



INDUSTRY PRACTICE NOTE – [CMCF – 1/2017]

USE OF RELIGION IN ADVERTISING VIA BROADCAST MEDIA

1. As a general rule, the use of religion in any form of advertising or marketing communications shall be prohibited. This is to preserve the sanctity and sensitivities of religion which shall not be exploited for commercial gain or have a tendency to create fear or disharmony among consumers. By way of example, this will include:
 - (a) use of religious authorities, religious departments, clerics or preachers to convey an impression that a certain product is sanctioned by a religious authority;
 - (b) use of religious personalities to provide religious testimonials promoting or endorsing products or services;
 - (c) use of holy books of any religion or any words, texts or excerpts from such holy books to associate them to certain products or services;
 - (d) making claims or giving false interpretation of the teachings of any religion that has a tendency to mislead, create fear or give false promises to Consumers.

However, the use of JAKIM's Halal certification on products or services will not be construed as going against this Practice Note.

2. Prohibitions Under Islam

The following practices in relation to advertisements or marketing communications are expressly forbidden by JAKIM and shall not be undertaken by the Advertisers:

- (a) use of words from the Al-Quran or Ruqyah or the word "Sunnah" on their products;
- (b) claiming that food and drinks have been imbued with the 'ayat al Quran' and are good for the health of the Consumer;
- (c) making claims that if the consumer uses the Advertiser's product, they will obtain "berkat" or blessings from the Prophet;
- (d) making claims that the Advertisers products are laced with prayers from the holy book and thus these products can cure illnesses or make children smarter and more obedient to their parents and teachers.

Effective Date: 21 September 2017