



## The Advertising Standards Authority of South Africa

(Association incorporated under Section 21)

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### CIRCULAR TO MARKETERS

#### RE: MARKETERS NEED A VOICE

With the demise of the MFSA, marketers in South Africa lost not only their voice, but also a body which represents their views and protects their interests. The ASA therefore needs to approach marketers directly regarding the following:

- 1 The Code of Advertising Practice is reviewed and updated annually to keep pace with societal change. The ASA believes it is essential to give marketers the opportunity to comment on the proposed changes for 2006. The changes recommended by the Code Review Committee can be viewed on the ASA's website at [www.asasa.org.za](http://www.asasa.org.za). Comments must be in writing and must reach the ASA by not later than 15 June 2006.
- 2 The International Chamber of Commerce (ICC) issued a document in 2004, titled "A framework for responsible food and beverage communications". The European Advertising Standards Alliance, of which the ASA is a member, regards this document as a basis for Best Practice and recommends that marketers internationally adopt and incorporate the principles contained in this document into their codes of advertising practice. With no representative marketing body this was unfortunately not done in South Africa.

Recently, in a report issued by the South African Medical Research Council (MRC), concern was expressed about rising levels of obesity in South Africa and a ban on food advertising aimed at children was recommended.

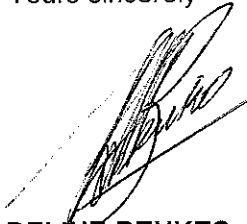
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Recommendations made for future South African government policy include;

- **“Marketing and advertising standards** To date, there have been no regulations regarding the marketing of energy dense foods to children. Ideally it is hoped that in the near future there will be bans on advertising of energy-dense, high fat and high sugar foods on television to young children, particularly since this has been shown to be an effective way of persuading children to make undesirable and unhealthy choices (Swinburn *et al.*, 2004).”
  
  - Future policies should focus on inculcating healthy behaviours in children.
  
  - Action on fiscal policies and levies, school-based intervention programmes, food labeling and claims, nutrition health logos and nutrition education programmes is also called for.
3. Marketers play a pivotal role in advertising self-regulation and we trust that marketers will soon establish a strong representative body to guard their interests

Yours sincerely



**DELINE BEUKES**  
**EXECUTIVE DIRECTOR**