

25 October 2025

Subject: Guideline for Media and Marketing Communications During the Mourning Period of Her Majesty Queen Sirikit the Queen Mother

To: All Members

Following the announcement from the Bureau of the Royal Household regarding the passing of Her Majesty Queen Sirikit the Queen Mother, on October 24th, 2025, and the subsequent announcement from the Office of the Prime Minister regarding the guidelines to offer condolences during the mourning period.

The Media Agency Association of Thailand (MAAT) has adopted guidance from the Office of the Prime Minister and the National Broadcasting and Telecommunications Commission (NBTC) on appropriate media, marketing, and communications practices. These guidelines are intended to assist individuals, agencies, and organizations in practicing proper conduct in accordance with the principles of “expressing mourning with appropriateness and dignity, showing respect and composure, while continuing normal daily life.” The guidelines are as follows:

1. All festive or celebratory activities should be modified appropriately to reflect the mourning atmosphere. The content and format of such activities should be reviewed and adjusted to ensure dignity, respect, and gratitude toward Her Majesty The Queen Mother, rather than suspending all activities entirely.
2. Marketing, communication, and advertising activities may continue but should adopt a softer and more respectful tone, for example, reducing elements of cheerfulness, lively music, or celebratory imagery for a period of 15 days.
3. Media agencies and brands should exercise discretion in moderating or suspending advertisements as deemed appropriate, considering the context of the situation.
4. After the initial 15-day mourning period, businesses and brands may resume normal marketing activities while maintaining sensitivity and appropriateness for an additional 15–30 days following the announcement.

This is for your kind acknowledgment and observance.

Respectfully,



(Mr. Pawat Ruangdejworachai)

President, Media Agency Association of Thailand (MAAT)

Remarks:

- The above guidelines aim to encourage all sectors to express mourning appropriately and respectfully, with composure and dignity, while continuing normal daily life. Members, marketers, or media vendors who wish to provide further suggestions for MAAT's consideration are welcome to contact MAAT to collaborate on developing appropriate collective practices.
- The government has not prohibited the private sector from organizing entertainment activities; however, it requests that such activities be adjusted appropriately to suit the mourning atmosphere.

- The government has resolved that civil servants, state enterprise employees, and government agencies wear mourning attire (black clothing) for one year, while the public is requested to do so for 90 days.