

ADVERTISING REGULATION



NEURON ADVERTISING & MARKETING SDN. BHD.

(Co. No. 1338059 - W)

www.neuron.my

info@neuron.my

Advertising Regulation

Malaysian Code of Advertising Practice

All practitioners of advertising are required to abide by the Malaysian Code of Advertising Practice. The Code was launched by our first Prime Minister, the late Tunku Abdul Rahman Putra Al-Haj.

The Code contains principles describing the essence of good advertising.

1. All advertisements should be legal, decent, honest and truthful.
2. Advertisements must project the Malaysian culture and identity, reflect the multi-racial character of the population and advocate the philosophy of RUKUN NEGARA.
3. Advertisements must not identify or typecast each particular racial group or sex with vocations, traditional values and backgrounds.
4. Advertisements must comply in every respect with the Law, common or statute.
5. All advertisements should be prepared with a sense of responsibility to consumers and to society.
6. All advertisements should conform to the principles of fair competition as generally accepted in business.
7. No advertisements shall bring advertising into disrepute or reduce confidence in advertising as a service to the industry and to the public.
8. Advertisements must be clearly distinguishable as such.

The Code contains general guidelines relevant to all advertisements as well as rules for specific sectors such as medicinal and related products and advertisements containing health claims, children and young people etc.

The Code and the self-regulatory procedure that exists to administer it, are designed to work within to complement existing regulations

Source: Malaysian Code of Advertising Practice (<http://asa.org.my/code.php>)

Prohibited Content

- Ads containing harmful and potentially harmful substances morals and thoughts or provoke anger in the public.
- False and untrue statements mislead people and contrary to the requirements of the laws or laws of the State practice.
- Drug advertisement not approved by the Ministry of Health Malaysia.
- Ads that show pornographic, vulgar and violent images.
- Alcoholic beverages and cigarette ads are either featured live or
- Gambling ads.
- The ads are provocative of religion, race, ethnicity and nation.
- Occult Science and possession ads.
- Pork ads, pork products and publications.
- Ads related to explosives or dangerous substances; Examples of Fireworks.
- Advertising related to employment and marriage agencies without a valid license.
- Political advertisements.

PLEASE NOTE, that Neuron Advertising & Marketing Sdn Bhd retains the right to disapprove any content uploaded through our platform.

Source: Garis Panduan Pemasangan Iklan Pada Badan Kenderaan (Pindaan 2) 2019 - Jabatan Pengangkutan Jalan Malaysia, Bahagian Kejuruteraan Automotif