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## May 2025 Highlights - Advertising Regulatory Board

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Mon, Jun 2, 2025 at 11:44 AM

# MAY 2025

## HIGHLIGHTS



Complaints received in May

55

Cases closed without formal investigation

39

Directorate decision upheld

8

Directorate decision dismissed

7

### WHAT ELSE DID WE DO THIS MONTH?



- hosted a webinar for SAIA & AIP on the importance of self-regulation
- attended UNstereotype Alliance call
- held 2<sup>nd</sup> Quarter Board meeting
- finalised awareness campaign with TBWA
- presented ARB 101 training workshop for ADReach & Rainbow Chicken
- attended aware.org research webinar on underage drinking
- held a workshop sponsored by ENS Africa on a draft sustainability code around greenwashing advertising claims
- attended the virtual ICAS AGM
- did an interview for ENCA
- Gail also appeared at the Franschoek Literary Fair & Kingsmead Book fair

### INTERESTING CASE :

There is nothing like a juicy competitor dispute to get our blood flowing – so when **KFC** used two **Chicken Licken** characters in a “salty” ad, it was no surprise that it landed on our desks. To find out what the issues were and what the Directorate decided, you can find the full decision on our website.



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