



News > Politics

Red buffalo sticker banned

Published: 7 Oct 2014 at 16.29 | Viewed: 5,418 | Comments: 2

Online news: Politics

Writer: Online Reporters

146 15 0

Like Tweet

Print Email Share

Line Corporation Inc, operator of Line messaging app, has banned the Thai-made "Red Buffalo" sticker which has been made available less than 24 hours ago.

Doodle House Studio

Red Buffalo

30THB

No Expiration Date

Send as a Gift Purchase

Red Buffalo is now on LINE. He is here to spice up your chat and make y'all happy!

Operating Environment | LINE for IOS or Android version 3.1.1 or higher, LINE for NOKIA Asha version 1.7.20 or higher, LINE for BlackBerry version 1.10 or higher, LINE for Windows Phone version 2.7 or higher, or LINE for FireFox version 1.1.4 or higher is required to receive stickers.

Line sells cartoon-like sticker sets to let users express their feelings as well as exchange greetings and frequently used text quickly without having to type.

During the political conflict of the past eight years in Thailand, "red buffaloes" is a term used mainly in online communities to refer to red-shirt protesters by people who do not share their causes.

In Thai, the term "buffalo" refers to a stupid person.

The red shirts, however, generally do not feel the term is an insult. Many even identify with and take pride in it.

Panthongtae Shinawatra, Thaksin Shinawatra's son, promoted the sticker on his Instagram account at 9pm on Monday.

By 2pm on Tuesday, the 30-baht sticker was no longer available on the Line sticker shop, the only place users can get the set.

A Line executive told the *Bangkok Post* on Tuesday the reason for the removal was politics.

The creator of the sticker is Kwai Dang Community, who wrote on his Facebook he was so glad many liked his sticker.

He claimed it became No. 8 best-seller in Thailand when it was removed from the shop.

"I accept and understand Line's decision. I have no problem with it," he wrote.

Kwai Dang Community also wrote those who had bought it before the ban could continue to use it but could not "gift" or buy it for another person.

Line told him the character set violated two of its [sticker moral guidelines](#) as they "may slander, injure, or attack the reputation of a particular person, nationality, or group" and "may potentially attack a religion, culture, people group, or nationality".

"When I created it, I wanted to make it free but Line said I would need 2-3 million baht to do that.

"Since I didn't have that kind of money, my only option was to make it one of Line's Creator stickers, which are not free but prices are low," he said.

Kwai Dang Community said he first submitted the sticker on April 24 and it was put on "waiting for review" status.

On May 22, it became "in review" and "approved" on Oct 6, he wrote on Facebook.

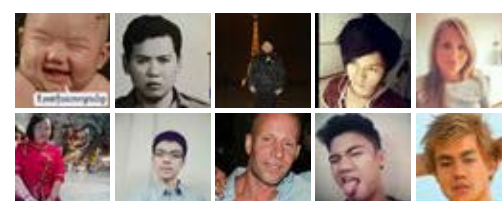
Most Viewed

- North Korea: 1 country, 2 systems**
NEW YORK - North Korea said reunification with the South is its main goal, and proposed an arrangement of "one ...
- Depressed woman commits suicide by ...**
- Manhunt underway after brutal ...**
- Autopsy points to sex, struggle in ...**
- Confessed Koh Tao killers re-enact ...**

Find us on Facebook



353,137 people like BangkokPost.



Facebook social plugin

Job search

Find jobs from total of 104 open positions

All

Tips & tricks for your career



Actor ensemble

After extensively working in American theatres as a director, performer, teac...

Tell us what you think about this article

11 people liked / 48 people disliked it

Share this article

Facebook 147 Twitter 15 0 [More +](#)
[Republishing permission](#) [Print this](#)

More on this topic



New commander of 'coup division'

Published: 02 Oct 2014
Total views: 6,628



PM: Martial law still necessary

Published: 06 Oct 2014
Total views: 4,400



Thailand may gets iPhone 6 Oct 24

Published: 30 Sep 2014
Total views: 18,304

Other stories in this category

- Red buffalo sticker banned
- NRC meeting tentatively set for Oct 21
- King endorses reform panel members
- Martial law stays for now, PM says
- Generals have the power to end money politics
- PDRC asks aid for injured

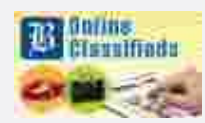
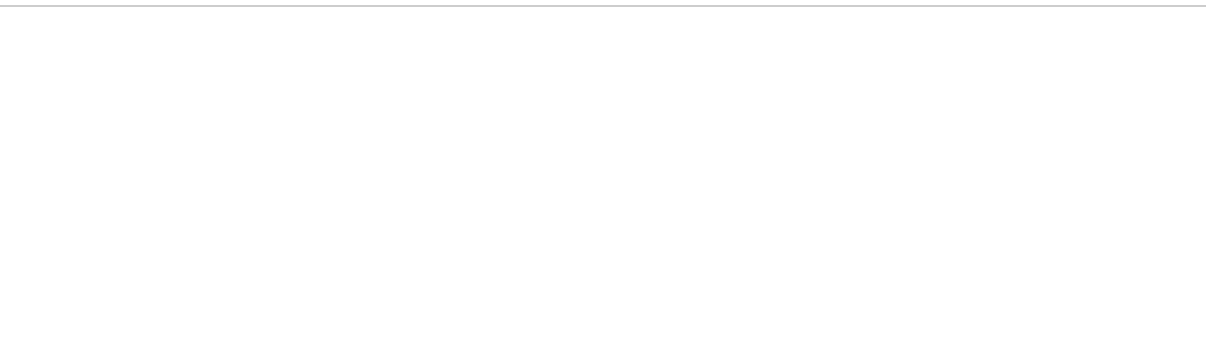
Forum

- [Do you speak English Khun Noy?](#)
- [Mercedes killer Honda girl Red Bull heir](#)
- [Devalue Thailand baht](#)
- [Choosing cheap Chinese Products over Thai jobs](#)
- [Solar Power](#)
- [Baht too strong - urgently needs freedom to float](#)



Related search:

[Line sticker Red Buffalo ban](#)



Bangkok Post online classifieds

Try buying & selling goods and properties 24/7 in our [classifieds](#) which has high purchasing power local & expatriate audience from within Thailand and around the world.

2 people commented about the above

- Latest
- Oldest
- Most replied to
- Most liked
- Most disliked

Readers are urged not to submit comments that may cause legal dispute including slanderous, vulgar or violent language, incorrectly spelt names, discuss moderation action, quotes with no source or anything deemed critical of the monarchy. More information in our [terms of use](#).

Please use our [forum](#) for more candid, lengthy, conversational and open discussion between one another.



kamolt Posted: 15 | 7 Oct 2014 at 19:19

[Report abuse](#)

The stickers are cute. Really cute! Actually, if people don't think too much, the set look OK. There is no red-coded political message.



andyofsiam Posted: 56 | 7 Oct 2014 at 17:30

[Report abuse](#)

Another surprising thing is that it takes 4 months to review and approve a silly little sticker!! So much for technology and its advancements. I also will be writing to Line to demand they take down all cat stickers, as my pet has indicated to me that cats do not do most of the things and poses that the stickers can do - and it finds this offensive. My bald neighbour might also find the grey bald man stickers offensive, but I havent asked him yet.....

[Click here to view more comments](#)

What's your comment?

I acknowledge the [rule & regulations](#)
Tick here to also post this comment on your facebook wall

