita namin ano yung decision and stamped material. - ARCHIVE WITH SEARCH BAR
- for compliance - dapat maayos na yung sa history of comments kasi ang hirap mag copy and paste from decision form na kinukuha pa kay Sir Ian and Sir Alvin. New formatting ulit
- some of the applications putol putol yung comments and may mixed up na nangyari
- pending form - hindi dapat mapunta sa decision form yung comments sa pending form.
- revision - hindi pa natatry
- s1/s2 special di pa natry

- for special screening hindi makikita agad ni screener unless heads up siya
- S2 - dapat sino ad spe nung una mapupunta lang sa bin niya at hindi siya makikita ng ibang ad spe. If absent Sir Robbie will inform the team lead then inform si admin kanino ibibigay yung S2.
- dapat magkaroon ng option na pwede maforward sa screener pag approved with caution
- di nakikita yung nilagay na support docs sa decision form.
- Dapat makita yung product name kasi iba ibang adspe ang naghahawak ng product.

SAMPLE NG FORMAT NG PERMIT:

TYPE OF MEDIUM / LENGTH	DIGITAL STATIC-SOCIAL MEDIA	REF. CODE FOR PREVIOUSLY APPROVED MATERIAL
SUPPORT DOCUMENTS	SALONPAS (2027), AFFIDAVIT, STOCKPHOTO	DOH-FDA CDRR PERMIT NO. 0343 S. 2022 (01 AUG – 30 OCT 2022 EXTENDED UNTIL 31 DEC 2022),

PAKI ADD DIN PO SANA SA SELECTION:

- w/ validity, music w/o validity
- contract w/ valdity, contract w/o validity