

JANUARY 2025

HIGHLIGHTS



Complaints received in January

75

Cases closed without formal investigation

42

Directorate decision upheld

4

Directorate decision dismissed

1

UPDATE

WHAT ELSE DID WE DO THIS MONTH?



- Our offices reopened 6 January
- Gail's birthday!
- Attended ICAS Global Think Tank meeting
- Attended update on Reg 3777 with Department of Health
- Held workshop for external adjudicators
- Met WASPA (Wireless Application Service Provider)
- Met WFA (World Federation of Advertisers) to update on Reg 3777

CASE OF THE MONTH

The decision in 3702 – Brutal Fruits shines a light on how important it is that Advertisers are familiar with the law, and avoid depicting any “criminal” behaviour in their advertising. The ARB cannot weigh up whether it thinks that the law is reasonable – if the ad condones breaking a law, that is in breach of the Code. Full decision available on www.arb.org.za

