

GUIDELINES ON ALCOHOL INDUSTRY ADVERTISING

ADVERTISING RULES FOR ALCOHOL COMPANIES

The Ministry of Trade and Industry, together with the Ministry of Information and Communications and the National Alcohol Beverages Association of Kenya (NABAK), a consortium of licensed Alcohol Beverage Companies in Kenya, support the position that the Alcoholic Beverages Industry is best placed to monitor and self-regulate the way brands are marketed in order to promote responsible consumption of alcohol in Kenya. Following consultations between NABAK and the Ministries of Trade & Industry and Information & Communications; it was agreed that all companies advertising alcoholic beverages adapt the guidelines listed below for self-regulation. All players in the Alcoholic Beverages Industry will be required to abide by the guidelines without exception in all their alcohol-advertising campaigns. The guidelines are effective immediately and players in the industry are expected to start complying henceforth.

1. Alcohol Beverage Advertising Schedules

All alcohol beverage advertising on television must be post 8.30pm on all days of the week. Radio advertising to be post 1.00pm on all days of the week. The purpose is to reduce exposure of such advertisements to children.

2. Moderate Consumption Caution

No alcohol beverage advertisement should show any sort of intoxication from alcohol or indicate intoxication from alcohol. Words, statements and/or visuals that insinuate intoxication from alcohol will not be used in advertisements. Alcohol beverage advertising should depict moderate and responsible consumption of alcohol.

3. Abstinence from alcohol

Advertisements will not present abstinence in a negative light, or imply that it is wrong or foolish to refuse a drink. Neither will advertisements imply that it is not trendy or "in tune" with the times to abstain from alcohol consumption.

4. Socially Offensive Communication

Alcohol beverage advertisements need to be sensitive to the variations in cultural sensitivities in Kenya. Advertisements should not contain any images, symbols or figures which are likely to be considered gratuitously offensive nor demeaning to either gender, or to any race, religion, culture or tribe.

5. Under 18 (Legal Drinking Age) Consideration

The Alcohol Beverages Industry must ensure that people under Legal Drinking Age are not included in market research and/or consumer planning, while the content of advertising and marketing materials should never be designed nor constructed in a way that appeals primarily to individuals below the Legal Drinking Age. This guideline prohibits the use of cartoons and fairy tale characters in advertisements or sponsorships of children only events.

6. Alcohol Potency

Alcohol Beverage Companies will not place undue emphasis on high alcohol content as the principal basis of appeal to the consumer. Alcohol Beverage Companies will give factual information about the alcoholic strength of a drink, which may help consumers to make informed decisions. Alcohol Beverage Companies will only refer to alcohol strength in an accurate, factual manner.

7. Therapeutic Value of Alcohol

Alcohol Beverage Companies will not promote alcohol products so as to be perceived as having therapeutic value. Advertising and promotional material will not imply that alcohol has the ability to prevent, treat, or cure any human disease. Health claims should not feature in any brand advertising, promotions or brand PR. Advertising should never imply that the industry encourages consumers to adopt weight maintenance or weight loss. Advertising and marketing material will not depict or be directed at pregnant women, nor will they create the impression that alcohol consumption enhances mental ability or physical performance, e.g., when engaging in sports. No Alcohol Products will be positioned as "energy drinks".

8. Drinking, Driving and Operating Machinery

No communication should imply that the consumption of alcohol is acceptable before or whilst operating machinery, driving a vehicle or undertaking any other occupation that requires concentration in order to be carried out safely. Advertising and marketing activities should not imply that it is acceptable to consume alcohol before or while playing sports, or engaging in activities that require concentration in order to be carried out safely.

9. Social and Sexual Success as a result of the Consumption of Alcohol

All advertising and promotional communication should not create a link between alcohol consumption and 'social or sexual success'. Although certain alcoholic beverage products may be preferred by consumers over others due to taste, Alcohol Beverage Companies will ensure that advertisements and promotional material do not imply that alcohol beverage consumption enhances social or sexual success. Sexually lewd, graphic or indecent language and images are also not permissible. Marketing and advertising material should not imply that consumption of alcohol is a requirement for social acceptance.

10. Anti-social Activities

Communication will not suggest any association with violence or with anti-social behaviour. The language used in advertisements or other brand communications will not contain any direct or indirect references to drug culture or illegal drugs.

The following organisations endorse industry self-regulation as a principle that can promote responsible consumption of alcohol in Kenya.

- Marketing Society of Kenya (MSK)
- Advertising Practitioners Association (APA)
- Kenya Association of Manufacturers (KAM)
- Public Relations Society of Kenya (PRSK)
- Media Owners Association (MOA)

NABAK is an alcohol beverages industry association comprising Kenya Wine Agencies Ltd., Wines of the World, EABL and London Distillers as founder members. The objective of the association is to promote self-regulation and minimize alcohol-related harm by advocating for responsible consumption.



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