



ARB Clarification on the implication of the FlySafair decision

Following a number of queries, the ARB wishes to unpack and clarify the implications of the recent Fly Safair decision around masks.

First and foremost – this does not create a blanket rule that all actors in all ads must wear masks.

It also does not have any implications around the rules of behaviour on set – this is beyond the ARB's jurisdiction.

The ad in question, however, had a very specific issue:

- The ad opens with people wearing masks. The viewer is immediately cued that this is the present and depicts a world where the Covid regulations apply. What they are seeing is neither pre-Covid, nor a fantasy. It is now, and reflects Covid Regulations;
- Then the people arrive at their holiday destination and are NOT wearing masks. This creates the impression that in this Covid world, once you are on holiday, there are different rules. You can hug and not wear masks – because the people in the ad were keeping the rules before, the viewer may believe that they are either still keeping the rules, or that it is generally accepted that the rules can be relaxed once you are on holiday.
- The advertiser tried to fix this with a disclaimer, but the disclaimer was very small and very brief.

What could you do in a similar situation?

- A big, bold disclaimer that nobody can miss;
- Clear clues that the ad takes place in a pre-Covid world, or a fantasy. "Christmas 2019" it might say on the screen, for example.

Anyone trying to apply [the decision](#) should read the decision in its entirety.

While the ARB cannot preclear ads, industry members are welcome to call or email Gail Schimmel with general queries about this issue.

Gail Schimmel, CEO

Advertising Regulatory Board

☎ (011) 593 3104 📠 082 330 3726

✉ gail@arb.org.za 🌐 arb.org.za