



Telecommunications &
Radiocommunications
Regulator

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PRESS RELEASE

TRR consults on Advertising Guidelines

We all cannot avoid seeing advertisements, on billboards in the newspapers, internet and mobile phones or on television or radio, from TVL, Digicel and Telsat as well as other telecommunications service providers. But do we understand exactly what is being advertised or promoted? Do we understand what we are letting ourselves in for if we take up what appears to be a very generous offer?

Well the Office of the Telecommunications and Radiocommunications Regulator (TRR), with the support of a Consumer Advisory Group (CAG), has come up with some draft Advertising Guidelines which they are asking for views on before finalising.

Advertising and promotion plays an important role in the promotion of telecommunication services. While advertisements can support service provider's sales and marketing activities, the lack of information on services available or misleading advertisement can harm competition and mislead consumers and end users.

Advertising material can appear in many forms including: sms over a mobile phone, email, websites, and written material such as leaflets or in the newspaper, broadcast on radio or TV, and physical and electronic billboards.

To develop and maintain a good image of the telecommunications industry and the goodwill of service provider who wish to advertise their services, TRR considers it advisable to introduce this Advertising Guideline.

The Advertising Guideline set out the basic guiding principles in relation to the promotion of telecommunication services, for the industry to observe on a voluntary basis.

The Draft Advertising Guidelines propose that a service provider must ensure that, when it advertises or promotes its services, or products, it must take into account the following principles:



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- Principle 1 advertisements or claims made must be truthful, maintain decency and good taste and comply with the Act, Licence and any relevant laws of Vanuatu;
- Principle 2 advertisement or claims made shall be capable of substantiation upon request. The substantiation needs not be unequivocal with an indication of the source of research or authority on which the claim is based;
- Principle 3 terms and conditions which apply to the product or service being offered should be mentioned and be easily accessible to customers and end user in the language of the advertisement or promotional material;
- Principle 4 time limits, age limits or any form of constraints or special conditions must be clear;
- Principle 5 comparative statements can be made so long as a reference to a competitor, or a competitor's products or services is fair, accurate, reasonable and not misleading;
- Principle 6 competitors or a competitors' products or services must not be portrayed in a negative way;
- Principle 7 the use of superlatives shall be avoided unless substantiated by facts;
- Principle 8 fear or peer group pressure should not be used;
- Principle 9 technical jargon and technology comparisons should be used with care.
- Principle 10 the identity of the product or service provider should be clearly indicated in all promotional materials so that consumers have no doubt which service provider is providing what products and services.

What are your thoughts? Do you agree? If you have a view contact TRR before 22nd October 2012 by 4pm at P.O Box 3547, Ocean Walk, Port Vila or email to consultation@trr.vu

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