

## NOTE

South Africa: Update on the ARB Hearing in the Constitutional Court  
Posted March 2023, extracted from ICAS newsletter March 2023, issue 66

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The Constitutional Court heard today, 2 March, the matter of Bliss Brands v Colgate & 2 Others, to which the Advertising Regulatory Board ("ARB") is a party. The issue in debate is whether the ARB is entitled to consider the advertising of non-members for the guidance of its members. The ARB was successful in the Supreme Court of Appeal, and the matter was taken on Appeal to the Constitutional Court by Bliss Brands. Judgement will be handed down in due course.

"We are confident that the apex court will find in our favour, ensuring that consumers continue to be protected from rogue advertisers," said Gail Schimmel, CEO of the Advertising Regulatory Board. "This is the last step on a long path, and we are grateful for the support of our legal team and the industry."

Brian Yuyi, CEO of the Marketing Association of South Africa was in attendance in support of the ARB. "The marketing community of South Africa is fully committed to self-regulation and the protection of consumers," he said. "Whatever the outcome of today's hearing, we will work with the ARB to ensure that both of those things survive."

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