

Consumer Protection Center Guidelines Marketing Campaigns Requests

Steps:

To obtain licenses for promotional campaigns and commercial discounts, the applicant must follow the following steps:

1. Visit the Ministry of Industry & Commerce website or the eGovernment portal bahrain.bh. Choose the Marketing Campaigns Request service. Register and log into the system using the authorized applicant's electronic key.
2. The applicant selects either a promotional campaign or commercial discounts service and records the necessary data for the promotional campaign or commercial discount. Then, attach the required documents related to the promotional offer or discount.
3. The request is submitted to the Marketing Campaigns Services Section for review and verification of compliance with the conditions and final approval.
4. After the review, the applicant receives an email either containing amendments to the request itself by correcting the entered data or attaching other required documents or completing the payment process to obtain the necessary license if the request is fully compliant.
5. Upon approval, the electronic payment process must be completed (for promotional campaigns only), and the certificate is issued. The applicant receives an email with the balance and the license certificate for conducting the promotional campaign or commercial discounts.



General Guidelines:

- The applicant must possess an electronic key.
- The applicant can be the owner of the commercial registration or the authorized signatory. Any person authorized by the owner of the commercial registration can also submit requests through the electronic system.
- Commercial registrations that are canceled with or without payment cannot apply for promotional campaigns or commercial discounts.
- The commercial establishment must display the certificate on the storefront during the promotional campaign or commercial discounts.

Required Document:

1. Agreement: A copy of the agreement/contract signed with the bazaar in the case of discounts.
2. Vehicle Registration Form: Registering all valuable prizes such as cars and properties under the Ministry of Industry & Commerce's name or providing a bank guarantee if necessary.
3. If the promotional campaign is regional or international and the draw will take place outside the Kingdom of Bahrain, a copy of the permit for the promotional campaign in the country where the draw will be held must be attached.
4. Advertisement poster in both Arabic and English.
5. Copy of the prize purchase invoice or a letter of guarantee for prize reservation if they are from the same institution/company.
6. List of goods.
7. Sample of draw coupons or scratch and win cards, or any other vouchers in both Arabic and English if available.
8. Terms and conditions, if applicable, in both Arabic and English.



Note - Violations

If a violation of the regulations regarding commercial discounts or promotional campaigns is detected, the authorized person on the commercial registration must visit the Consumer Protection Center and complete the procedures to remove the violation.