



THE KUALA LUMPUR DECLARATION

OCTOBER 24, 2009

**A FRAMEWORK OF ACTION FOR ASIAN ADVERTISING
COMMUNITY TO DEFINE KEY GOALS AND STANDARDS OF
BEHAVIOUR TO DRIVE DEMAND FOR BRANDS IN ASIA**





We, the representatives of advertising organisations in the Asian continent participating in this biennial gathering of the continent's advertising fraternity held at Kuala Lumpur, Malaysia from October 22-24, 2009:

Recognise that being home to diverse cultures, the Asian continent presents a formidable challenge to the development, progress and stability of our respective societies;

Reaffirm that the full realisation of all human rights and fundamental freedoms for all Asians is an essential element in the regional response to promote a responsible advertising culture in Asia.

Recognise that in this Age of Responsibility for brands in Asia, growth and the overall expansion of advertising must show due concern for social responsibility, sustainability, accountability and ethics





We reaffirm our commitment to implement the *Kuala Lumpur Declaration* as set out in this document and adopt the following Agenda for Action;

1

Reaffirm that concern with ethics, cultural values and advertising standards must be the mainstay of national, regional and international initiatives for the promotion of brands in Asia.

2

Commit ourselves to overcoming barriers that prevent the attainment of high advertising standards in Asia.

3

Commit ourselves also to addressing as a priority the vulnerabilities faced by children exposed to advertising, providing education to these children and their families.





4

Emphasise the need to strengthen linkages between advertising, other communication vehicles, national development plans and strategies.

5

Reaffirm our commitment to GATT and implement it in a manner that supports the rights of Asian nations to protect their indigenous religions, customs and cultures.

6

Commit ourselves to intensifying investment in and efforts towards the research and development of advertisements that promote Asian values in advertising;





7

Commit resources to support training programmes that enhance skill sets across levels in the advertising industry.

8

Encourage advertising companies and agencies, donors, multilateral organisations and other partners to develop public-private partnerships in support of research and development and knowledge and technology transfer that will facilitate higher standards in advertising;





9

Encourage bilateral, regional and international efforts to promote knowledge and awareness of good practices in advertising;

10

Encourage the responsible growth of indigenous brands in Asia and thereby improve the sustainability and economic growth of local communities





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