



BAN ON THE USE OF FOREIGN MODELS AND VOICE-OVER ARTISTS ON THE NIGERIAN ADVERTISING MEDIUM/MEDIA

In line with the Federal Government's policy of developing local talent, inclusive economic growth and the need to take necessary steps and actions aimed at growing the Nigerian advertising industry, the Advertising Regulatory Council of Nigeria (ARCON), being the apex advertising, advertisement and marketing communications' regulatory agency of the Federal Government, has in accordance with its statutory mandates, responsibilities and powers as conveyed by the Advertising Regulatory Council of Nigeria Act No. 23 of 2022 bans the use of foreign models and voice-over artists on any advertisement targeted or exposed on the Nigerian advertising space with effect from 1st October 2022.

All advertisements, advertising and marketing communications materials are to make use of only Nigerian model and voice-over artist.

Ongoing campaigns are permitted to run out their terms, however, subsequent applications for revalidation for continued exposure of such materials will not be granted by the Advertising Standards Panel (ASP).

Advertisers, advertisement agencies, media houses, advertising community and the general public are hereby enjoined to take note.

Issued this 22nd day of August, 2022.

Dr. Olalekan Fadolapo, FCA, rpa
Director-General