

June 12, 2026

Subject Official Guidelines on Media and Marketing Communications in Commemoration of the Passing of Her Royal Highness Princess Bajrakitiyabha Narendiradebyavati Krom Luang Ratchasarinnee Siripatchara Maha Watchara Ratchathida

To All Members

Following the official announcement from the Bureau of the Royal Household regarding the passing of Her Royal Highness Princess Bajrakitiyabha Narendiradebyavati Krom Luang Ratchasarinnee Siripatchara Maha Watchara Ratchathida on June 12, 2026, and the subsequent guidelines issued by the Office of the Prime Minister regarding the mourning period; The Board of Directors of the Media Agency Association of Thailand (MAAT) would like to notify all members of the operational guidelines concerning media usage, marketing activities, and marketing communications. This is to ensure that all individuals, agencies, and organizations can utilize these pointers to maintain appropriateness and demonstrate utmost respect for the current situation as detailed below:

1. **Television (TV):** Tone down screen color saturation as appropriate. Avoid broadcasting Television Commercials (TVCs) that contain overly exciting, festive, or comedic tones.
2. **Digital & Online Media:**
 - a. Adjust corporate Profile Pictures and Cover Photos to respectful tones, or feature a black mourning ribbon
 - b. Consider temporarily pausing (Pause) advertisements with highly festive or vibrant content as deemed appropriate.
3. **Out-of-Home Media (OOH):** For Digital Billboards, adjust the creative execution to a respectful tone by lowering the color output by 40%, or transition content to corporate condolence messages. Static billboards can display commercial advertisements as per normal operations (with lights turned on), or operators may opt to produce new layouts/dedicated condolence signage.
4. **Radio:** Avoid radio commercial spots that feature comedic sound effects or loud, aggressive shouting.
5. **Advertising:** Tone down or temporarily suspend the dissemination of any advertising materials that feature overly festive or vibrant content. This remains at the sole discretion of media operators and brand owners, who should judge the suitability based on the specific context of the situation.
6. **Post-Mourning Period:** After the conclusion of the mandatory 15-day mourning period, media operators and brands can resume normal marketing activities and communications.

Sincerely Yours,



(Mr. Pawat Ruangdejworachai)

President of the Media Agency Association of Thailand

Remarks:

- The objective of the guidelines is to encourage all sectors to collectively express their condolences in a manner appropriate to the occasion, demonstrating respect and solemnity while continuing their regular daily lives.
- The government has not banned private sector celebrations, events, concerts, sports tournaments, or corporate seminars. However, brands must adjust the format to align respectfully with the mourning atmosphere.
- The Cabinet has resolved that all government officials, state enterprise employees, and public sector agencies shall wear mourning attire (black clothing) for a period of 15 days onwards. For the public, it is requested that they consider acting according to what they deem appropriate.
- Marketing guidelines from the Marketing Association of Thailand (MAT) as follows:

4 Do's:

1. Adjust — Align communication tones to be respectful, solemn, and appropriate for the occasion: All organizations are requested to use polite language and tone down festive tones across all communication channels. Sales and public relations activities may proceed, but avoid comedic jokes, fast-paced animations, vibrant/flashy colors, or overly stimulating music.
2. Access — Review and adapt marketing plans to suit the situation: Thoroughly evaluate active or upcoming advertising media, PR campaigns, and marketing activities during this period to ensure both content and tone are appropriate for the social atmosphere.
3. Appreciate — Communicate with respect and express condolences correctly: Expressions of condolence must use solemn and accurate language. When referencing royal duties, focus on commemorating royal grace without using such content or imagery for commercial/advertising purposes. Organizing commemorative acts, such as holding a moment of silence before commencing an event, is highly appropriate.
4. After — Return to regular operations with continued respect: After the mandatory 15-day period, organizations may resume regular marketing activities. However, a respectful tone should be maintained for an extended period. Highly festive or celebratory activities should be postponed until the atmosphere of mourning subsides.

4 Don'ts:

1. Amusing — Avoid all forms of entertainment and celebratory activities: Refrain from organizing events characterized by high-energy fun, hilarity, or grand celebrations, such as concerts, parties, or festive promotional activities.
2. Aggressive — Do not use high-energy, excitement, or overly stimulating communication tones: Avoid text, images, or audio clips that trigger intense excitement or invite rowdy fun, such as "Party of Happiness!", "Ultimate Fun!", or "Epic Festival!".
3. Abuse — Strictly prohibit the use of royal imagery or royal duties for commercial gain: Do not use any royal photographs, royal duties, or condolence messages to promote trade benefits or commercial advantages.

4. Ambiguous — Avoid any communication that could be interpreted as inappropriate: Do not publish content, images, audio, or wording that contradicts the atmosphere of mourning, or that could be perceived as disrespectful or insensitive during this delicate time.
- Website/online guidelines from Thai Webmaster and Online Media Association (TWA) as follows:
 1. Website Structure and Themes
 - 1.1 Mourning Elements: Webmasters are requested to feature a black mourning ribbon or ribbon bar on the top corner of the website. The design should be appropriate and must not obstruct the main content layout.
 - 1.2 Color Schemes (Grayscale): Operators who are ready may adjust the website's color palette to clean, respectful tones, such as grayscale (gray, white, black). Vibrant colors or flashy background elements should be avoided during this window. This adjustment should be implemented based on the nature and suitability of the business.
 - 1.3 Animations and Graphics: Consider suspending the use of festive animations, moving graphics, or cheerful audio/sound effects on the platform.
 - 1.4 Advertising Filtration: Reduce or temporarily suspend advertisements that feature entertainment content or are otherwise inappropriate during this period of public mourning.
 - 1.5 Cross-Device Display Quality: Verify the display results across all devices (desktop, mobile, tablet) to ensure the overall website presentation consistently reflects appropriateness and respect.
 2. Website Content
 - 2.1 Suspend Entertainment Content: Refrain from publishing content of a highly entertaining, playful, or celebratory nature, such as music videos, comedic clips, or content highlighting celebrations.
 - 2.2 Promote Commemorative Content: Disseminate useful social content, news updates, or articles that express loyalty, condolences, and remembrance of royal grace.
 - 2.3 Royal Vocabulary (Rachasap): Ensure the strict use of polite, respectful language and correct royal vocabulary whenever referencing royal names, titles, or royal duties.
 - 2.4 Fact-Checking and Verification: Rigorously verify all content sources and references for accuracy before publishing, particularly any information related to the royal institution.
 - 2.5 Placement of Condolences: If publishing tribute articles, photos, or videos, place them in prominent and dignified positions on the page without disrupting the user's viewing experience.
 3. Operational Timeline: Adherence to Government Decrees: All operators are requested to strictly adhere to the guidelines throughout the official mourning period designated by the government, or until further notice and updated guidelines are issued by the relevant government authorities.