



23rd October, 2023.

NO GOING BACK ON ADVERTISING INDUSTRY REFORM

Shortly after the announcement of my reappointment as the Director-General of ARCON, the President of the Advertisers Association of Nigeria (ADVAN), Mr Osamede Uwubanmwen called some journalists to resume media attack targeted at my person and office due to the ongoing advertising industry reform.

The President of ADVAN and its secretariat had continuously engaged in propaganda, misinformation, disinformation and media war.

Rather than join issues with him and its members, I will seek to make some clarifications on the ongoing reforms.

Highlights of the Industry reforms and ARCON pronouncements include:

- 1. Media Rates Deregulation:** Respect Nigerian media houses the way you respect foreign media houses operating in Nigeria. No stakeholder or group of stakeholders should regulate media rate increase as media houses do not regulate other stakeholders' product(s) price increases. Let demand and supply determine sales and purchases of media services as it is in the other sectors of the industry.
- 2. 45-day Industry Credit policy:** Globally, payment threshold is a policy in the advertising industry. Some ADVAN members have been offering Nigerian businesses 120 days payment circle, thereby impoverishing the Nigerian advertising industry. These same advertisers prepay foreign media houses operating in Nigeria for media services. ADVAN had insisted on old practices that have led to industry debt and exploitation of media owners.
- 3. Use of Local Talents:** Nigerians should be considered as primary in advertisement targeted at the Nigerian market. Use of foreign models and voices are banned except where it is inevitable. If you are selling your product to Nigerians, use Nigerians in your communication elements.
- 4. Production of Advertisement outside Nigeria:** Stop the capital flight and development of other economies by going out of the country to produce adverts meant for the Nigerian market, thereby killing the advertising industry. All commercials to be exposed to Nigerians



should be produced in Nigeria. Create jobs for our youths, help grow and develop the Support Service sector of the industry and circulate the money within the Nigerian advertising ecosystem.

5. **Disengagement Protocol:** Whenever you sack your agency, ensure you reconcile and put a closure to all financial matters before engaging another agency. Owing one agency and moving to another without closure of the previous contract is no longer acceptable in the advertising industry.
6. **Copyright:** Respect Nigerian copyright laws. Don't use people's intellectual property without compensation or approval. Violation of this will attract severe consequences.
7. **Engagement policy:** There is a professional way to engage an agency. Ensure you adhere to this and conduct your business ethically.

The Honourable Minister of Information and National Orientation, Alhaji Mohammed Idris, has approved the full implementation of the Advertising Industry Reform.

ARCON will invite and seek the support of other government agencies to investigate the activities of the advertisers, agencies and other stakeholders whose unethical and exploitative tendencies are undermining and sabotaging the efforts and policies of the Federal Government aimed at accelerating gainful employment, rewarding local talents and improving the Nigerian economy.

ARCON will not succumb to the blackmail, intimidation, propaganda, etc. of ADVAN or any stakeholder in order to suspend the ongoing industry reform.

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